Universe Of Online Marketing

Are You Also Confused by Online Marketing?



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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