

G. Module :- DIGITAL MARKETING

⇒ Email, Mobile and Youtube Marketing :-

Mobile emails are one of the way to get more subscribers and potential sale leads.

Four types of Email Marketing

1) Email Newsletters. It is common and popular email marketing campaigns are Email newsletters.

2) Acquisition Emails.

3. Retention Emails

3 Promotional Emails.

Some of the most important types of mobile marketing strategical includes SMS, marketing social media marketing.

Youtube Marketing is very important It is powerful mix of strategies for promoting products, talents, services and brands.

## ⇒ Promoting Products, Services, and Events Online

The best ways to promote a new product or service

1. Offer loyal customers and exclusive prices.
2. Use a special introducing offers.
3. Make use of Google my Business
4. Run a social media content.
5. Spread the word via-email.
6. Write a blog post.
7. Host an event
8. Offer a complimentary upgrade
9. Make a page on Facebook, WhatsApp, telegram etc, for the business purpose.