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Digital Marketing Notes PDF

Digital marketing uses online channels to reach people and measure results. The main channels are search engine optimisation, paid search and display, social media, email, content and influencer or affiliate work. Plan around a funnel from awareness to action, track metrics such as clicks, conversions and cost, and test changes one at a time.

Key takeaways

- Channels include SEO, paid search, social media, email, content and affiliate marketing.
- The funnel moves people from awareness to consideration to conversion and retention.
- Every campaign needs a goal, an audience, a message and a metric.
- Organic channels take time; paid channels give faster but costlier reach.
- Test one change at a time and record the result.

What is digital marketing revision notes?

Digital marketing is the promotion of products, services or ideas through online channels such as search engines, websites, social media, email and apps, with performance measured through data.

What is digital marketing in simple terms?

It is marketing done on digital channels where behaviour can be measured. A shop can show an ad to people searching for shoes, send an email to past buyers and publish a guide on its site, then see which of these led to visits and sales. This measurability is what separates it from many traditional methods.

Which channels should the notes cover?

Channel	What it does	Typical measure
SEO	Earns unpaid search visits	Organic sessions, rankings
Paid search (SEM)	Shows ads on search results	Clicks, cost per click, conversions
Social media	Builds audience and engagement	Reach, engagement, followers
Email	Nurtures and retains contacts	Open rate, click rate, unsubscribes
Content	Educates and attracts	Visits, time on page, leads
Affiliate and influencer	Uses partners to reach audiences	Referred sales, cost per acquisition

Channel	What it does	Typical measure
Display and video	Builds awareness	Impressions, views

What is the marketing funnel?

A common model has stages: **awareness** (people learn you exist), **consideration** (they compare options), **conversion** (they buy or sign up) and **retention** (they return and recommend). Match content and channels to the stage. A blog post may serve awareness, a comparison page consideration and a discount email conversion.

How do I set goals and metrics?

Write goals in a measurable form: "increase newsletter sign-ups from the blog by a stated amount in a quarter". Link each goal to a primary metric and a few supporting ones. Common metrics are impressions, clicks, click-through rate, conversion rate, cost per click, cost per acquisition, return on ad spend and customer lifetime value. Avoid vanity metrics that look good but do not change decisions.

How does targeting work?

Start with an audience description: who they are, what they need and where they spend time online. Use search intent for search channels, interests and demographics for social channels and customer lists for email. Check platform policies and privacy rules when using personal data.

How do I plan a simple campaign?

1. Define the goal and the audience.
2. Choose channels that fit the stage and budget.
3. Create a message and offer.
4. Build the landing page with one clear action.
5. Set up tracking before launch.
6. Run, monitor, and adjust.
7. Record what you learned.

What does analytics add?

Web analytics tools show where visitors come from, what they do and where they leave. Set up events for key actions such as form submissions and purchases. Use campaign tags on links so sources are recorded clearly. Review reports regularly and ask what decision each number supports. Interfaces change, so follow the official help pages for the tool you use.

How do organic and paid channels compare?

Organic work such as SEO and content builds assets that keep delivering, but results take time. Paid work gives faster reach and control over targeting, but stops when budget stops. Most plans

combine them: paid to test messages quickly and organic to build lasting visibility.

What ethical points apply?

Be honest in claims, disclose partnerships, respect privacy and consent rules, avoid misleading offers and follow platform advertising policies. Trust is a long-term asset.

How do I build a simple content calendar?

List the themes your audience cares about, assign each to a channel and a date, and mark the funnel stage it serves. A four-week calendar might hold two blog posts, eight social posts, two emails and one video, each tied to a goal. Review it weekly, note what performed well and adjust the next week. A calendar prevents last-minute posting and makes it easier to see whether your mix of content is balanced across awareness, consideration and conversion.

How should I report results to a manager or client?

Start with the goal, show two or three key metrics against it, explain what changed and why in plain language, and end with the next actions. Use one clean chart per message. Avoid long lists of numbers without interpretation. Be honest about what is uncertain, for example when a sample is small or tracking was incomplete, and propose how to improve the data next time.

What is a quick glossary to memorise?

CTR is clicks divided by impressions. CPC is the cost of each click. CPA is the cost of each acquisition. ROAS is revenue divided by ad spend. A conversion is a desired action. A landing page is the first page a visitor sees. Segmentation is splitting an audience into groups.

Frequently asked questions

What are the main digital marketing channels?

The main channels are SEO, paid search, social media, email, content marketing and affiliate or influencer marketing, plus display and video.

What is a marketing funnel?

It is a model with stages from awareness to consideration, conversion and retention, used to match content and channels to the audience stage.

Which metrics should a beginner track?

Start with clicks, click-through rate, conversion rate, cost per acquisition and return on spend, linked to a clear campaign goal.

Is SEO better than paid ads?

Neither is better in all cases. SEO builds lasting visibility slowly, while paid ads give faster reach at a continuing cost.

How long do results take?

Paid campaigns can show results quickly, but SEO and content usually take months, and outcomes depend on competition and quality.

Sources and further reading

- Google Search Central SEO starter guide
- Google Analytics Help
- Google Ads Help

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