

Adam says digital marketing has been made to seem way more complicated than it actually is. Digital marketing is really just marketing done through the use of digital channels. Adam says there are some significant advantages to using digital marketing and all the digital channels that we now have available. Adam: Digital marketing tends to give you a much larger audience size. Digital marketing also allows you to get immediate feedback. Immediate feedback, immediate correction, immediate results. Digital marketing tends to be a whole lot easier to measure and to track because everything 's digital which means we 've got a digital trail allowing us to measure costs and results and everything in real time. The core four are made up of model, market, message and media. These four principles have stood the test of time and are gon na be just as relevant today as they are a hundred years from now. Get this part wrong and nothing else matters because nothing else will work. Next is the market. These are the people that you 're going to serve and you do n't wan na say everyone or anyone with money.

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