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In this lesson, we will...

*introduce you to the basics of
digital marketing.*



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Once the topic is completed and approved, learners will be able to...

Understand what digital marketing is, how digital differs from traditional marketing, and what are the benefits of use.



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Digital Marketing

is the use of digital or social channels to promote a brand or reach consumers.

AMA (American Marketing Association),



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Traditional vs. Digital Marketing



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Benefits of use?



Brand awareness is increasing



Website traffic is increasing



You are generating more sales



Building social connections and influence



Learn about the market and customers



The ability to test, optimize and measure marketing efforts is acquired



Conclusions

If you want to promote your idea, business, or simply do business, digital marketing is something you can't do without nowadays.



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CREDITS

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