

ONLINE MARKETING TUTORIAL

http://www.tutorialspoint.com/online_marketing/index.htm

Copyright © tutorialspoint.com

This is a brief tutorial that provides an overview of how to market your products and services using various online platforms. It describes various online marketing techniques such as Online Advertising, Mobile Advertising, Building SEO-Friendly Websites, Content Marketing, E-Mail marketing, as well as Web Analytics for Online Marketing. Moving forward, it also describes the impact of online marketing on the business and the pros and cons of online marketing.

AUDIENCE

This tutorial will be extremely useful for all those readers who aspire to learn the ropes of online marketing. It is especially targeted at readers who want to make their career in online marketing and advertising.

PREREQUISITES

It is expected that the readers of this tutorial have a basic understanding of the general diction used in the domain of internet and online marketing. It will be an added advantage if the readers have an inclination towards marketing, creativity, and learning marketing techniques.