

## WHAT IS DIGITAL MARKETING?

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the Internet and other forms of digital communication.

### Digital Marketing Techniques

#### 1.) PPC

PPC stands for pay-per-click, a model of digital advertising where the advertiser pays a fee each time one of their ads is clicked.

#### 2.) EMAIL MARKETING

Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services.

#### 3.) SEARCH ENGINE OPTIMIZATION

Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

#### 4.) SOCIAL MEDIA MARKETING

Social media marketing means using social media platforms like Instagram, Twitter and Facebook to promote your brand and sell your product or service.