

Lesson no. 2: Forms of Internet Marketing

1. FORMS OF INTERNET MARKETING

Internet marketing is one of the most affordable yet effective and efficient forms of business marketing. Whether you have a small or big business, online marketing can be your ladder to further success.

Here are the 10 common types of Internet marketing:

i. **SEARCH ENGINE MARKETING (SEM)**

SEM is a form of online marketing that targets the users of search engines, such as Google, Yahoo, and Bing. Search engine marketers aim to increase the visibility and ranking of the websites or landing pages they promote in the search engine result pages (SERPs). SEM can be accomplished using either paid search marketing (paid placement or inclusion in the SERPs) or through free algorithmic search engine optimization (SEO) techniques.



ii. **SEARCH ENGINE OPTIMIZATION (SEO)**

SEO is the process of optimizing content or websites so that they show up in search results in search engines like Google. Search engines decide which websites to show for a search term based on keywords mentioned on the website and links that refer to this website. That means SEO has a lot to do with using the right keywords or keyphrases in the copy of a website or within the content you want to show in search and getting links to this website or content.



iii. **SOCIAL MEDIA MARKETING (SMM)**

SMM involves different strategies and tactics to gain website traffic or attention from people in the social media websites or networks, such as Facebook, Twitter, YouTube, Google+, LinkedIn, Pinterest, WordPress, Blogger, and other social media communities online. SMM can overlap with content marketing, viral marketing, and word-of-mouth marketing as it uses people's attention to spread information over the Internet. Social media marketing can also include paid promotion through paid advertising offered by Facebook, Twitter, and other social networking sites.



iv. **EMAIL MARKETING**

Email marketing is a form of direct marketing that involves sending commercial information or customer relation messages to a group of people who are either prospective or existing customers using electronic mails or emails. Email marketing includes opt-in email advertising, where subscribers consent to receive messages from companies or websites they trust.



v. **AFFILIATE MARKETING**

Affiliate marketing is a type of online marketing in which a business collaborates with its affiliates to promote its product or service and increase sales. Affiliates are usually composed of online publishers (website owners, bloggers, and social media users) who promote the product of the merchant (the business or primary seller) and are rewarded for every visitor or customer brought to the business through their own marketing efforts.

They serve as the intermediaries between the merchant and affiliates (publishers). They usually take care of the payment of rewards to publishers based on CPA (cost per action) or CPL (cost per lead). Affiliate marketing may overlap with other types of Internet marketing like SEM, SMM, and email marketing as they can be used as strategies and techniques to boost promotion of the merchant's products.



vi. **CONTENT MARKETING**

Content marketing is considered as an umbrella term for all marketing practices that use content to attract and engage target audience and influence them to make profitable consumer actions. Content marketing utilizes content, like articles, images, presentations, and videos to achieve a marketing goal. It is considered as a broad function since it can be used to successfully implement other types of Internet marketing. For example, search marketers strive to improve the quality of a website content to boost its SEO and ranking in the SERPs. Social media marketers also try to create interesting and viral content to attract more attention from people in the social media and encourage viral marketing.



vii. **PAID SEARCH MARKETING**

Paid search marketing includes PPC (pay-per-click) and PPI (pay-per-impression) marketing offered by search engines, like Google AdWords and Bing Ads. On the other hand, SEO involves improving the elements of a website like its title, content, keywords, images, structure, navigation, and inbound links in an attempt to increase its search engine algorithm score and rank higher in the SERPs.



A word cloud centered around the text 'PAID SEARCH MARKETING'. The words are in various colors and orientations. The most prominent words are 'PAID SEARCH' and 'MARKETING' in large orange letters. Other visible words include 'BUDGET', 'ADVERTISING', 'PROMOTION', 'LOCALIZE', 'ANALYSIS', 'SEM', 'LAND PAGE', 'BID', 'CLICK', 'TARGET', 'CONTENT', 'DISPLAY', 'PPC', 'KEYWORDS', 'CAMPAIGN', 'AD COPY', 'PAY-PER-CLICK', 'RELEVANCE', 'GOGGLE ADWORDS', 'LOCATION', 'RATE', 'KEYWORD RESEARCH', and 'CALL-TO-ACTION'.



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