

# What does digital marketing involve?

Digital marketing is one of those very underestimated areas, in that there's so much more to it than what meets the eye. Let's take marketing on one social media channel (Facebook) as an example.

Facebook channel management can comprise:



Organic content strategy



Content ideation

Paid ads strategy

Ongoing ad optimisation

Photography



Graphic design

Videography

Publishing and content moderation



Community engagement

Managing ad budgets

Ad testing



Reporting on channel activity

Ongoing recommendations based on new features and algorithm changes



**All this for one channel** - and we haven't even considered email campaigns, SEO or SEM!

Need help working out your digital marketing needs? **Get in touch!**

