FREELANCING & DIGITAL MARKETING COURSE

Class # 2

"Do it because they said you couldn't."

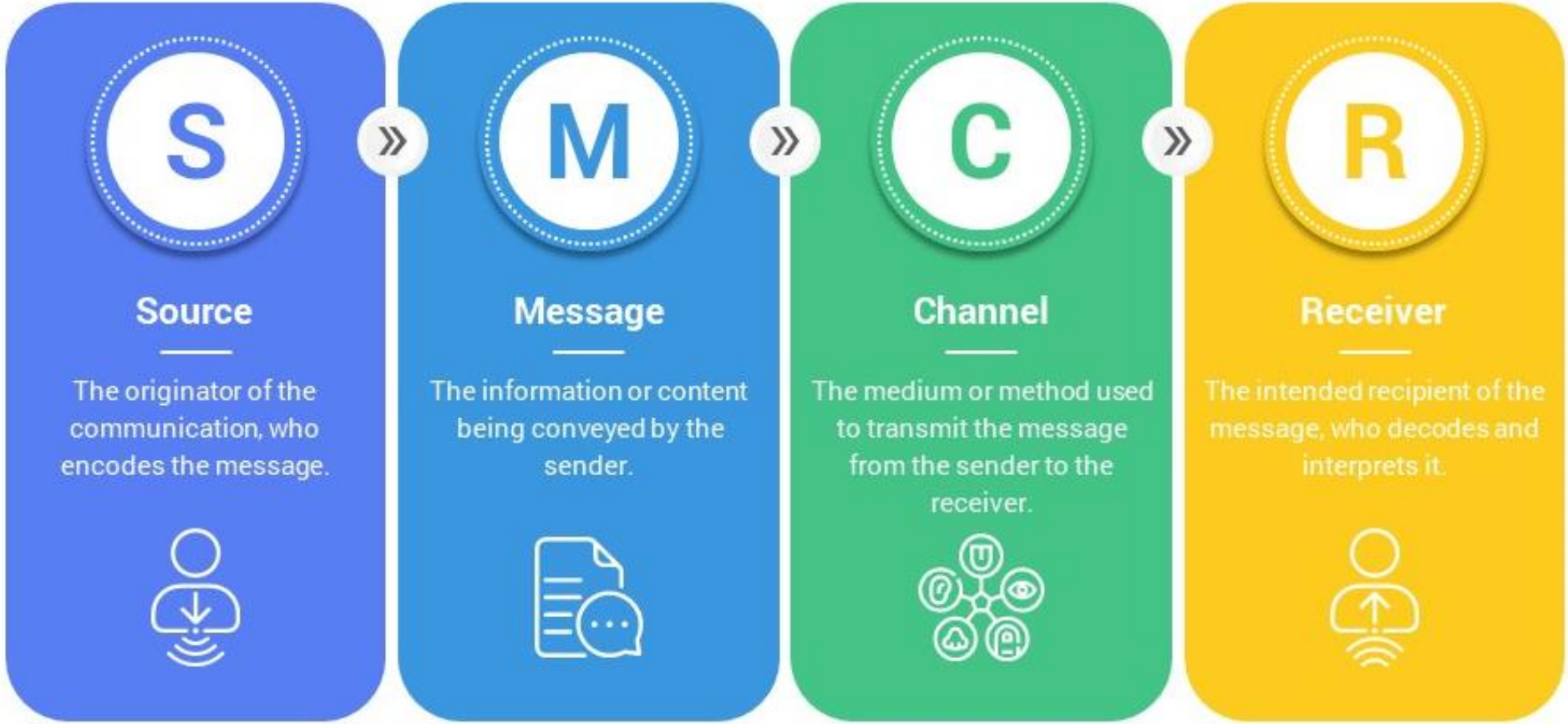
What is Communication?

In digital marketing, **Communication** is the process of conveying information, values, and brand messaging to engage and influence a target audience through digital channels. In other words, **Communication** is the process of sharing information, thoughts, or feelings between people to create understanding.

