

DIGITAL MARKETING

Digital marketing is the component of marketing that uses the internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. It is a form of marketing the internet and digital technologies, such as computers and smart phones, to connect with customers. digital marketing refers to any marketing methods conducted through electronic devices which compressed some form of a computer, including online marketing efforts conducted on the internet. it can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. **Digital marketing** is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail, television is usually lumped in with traditional marketing.

digital marketing are instagram, twitter, face book, YouTube, interest its cost was less expensive to do it. traditional marketing is newspaper, TV, banner ads, leaflet and is cost was expensive to make it. mostly people are using digital marketing Nowadays.

Here are some of the most common types of digital marketing **Search Engine Optimization (SEO), Search Engine Marketing, (SEM), Social Media Marketing (SMM), Content Marketing, Email Marketing, Mobile Marketing ,Affiliate Marketing, Influencer Marketing, Video Marketing.**

Search Engine Optimization

SEO means Search Engine Optimization and is the process used to optimize a website's technical configuration. Its have content link relevant the people easily to find out the relevant area in the term using the **search engine optimization**. The product you have to sell SEO help to improve your site visibility more easily can connect with your product or your company brand items. The goal SEO improves the quantity & quality of your website on site change to improve your website.

Search Engine Marketing

Search Engine Marketing (SEM) is a type of digital marketing that involves the promotion of websites by increasing their visibility too easy to search engine results pages primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click listings. This type of online marketing the both organic search and paid optimize our site to top source of naming in the result shown in the in the first result of the site. you are

running a contest on your page, and then ask your visitors to like your fan page. Facebook contests are the easiest way to get people excited, as the lure of a big prize compels your target customers to 'like' your page and become your fan. If you are running a business, then you should promote your fan page by using ads in Facebook, as it is the easiest way to increase the visibility of your brand and reach out to a highly targeted audience

Social Media Marketing

Social media marketing is also one of the digital marketing it helps to creating making content and sharing content in social media networks to improve the site visibility people who used social media can easy access see the site of the company or product. A form internet marketing to develop the advertisement program systems. Having an active presence on all major social networks, from Facebook to LinkedIn and beyond, is a necessity for any brand that wants to become an industry leader while engaging with its potentials SMM its includes like posting text, image and video and other content of drives to audience engagement as per this also the paid social media advertising.

Content Marketing

Content marketing is the type of digital marketing. It has the focusing on creating content for the target people who they need are easily can visible the website. The goal of content marketing is attract the people who need it and clearly defined the target peoples to drive the profitable customer action. The content marketing used by the business to educate, inform ,entertain or inspire customers.

Email Marketing

Email marketing is a type of direct **digital marketing** method that uses emails to connect with business audiences. It involves sending promotional or informational content. **Email marketing** is the act of sending commercial message typically in group used to create product or brand awareness and generate leads or sales. it's also used to be sending advertising ,requests business or sales. There are a few basic things we need to know about e-mail marketing to build deeper relationships with your customers to increase revenues, grow your business and get ahead of your competition

Mobile Marketing

Mobile marketing is the multi channel in digital marketing they are aiming for the targeted audience using on their Smartphone, tablets, social media. The people are the target the in the mobile marketing. A lot of people mistakenly think that they should publish the same type of content over and over again to replicate these results.

Important is designing your mobile website so that it provides a positive user experience for your visitor.

Affiliate Marketing

Affiliate marketing is a marketing arrangement in which affiliates receive a commission for each visit, signup or sale they generate for a merchant. This arrangement allows businesses to outsource part of the sales process. It is a form of performance-based marketing where the commission acts as an incentive for the **affiliate** this commission is usually a percentage of the price of the product being sold, but can also be a flat rate per referral.

