

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.