What Is Digital Marketing?The first approaches to digital marketing defined it as a projection of conventionalmarketing, its tools and strategies, on Internet. However, the particularities of thedigital world and its appropriation for marketing have fostered the development ofchannels, formats and languages that have led to tools and strategies that areunthinkable offline.Today, rather than a subtype of conventional marketing, digital marketing hasbecome a new phenomenon that brings together customisation and mass distribu-tion to accomplish marketing goals. Technological convergence and the multipli-cation of devices have led to an opening up of the ways in which we thinking about38 T. Piñeiro-Otero and X. Martínez-Rolán marketing in Internet and have pushed the boundaries towards a new concept ofdigital marketing—user-centred, more measurable, ubiquitous and interactive.The development digital marketing strategies offer much potential for brands andorganisations. Some of them are as follows:•Branding. Platforms and 2.0 services are a great opportunity to build a brandimage on the Web due to their scope, presence and constant updates.•Completeness. The possibilities to disseminate information through links offerconsumers the chance to approach the organisation in a wider and customisedway.•Usability–functionality. Web 2.0 offers simple and user-friendly platforms forall in order to improve user experience and allow for their activities.•Interactivity. In the context in which organisations try to forge long-termrelationships with their audiences, Internet offers the possibility of having aconversation and therefore of generating a positive experience with the brand.Such interactivity can be basic, as product assessment, or become anall-encompassing experience.•Visual communication. In line with visual thinking, digital marketing offersmarketers different image- and video-based tools. This is an attractive way ofreaching audiences that can lead to greater engagement.•Relevant advertising. Easy segmentation and customisation of advertising inInternet maximise the output. Besides, free from the limitations of other media,this environment has allowed for more attractive advertising.•Community connections. Internet is a unique opportunity to connect organisa-tions with their audiences and users among themselves. This connectivity canimprove their experience and enhance the relationship with the product, brand ororganisation.•Virality. The essence of Internet as a Web of interconnected nodes makesexponential expansion of any content possible. Taking the model of WOM(word of mouth) communication, viral communication becomes more relevantdue to connectivity, instantness and shareability of online platforms thatenhance the dissemination of content.•Measuring output. Online platforms rank first in the availability of follow-upoptions and the possibility to assess output.In any case, to make the best of all these possibilities, organisations must ensurethat their Internet presence or their presence on their different 2.0 channels follows astrategy with concrete goals, in line with their brand or organisational image. Beingon the Web without proper planning can not only mean a lost opportunity in termsof resources and potential, but also it can indeed have a negative impact on theorganisation, as the audience, their needs and perceptions regarding the organisa-tion are unknown