Influencer Marketing

Influencer marketing is a type of social media marketing that uses approved and product mentions from influencers individuals who have a dedicated social following and are viewed as experts within the followers . **Influencer marketing** works because of the high amount of trust that made the influencers to the have built up with their following, and recommendations from them serve as a form of social proof to your brand's potential customers. It refer by the influencer s o they have to be believed in the marketing of the product in the company selling.

Video Marketing

Video marketing is the type of digital marketing that use to be make the video content to promoting the given product of the company and promote the brand. Mostly video marketing used for everything in the **digital marketing** for promoting our brand of company, services of brand. And produce the medium present the customers testimonial, live stream events. This are things are used by the **video marketing**.

Digital marketing

Digital marketing has become increasingly important in recent years as more and more people use spend time online. It allows businesses to reach their target audience in a cost-effective way and provides them with the ability of track the effective of their business in real-time access. **Digital marketing** can be broken down into two main categories.

Inbound and Outbound

Inbound digital marketing focuses on attracting customers through content creation and other forms of engagement. Outbound digital marketing focuses on reaching customers through advertising and other forms of promotion. Inbound **digital marketing** includes activities such as SEO, content marketing, social media marketing and email marketing. Outbound digital marketing includes activities such as in the PPC advertising, display advertising and affiliate marketing. Digital marketing an ever-evolving field that requires businesses to stay up-to-date with the latest trends and technologies. By the way of doing this, they can ensure that they are reaching their target audience in the most effective way possible.

Digital marketing has many uses

Building brand awareness, Generating leads and sales, Improving customer engagement and retention, Increasing website traffic, Improving search engine rankings

Digital marketing can be used by businesses of all sizes of can easily access it. It allows businesses to reach their target audience in a cost-effective at way and provides them with the ability of track order effectiveness programmed of their business in real-time.

Importance of digital marketing

It is the future for the business industries. The more company brand items are also sell by the advertising platform of digital marketing. Because of people all are in the social media platform. Digital marketing helps marketers to get deep insights into customer behavior, tastes, and preferences. This helps in creating better to advertisements to attract the customers and increase the engagements. The industry of Indian digital marketing reached an astounding value of Rs. 367 billion. **Digital marketing** includes strategies that allow you to target your exact audience on online it's allow you to make more sales in the effective customer results.

Future of digital marketing

In the upcoming years business is the more valuable on in that case they have need the source targeting the customer what they so its digital marketing helps to target customer who needed the product its source of business its easy to find the customer need things. digital marketing strategy will allow more businesses to understand their customers changing behavior, location, and preferences .**Future Digital marketing** has seen a steady increase in recent years. This growth trend seems to be going upward for the upcoming years as well. Opportunities will keep on coming in this domain and every digital marketing professional at today trends.

The future generation will be a part of the digital world and will be to getting everything done online. The companies that have not joined in digital marketing world yet, will have time to start now so that they are not left behind. In any case the future of digital marketing seems very promising and if this is a field.

Traditional marketing

The traditional way of marketing lets businesses market their products or administrations on print media, radio and TV commercials, bill boards, business cards, and in numerous other comparable ways where Internet or web-based social networking sites were not utilized for promoting. However, traditional promoting approaches had constrained client reach ability and extent of driving clients' purchasing conduct. In addition, **traditional marketing** methods were not quantifiable too. There are many facets of traditional marketing and examples might include tangible items such as business cards, print the ads in newspapers or magazines. It can also include posters, **digital marketing** commercials on TV and radio, billboards. Traditional marketing is anything except digital means to brand your product or logo of the company. Another words means of traditional marketing is when people find need to particular business through a network source and by chance you build a report with them. Because of its, people are assume to traditional marketing. Finding ads in magazines and newspapers are still familiar activities and people still do them all the time. Most of the time, traditional marketing is reaching only a local area audience even though it is not limit to one. There are some aspects where traditional marketing wins over the online advertising battle, which include Target Local Audience, Materials are for keeps, more personal and Simple process.

