



LESSON CONTENT TEMPLATE

 <p>Erasmus+</p>	<p>Project funded by: Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.</p>
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1. Lesson document

Topic 1: “ Introduction to digital marketing”

Lesson 1

Introduction to digital marketing

Introduction

The times we live in have become unthinkable without the internet and digital technologies. It is simply impossible to work, but also to live without the Internet and digital technologies. Brands also had to find a way to communicate with their consumers with the help of these technologies. In this lesson, we will introduce you to the basics of digital marketing.



Resource: [Pixabay](#)

In this lesson, we will learn:

1. What is digital marketing.
2. How digital differs from traditional marketing.
3. What are the benefits of use?

What is digital marketing?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (*American Marketing Association (AMA)*)

So what is digital marketing?

According to AMA (*American Marketing Association*), digital marketing is the use of digital or social channels to promote a brand or reach consumers. This kind of marketing can be executed on the internet, social media, search engines, mobile devices, and other channels. It requires new ways of marketing to consumers and understanding the impact of their behavior.

Digital vs. Traditional marketing

The time in which we live is specific in that it progresses very fast. The technology we use today will not be the same tomorrow. Changes happen almost every day.

Traditional marketing is still there. **Newspaper ads, phone calls, direct marketing** are just some of the examples of traditional marketing we encounter. But you have to admit it's much lesser than has been the case in the past.

Unlike it, **digital** marketing is all around us, as we listen to music, as we respond to a message, as we walk down the street. With the help of mobile phones, we are constantly exposed to various information, which has become a perfect way for marketers to establish communication with potential customers.

Benefits of use?

1. Brand awareness is increasing,
2. Website traffic is increasing,
3. You are generating more sales,
4. Building social connections and influence,
5. Learn about the market and customers,
6. The ability to test, optimize and measure marketing efforts is acquired.

So, we learned three basic things when it comes to digital marketing:

- What digital marketing is.
- How it differs from traditional marketing.

- What are the benefits of using digital marketing in business.

Conclusions

The times we live in are unimaginable without the internet and digital technologies. Nowadays, with the development of digital technologies, it is becoming easier for companies to reach their target audience, to get to know their habits, as well as to adapt the messages they send to them.

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

Today, there are almost no companies that do not have their website, and if that is the case, they are certainly present on social networks.