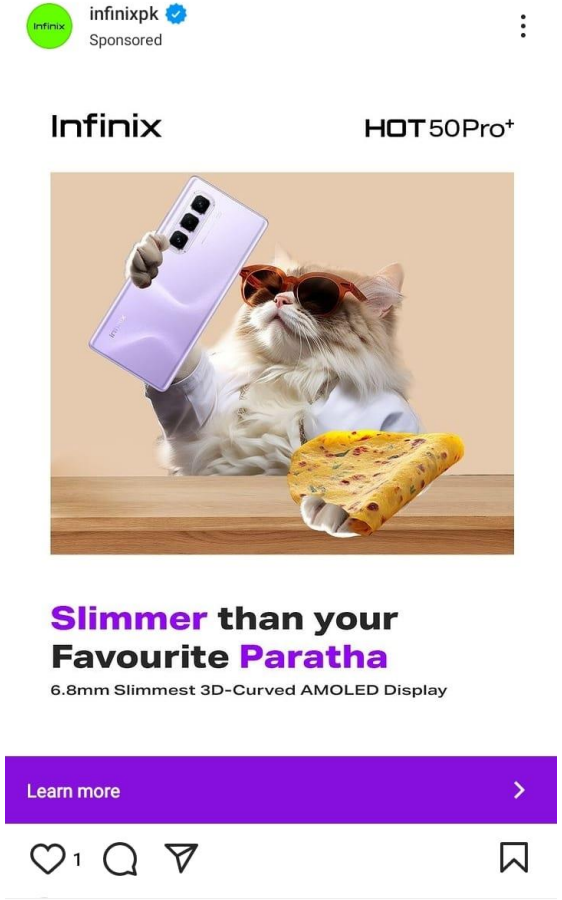
Actually **Marketing** is itself a form of **Communication**.

