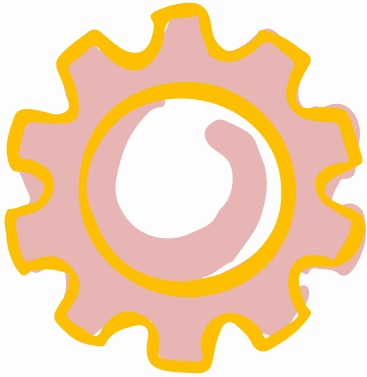


Digital marketing in the modern era

Tools and trends



Email Marketing

Email marketing is a digital marketing strategy that involves sending promotional messages or content to a group of people via email. It is one of the most effective and widely used methods for businesses to connect with their customers, prospects, and leads.



Social Networks

Social networks like WhatsApp, Instagram, Facebook, LinkedIn, Pinterest etc are social media platforms that are used for branding.



SEO

SEO stands for Search Engine Optimization, is a process for ranking high in SERPs results.



Advertising

Advertising strategy is used for urgent results. PPC, Google ads, Facebook ads, Google Ads are paid platforms.



Artificial Intelligence

Artificial intelligence is revolutionary technology. It has changed everything.