



The **Little Book** of **Digital Marketing**



Arya Yang



© Copyright 2021 by Arya Yang All rights reserved.

This document is geared towards providing exact and reliable information in regards to the topic and issue covered. The publication is sold with the idea that the publisher is not required to render accounting, officially permitted, or otherwise, qualified services. If advice is necessary, legal or professional, a practiced individual in the profession should be ordered.

- From a Declaration of Principles which was accepted and approved equally by a Committee of the American Bar Association and a Committee of Publishers and Associations.

In no way is it legal to reproduce, duplicate, or transmit any part of this document in either electronic means or in printed format. Recording of this publication is strictly prohibited and any storage of this document is not allowed unless with written permission from the publisher. All rights reserved.

The information provided herein is stated to be truthful and consistent, in that any liability, in terms of inattention or otherwise, by any usage or abuse of any policies, processes, or directions contained within is the solitary and utter responsibility of the recipient reader. Under no circumstances will any legal responsibility or blame be held against the publisher for any reparation, damages, or monetary loss due to the information herein, either directly or indirectly.

Respective authors own all copyrights not held by the publisher.

The information herein is offered for informational purposes solely and is universal as such. The presentation of the information is without a contract or any type of guarantee assurance.

The trademarks that are used are without any consent, and the publication of the trademark is without permission or backing by the trademark owner. All trademarks and brands within this book are for clarifying purposes only and are owned by the owners themselves, not affiliated with this document.



Table Of Contents

- 1 Introduction
- 2 Fundamentals
- 3 Digital Marketing Strategies
- 4 Implementation
- 5 Content Design
- 6 Conclusion



WWW
WEBSITE



DIGITAL MARKETING



RESEARCH



VIRAL



NETWORK



CONTENT



Introduction

Everything has gone digital nowadays. Most of the tasks that you can do offline and on foot can now be accomplished through the wonderful world of the web.

Marketing is one such task. What is marketing, anyway?

Marketing refers to a set of activities that are accomplished to communicate the value of a product or service to possible consumers. According to Investopedia, this process involves 4 Ps: product (or service), place (allocation, target), price, and promotion.

The process of marketing can now be done online and is now known as digital marketing. Some of you have obviously – or knowingly – encountered some of its involved processes: SEO writing, blogs, viral videos, informative emails, and affiliate marketing. Yes, these are just some of the concepts involved in the broad spectrum that is called digital marketing.

This book hopes to provide you with a quick but encompassing view of digital marketing. Here are what you can expect from The Little Book of Digital Marketing:

Fundamentals of Digital Marketing

- ✓ Microenvironment
- ✓ Macroenvironment

Implementation

- ✓ Customer experience
- ✓ Marketing campaigns
- ✓ Communication
- ✓ Evaluation and improvement

Digital Content

- ✓ Perfecting the content
- ✓ Blogging
- ✓ Website traffic
- ✓ Search marketing
- ✓ Email marketing
- ✓ And more!

Marketing Strategies

We will attempt to come up with a clearcut digital marketing plan suited to your business by the end of this book.