

Introduction to Digital Marketing

Introduction to Digital Marketing

Quick reference guide for students, beginners, or anyone needing a concise overview.

1. What Is Digital Marketing?

Definition	Key Idea
The practice of promoting products, services, or brands using digital channels and technologies.	Uses the internet, mobile devices, social media, search engines, and other online platforms to reach and engage audiences.
• Contrast with Traditional Marketing: ◦ Traditional: TV, radio, print, billboards. ◦ Digital: Measurable, interactive, often lower cost, can be highly targeted.	

2. Core Channels & Tactics

Channel	Primary Goal	Typical Tools / Platforms
Search Engine Optimization (SEO)	Increase organic (unpaid) visibility in search results.	Keyword research, on-page optimization, link building, technical audits.
Search Engine Marketing (SEM / PPC)	Drive traffic through paid search ads.	Google Ads, Bing Ads, keyword bidding, ad copy testing.
Social Media Marketing	Build community, boost brand awareness, drive traffic & sales.	Facebook, Instagram, LinkedIn, TikTok, Twitter, Pinterest; organic posts + paid social.
Content Marketing	Attract & retain audience with valuable information.	Blog posts, videos, infographics, podcasts, whitepapers, e-books.
Email Marketing	Nurture leads, retain customers, promote offers.	Newsletters, drip campaigns, segmentation, automation (Mailchimp, HubSpot).

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Channel	Primary Goal	Typical Tools / Platforms
Affiliate & Influencer Marketing	Leverage third-party promoters for sales or leads.	Affiliate networks (ShareASale, CJ), influencer contracts, tracking links.
Display & Video Advertising	Reach users on websites, apps, or streaming platforms.	Google Display Network, programmatic DSPs, YouTube ads, OTT ads.
Mobile Marketing	Engage users on smartphones & tablets.	SMS/MMS, push notifications, in-app ads, mobile-optimized sites.
Analytics & Data	Measure performance, inform decisions.	Google Analytics, GA4, Data Studio, heatmaps, conversion tracking.

3. The Digital Marketing Funnel

Awareness ? Interest ? Consideration ? Conversion ? Retention ? Advocacy

Funnel Stage	Objective	Typical Tactics
Awareness	Make target audience aware of the brand.	SEO, display ads, social media posts, influencer mentions.
Interest	Capture attention and generate curiosity.	Blog content, video teasers, lead magnets (e-books, checklists).
Consideration	Position the brand as a solution.	Comparison guides, webinars, case studies, retargeting ads.
Conversion	Prompt a purchase or desired action.	Product pages, checkout optimization, limited-time offers, email CTAs.
Retention	Keep customers coming back.	Loyalty programs, post-purchase emails, personalized offers.
Advocacy	Turn happy customers into promoters.	Referral programs, user-generated content, reviews, social sharing incentives.

4. Key Concepts & Terminology

Term	Meaning
CTR (Click-Through Rate)	% of people who click an ad or link after seeing it.
CPC (Cost-Per-Click)	Amount paid each time a user clicks a paid ad.

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Term

Meaning

CPA (Cost?Per?Acquisition)