

Types of Digital Marketing and How to Use Them!

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With the world marching at a face pace towards digitalization, the marketing industry has faced some substantial modifications to it as well. 😎

Recalling the old days when a shop keeper had to manually ask people to visit the shop and use flyers to promote his business, all seemed a hefty task nowadays.

With an average user spending 11 hours on smart devices, the internet has brought a revolution when it comes to the marketing Industry. A website can help to target and welcome huge audiences on his/her website, but having a website can never be enough. The art of digital marketing is just as important. Digital Marketing is the marketing that is done digitally with the help of electronic devices and the right skills.

A community of prospective internet buyers is a significantly larger number of individuals than you are going to be able to reach globally. Through digital marketing, one can touch a large audience in a way that is both cost-effective and measurable.

TYPES OF **DIGITAL** **MARKETING** AND HOW TO **USE** THEM?



In this article, we would take a look at 9 Different Types of Digital Marketing and how one can put them to use.

1. **SEO (Search Engine Optimization)**

You might think of a search engine as a website to text or chat to you about a query and Google Yahoo! Bing, or any search engine you use automatically returns a long list of website links that might potentially address your query.

This is real. But have you never stopped wondering what sets of ties are behind?

If we take a look at how it works: A crawler goes out and collects details about all the content on the internet that can be found from Google (or any search engine you use). The crawlers return to the search engine to generate an index of all those 1s and 0s. This index is then fed through an algorithm to fit your query with all of these results.

2. **SEM (Search Engine Marketing)**

Search engine marketing is a digital marketing strategy that uses paid ads on search engine results pages (or SERPs). Advertisers offer keywords that can be used by users of websites such as Google and Bing to search for such items or services, which allow the advertiser to view ads according to the search results.

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These advertisements come in a number of formats, also known as pay-per-click advertisements. There are also some smaller text advertisements, whereas others like the picture advertisement are more visible products-based advertisements that enable

customers to display essential details on a summary, such as prices and ratings, such as product lists (PLAs, also called shopping advertising).

3. Influencer Marketing

Influencer marketing is a form of the social media marketing that utilizes endorsements and product references from individuals with a committed social history and regarded as experts in their niche. Influencer marketing services works as it gives influencers high trust in them and endorsements act as a source of social proof for future buyers of your brand.

4. Affiliate Marketing

Affiliate marketing is the mechanism by which an affiliate gets a commission for selling goods of another entity or business. The affiliate clearly searches for a product that they like or which is related to their niche, supports it and receives a stake of whatever product it makes. The sales are tracked from one website to the next through affiliate ties.

Affiliate marketing is a common form of pushing purchases and creating significant online sales. The new drive toward fewer conventional marketing strategies has been highly favourable for both labels and affiliate marketers.

5. Social Media Marketing

Social networking itself is an all-encompassing concept for apps and platforms that deliver entirely different social experiences. Twitter, for example, is a web network that allows users to post brief messages and references to other individuals. Additionally, Facebook is a robust social networking platform that allows alerts, photos, meetings, communities and a number of other things to be shared.

Social networking also taps into new material findings like news, and “discovery” is a quest operation. Social networking also taps into new material findings like news, and “discovery” is a quest operation. Social networking will also lead to building ties to support SEO efforts. Most users even search for information and content on social media platforms.

6. Viral Marketing

Viral marketing seeks to spread information about a product or service by word of mouth or communicating across the Internet or by email from person to person. Viral marketing seeks to inspire users to share a brand campaign with friends, family and other individuals so that the number of recipients increases exponentially.

B2C companies are better represented by social marketing. B2C businesses are able to reach all their successful channels through social media with an immense audience.

7. Content Marketing

In order to reach your target market, Content Marketing is the method to develop, create, distribute, and publish content. For a business, this strategy will help you increase awareness of the brand, improve sales, communicate with your target market and inspire prospects.

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Outbound marketing approaches (or something that interrupts the audiences) are currently not as successful as they once were to meet audience members and turn leads. Content marketing has been a common method for solving this issue for businesses.

8. Mobile Phone Advertising

Whilst smartphone ownership alone is worth spending on mobile ads, social media rewards market practice even more. Simply put, more people are now interested in social media. Per month 2,07 billion users on their social network are posted on Facebook alone. Studies suggest that 30 percent of the time a typical person is investing online on social networking activities if you look at all social media platforms in combination. This presents advertisers with a lot of opportunities.

Mobile ads are the reaction of the advertisement world to a customer environment which is linked to its mobile devices or displays. In terms of the layman, it is the sort that you use on your smartphones for product/service promotional technologies. Mobile telephone advertisements can appear as text advertising, banner ads, video or mobile games.

Taking into account the average smartphone screen size, the ads have been tailored to fit into a narrower viewing area.

9. Email Advertisement

The use of E-mail to advertise goods or services is the most fundamental form of digital marketing. Although the use of e-mail to establish partnerships with potential customers is a clearer description of email marketing. E-mail marketing is a marketing category that involves online commercialization through websites, social media, forums, and more.

Instead of the postal service, it is basically direct delivery online. 😊



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