**How to start in Digital Marketing**

We all want to start somewhere but we don’t know where and how. Let me introduce you what Digital Marketing is all about. What are the capabilities, qualities you need, and choosing a source for your knowledge in **Digital Marketing** which could be very crucial, one particular term or practice might not be applicable today.

Digital Marketing is about effectively expanding your marketing channels throughout digital platforms. As HubSpot said that Marketing is about going where your audiences are, hence where the first sentence is about.

Here at Undevstand, we value the information we produce by keeping it up to date. Here are the topics laid out for you to gain some insight:

* Terms in Digital Marketing
* Qualities of a good Digital Marketer
* Types of Digital Marketing
* Start your career in Digital Marketing

**Terms in Digital Marketing**

You need to start first in learning the terms in Digital Marketing, understand the language spoken in this industry that’ll make you efficient through the process. Digital Marketing is divided into different types:

**Search Engine Optimisation (SEO)**

**Pay Per Click (PPC)**

**Search Engine Marketing**

**Email Marketing**

**Social Media Marketing**

**Content Marketing**

We also have different kinds of traffic from different channels. These are **organic traffic, paid traffic, direct traffic,** and **social traffic.**

**Organic Traffic** are the most valuable for search engines – Google. Best example to put this is that when you search in Google or other search engines, you click in a site that isn’t promoted; you are automatically considered as an organic traffic.

It’s valuable since you considered clicking a website without that website promoting itself.

**Paid Traffic** is the exact opposite of organic traffic. Clicking to a promoted website is considered a paid traffic. These are mostly websites with the intent of producing sales or **Conversions**.

**Conversions**

– end goal in Digital Marketing. Usually a term used in Digital Marketing when a consumer bought something at your website or signed up on your email newsletters.

**Direct Traffic** is when you type in the url of the website and you are directed there. Mostly you are familiar and a frequent visitor of the website or it’s recommended from someone.

Have you saw some articles linking to a website while browsing social media platforms – **Facebook, Pinterest, Twitter, LinkedIn**.

That is considered as **Social Traffic.**

Not much terms? Don’t overwhelm yourself and get lost since I’ll direct you to the most well-known or general terms and work our way into technical terms.

It’s a fast-growing industry so keep your brain up to date.

**Qualities of a Good Digital Marketer**

Digital Marketing requires some unique & specific qualities that would make you produce great output on all of your campaigns. But I’ll give you the four most important words that would affect most in Digital Marketing. It’s all about **details, ideas, research, and innovation.** Thesethree words have a huge impact in where you stand as a Digital Marketer.

**Details – Ideas – Research – Innovation**

These may seem similar to each other but if we go into details, they’re apparent from their differences**.** Let’s dive and take nourish each word!

**Details**

Just like what I said, if we could observe everything carefully, they’re differences in everything. Synonyms could have close or similar definition but each word brings a different tone and personality to it.

In Digital Marketing, one specific detail like word, button, font, color, theme, space could be a huge factor in your specific goal. Come to mind that Details will play a huge role in this field.

The great thing about Digital Marketing is the control you have over your campaigns. Control in your targeting specific audience in segregated platforms or a chosen email list of content writers.

**Ideas**

We have different lifestyles and hobbies, different interest and views in mostly everything - those are where **Ideas** come from. From the start of our day, to watching a repeated ad on YouTube produces ideas in which makes even Marketing as a whole.

The only difference about Digital Marketing to Traditional Marketing is that Digital Marketing is more specific, has defined metrics & results, changes most of the time. One particular practice before would not be applicable now.

**Research**

Next is where you could be resourceful and utilize information. To support your campaign, and make the foundation of your campaign stronger by proving it from studies and experiences from others.

You could **Research** about a specific practice and study if that fits your niche or learn from case studies if they’re better tactics from it.

The famous lines “It depends” fits this particular consideration. Internet and technology made us connect more conveniently which is great, but we have to consider the downfall it could give. Generalizing information and practices is something you need to think always.

Different niches don’t apply the same practice to each other.

That is where **Research** applies! Better take notes!

**Innovation**

Wondering why **Innovation** is included in Digital Marketing? We are actually related to tech industry, the platforms & devices we use as a channel of our communication lies a big role.

Knowing specifications of the devices could lead to a better UX design!

How?

For example, most of your users are using mobile devices instead of desktop. Having Responsive Web Design makes some differences to your campaigns in a huge way.

Not only that, but you shouldn’t be contented with your present methods as it always changes. People are getting smarter and a lot of algorithms are changing every week!

Scams, bad practices, manipulation is already being used to lure people for easy and fast transactions. Thus, making search engines and other platforms change their algorithms.