

### **Day 3: Core Digital Channels: Social, Email, and Affiliate (Unit I)**

**Lesson Goal: Explore the relationship-focused channels—Social Media, Email, and Affiliate marketing—and their primary objectives.**

#### **1. Social Media Marketing (SMM)**

- **Primary Goal:** The primary goal of an SMM campaign is brand awareness and establishing social trust.
- **Functions:** As you go deeper, you can use SMM to get leads or even as a direct sales channel.
- **Examples:** Promoted posts and tweets are two examples of social media marketing.

#### **2. Email Marketing**

- **Effectiveness:** Email marketing is still one of the most effective digital marketing channels.
- **Function:** This type of marketing allows companies to get in touch with potential customers and anyone interested in their brands.
- **Lead Funnel:** Marketers often use other digital marketing channels to add leads to their email lists and then, through email marketing, create customer acquisition funnels to turn those leads into customers.

#### **3. Affiliate Marketing & Video Marketing**

- **Affiliate Marketing:** Influencers promote other people's products and get a commission every time a sale is made or a lead is introduced.
- **Video Marketing:** Platforms like YouTube are popular search engines, and a lot of users turn to video before making a buying decision. Companies find the most success by integrating video with SEO, content marketing, and broader social media marketing campaigns.
- **Platforms:** There are several video marketing platforms, including Facebook Videos, Instagram, and even TikTok.