

## 6. DIGITAL MARKETING

\* E-Mail, Mobile and Youtube  
Marketing

\* Promoting Products services and  
Ever online.

\* Social media Marketing

Digital Marketing :-

Digital marketing advertising delivered through digital channels to promote brands and connect potential customers using the internet and other forms of digital communication such in social media.

## 6.1 E-mails, Mobile and Youtube Marketing

Advertisement, People normally take noticed of an email or a Promotional message what they received Therefore mobile emails marketing is a great way to be Promote your business, as you can receive immediate response from your potential customers.

E-mails marketing allows you to target Particular groups of customers or even specific individuals.

### Youtube marketing

Youtube marketing is a strategy that involves creating videos and uploading them on youtube to promote a brand or a product and gain more exposure.

## 6.2. Promoting Products Services and Event online.

Event marketing The Process of developing a themed exhibit, display, or presentation to promote a product, service, cause or organization.

Using a special introductory offer

Make a use a Google My business

Run a social media contest

write a blog post

Host an event.

## 6.3 Social media marketing

Social media Marketing Facebook, Instagram, TikTok for brand promotion, target increase levels of customer service and satisfaction foster online community and tell authentic stories.

LinkedIn, Twitter, Snapchat.