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About the Tutorial

Marketing of products and services through the use of digital technologies, mainly through the internet, including mobile phones and other digital medium falls under the umbrella of digital marketing.

This tutorial explains how you can use popular social media platforms such as Facebook, Twitter, LinkedIn, and Google+ to promote your business and create greater awareness about the products and services you offer.

Audience

This tutorial is primarily going to help all those readers who are into marketing and advertising, specifically those who aspire to make a career in Digital Marketing.

Prerequisites

Before proceeding with this tutorial, you should have a good understanding of the fundamental concepts of marketing and advertising.

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1. DIGITAL MARKETING – OVERVIEW

In simple terms, **digital marketing** is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as **online marketing**, **internet marketing** or **web marketing**.

Digital marketing has been around for quite some time but it hasn't been very well defined. We tend to think that digital marketing encompasses banner advertising, search engine optimization (SEO) and pay per click. Yet, this is too narrow a definition, because digital marketing also includes e-mail, RSS, voice broadcast, fax broadcast, blogging, podcasting, video streams, wireless text messaging, and instant messaging. Yes! digital marketing has a very wide scope.

What Digital Marketing is Not?

To clearly define what digital marketing is, it's sometimes easier to start with what it's not. For instance, it does not include more traditional forms of marketing such as radio, TV, billboard and print as they do not offer instant feedback and report.



Why Digital Marketing?

In digital marketing, a reporting and analytics engine can be layered within a campaign which allows the organization or brand to monitor in real-time how a campaign is performing, such as what is being viewed, how often, how long, as well as other actions such as response rates and purchases made.

- The use of digital marketing in the digital era not only allows for brands to market their products and services but also offers online customer support through 24x7 services to make the customer feel supported and valued.
- The use of social media in digital marketing interaction allows brands to receive both positive and negative feedback from their customers as well as determine what media platforms work well for them.
- Digital marketing provides increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs, and websites about their experience with a product or brand.

Not surprisingly, billions of marketing dollars spent on traditional channels is already starting to shift to digital marketing campaigns and this will continue to increase as the Web matures.

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