Eldjilali Bounaama University –Khemis Miliana

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Work list of e-marketing module

1. - What is e-marketing/ digital marketing/ internet marketing/ web marketing?

 e-market and e-trade

1. - Types of e-marketing:
* Search engine optimisation (SEO)
* Pay per click (PPC)
* Social media marketing
* Content marketing
* Mobile marketing
* Affiliate marketing
* Influencer marketing
* Email marketing
1. - Advantages and disadvantages of e-marketing.
2. - Traditional marketing vs e-marketing.