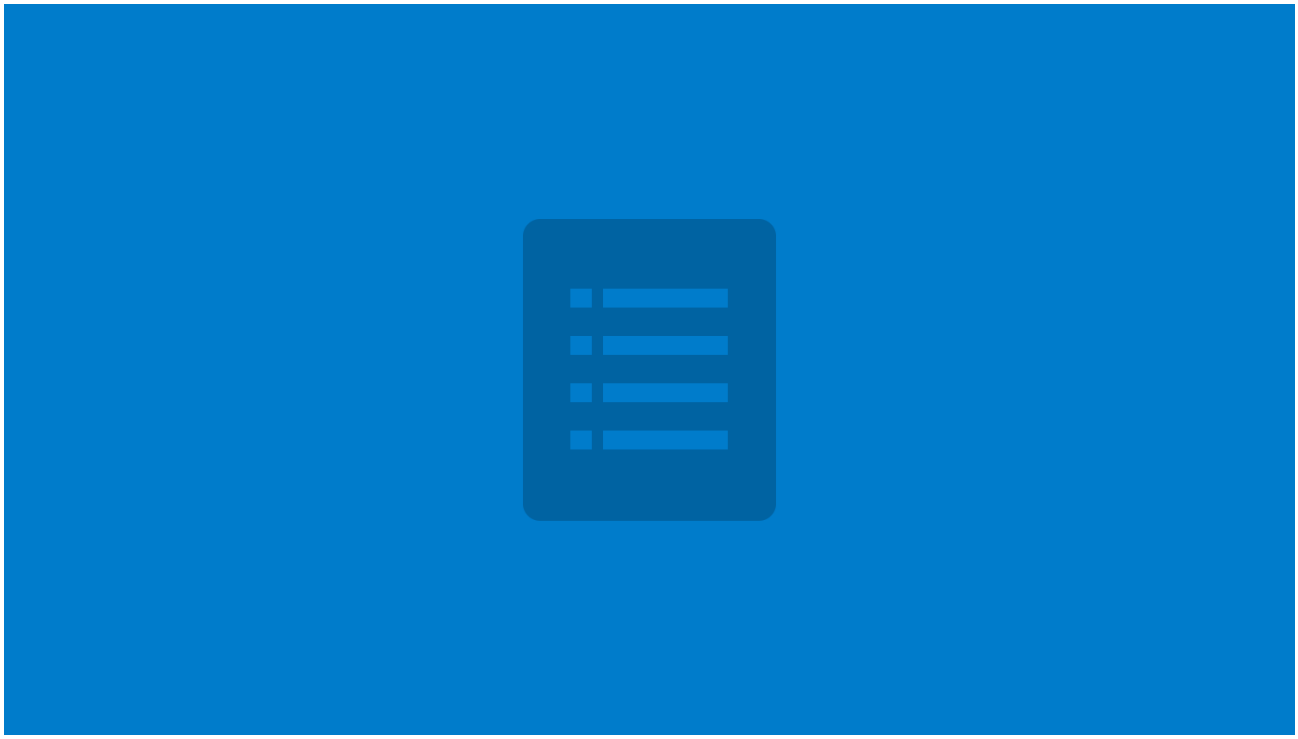
Universe Of Online Marketing

Today's online marketing is the integration of multiple tools and techniques. lets learn about some of them in the graphical way like SEO, SEM, Content marketing, SMM



- [ ] Search Engine Optimization
  - [ ] Focused on growing visibility in organic search engine results.
- [ ] Search Engine Marketing
  - [ ] Search engine marketing is the paid cousin Of SEO.
- [ ] Content Marketing
  - [ ] All about providing timely and relevant value to your audience.
- [ ] Social Media Marketing
  - [ ] Content is king, but context is god." - respect the context Of each individual social media platform
- [ ] Pay-Per-Click Advertising
  - [ ] You pay for each click that you receive on an ad that you create.
- [ ] Affiliate Marketing
  - [ ] Process of earning a commission by promoting other people's (or company's) products
- [ ] Email Marketing
  - [ ] Highly effective digital marketing strategy Of sending emails to prospects and customers.

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