There are some aspects where traditional marketing over the online advertising battle, which include Target of the Local Audience, More personal and Simpler process. One of the primary disadvantages of traditional marketing is that the results are not easily measured the cost and in many cases cannot be measured at all. In most things, traditional marketing is also more costly than **digital marketing**. And the biggest disadvantage today is that traditional marketing is static which means there is no way to interact with the audience. It's more like you are throwing information in front of people and hoping that they decide to take action. Because all looking the social media platform so they don't traditional marketing categories even they look up it search in the social media platforms.

Digital marketing

Digital Marketing can be understood as a well-targeted, conversion-oriented, quantifiable, and interactive marketing of products or services by utilizing digital innovation to achieve the customers, and transform them into clients in new trends. The whole concept and function of **Digital Marketing** are more competent, effective, result-oriented and measurable, which make it very different from traditional marketing. It is the future for the business industries. The more company brand items are also selling by the advertising platform of digital marketing. Because of people all are in the social media platform. Digital or online marketing is the marketing mode of the global village. It is only obvious that the era of the internet will have its influence in every realm of life. The world of digital marketing continues to evolve and as long as technology continues to advance, **digital marketing** will as well. Examples of digital marketing include things like websites, social media mentions, YouTube videos, and banner ads. Specifically, digital marketing is similar to traditional advertising, but using digital devices. However, digital marketing is considered a form of inbound marketing and its goal is for people to need the product. Businesses put the content for individuals to find. People may conduct an organic online search, a paid search find your business on a social network. The more they see you or your content, the more familiar they will become with your brand and they will eventually develop a trust and a report with you through this online platform. One of benefit to use digital marketing is the results are much easier to measure and another is that a digital finding can reach a more and more audience. It is also possible to tailor a digital source to reach an local audience but it can also be used on the web and reach the entire world when they search. Digital marketing is also a very interactive means of reaching an audience since it makes use of social outcomes. There can be plenty of direct contact between the audience and the business which means that the business can get some very valuable consumer feedback. Benefits of Digital Marketing over Traditional Marketing include reduced cost, real time result, brand Development, non-intrusive, higher exposure, higher engagement, quicker publicity, Non interruptive, Good for All Stages of Fields Strategy. The disadvantages to using digital media marketing strategies is that it can take some time to realize measurable success in the long term result comes but once result was good there is more efficient of customers

Characteristics of Digital Marketing

We are living in the digital age today. The old trend marketing won't help to achieve the get profits you reach. Digital Marketing is a necessity today of almost every business. There is no way around it. The way you dedicated a lot of your time and effort to making your product, similarly it is important to invest in a complete digital strategy to launch and show your product or services to your targeted audience and continually improve

your brand presence in online. Make sure that you evaluate all of your options to you get aware of your digital marketing platforms and whether or not you're really boosting the potential of your marketing campaign. When done correctly, this can help you stand out from the crowd and get succeed. **Digital Marketing** is a great way of increasing brand awareness, customer engagement and long-term loyalty and generating a short-term boost in sales, despite the fact that every digital marketing campaign is differentiate in their own ideas, the reality is that many of them are built on common basic things and a few key elements. Successful Digital Marketing Campaign requires a lot of time following through analytics and data to find insights. But, as we have analyzed which characteristics successful report share to help you.

Get a Quality Company Website

A business website is a portal, allowing businesses and customers from around the world to connect with you. A business website is similar to your Company website, available 24x7, and projects you as a professional outsource.

Social Media Presence

The biggest achievement of this **digital marketing** era has been the ease with which people have learnt to communicate- Social Media websites like Face book, Twitter, Google, Pinterest, YouTube etc. are the latest methods to communicate across wide demographics of age, taste and culture. By actively promoting your company on these social media, you are getting the world to talk about you.

Blogging and Forums

Here is a powerful axiom- 'Content is King'. Produce powerful, genuine and compelling content as part of your Company blog. Be a regular on relevant forums and discussion panels. Learn the art of connecting your business themes into the content that you produce. In time, your content will stand up to be the biggest promoter of your brand.