Understanding SMCR Communication Model

Berlo's SMCR Model of Communication



Instagram Ad Communication templates

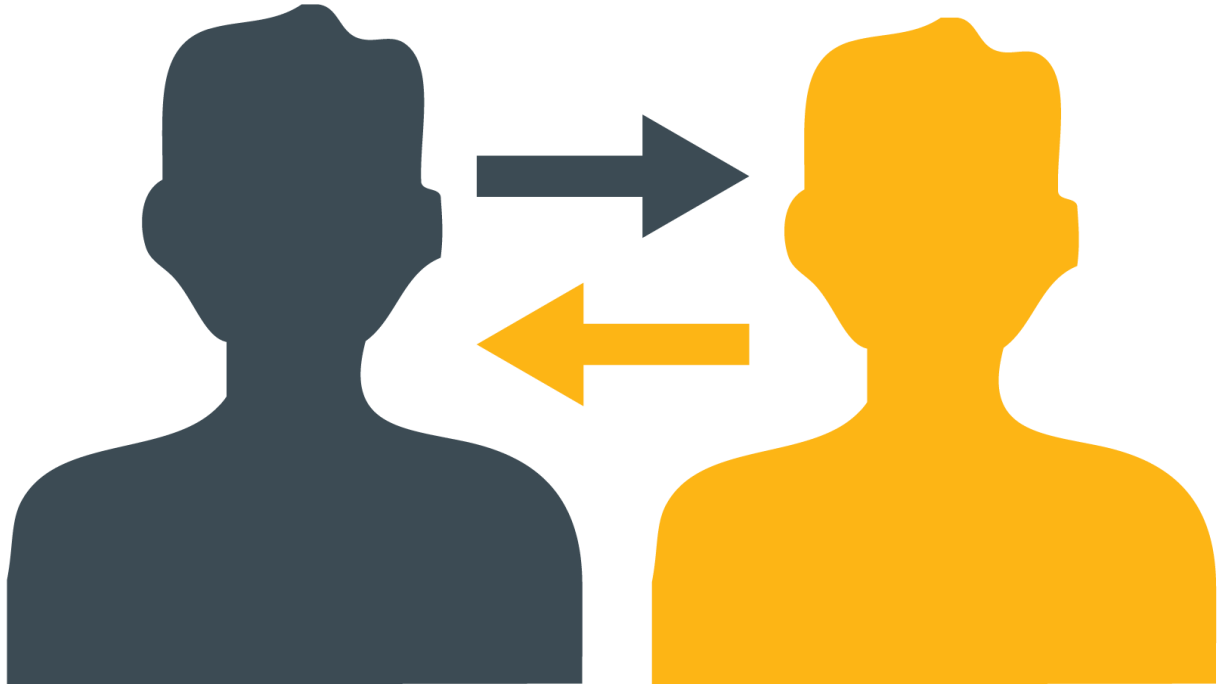


Different Forms of Communication

1. Interpersonal Communication
2. Intrapersonal Communication
3. Group Communication
4. Mass Communication

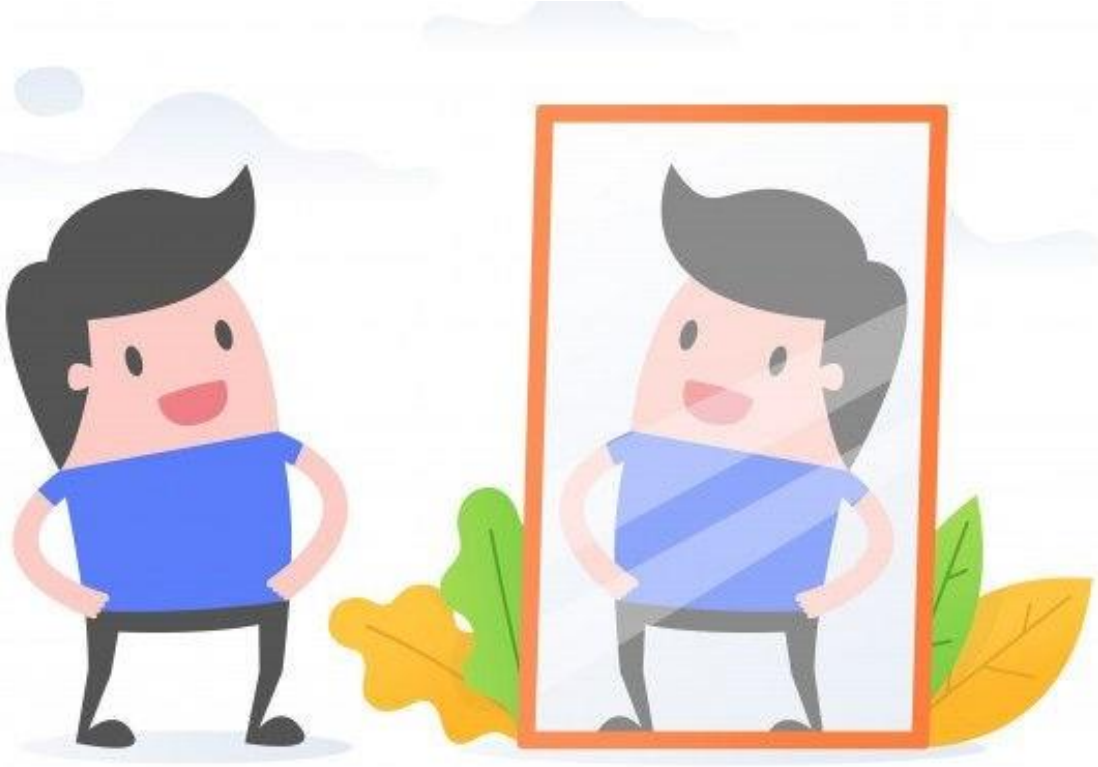
1. Interpersonal Communication

When two person talk to each other.



2. Intrapersonal Communication

Communicate to yourself.



3. Group Communication

When you communicate with a group.

