CONTENT MARKETING-

It is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience with the objective of driving profitable customer action.

The keyword here is “valuable”. It is what changes this definition from one that could describe almost any form of advertising or marketing. We can tell if a piece of content is the sort that could be a part of a content marketing campaign if people seek it out, if people want to consume it, rather than avoiding it.

VARIOUS FORMS OF SOCIAL MEDIA-

1. Social Networking- Designed for socializing with friends and family and to network with professional colleagues.

example: Facebook, LinkedIn

1. Media Sharing- Places to share images and videos with others.

example: Instagram, snapchat, YouTube

1. Microblogging- A combination of texting and blogging to post our thoughts for rapid dissemination.

example: Twitter

1. Blogging- A place to write articles on virtually any subject both personal and business, Readers can comment and discuss.

example: Medium, Tumblr

1. Bookmarking- A place to collect series of links on a subject to showcase to others.

example: Pinterest, Digg, Mix

1. News and Discussion Sites-
2. Gaming Sites-
3. Review Sites-