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Now that we know how it all began, let's break down the basics of digital marketing for dummies. Simply stated, digital marketing is what you do online to capture consumers' attention, facilitate the flow of traffic to your business' website, get people on board with your email list, purchase what you're selling, or download your company's application.

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that appear in social media feeds. These ads help you get your brand in front of more interested leads.

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This post about digital marketing terms is by no means directed at  
dummies. As the founder and owner of a digital marketing agency,  
a huge part of my job here at Bixa Media is educating clients. While  
the digital age has been in full effect for quite a while, you'd be  
surprised at how little people know about digital marketing.

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masses. Whether you're looking to craft a killer campaign from  
scratch or just want to beef up your social media presence, you'll  
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of Internet users are just a click away, and great digital marketing is essential if you want to reach them. Read on to discover the best ways to use the web for marketing, and a jargon-busting glossary of internet marketing terms. Great Ways to Use the Internet for Marketing

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Digital Marketing For Dummies by Ryan Deiss

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Your digital marketing campaigns can activate these dormant leads and customers and help keep your business in mind. Monetizing existing leads and customers: Acquiring new leads and customers is expensive and time consuming. Don't forget to create digital campaigns intended to sell more products and services to those new leads and customers.

### 6 Goals for Your Digital Marketing Campaign - dummies

A well-executed digital marketing plan is a proven component of success in business, and *Digital Marketing All-In-One For Dummies* covers everything you need to build and implement a winning plan. Whether you're a novice in the online space or an expert marketer looking to improve your digital ROI, this book has easy-to-absorb tips and insights that will turn online prospects into

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loyal customers.

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Digital marketing for dummies will not be complete without talking about paid advertising. As a startup business, investing in paid advertising is intimidating.

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