

RCDM

Digital Marketing

1. Search Engine Optimization (SEO)

Optimizing your website so it ranks higher in search engines like Google.

2. Content Marketing

Creating valuable content (blogs, videos, infographics) to attract and engage audiences.

3. Social Media Marketing

Promoting your brand through platforms like Facebook, Instagram, LinkedIn, and X (Twitter).

4. Email Marketing

Sending personalized emails to nurture leads and retain customers.

5. Pay-Per-Click Advertising (PPC)

Paying for ads to appear on search engines or social platforms — you only pay when someone clicks.

6. Affiliate & Influencer Marketing

Partnering with others to promote your products in exchange for a commission or fee.

7. Analytics & Data

Using tools like Google Analytics to measure performance and make informed decisions.