Digital Marketing 101

How to use the internet to market your products or services.



- [ ] Web Development and Web Design work together to make a website function in a way that serves the needs Of the user and the goals of the website owner.

WEB DEVELOPMENT & DESIGN

- [ ] The goal is to engage website visitors and lead them to purchase or subscribe.

SEO

- [ ] SEO (search engine optimization) is the use of techniques and tools that help website content get discovered by search engines and served in search results.
- [ ] The goal is to deliver traffic to a website Via organic search engine results.

CONTENT MARKETING

- [ ] The use of web pages, blog articles, videos, eBooks, etc. to attract website visitors through helpful and engaging content that answers their questions and provides value.
- [ ] The goal is to create, publish, and promote content that attracts buyers and is optimized for search engines.

SOCIAL MEDIA

- [ ] The use of social networking sites to shore content and build a community of followers.

- [ ] The goal is to drive leads to your website using engaging content, including images, written posts, and Video While building a community of followers and customers.

PPC & SOCIAL ADVERTISING

- [ ] Pay-per-click is a method of advertising by displaying ads in search engine results. Social advertising is the display of ads on social media platforms.
- [ ] The goal is to drive leads to your website by placing ads in front Of targeted search engine and social media users.

LEAD GENERATION

- [ ] The use of SEO sociol media, and/or advertising to attract visitors to a form on your website or landing page where they will sign up for an offer in exchange for their contact information.
- [ ] The goal is to attract targeted leads your website so that you may build a relationship with them which will result in sales.

EMAIL MARKETING

- [ ] Building a relationship with leads by providing value and extending your content beyond what they can find on your website, using email marketing.
- [ ] The goal is to build a relationship with your audience and potential customers and lead them further down your sales funnel toward a purchase.

ANALYTICS

- [ ] The use of metrics and data to determine whether or not your digital marketing efforts are successful in meeting goals.
- [ ] The goal is to make informed decisions about your digital marketing strategy and your strategy as you learn more about your website users and target audience.

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