So, what id digital Marketing

Basically, digital marketing is marketing done online. Businesses control their online marketing presence through digital channels like google search, social media, e-mail and their respective website to reach current prospective customers.

Digital marketing is comparable to traditional marketing, but the difference is that digital marketing uses digital devices. nevertheless, it is measured as form of inbounds marketing because its aim is for people t0 find one through:

Content in the form of blogs or online press releases

Online adverts

Organic online search

Paid search

The more people see site or content frequently, the more familiar the will become with the brand. this will lead to one developing a relationship with one’s customers online