

What is digital marketing, and why does it matter?

Digital marketing means using digital channels, like search engines, social media, email, mobile apps, and websites, to promote a product or service. This umbrella term also includes marketing using digital devices such as TV or radio.

Examples of online digital marketing include:

- **Search engine optimization (SEO):** optimizing a website to improve its visibility and ranking on search engines like Google.
- **Pay-per-click advertising (PPC):** paying for advertisements to appear on search engine results pages or social media platforms.
- **Social media marketing:** creating and sharing content on social media platforms like Facebook, Twitter, and Instagram to increase brand awareness and engagement.
- **Content marketing:** creating and sharing valuable content, such as blog posts, e-books, or videos, thus attracting and retaining a specific audience.
- **Leveraging traditional offline media for advertising:** using radio and TV marketing, billboard advertising, print, and in-person events.

Analysts predict the global digital advertising and marketing sector will reach [\\$786.2 billion](#) by 2026, with clicks and display ads among the most dominant forms.

Then there's offline digital marketing like:

- **Out-of-Home Advertising:** This involves using billboards, transit ads, or other types of visual media to promote your brand or product. This can be a great way to reach a broad audience and create a strong visual impression.
- **TV Marketing:** where you promote your products in the form as adverts, infomercials, or even demonstrations.
- **Radio marketing:** Trailers and commercials promoting your product to listeners.