

ONLINE MARKETING 101

In the past decade, the number of internet users worldwide has grown exponentially. Today, almost 3 billion people are online, sending over 100 billion emails, tweeting 530 million messages, and watching 3 billion YouTube videos EVERY. SINGLE. DAY.

Just as the internet has grown and changed, so has online marketing. Now there are many more departments, roles, and approaches, there's a checklist of online marketing roles to help you gain a better understanding of how you fit into the big picture.

DIGITAL MARKETING

Creates a seamless, unified customer experience across a variety of digital channels — including mobile, games & apps, podcasts, internet radio, SMS messaging, and more.

INBOUND MARKETING

Attracts, nurtures, informs, and engages potential customers through engaging content, technical SEO, and interactive tools to win business and earn customer loyalty.

CONTENT CURATION

Sorts through the flood of online content & highlights high-quality items to share, creating a one-stop marketplace for every member of your target market.

CONTENT MARKETING

Produces helpful, interesting and entertaining content like blog posts, ebooks, videos, & infographics to attract more attention, build brand authority, and win new business.

PAID MEDIA

Paid advertising, sponsored posts, or paid search.

EARNED MEDIA

When customers spread word for you through word of mouth.

OWNED MEDIA

Your own online real estate: official website, mobile site, blog, and social media pages.

NATIVE ADVERTISING & SPONSORED CONTENT

Creates ad content that's been tailored to match a specific online publisher's site, and then gets to place alongside that site's other articles.

DISPLAY & BANNER ADS

Captures the attention of target customers as they either click to visit your site or become more aware of your brand.

REMARKETING

Targets ads to people who have already visited your site that didn't make a purchase through tailored messaging or exclusive offers.

CONTEXTUAL ADS

Displays ads on a particular website based on its content, or hyperlinks a specific keyword to an advertiser's website.

CONVERSION RATE OPTIMIZATION

Uses analytics and user feedback to improve your website & turn passive browsers into paying customers.

SEM

Improves a site's visibility in search engine results pages, boosting site rankings via SEO, saturation & back links.

PAY-PER-CLICK (PPC)

Targets specific customers through sponsored links, and A/B tests to see which ad results in more clicks.

INFLUENCER MARKETING

Builds relationships with a select group of people who influence your target market's buying decisions.

SEARCH ENGINE OPTIMIZATION (SEO)

Identifies top users' keywords into company website pages to boost search engine results rankings, and makes sure your site is optimized for navigation, content, keyword-rich meta tags, and quality inbound links.

SPLIT TESTING

A random experiment where two variants are A/B tested with a limited control group to see which yields the most successful results.

AFFILIATE MARKETING

Finds external partners to market your product to their own audience for a commission.

EMAIL MARKETING

Sends helpful, relevant email messages to recipients to have them engaged with your company and build brand loyalty.

SOCIAL ADS

Extends your company's reach to new audiences through paid ads or promoted posts on various social media sites.

SOCIAL MEDIA MARKETING

Increases brand awareness & site traffic by building community of customers via social media, posting updates that will spread virally, and responding to complaints, requests, and praise.

LEAD NURTURING

Building relationships with leads that aren't ready to buy via interesting content, helpful emails, social media engagement.

LEAD SCORING

Analyzing a lead's online behavior to gauge their level of interest in your product, assigning a score to track each potential customer's position in the sales funnel.

ONLINE PUBLIC RELATIONS

Influences online media & communities, keeps an eye on what people are saying about the company online, and looks for new ways to connect with customers.

MOBILE MARKETING

Sends customized SMS messaging, push notifications, in-app ads, QR code scans, and more to customers' mobile devices based on specific behaviors, like current location or time of day.

MARKETING AUTOMATION

Automates repetitive marketing tasks and constantly alerts you to particular customer behaviors to help you determine the right message to send to the right person at just the right time.

All marketers need a powerful collaboration and project management tool to coordinate team efforts, adjust to changing priorities, and win every campaign organized.

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