List your business on the three biggest listing services

Register your business on 'Google Places'- this allows your business to feature on Google searches and be listed on Google Maps. Other business databases that you must be part of include 'Yahoo! Local' and Microsoft's 'Bing'. Joining these services is free; setting up an takes very limited time and the far reach of these services translates to free promotion for your business

Email Marketing

In recent times, bulk emailing is not a very favored promotional concept. However, if done well, and with good intentions, email marketing could be a powerful tool in your Company's online promotional arsenal. Personalized emails speak directly to the target audience, helps you get an immediate response and can aid in the opening of a line of communication with your prospective customer base. It's free and fast promotion things in the **Email marketing**.

Digital Marketing Strategy

Because without one you will miss opportunities and lose business. Formulate a digital marketing strategy to will help you to make informed decisions about your business into the digital marketing arena and sure that your efforts are focused on the elements of **digital marketing** that are the most relevant techniques to your business for the development and measuring customer analysis. The marketing landscape has never been more challenging, dynamic and drives. It has the use the strategy of digital marketing strategy. Unlike conventional forms of large media marketing, the internet is unique in its capacity to both broaden the scope of your marketing reach and straight its focus at the same time. As digital channels continue to the scope available to us as marketers so they add to the potential things of any digital marketing analysis. Having a clearly defined strategy will help to keep develop you focused on ensure that your marketing activities are always aligned with your business goals and that were targeting the right people.

Defining your Digital Marketing Strategy

Once we decided that you do in fact, need to pursue some form of digital marketing, the next step is actually to sit down and define your strategy. Unfortunately there is no 'one size fits all' strategic panacea here. We do not have a magic recipe to ensure your digital marketing success, and neither does anybody else. Basically every business needs to 'bake' its own unique strategy based on its own particular set of circumstances. While the available ingredients are the same, the resulting strategies can be radically different. If you sell apples to local grocers by the truckload, your strategy will bear little resemblance to that of a company selling downloadable e-books and reports on financial trading, which will in turn be very different to the strategy adopted by a sports clothing manufacturer who wants to cut out the retailer and sell directly to consumers over the web. Different products, different markets, different needs – different solutions. What it ultimately boils down to is this: the best people to define your **digital marketing** strategy, curiously enough, are the people who best know your business.

Using influencers to help spread the word

There is a one particular of users of online warrants it special mention when its come to digital marketing strategy. Influencers these are early adopter on the online opinion leaders like the celebratity, model & etc. through the blogs ,instagram, YouTube and social networks they have the power of followers to watch and trust them. People read and listen to what they have to say they value their opinion and trust their judgment. These online influencers have already won the pivotal battle for the hearts digital marketing and minds of online consumers. This is the online equivalent of 'word of mouth' marketing, on steroids. The followers of the influencer belived them and the given easily recognized by the mass group customers.

Definition of online advertisement

The online advertising is the current form advertising involve as the marketing strategy through the marketing target the customer who needs it. This was the unique type advertising the market strategy in their method. Since the early 1990s there has been an exponential increase in the growth of online advertising, which has evolved into a standard for small and large organizations. The online advertising also called as the internet advertising method. The major things of online advertisement are the quick promotion of the product information without boundary limits.

Cost per Thousand (CPM) Advertisers pay when their messages are exposed to specific audiences.

Cost per Click (CPC) Advertisers pay every time a user clicks on their ads.

Cost per Action (CPA) Advertisers only pay when a specific action is performed.

Affiliate Marketing

Affiliate Marketing is a web-based marketing in the practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate marketing efforts. Affiliate marketing is also the name of the industry where a number of different types of companies and individuals are performing this form of internet marketing, including affiliate networks, affiliate management companies and in house affiliate managers, specialized, and various types of affiliates/publishers who promote the products and services of their partners. **Affiliate marketing** overlaps with other internet marketing methods to some degree, because affiliates often use regular advertising methods. Those methods include search engine optimization, paid search engine marketing, email marketing and in some sense display advertising. On the other

hand, affiliates sometimes use less technique like publishing reviews of products or services offered by a partner.

