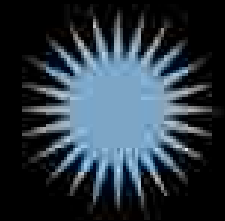




# Digital Marketing

Presented by Holy steven

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# Introduction to Digital Marketing

Digital marketing refers to the utilization of digital channels such as websites, social media, email, and search engines to promote products or services, engage with audiences, and drive business growth in the online real.



# Evolution of Digital Marketing Over the Years

The evolution of digital marketing has been marked by the transition from static web pages to dynamic, interactive platforms, the proliferation of social media channels, the rise of mobile marketing, and the increasing focus on personalized, data-driven strategies.

This evolution reflects a shift towards more targeted, engaging, and measurable approaches to reaching and engaging with audiences in the digital landscape.



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# Digital Marketing Channels

Overview of various digital marketing channels such as social media marketing, email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, etc.

Advantages and disadvantages of each channel.



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# Social Media Marketing

**01**

Strategies for effective social media marketing campaigns.

**02**

Case studies of successful social media marketing campaigns.

**03**

Tools and techniques for social media analytics and monitoring.



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# Search Engine Optimization (SEO) Marketing Channels

Basics of SEO and its importance in driving organic traffic.

On-page and off-page SEO techniques.

Keyword research and optimization strategies.

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# Email Marketing



01

Crafting compelling email campaigns.

02

Personalization and segmentation strategies.

03

Email automation tools and techniques.

# Content Marketing



- Importance of content marketing in digital strategy.
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- Creating high-quality and engaging content.
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- Creating high-quality and engaging content.



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# Pay-Per-Click (PPC) Advertising



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➤ Understanding Google Ads, Facebook Ads, and other PPC platforms.

➤ Keyword targeting and bidding strategies.

➤ Ad copywriting best practices.



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# Analytics and Measurement



- » Importance of analytics in digital marketing.
- » Key metrics to track for each digital marketing channel.
- » Tools for analytics and reporting.

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# Mobile Marketing

- ▶ Rise of mobile marketing and its significance.
- ▶ Strategies for mobile-friendly websites and apps.
- ▶ Location-based marketing tactics.

# Trends & Future Outlook

Emerging trends in digital marketing such as artificial intelligence, voice search, augmented reality, etc.



Predictions for the future of digital marketing and how businesses can adapt.



# THANK YOU

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