

DEFINING DIGITAL ADVERTISING

Digital advertising is the tactic of leveraging the internet and its properties to deliver promotional ads to consumers on various channels.

Like its predecessor—traditional advertising—a digital ad can help tell the story of your brand. Unlike traditional advertising, digital advertising is more universal and flexible, enabling you to tell your brand story on the channels that your buyers frequent—through text, images, video, and more.

Digital advertising has evolved considerably since the first clickable ad hit the internet in 1994. Today, instead of advertising creating noise that distracts from the content your buyers want to read, digital advertising can be part of an ongoing conversation that your brand has with its customers.

Digital ads are everywhere. They can be seen on the websites your buyer visits, on her mobile phone, on social media channels, and on her smart watch. Because

advertising proliferates across so many channels, including very personal channels, you need to be more cognizant than ever before about providing useful, engaging content. Luckily, due to behavioral targeting technologies and platforms like marketing automation, these continuous conversations are possible. And by leveraging these technologies at scale, you can nurture your buyers in a very personalized way until they are ready to become customers.

As marketers, we may feel like we have come a long way with digital advertising, but we are still in the early stages. With digital advertising continuing to gain momentum, it is more vital than ever before to make it an integral part of your holistic marketing mix.



SOCIAL MEDIA MARKETING DEFINED

Social media marketing uses social media platforms, as a brand, to communicate and engage with people—regardless of the goal of that engagement.

Because of its rapid rise and prevalence in our modern culture, social media marketing has become a global phenomenon and a ubiquitous part of a marketer's tool kit. There are 2.31 billion people in the world who are active social media users and 1.97 billion who are active mobile social media users, according to We Are Social. Social media is no longer something that needs an introduction—most marketers and their audiences know about it.

But, it is important to understand that social media marketing is more than the traditional platforms that many marketers are familiar with—Facebook, LinkedIn, and Twitter. There are so many more activities and platforms that marketers can and should explore to reach their target audiences, engage them with relevant messages, and build lasting relationships.

Social media marketing can be done organically—posts are displayed to your audiences based on algorithms or augmented by paid advertising—posts are boosted by a platform's ad capabilities, making it more likely to be seen by your target audience.

While our definition of social media marketing encapsulates the activities that modern marketers do on social media platforms to reach and engage their audiences, you may encounter different definitions and terms.

As a term, social marketing is often defined as marketing that builds awareness around social issues and causes with the goal of bringing about social change. While social marketing may use social media marketing, it is not the same. Social media marketing today is considered a marketing channel and activity (or set of activities) that marketers use to connect with fans, customers, prospects, and partners.