

[MODULE-6 Digital Marketing]

classmate
Date
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⇒ G.1 Email, mobile and Youtube marketing :-

⇒ Mobile Emails is one of the ways to get more subscribed and Potential sales leads.

Four types of Email Marketing.

- Email Newsletter one of the most common and popular email marketing campaigns or email newsletters.
- Acquisition emails.
- Retention Emails.
- Promotional Emails.

Youtube marketing is a strategy that involves a powerful mix of Youtube related services include video SEO, Youtube advertising, Youtube marketing and influencer marketing.

⇒ G.2 Promoting Products Services and Event online :-

⇒ 1. Promote the Event on Social media.

2. Pay for advertisement.

3. Create a highlight reel.

4. Share testimonials.

5. Post behind the scenes footage.

6. Provide a call to action.

7. Create an event hashtag.

8. Host a giveaway.