

Search Engine Marketing involves using paid search engine advertising. For example, by bidding on a keyword, you can secure the opportunity to have your website appear at the top of search results for that keyword. This eliminates the need to focus solely on organic search results.

Email marketing is a great way to capture leads and convert them into customers. Personalizing email content and targeting a segmented audience is highly effective. Using coupons codes in emails allows for tracking of clicks, website visits, and purchases.

Social media marketing involves creating different types of content based on the platform being utilized. For example, Pinterest and Instagram are visual platforms while Twitter has a limited number of characters per post. Social media platforms usually offer paid advertising to promote products or services. Facebook is one of the most commonly used social media platforms.

Mobile marketing is a powerful strategy that helps companies reach their target audience through mobile devices such as email, messaging, or apps. It's essential to understand what solutions your product provides and why customers need it. In the awareness phase, content plays a critical role in promoting your brand using different marketing channels such as paid search, affiliate marketing, and social media. The appropriate marketing channel will depend on the product and the target audience. For instance, LinkedIn is an ideal platform for promoting training products such as those offered by Simply Learn. Once the word is out, customers move to the consideration stage where they weigh the pros and cons of your products or services.

The goal is to increase engagement and move the audience further down the funnel using email marketing and mobile marketing techniques. Email marketing involves promoting the product through