

Page 1: Introduction to Digital Marketing

Digital Marketing is the promotion of products and services using digital channels such as websites, search engines, social media, email, and mobile applications. Key benefits include global reach, measurable results, cost-effectiveness, targeted marketing, and real-time customer engagement. Main channels: SEO, Social Media Marketing, Content Marketing, Email Marketing, PPC Advertising, Affiliate Marketing, and Analytics.

Page 2: Search Engine Optimization (SEO)

SEO helps websites rank higher on search engines. Types include On-Page SEO, Off-Page SEO, and Technical SEO. Important factors: keywords, quality content, backlinks, website speed, mobile responsiveness, and user experience. SEO increases organic traffic and improves online visibility.

Page 3: Social Media & Content Marketing

Social Media Marketing uses platforms such as Facebook, Instagram, LinkedIn, YouTube, and X. Content Marketing focuses on creating valuable content including blogs, videos, infographics, podcasts, and case studies. Goals include brand awareness, engagement, lead generation, and customer retention.

Page 4: PPC, Email Marketing & Analytics

Pay-Per-Click (PPC) advertising allows businesses to pay only when users click ads. Email Marketing is used for newsletters, promotions, and customer nurturing. Analytics tools such as Google Analytics help track traffic, conversions, bounce rate, and user behavior.

Page 5: Digital Marketing Strategy & Career Opportunities

A digital marketing strategy includes market research, audience identification, goal setting, channel selection, content planning, and performance measurement. Career roles include SEO Specialist, Content Marketer, Social Media Manager, PPC Expert, Email Marketer, Web Analyst, and Digital Marketing Manager. Continuous learning and practical projects are essential for success.