



Digital Marketing Course

Introduction to Digital Marketing
Prepared by: Ahsan Khan



What is Digital Marketing?

- Digital marketing is the promotion of products, services, or brands using digital channels such as websites, social media, search engines, email, and mobile apps. It allows businesses to reach a larger audience, engage customers effectively, and measure campaign performance in real-time.

Importance of Digital Marketing

- • Cost-effective way to reach global audiences
- • Real-time customer engagement and feedback
- • Measurable results through analytics tools
- • Increases brand awareness and online visibility
- • Helps businesses compete with larger brands

Key Components of Digital Marketing

- 1. Search Engine Optimization (SEO)
- 2. Social Media Marketing (SMM)
- 3. Pay-Per-Click Advertising (PPC)
- 4. Email Marketing
- 5. Content Marketing
- 6. Influencer Marketing
- 7. Affiliate Marketing

Career Opportunities in Digital Marketing

- Digital marketing offers a variety of career paths, including:
 - • SEO Specialist
 - • Social Media Manager
 - • PPC Expert
 - • Content Strategist
 - • Email Marketing Specialist
 - • Digital Marketing Manager
- The demand for skilled digital marketers continues to grow worldwide.