

Qus : 1 What is Digital Marketing?

Ans : Digital marketing is a way to promote brands to potential customers using the internet and other digital communication methods.

Digital marketing, also known as online marketing.

Qus : 2 Types of Digital Marketing?

Ans : 1.Branding : Branding is the process of using digital assets to create an online brand identity that can be expressed on virtually any digital channel, like your website, social media profiles, digital ads, and content marketing.

2. Website : It's a powerful tool that can be used to represent a brand, product, or service, communicate with potential customers, and execute online marketing campaigns.

Websites can also help businesses target specific audiences, generate leads, improve customer experience, and attract organic traffic.

3. SEO : SEO stands for "search engine optimization."

In simple terms, SEO means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for: Products you sell.

4.Advertise : Digital advertising refers to the promotion of products or services using digital channels such as websites, social media, search engines, email, and mobile apps.

It encompasses various formats like display ads, video ads, sponsored content, and social media ads.

5.social media : Also known as digital marketing and e-marketing.

Social media is a digital technology that allows people to share and exchange information and ideas in virtual communities and networks.

6.Content Marketing : Any content creation intended to increase awareness, attract customers, or promote a good or service is referred to as content marketing.

7. Viral : Viral marketing is a style of promotion that relies on an audience to organically generate and push the message of a product or service. On social media, marketing is considered "viral" when it's being shared rapidly by the public at large rather than just its target audience.

8.service : Services marketing is a form of marketing businesses that provide a service to their customers use to increase brand awareness and sales.

Qus : 3 What is a Marketing Funnel? & Explain with Example

Ans : A marketing funnel is a model that illustrates a customer's journey with a business, from their initial awareness to their loyalty.

It's also known as a conversion funnel. The funnel helps marketing teams plan and measure their efforts to attract, engage, and convert potential customers.