

DIGITAL MARKETING BASICS

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Digital marketing can assist you to effectively promote your business, products and services in a cost effective way. It will help you to communicate with your target audience utilising multiple channels with the aim of driving traffic to your website.

Search Engine Marketing (SEM) is an effective way of directing traffic to your website. It comprises of two tactics, Search Engine Optimisation (SEO) and Pay Per Click (PPC) advertising. Both methods will help your website to appear in searches on popular Search engines such as Google, Bing and Yahoo!

Search Engine Optimisation (SEO) aims to make it easier for your potential customers to find you online, by improving the placement of your website in search results of search engines such as Google, Bing and Yahoo! for selected keywords relating to your business, products and services. The more search engines like your site, the better chance you have of it ranking highly in search results. SEO can be an effective strategy for driving traffic to your website - in the long run.

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Pay Per Click (PPC) advertising is available on popular search engines such as Google, Bing or Yahoo! An advertiser is charged when their ad is clicked and a visitor lands on their website. PPC ads appear on either the Search network or Display network. Display Network ads appear on partner websites. It is a fast and direct way for businesses to start marketing online, with an immediate and measurable Return on Investment (ROI).

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Direct eMarketing (Email marketing, mobile SMS marketing, eCommerce and Online Advertising) is used to send a marketing message about your products, services or business to an email list. It is direct marketing using technology such as the internet and mobile phones and can be tailored to specific audiences. It is a cost effective way to send marketing messages to your current database customers and to potential customers through purchased lists.

Email marketing and mobile marketing are an essential part of a strong relationship building marketing strategy, keeping your business in front of mind when it comes time for your customer to purchase.

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Social Media allows your business to promote your organisation, products and services via social media channels such as Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest and a host of other platforms. It allows your business to engage with your target audience and have real conversations in a public forum. Popular uses for businesses to incorporate social media into their business includes offering discounts to different audience segments, running competitions, providing customer service and inviting customer feedback while promoting your brand in a transparent way.

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Your **Website** is promoted through a combination of the above strategies, helping you to promote your business to a relevant, qualified target audience. They can provide either short term traffic or long term brand building campaigns. Your website needs to be professional, user focussed and the core of your online marketing efforts. As your website is your virtual storefront, it needs to be welcoming, intuitive and a reflection of your business and the reputation you've built since starting your business.

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