

# TYPES OF DIGITAL MARKETING

1

## SEARCH ENGINE OPTIMIZATION (SEO)

The process of optimizing a website to rank higher in search engine results, increasing organic (non-paid) traffic.

2

## SOCIAL MEDIA MARKETING

Promoting products or services through social media platforms like Facebook, Instagram, Twitter, LinkedIn

3

## EMAIL MARKETING

Using email campaigns to communicate with existing or potential customers, promote products, provide updates, or share valuable content.

4

## AFFILIATE MARKETING

Partnering with other websites or influencers to promote products or services. Affiliates earn a commission for each sale generated through their referral.

5

## VIDEO MARKETING

Using video content (e.g., YouTube, TikTok, Instagram Reels) to promote products, services, or brands, often engaging users with tutorials, product demos, or storytelling.

