

Overview of Digital Marketing Services

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Abstract – Understanding the concept of digital marketing and objective of the Internship are to understand the requirements of the client and developing the strategies according to the requirements to achieve the client’s objectives.

Keywords – digital marketing, promotions, campaigns, Interaction.

I. INTRODUCTION

Digital marketing can also be termed as “online marketing”,

Now a days this industry is a booming industry and the growth of digital marketing is tremendous and expected to grow more in the upcoming time.

Digital Marketing has changed the way to promote the brands and business, now a days all the industries are preferring to adopt digital marketing to promote their products.

Digital marketing campaigns are becoming more effective in promotion of any product as the digital platforms are increasing day by day, more and more peoples are getting engaged on the digital platform now a days.

It is easy to reach thousands of people at a time with the help of digital marketing and the digital platforms.

II. OBJECTIVES

1. The main objective of this paper is to spread the knowledge of digital marketing across different people.
2. To give an overview about digital marketing.

III. HOW IT WORKS?

Let’s take an example, a Clients approaches the agencies for any type of promotion of his website and gives all the promotions authorities to the agencies. Then the agencies are responsible for creating different strategies which are to be carried out for the promotion of the client’s website so that more and more people can get aware about that product in the market.

1. Activities to be done

- On Page activities
- Off Page activities

2. On Page Activities

On page activities refers to the activities carried out to optimize and improve a single web page or a website.

The operations carried out to optimize the web page or website are:

- Testing the bugs.

- Analyzing the website traffic.

3. Tools used for On Page Activity

- SEO Site Checkup tool
- Google Analytics
- Google Webmaster

4. Tools Description

• SEO Site Checkup

SEO Site Checkup is used to carry out different types of test on a website, this test generates a report which shows what is missing in the website or webpage according to the googles ranking algorithm.

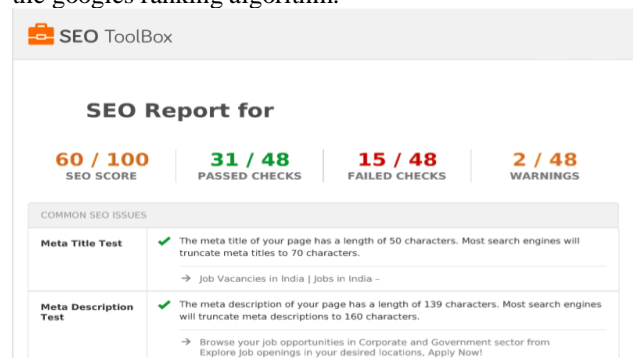


Fig.1 SEO Website Report

• Google Analytics

Google Analytics shows the website analytics like how many users arrived on the website, in which part of the world the site is getting accessed, the users are visiting which part of the website and for how long a user was on the website, on which devices the website is being accessed i.e. mobile, desktop or tablet.

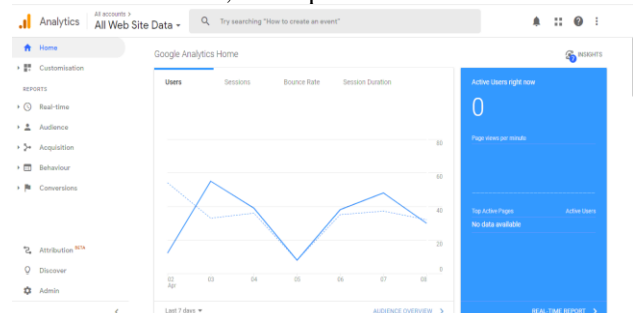


Fig.2 Website Analytics Report

- **Google Webmaster**

Google webmaster keeps the track of the off page activities which increases the domain and page authority of the website.

5. Off Page Activity

Off Page Activity refers to all the things which are done outside of the website to improve the google ranking. Some Off Page activities are: Brand Mentioning, Forums, Commenting, Link Building, Social Networking, document submission etc.

IV. SOCIAL MEDIA MARKETING

Social Media Marketing (SMM) is a type of internet marketing which uses the social networking sites as a tool for the promotion of the website which increases the traffic on our website.

SMM is done by creating quality content that the users of social network share with their friends.

SMM can be done with promotional designs, videos, gif etc.

All the promotional posts are posted on the pages and groups and then shared with different people so as to increase the awareness of the website among the users.

V. HOW TO LEARN DIGITAL MARKETING?

For learning digital marketing a lot of institutions are present in the market that provides a diploma in the digital marketing.

Anyone can google the institutions present according to your locations and can enroll for the course.

There are many online certification portals which provide different digital marketing courses in reasonable prices and anyone can learn from home and get certified.

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