

# **Overview of Digital Marketing Services**

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**Abstract:** *Understanding the concept of digital marketing and the objective of the Internship is to understand the requirements of the client and develop the strategies according to the requirements to achieve the client's objectives.*

**Keywords:** Digital Marketing, Marketing Strategies, Campaigns, Social Media.

## **I. INTRODUCTION**

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

Digital marketing services refer to the various strategies and tactics that businesses use to promote their products or services online.

With the increasing use of the internet, businesses have shifted their focus from traditional marketing to digital marketing, which offers a cost-effective way to reach a larger audience.

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 services use various online channels such as search engines, social media, email, and other digital platforms to connect with potential customers and engage with them. By leveraging digital marketing services, businesses can create a strong online presence, increase their brand awareness, and drive traffic to their website. In this way, digital marketing services play a crucial role in the success of any business in the digital age.

Digital marketing campaigns are becoming more effective in promotion of any product as the digital platforms are increasing day by day, more and more people 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 digital platforms.

## **II. OBJECTIVES**

1. The main objective of this paper is to spread the knowledge of digital marketing across different people.
2. Identifying the latest trends and best practices in digital marketing
3. Analyzing the impact of digital marketing on businesses: Researching digital marketing can help understand how it affects businesses and how they can leverage it to achieve their marketing goals.
4. Examining the challenges and opportunities of digital marketing: Researching digital marketing can help identify the challenges businesses face when implementing digital marketing strategies and the opportunities that exist for them to succeed.
5. Evaluating the effectiveness of digital marketing: Researching digital marketing can help evaluate the effectiveness of different digital marketing strategies and tactics, and determine which ones are most successful in achieving specific marketing objectives.
6. Providing insights and recommendations for businesses: Researching digital marketing can provide insights and recommendations for businesses looking to improve their digital marketing efforts and achieve their marketing objectives.

## **III. HOW IT WORKS?**

Let's take an example, a client 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 become aware of that product in the market.

### Activities to be done

- On Page activities
- Off Page activities

### 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:

1. Testing the bugs.
2. Analyzing the website traffic.

### Tools used for On Page Activity

1. SEO Site Checkup tool
2. Google Analytics
3. Google Webmaster

### Tools Description

#### SEO Site Checkup

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

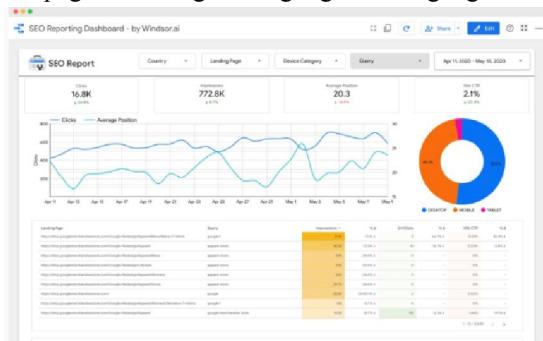


Fig.1. SEO Report

#### 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.

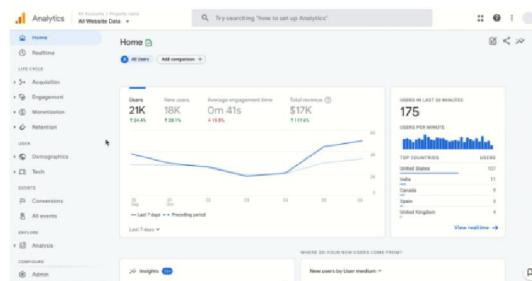


Fig.2 Google Analytics

**Google Webmaster**

Google Webmaster may provide some insights into off-page activities, such as backlinks and referring domains, it does not directly track or monitor these activities. However, backlinks and referring domains are important factors that can impact a website's domain authority and page authority, and monitoring these factors is essential for improving a website's search engine optimization (SEO) performance.

**Off Page Activity**

Off-page activities in SEO refer to any actions taken outside of your own website that can impact your website's ranking in search engine results pages (SERPs). These activities are typically focused on improving your website's visibility and authority through building backlinks, social media engagement, and other external factors.

Some Off Page activities are Brand Mentioning, Forums, Commenting, Link Building, Social Networking, document submission etc.

**IV. SOCIAL MEDIA MARKETING**

Social media marketing is the process of promoting a product, service, or brand through social media platforms like Facebook, Twitter, Instagram, LinkedIn, and more. The goal of social media marketing is to increase brand awareness, generate leads, and drive sales by engaging with a target audience on social media.

Some of the key components of social media marketing include:

1. Content creation: Social media marketing involves creating high-quality, engaging content that is relevant to your target audience. This could include images, videos, blog posts, infographics, and more.
2. Social media management: Social media marketing requires managing multiple social media accounts, posting content regularly, responding to comments and messages, and monitoring social media activity.

**V. HOW TO LEARN DIGITAL MARKETING?**

For learning digital marketing, a lot of institutions are present in the market that provide a diploma in 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 at reasonable prices, and anyone can learn from home and get certified.

**VI. CONCLUSION**

We have explored various aspects of digital marketing, including its history, key concepts, strategies, tools, and best practices. We have seen how digital marketing can be used to reach and engage with target audiences, build brand awareness, and drive sales.

Overall, digital marketing is a dynamic and rapidly evolving field, and businesses must continuously adapt and innovate to stay ahead of the curve. By staying informed of the latest trends and best practices, investing in the right tools and technologies, and putting the needs of their target audience first, businesses can build effective and sustainable digital marketing strategies that drive results.

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