



Your Digital Partner

An Introduction To Digital Marketing for Small Businesses

If you're a small business owner and wondering what on earth is digital marketing, then this article is exactly for you!

So, what is Digital Marketing?

A common misconception around digital marketing is that it's similar to traditional marketing. Although the concept of marketing itself is similar, the elements within digital marketing is far more complex and analytical than traditional marketing. In simple terms, traditional marketing includes advertisements on the radio, tv, magazines, newspapers or through word-of-mouth and referrals.

Digital marketing on the other hand, involves the use of internet, technology and media to reach more people who would also be interested in the products or services that your business may have to offer. Essentially, the core concept of digital marketing involves how to best utilise data to realize marketing objectives. With digital marketing we can measure precisely the effectiveness of a marketing campaign and how well potential customers are responding to the advertising materials, whether it appeals to them or not. By knowing this, we can ensure that we constantly improve the message that we intend to relay to the potential customers for marketing campaigns' success.

In this day and age, the internet and social media has proven to be a crucial part of everyone's lives, especially after Covid-19 taking the world by storm and leaving businesses with uncertainties. Now, with the rise in technology and development of campaign performance measurement tools, the effectiveness of traditional marketing is often questioned. Digital marketing is no longer an option, it's essentially a necessity for every small business to grow their presence online moving forward from today.

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