

What are the types of digital marketing?

Digital marketing can be categorized in two types:

Inbound Marketing: Inbound digital marketing consists of following marketing strategies:

- Social media marketing
- Content marketing
- Search engine marketing (SEM)
- Search engine optimization (SEO) etc.

Outbound Marketing: Outbound digital marketing consists of following marketing strategies:

- Radio and TV advertisement
- Newspapers and magazines advertisement
- Direct-mail
- mobile phone marketing
- Pay-per-click advertising (PPC)
- Event sponsorships etc.

Name some digital marketing channels?

Digital marketing is facilitated by multiple channels. There are some multiple online marketing channels:

- Affiliated Marketing
- Display Marketing
- Email Marketing
- Search Marketing
- Social Marketing
- Social Media
- Social Networking
- Online PR
- Video Advertising