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Hemanta Saikia

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Digital marketing is the endorsement of a product or any service and brand or entire company using entirely virtual means such as social media, Facebook, Twitter, LinkedIn, paid media such as Google, Adwords, Email marketing, Email Newsletters or search engine optimizations. Scope of the Book: Today, time has changed and people want information instantly at the click of their fingertips. They are gathering to the web to find products, services and information. In this book will first create a foundation by defining how digital marketing works and identifying its dissimilarities and components. Planning and online marketing strategy will be also discussed which determine your targeted audience and measuring the results of your marketing efforts. Preparation and build a website is crucial for the accomplishment of your online marketing strategy. From creating a site map and building a wireframe to selecting a domain and hosting company will explore the necessary steps for getting your site up and running. For there, we will tackle the key elements for establishing a web presence including making, convincing, online content in the form of articles, social media posts, and online press releases and even email newsletters. Prominent website content is able to only take you so far without having an audience; so will cover how to reach and develop your viewers through victorious search engine marketing including search engine optimization and paid in local search. There is a requirement of harnessing the power of social media including Facebook, Twitter and LinkedIn in addition to blogging to stay your viewers updated, well-versed and engaged and finally will try analyze online advertising in addition to email marketing to assist or gain precious sales and exposure.

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