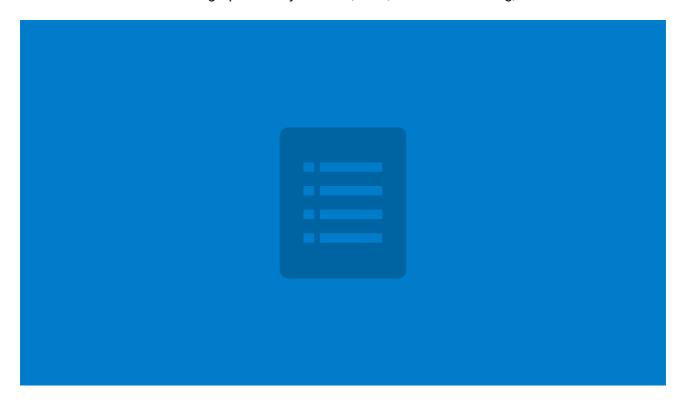
## **Universe Of Online Marketing**

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.