

Apex IT Skills Center Zafarwal

Course: Digital Marketing & E-Commerce

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Digital Marketing & E-Commerce – Complete Notes

1. Digital Marketing

Marketing of products or services using online platforms such as websites, social media, email, and search engines.

2. E-Commerce

Buying and selling of goods or services through the internet.

3. SEO (Search Engine Optimization)

The process of optimizing a website to rank higher in search engine results organically.

4. SEM (Search Engine Marketing)

Paid marketing strategies used to increase visibility on search engines.

5. Keywords

Words or phrases users type into search engines to find information.

6. On-Page SEO

SEO practices applied directly on a website like content and meta tags.

7. Off-Page SEO

SEO activities done outside the website such as backlinks.

8. Content Marketing

Creating and sharing valuable content to attract customers.

9. Social Media Marketing

Promotion of brands through social media platforms.

10. Pay-Per-Click (PPC)

Advertising model where payment is made for each click.

11. Google Ads

Google's advertising platform for paid promotions.

12. Facebook Ads

Paid advertisements on Facebook and Instagram.

13. Conversion

When a visitor completes a desired action.

14. Conversion Rate

Percentage of visitors who complete an action.

15. Landing Page

A page designed to convert visitors into customers.

16. Call to Action (CTA)

A prompt that encourages users to take action.

17. Email Marketing

Marketing through emails to customers.

18. Affiliate Marketing

Earning commission by promoting others' products.

19. Influencer Marketing

Marketing through social media influencers.

20. Analytics

Analysis of data to measure performance.

21. Google Analytics

A tool to track website traffic and behavior.

22. Traffic

Number of visitors to a website.

23. Organic Traffic

Visitors coming through unpaid search results.

24. Bounce Rate

Percentage of users leaving after viewing one page.

25. Customer Journey

Complete experience of a customer with a brand.

26. Sales Funnel

Stages from awareness to purchase.

27. Dropshipping

Selling products without keeping inventory.

28. Product Listing

Online display of product details.

29. Payment Gateway

Service that processes online payments securely.

30. Shopping Cart

Feature that stores selected products before checkout.

31. CRM

Software used to manage customer relationships.

32. Brand Awareness

How familiar people are with a brand.

33. Remarketing

Targeting users who previously interacted with a brand.

34. ROI

Measurement of profit from marketing activities.

35. Marketplace

Online platform with multiple sellers.

36. Target Audience

Specific group of potential customers.

37. Buyer Persona

Detailed profile of ideal customer.

38. Engagement

User interaction with content.

39. Impressions

Number of times content is shown.

40. Reach

Number of unique users who see content.

41. A/B Testing

Comparing two versions to find better performance.

42. Lead

A potential customer.

43. Lead Generation

Process of collecting customer information.

44. Marketing Automation

Using tools to automate marketing tasks.

45. Upselling

Encouraging purchase of premium products.

46. Cross-Selling

Selling related products.

47. Product Description

Explanation of product features and benefits.

48. Customer Retention

Keeping existing customers.

49. Mobile Marketing

Marketing designed for mobile users.

50. Omnichannel Marketing

Consistent experience across multiple platforms.