Digital Marketing
BLUEPRINT



REASON HOSTING

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Digital Marketing

Digital marketing is an umbrella term for any type of online marketing.

Social media marketing, on the other hand, is the marketing of products or services using social media platforms.

Digital marketing versus social media marketing is the difference between using all the various forms of online marketing, as opposed to just social media websites.

Social Media

Social media is a type of communication used on the Internet.

Using social media marketing can include communicating in many different ways via social media networks, platforms and websites.

But it doesn't stop there.

In addition to social media websites, there are also blogs, wikis, social networking sites, photo sharing, instant messaging, video sharing sites, podcasts and more.

Each website or platform usually specializes in one form of social media communication.



Digital Marketing vs Social Media Marketing

Today we'll discuss the 7 differences between digital marketing and social media.

As we learned earlier, digital marketing includes social media, and a few other marketing methods.

Let's take a look at the different types of digital marketing including social media below.



The 7 Differences Explained

1) Social Media: Social media is a type of communication used on the Internet.

2) SEO (Search Engine Optimization): Search Engine Optimzation (SEO), is another form of digital marketing.

3) Email Marketing: Email Marketing can help customers become aware of new products, services or discounts abour your business through email.

4) Pay Per Click: With pay per click advertising, you pay a certain amount each time someone clicks your ad.

5) Video Marketing: Video marketing is using videos for promoting, telling and marketing your product or service to people.

6) Blogging: Blog marketing is the process of creating articles that target your market using a blog.

7) Content Marketing: Content marketing is about creating relevant and meaning information about a topic of interest to others.

Your Goals for Content Marketing

The goal of your content marketing campaign should include the following:

- Attract Potential Customers
- Acquire New Customers
- Retain Current Customers
- Upsell New Products and Services
- Engage your audience

Conclusion

In conclusion, the difference between digital marketing and social media is marginal.

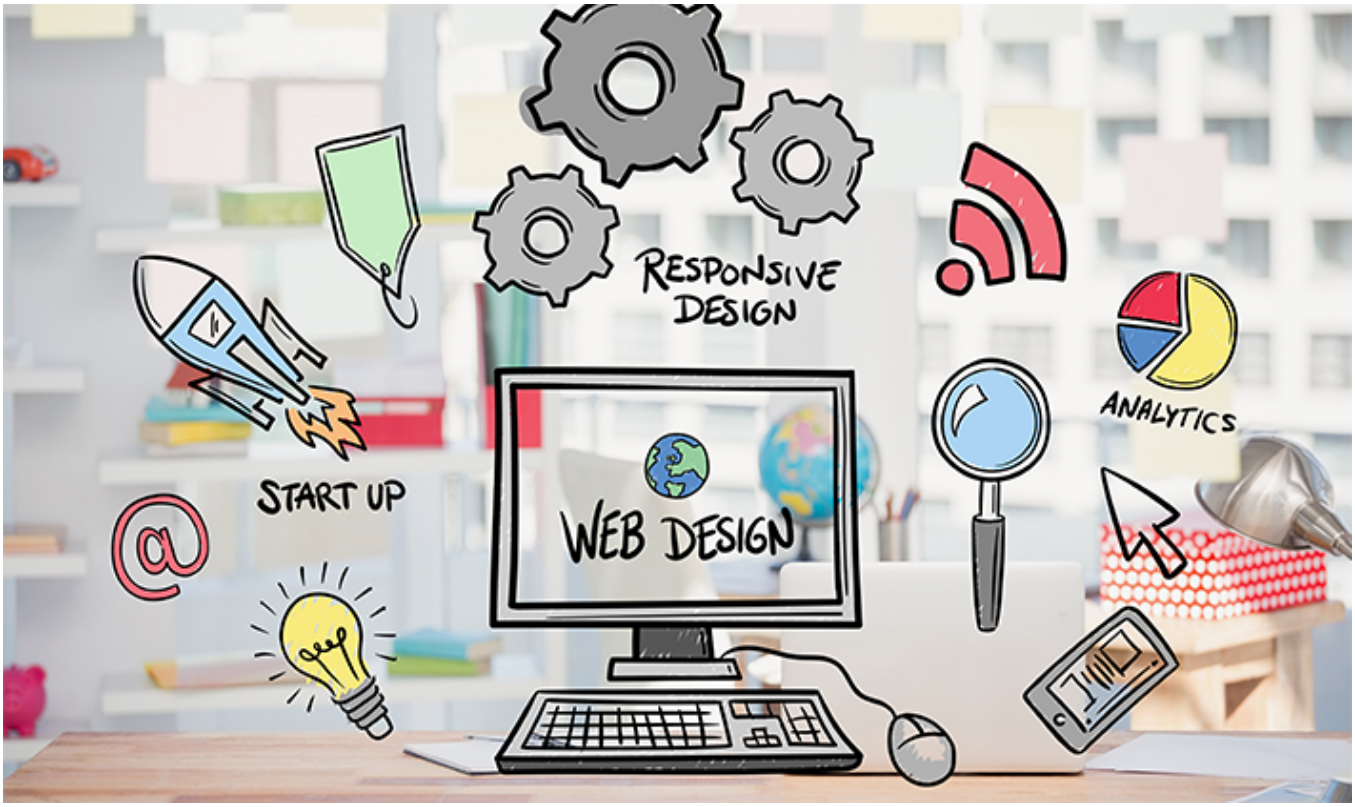
Digital marketing is the practice of using the internet to advertise, market, sell, and promote products and services.

Social media is a sales and marketing channel used under the digital marketing umbrella.

Digital marketing uses an online marketing strategy that includes social media.

While social media marketing is strictly limited to advertising, marketing, and promotion using social media channels.

What successes have you had with digital marketing and social media?




THANK YOU