

Digital Marketing

Digital marketing is a form of marketing through which you could advertise to people digitally digital marketing leveraged different channels like search engines websites social media platforms emails and mobile applications. It would give marketers the opportunity to interact with and understand their audience better and to increase the trust in their brand digital marketing would also show marketers advertisements to people based on their actions and preferences. Rob Sanders explains why digital marketing has evolved at a rapid pace these days a lot of people spend most their time on the internet so what happens in the internet every 60 seconds well a lot happens in an office environment we're looking at two friends having a conversation about digital marketing. Rob Sanders and simply learn give you an introduction to digital marketing greetings. Social media expert says there are differences between digital and traditional marketing systems.

Traditional marketing is non-versatile and with digital marketing is very versatile, he says. Digital marketing can be very cost efficient and there are no hours to get your point out there and have people see it instantaneously so with traditional marketing there is a lack of real-time results.

Digital marketing is just the act of promoting a company's product or individual's product or service with the help of a device or technology. With digital marketing it's easy to reach a targeted audience on a digital marketing platform and then with traditional marketing poor campaign measurement with digital you have easy to measure and optimize campaigns and what we really mean by that is because you get instant time results. There are different types of digital marketing channels that we can choose from. There's search engine marketing there's email marketing affiliate marketing there's social content mobile and then we can get into subsets of each of these marketing channels. SEO stands for search engine optimization, search engine advertising, affiliate marketing and affiliate marketing. **Search Engine Marketing** you can bid on keywords and appear at the top of the search results for that keyword. The benefit of SEM is visibility and getting traffic to your website for keywords you're not found for so that's why SEM's such a popular choice for a lot of companies. Email is an effective way to capture leads and convert them to customers.