

7 Types of Digital Marketing

PROS

Cost-effective

Save time and generate rapid website traffic

Can significantly increase brand awareness

Broaden your brand's reach

Build strong customer relationships and trust

Reach global audience

Support other marketing efforts and achieve better results

Search Engine Optimization (SEO)

Search Engine Marketing (SEM) / Pay-per-Click

Social Media Marketing

Influencer and Affiliate Marketing

Email Marketing

Mobile Marketing

Content Marketing

CONS

May produce slow results

Costly

Time-consuming and need commitment

Can go over the budget

Can be tagged as spam

Limited space and ad blocking control

Challenging to manage and needs a lot of creativity and skills