

What is the Difference Between E-commerce & Digital Marketing and Why Should You Care?

E-commerce, as the name implies, took commerce into the brave new digital world. In layman's terms, it's simply *commerce through electronic devices*. Everything you buy on a website, order via email, or another form of electronic communication falls within the realm of e-commerce. In many ways, it's quicker, easier, and more enjoyable than traditional shopping. It doesn't require you to go anywhere. It takes the load off arranging transportation if you don't have a car. And it's far more efficient.

Benefits of e-commerce

After all, as I established earlier, e-commerce offers lots of benefits:

- Retail websites are open 24/7. Some even offer 24/7 customer support.
- You can save money. Running an e-commerce website is substantially cheaper than having a brick-and-mortar store. This reduces prices.
- Easy retail comparisons. Because all the other retail websites are just a few clicks away, it's easy to make comparisons. Brands, quality, reviews, prices – you name it. Getting the best bang for your buck.
- You save time. Buying whatever you want with a few clicks is quick and easy. It sure beats driving to the store, picking what you want, standing in line at the checkout counter, and driving back.

What is digital marketing?

The question of the hour. Is it a form of marketing specifically tailored for e-commerce? A blend of dark magic powered by student loan debt? Does it even exist? Does it matter? Digital marketing took marketing into the world of electronics. In the same way as e-commerce did it for commerce (which is the first common thread between the two). Digital marketing has the same goals and objectives as traditional marketing. But it uses different methods to achieve those goals.

If you're marketing using a website, PPC ads, email, or any other form of electronic communication, you are employing digital marketing.

Examples of digital marketing

Here are some more examples of digital marketing:

- **SEO – search engine optimization.** It's a method of optimizing your content so people can find it through search engines. Using this method is organic, meaning you don't have to pay for each visit on your site.
- **PPC – pay-per-click ads.** As the name suggests, you pay search engines to show your content to people. As long as you pay, your content appears on the results page.
- **SMM – social media marketing.** The act of promoting your business on the relevant social media channels. Facebook, LinkedIn, Instagram, Twitter – whatever seems relevant to your brand.
- **Email – email marketing is one of the oldest forms of digital marketing.** It seems to have lost some steam over the past several years, since every marketer and their dog are using it (almost all unsuccessfully). But it still works and it's still pretty good (given you can string more than two words together in a coherent manner).
- **Affiliate marketing – promoting other companies' products and services on your platform.** The pay you receive is proportional to the traffic you send the receiver's way. It works if your website is performing well.