4. Mass Communication

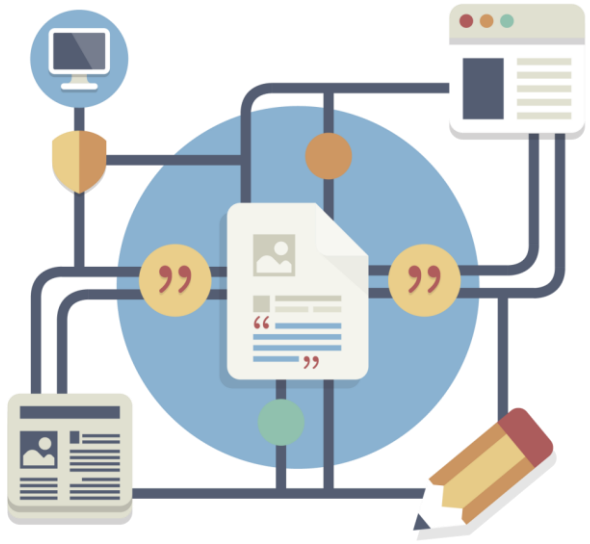
When you communicate with a community.

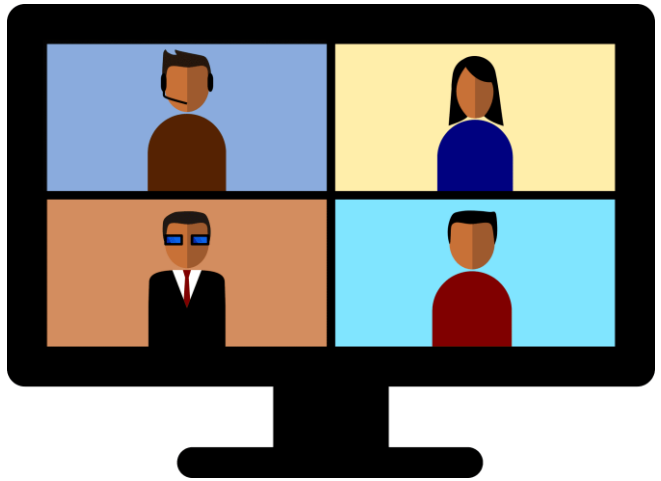
Types of Communication

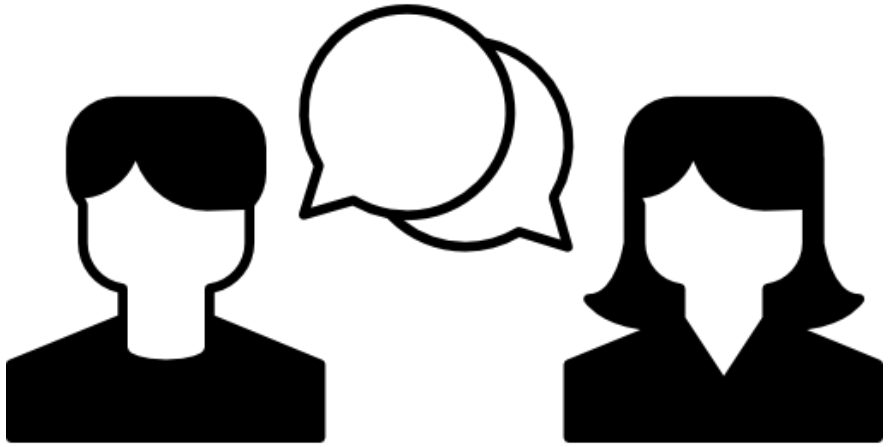
1. **Verbal Communication**
2. **Non-Verbal Communication**

1. Verbal Communication

Speaking, Writing, Messaging, Video, Visuals, Illustrations.







2. Non-Verbal Communication

No Writing, Only Signs, Symbols, Gestures

Content and its Formats

1. **Text** (messaging, written article, email)
2. **Images** (photos, illustrations, graphics)
3. **Videos** (moving visual content, tutorials)
4. **Audios** (sound-based content, storytelling, FM radio)

Illustrations

Icons

Text

Image

Outbound Marketing

Outbound marketing is the term in which advertisements are shown to viewers against their will. It is also called **Push marketing**.

Examples are **Television Ads, Ads between cricket match, Ads in newspapers** etc.

Inbound Marketing

Inbound marketing focuses on attracting customers by creating valuable content and experiences tailored to their interests. It also called **Pull marketing** because it pulls customers through **blogs, SEO, social media and content marketing**.