

much more than merely posting to social channels and responding to comments.

4. Pay-per-click advertising/search engine marketing

SEM, or search engine marketing, refers to paid adverts at the top of search engine results pages. The cost of these advertisements is often determined by the number of clicks the link receives, hence the term "pay-per-click."

When you pay for these top SERP positions, the label "Ad" will appear next to your URL. Even though consumers know that these are advertisements, many still click on these links, which may be a very effective digital marketing technique.

How digital marketing is essential for better reach

Nowadays, many individuals use the internet to pass their time. They are searching the internet for your stuff while doing so. Maximizing your internet presence is essential to advantage of this large audience base. Digital marketing enters the picture in this situation. Reaching the appropriate audience at the right moment is the foundation of digital marketing. Therefore, one must first build a compelling online store with simple navigation to increase audience reach.

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