

[MODULE 6. DIGITAL MARKETING]

=> 6.1. Email, Mobile and YouTube Marketing: ->

=> Mobile emails are One of the ways to get more subscribers and potential sales leads.

Four types of Email marketing:-

- Email Newsletter: One of the most common and popular email marketing campaigns are Email Newsletters.
- Acquisition Emails.
- Retention Emails.
- Promotional Emails.

Some of the most important types of mobile marketing strategies include SMS marketing, social media marketing, location-based marketing, proximity marketing, and in-app marketing.

YouTube marketing is a strategy that involves a powerful mix of tactics for promoting products/services or brands.

=> 6.2. Promoting Products, Services and Event Online: ->

=> The best ways to promote a new product or service:-

1. Offer loyal customers an ~~extra~~ exclusive preview.
2. Use a special introductory offer.
3. Make use of Google My Business.
4. Run a social media contest.
5. Spread the word via email.
6. Write a blog post.
7. Host an event.
8. Offer a complimentary upgrade.