



What Exactly is Digital Marketing?



**DIGITAL
MARKETING**

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It is an umbrella term for all of your online marketing efforts. Businesses leverage digital channels such as Google search, social media, email, and their websites to connect with their current and prospective customers.

From your website itself to your online branding assets-- digital advertising, email marketing, online brochures, and beyond-- there's a huge spectrum of tactics and assets that fall under

the umbrella of [digital marketing](#). And the best digital marketers have a clear picture of how each asset or tactic supports their overarching goals.

Here's a quick rundown of some of the most common assets and tactics:

Assets

- Your website
- Blog posts
- eBooks and whitepapers
- Infographics
- Interactive tools
- Social media channels (Facebook, LinkedIn, Twitter, Instagram, etc).
- Earned online coverage (PR, social media, and reviews).
- Online brochures and lookbooks.
- Branding assets (logos, fonts, etc).
- Tactics.

Search Engine Optimization (SEO)

The process of optimizing your website to 'rank' higher in search engine results pages, therefore increasing the amount of organic (or free) traffic that your website receives. (Read this post to teach yourself SEO in 30 days.).

Content Marketing

The creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, or customers. (Learn what goes into a modern content marketing strategy here.).

Inbound Marketing

Inbound marketing refers to the 'full-funnel' approach to attracting, converting, closing, and delighting customers using online content.

Social Media Marketing

The practice of promoting your brand and your content on [social media](#) channels to increase brand awareness, drive traffic, and generate leads for your business. (Discover 41 resources for learning how to leverage social media marketing here.).

Pay-Per-Click (PPC)

A method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google AdWords.

Affiliate Marketing

A type of performance-based advertising where you receive commission for promoting someone else's products or services on your website.

Native Advertising

Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. BuzzFeed sponsored posts are a good example, but many people also consider social media advertising to be 'native'-- for example, Facebook and Instagram advertising.

Marketing Automation

Marketing automation refers to the software that exists with the goal of automating marketing actions. Many marketing departments have to automate repetitive tasks such as emails, social media, and other website actions.

Email Marketing

Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people towards the business' website. (Check out these 15 successful email marketing campaigns for inspiration.).

Online PR

Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space.