زانکۆی سەلاحەدین - هەولێر
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Terminologies of media

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For Second Stage media department

Outline

- Digital marketing
- Definition
- Types

DIGITAL MARKETING

Using Digital Channels to Reach Consumers

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. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

- The term 'marketing' refers to analyzing the market and determining what consumers want.

- **Digital marketing** is a broad term that includes all marketing channels and methods you can use to **promote products or services on the Internet** but also on electronic devices such as TVs, mobile phones and electronic billboards.

- "**Digital marketing** refers to the marketing of goods and/or services using digital channels, which in most cases means via the Internet or online."

- it includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media

Types of digital marketing

1- Content marketing

2- Search engine marketing

3-Display Advertising

4-Mobile Marketing

5-Social Media Marketing

6-Email Marketing

7-Influencer Marketing

8-Affiliate Marketing

9-Video Marketing

10-Audio Marketing

- **Content marketing** involves creating and distributing content—text, pictures, multimedia— that adds value for your audience, instead of just broadcasting an advertising message.

- Content marketing is the development and distribution of relevant, useful content—blogs, newsletters, white papers, social media posts, emails, videos, and the like—to current and potential customers. When it's done right, this content conveys expertise and makes it clear that a company values the people to whom it sells.

- **Content marketing** benefits businesses in many ways. When done right, an effective content marketing strategy can:

- **Increase online visibility**. A content strategy can help you attract more customers and website visitors, especially when people are constantly looking for solutions to their pain points. Offering educational and informative content about a topic they're interested in can help you increase visibility online through your website or social media accounts.

- **Generate more leads.** You can increase leads when content marketing is used to drive traffic. Since educating customers builds trust and helps them feel more comfortable purchasing from your business, you can generate more leads and start to develop relationships with potential shoppers.

- **Boost loyalty**. Loyalty is essential in marketing and business because the more loyal your customers are, the more repeat purchases they'll make. Offering content that informs consumers can help them begin to build trust with your brand and see you as a thought leader.

- **Improve authority**. Developing content is ideal for improving authority and becoming a thought leader in your industry. Not only does content help you build trust, but it can position your brand as the most authoritative on a particular topic.

- Search Engine Optimization (SEO)

Search engine marketing is all about getting your website to appear at the top of the results when someone searches for your brand, your products and services and other relevant words and phrases.

What is SEO and content marketing?

- https://youtu.be/hF515-0Tduk
- https://youtu.be/xDj8tvXYzmw