**ELEMENT 1: ACTIVITY 1: LO1**

**Key definitions in digital marketing**

**PART ONE**

In small groups, research and list some examples of digital marketing tools for each term.

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| **Key term** | **Definition** | **Examples** |
| **Advertising** | Space on digital channelsthat promotes your business to your customers. A call to action is usually included for immediate action, including, clicking a link. |  |
| **Channels** | The internet services that enable communications between your customers and your business. |  |
| **Cloud technology** | Your data is stored on many powerful computers and is instantly accessible through the internet.  |  |
| **Communications** | The digital marketing actions that you use to engage your customers. |  |
| **Content** | Content is created to communicate your business’s brands, goods and services to your customers.  |  |
| **Digital tools** | Any software that provides access to a channel, assists in creating content, analyses data or enables communications is a digital tool. |  |
| **Mobile technology** | Any device that enables access to online channels and has a self-contained power source.  |  |
| **Search engine** | A web-based service that enables customers to search for and find relevant content, including your business’s website.  |  |
| **Social media** | Any internet based service that allows you to join and participate with others who share similar interests. |  |
| **Web analytics** | The measurement of customer interactions with your website, your social media channels or your blog. |  |

Share your findings with the whole class.