

# Types of Digital Marketing and its uses

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Marketing, in simple terms, is a process of creating an interest for the probable customers or clients in your products and services. 😊

The main talking point in marketing is the “process” which runs behind every business. Marketing entails researching about the various trends in the market, promoting your products, selling and distributing your products and services.

It is a unanimous but vastly monotonous topic, which is why there is a huge number of data written on marketing. But primarily marketing includes everything that you do to get probable customers to have a genuine interest in your products and services.





So what do you mean by this term “Digital Marketing”? 😎

Marketing over your own website to your online branding tactics like digital advertising, online brochures, email marketing and much more, there is a huge spectrum of strategies that fall under digital marketing. The best digital marketers in the market know just how to use these tactics and strategies to reach their goals.

From your website itself to your online branding assets — digital advertising, email marketing, online brochures, and beyond — there’s a huge spectrum of tactics and assets that fall under the umbrella of digital marketing. And the best digital marketers have a clear picture of how each asset or tactics support their phenomenal goals.

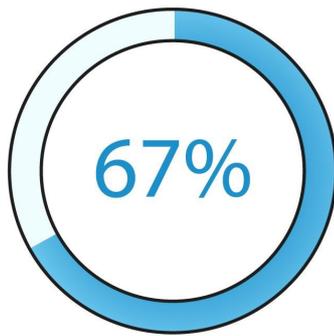
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At a much higher level, digital marketing refers to advertising through channels such as websites, various search engines etc which have already been mentioned above but digital marketing covers a wide range of marketing activities all of which are not usually agreed upon, we will focus on the most common types of tactics that we should use to upscale.

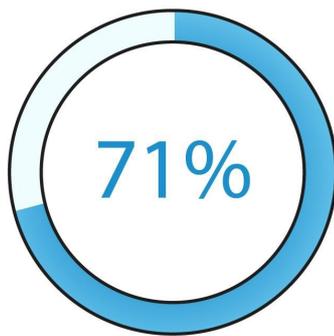
**Search Engine Optimization (SEO)** 😊



The process involved in optimizing your blog or website to rank higher in the search engine results with one sole reason to increase the quantity of organic or free traffic that your blog/website receives.



of all the clicks are from the first 5 listings on a search results page



of searches resulted in a page one Google organic click.

From the name itself, it is a process which optimizes the content, the reach of the content which you create for your website so that the pages always appear at the top of search engine results for some amount of keywords decided. Eventually, your goal is to attract as many visitors as possible to your website when they search for blogs or products or services which you offer or any data related to your business.

## **Content Marketing** 😊

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This marketing tactic usually involves creation and promotion of content for the generation of brand awareness. It also helps in lead generation and growth in traffic.

Have you ever heard the phrase “Content is King” which Bill Gates wrote an essay on in the year 1996. If not, then you have heard it here now. And the phrase very rightly means what it actually portrays. The content itself acts as a tremendous tool that fuels your marketing activities. It helps you enormously in increasing your brand awareness on social media. When you create a content which is not promotional in nature, but it includes something which will provide good knowledge to your readers, is tough to create but it is well worth the effort involved. Offering such content to your audience which is quite relevant to them persuades them to think about you as a valuable source of information. A good resourceful data makes it less likely for them to not read your content.

## **Social Media Marketing** 😊

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Nowadays, people are just watching prank videos or videos of any kinds and posting their selfies on social media channels. A lot of them depend on social networks to research on something, discover or educate themselves about a brand before getting involved with the organization. Posting on Facebook and Twitter accounts is just not enough for a marketer to reach their audience. They need to create social details into every component of their marketing and generate an involvement by creating more sharing opportunities. The more your targeted audience gets engaged with your content, the more likely your brand or blog will receive the targeted exposure and the users will most likely want to share it on their respective social medias. By doing so, this eventually leads to them converted into customers and also as an add-on, there is a chance that this will influence their friends or network to become your customers, too.

## Email Marketing 😊



Many organizations use email marketing as a way to interact with their audiences. This type of marketing is often used to promote blog content or send out discount coupons or may have people redirect towards their official website.

Email technology has been around for more than 10 years now and it is most likely that it will remain that way for some time in future and continue to be an important and a quick source to reach probable customers with valuable information. It is the universal truth that we are very attached to our emails and if you feel it's not true then ask yourself, how many times have you checked your inbox today.

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So what does this imply? The reason is simple. As emails are more engaging, it depends upon the marketers how they use this type of marketing to their benefit. Great marketers are aware of what type of emails are going to be engaging. The emails should be informative, indulging and relevant.

If you believe digital marketing will help your business grow or if you are practicing

such type of marketing, I am sure you might be reaching some audience out of your targeted audience. There is no doubt that you will think of some areas in your strategy that should be improved and gain better results.

I am sure this blog will help those who have started to feel that Digital Marketing is the thing for the future and that it will be one of the most important tools to upscale your business and make it truly effective, whether you already are a digital marketer or a beginner.