

# Module 1

## What is Digital Marketing?

Digital Marketing refers to promoting products or services using digital channels like the internet, mobile devices, social media, search engines, email, and other online platforms.

## Why is Digital Marketing Important?

- People spend a lot of time online.
- Businesses can reach their target audience more easily.
- It is cost-effective and provides measurable results.
- Helps reach a global audience

## Digital Marketing Techniques/Types of Digital Marketing

### • Search Engine Optimisation (SEO)

SEO is the practice of optimising a website to improve its visibility and ranking in search engine results pages (SERPs).

A search engine results page, or SERP, is the page you see after entering a query into Google, Yahoo, or any other search engine.

### • Search Engine Marketing (SEM)

Search engine marketing is a method of promotion and advertising that specifically focuses on increasing a website's visibility in search engine results pages (SERPs), primarily through paid advertising.

### • Email Marketing

Email marketing is a type of direct digital marketing method that uses emails to engage with a business's audiences.

## ● Social Media Marketing (SMM)

Social Media Marketing (SMM) is the process of promoting a brand, product, or service using social media platforms (facebook,instagram,twitter etc) to reach and engage with an audience.

## ● Affiliate Marketing

Affiliate Marketing is a type of digital marketing where a person or company promotes someone else's product and earns a commission for each sale.

## ● Content Marketing

Content Marketing is a digital marketing strategy focused on creating and sharing valuable, relevant, and consistent content to attract and engage a specific audience — with the goal of driving profitable customer action.

# Digital Marketing vs Traditional Marketing

| Feature            | Traditional Marketing                        | Digital Marketing                             |
|--------------------|----------------------------------------------|-----------------------------------------------|
| Platform           | TV, Radio, Newspapers, Magazines, Billboards | Internet, Social Media, Search Engines, Email |
| Cost               | Usually more expensive                       | Generally more affordable                     |
| Reach              | Local or limited                             | Global and highly targeted                    |
| Interactivity      | One-way communication                        | Two-way communication (comments, likes, etc.) |
| Tracking Results   | Hard to measure (estimates)                  | Easy to measure (real-time analytics)         |
| Audience Targeting | Broad and general                            | Precise targeting (age, location, interests)  |
| Example            | TV commercial for a car                      | Instagram ad for a car targeted to car lovers |

# What is a search engine?

A search engine is a software system that helps users find information on the internet by typing in keywords or questions

For example: Google, Bing, Yahoo, Baidu, and DuckDuckGo.

## How search engine works?

### 1.Crawling (Finding the Content)

- Search engines use special programs called "bots" or "spiders".
- These bots scan the internet to discover new and updated web pages.
- They follow links from one page to another and collect information

### 2. Indexing (Storing the Information)

- After crawling, the data is stored in a massive database called the index.
- It includes details like, Page content, Keywords, Titles and headings, Images etc

### 3.Ranking (Choosing the Best Results)

- When someone searches, the search engine quickly checks its index.
- It then ranks pages based on many factors:
  - Relevance to the search keywords
  - Website quality and speed
  - Backlinks from other sites
  - User experience (mobile-friendly, easy to read, etc.)