Publishing Blogs, Podcast and Webinars:

Blogging

Blogging is the like daily activity and skill set that is required to manage a blog comes under the preview of **Blogging**, for example, writing posts, publishing them, designing, social marketing, etc a person involved in blog called blogger it the service provide by the Google compose a post ,edit, update and manage it and you can customize the blog it's a convenient platform avoid the noise users. Its run directly by the Google its impossible to hack the blog.

Word press

It's the free software to create and customize it has friendly using device you can understand that. It has the number themes and plug-in as transform your website as need you customize it. Approximately more than 70 million people are used the word press group. In some thing of the **word press** if you want use the pro material you have to pay for it.

Tumbler

The **tumbler** is the micro thing blogging the site processes it easy to use and make the blog and customize. We also use the blog in image, video, stories and audios .in the blogger also use the blog by can the blog in private or follow by others. The comment section if u want comment followers or all members of website by the customize options.

Monitoring Social Media

Social media marketing is the use tracking the report the blog sites and advertisement may published rate the customer reaction by analysis through the monitoring process. That gather the information of individuals and groups in the process usually the process used by the companies and organizations to known the reputation and desire of the company. The social media marketing also known as the social media measurement. monitoring to reach out the customers and prospects of the customer information in the source of gathering. Most of the customized data mining the software of the web page contents of the company can also be used by researchers to gain information on social trends or by media outlets to identify breaking news. Social media monitoring tools allow

marketers to personalize content to specific users in the digital marketing field source. With the brand keyword saved, you will be able to filter all incoming Tweets, Instagram hashtags with that specific phrase with show up the our programmed or brand items in the online.

Search engine work

The works in the several designs are in terms of analysis

Crawling

Process of fixing the web pages is linked to the device. This task and programs performed by the software called **crawler**. In the other name of the crawling is spider in case of Google.

Indexing

In the process of creating the **index** WebPages and customized by the developing process. The process of indexing is identifying the words and expressions that best describe the page and assigning the particular words.

Processing

When search engine request to the process is start onwards on the **processing** time. In the request string search in the index page of the data base.

Calculating relevancy

So the search engine starts calculating the relevancy of each of the pages in its index to the search string in the ongoing process of the index and the relevancy type progress.

On Page Optimization

On page SEO Is refers to the optimizing the progressing the search engine. On page optimization involves ensure the particular condition of the webpage is structure in a manner that it gets found by the search engines for given keywords and key phrases. It not only helps in getting good search engine ranking but also increases overall readability of the site. The best part is that not much has changed about the on-page optimization approach. It can still be improved immediately by the causes the matter objects in the webpage of on page optimization.

Page copy

The good content of the site first process of assign the content key of success. To produce the original, unique and high quality of the content of the relevance of the continuous programming the high quality of design the progressing the methods to develop the onsite programming continuous basis to perform well and rank high on search engines.

Title tags

The title tag is the one of the important thing among the element 'Big Three' Google has limited the page titles up to 70 characters, so it is extremely important that your title tags are keyword-relevant. When we looking up the Google query have noticed the chopped off title tags in few results in the title tagging process. Secondary keywords should mention the same order and branded key items.

Interlinking

Interlinking is the process of inter link strategy website of the similar changes which provide the context of the interlinking methods. Include links in the main content of each page Use keyword-rich anchor text in links Monitor your inbound links through Google Webmaster Tools. With the tool of making the progressing by the interlink a process by the sidebars are mentioned related .Avoid multiple links to the same page from a single page don't use the multiple links in the Avoid multiple links to the same page from a single page in **interlink** the page the options by the marketing resource the strategy method .