

Digital Marketing 101 – Introduction (Page 1)

1. What is Digital Marketing?

Digital marketing refers to promoting products or services using digital channels such as websites, social media, search engines, emails, and mobile apps.

2. Why Digital Marketing is Important?

- Wider audience reach
- Cost-effective compared to traditional marketing
- Easy to track performance
- Personalized targeting

3. Key Components of Digital Marketing

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- SMM (Social Media Marketing)
- Email Marketing
- Content Marketing
- Affiliate Marketing
- Mobile Marketing

4. How Digital Marketing Works?

It works by using online tools and platforms to attract customers, engage them, and convert them into buyers.

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5. Benefits of Digital Marketing

- Real-time results
- Global reach
- Higher engagement
- Measurable analytics
- Better ROI

6. Popular Digital Marketing Platforms

- Google
- Facebook
- Instagram
- YouTube
- LinkedIn
- Email tools (Mailchimp, SendGrid)

7. Career Opportunities in Digital Marketing

- SEO Specialist
- Digital Marketing Executive
- Content Writer
- Social Media Manager
- PPC & Google Ads Expert

8. Conclusion

Digital Marketing is an easy-to-learn and high-demand field. Understanding the basics helps you build a strong foundation for advanced digital marketing skills.