

Introduction to Digital Marketing

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Quick reference guide – key concepts, tools, and best practices

1. What Is Digital Marketing?

Aspect	Description
Definition	Promotion of products, services, or brands using digital channels (online & mobile).
Core Goal	Reach, engage, and convert a target audience more efficiently than traditional media.
Key Benefits	Measurable results, precise targeting, real-time optimization, lower cost per acquisition, global reach.

2. Major Channels & Tactics

Channel	Typical Formats	Primary Objective	Common Metrics
Search Engine Optimization (SEO)	Organic listings, local packs, featured snippets	Increase visibility in search results	Organic traffic, keyword rankings, click-through rate (CTR)
Search Engine Marketing (SEM / PPC)	Text ads, shopping ads, remarketing	Drive immediate traffic & leads	Cost-per-click (CPC), conversion rate, Return on Ad Spend (ROAS)
Social Media Marketing	Posts, stories, reels, paid ads, influencer collaborations	Build community, boost engagement, generate leads	Followers, engagement rate, cost-per-lead (CPL)
Content Marketing	Blog articles, ebooks, videos, podcasts, infographics	Educate & nurture audience, improve SEO	Time on page, bounce rate, lead magnet downloads
Email Marketing	Newsletters, drip campaigns, transactional emails	Retain customers, drive repeat purchases	Open rate, click-through rate, unsubscribe rate

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Channel	Typical Formats	Primary Objective	Common Metrics
Affiliate & Referral Programs	Partner links, commission structures	Leverage third-party promoters	Referral traffic, affiliate sales, cost per acquisition
Display & Programmatic Advertising	Banner ads, rich media, video ads	Build brand awareness, retargeting	Impressions, view-through rate, CPM
Mobile Marketing	SMS, push notifications, in-app ads	Reach users on smartphones	Opt-in rate, conversion per message
Video Marketing	YouTube, TikTok, IGTV, livestreams	Capture attention, tell stories	View count, watch time, subscriber growth

3. The Digital Marketing Funnel

Awareness ? Interest ? Consideration ? Conversion ? Retention ? Advocacy

Funnel Stage	Digital Tactics	KPI Examples
Awareness	SEO, display ads, social posts, influencer shout-outs	Reach, impressions, brand recall
Interest	Blog content, video demos, lead magnets	Time on site, downloads, email sign-ups
Consideration	Comparison guides, webinars, case studies, retargeting ads	Click-through, demo requests
Conversion	Checkout optimization, limited-time offers, cart-abandon emails	Conversion rate, average order value (AOV)
Retention	Loyalty programs, personalized email flows, post-purchase surveys	Repeat purchase rate, churn
Advocacy	Referral programs, user-generated content, reviews	Referral traffic, Net Promoter Score (NPS)

4. Core Components of a Digital Marketing Strategy

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1. Market & Audience Research

- Personas: demographics, psychographics, pain points.
- Competitive analysis: keyword gaps, ad spend, content themes.

2. Goal Setting (SMART)

- Specific, Measurable, Achievable, Relevant, Time?bound.
- Example: "Increase organic traffic by 30?"