PROPOSAL FOR A NEW FIELD OF TECHNICAL ACTIVITY

PROPOSER:	**DATE OF CIRCULATION:**
SAC	**2024-07-16**
	CLOSING DATE FOR VOTING:
	2024-10-08

A proposal for a new field of technical activity shall be submitted to the Office of the CEO (to tmb@iso.org), which will process the proposal in accordance with ISO/IEC Directives, Part 1, Clause 1.5.

Furthermore, a proposal will be considered as complete if every information field is complete and follows the guidelines for proposing and justifying a new field of activity given in the ISO/IEC Directives, Part 1, Annex C.

TITLE
(Please see the ISO/IEC Directives, Part 1, Annex C, Clause C.4.2)

Digital Marketing

SCOPE
(Please see the ISO/IEC Directives, Part 1, Annex C, Clause C.4.3)

Standardization in the field of terminology, requirements, guidance, practices, tools and methods for organizations and professionals conducting digital marketing.

Excluded: Digital marketing activities that will lead to E-commerce transactions and relevant work within the scopes of the following committees:

ISO/IEC JTC 1 (Information technology)

ISO/TC154 (Processes, data elements and documents in commerce, industry and administration)

ISO/TC 207 (Environmental management)

ISO/TC 225 (Market, opinion and social research)

ISO/TC 307 (Blockchain and distributed ledger technologies)

ISO/TC 321 (Transaction assurance in E-commerce)

ISO/TC 324 (Sharing economy)

Note: In parallel, the proposed TC works in cooperation with existing committees on subjects that may support digital marketing.

PURPOSE AND JUSTIFICATION (Please use the field immediately below or attach an annex.)
(Please see the ISO/IEC Directives, Part 1, Annex C, Clause C.4.13)

Marketing is about identifying and meeting human and social needs in a way that harmonizes with the goals of the organization[1], which is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers and clients, partners, and society at large. Marketing permeates all aspects of the

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[1] Kotler P, Keller K. Marketing Management [M]. Pearson, 2021.

society. Specifically, marketing typically involves 10 different domains, which also can be seen as the target of marketing, that are goods, services, events, experiences, persons, places, properties, organizations, information, and ideas. Marketing can be executed through various methods, including traditional marketing and digital marketing. Traditional marketing encompasses methods such as print ads, television commercials, and direct mail, which have been widely used for decades.

On the other hand, digital Marketing is a type of marketing that involves using new media or digital technology to achieve marketing and business goals. It is perceived as innovative communication and interaction with the target group through digital channels, using technology to promote goods, services, events, experiences, persons, places, properties, organizations, information, and ideas to build brand reputation, acquire customers, boost sales, and achieve other marketing objectives (including community building and engagement, partnership development, etc.).

Obviously, digital marketing is a horizontal concept that can be applied to all sectors of all industries, all organizations (e.g., enterprises, government, charity organizations, and other NGOs), and all scenarios (online and offline), and all steps (Figure 1).

● What is marketed through digital marketing is not limited to goods and services. The purpose of digital marketing is not limited to transactions or revenue growth. For example, destination management organizations (DMOs) can use digital marketing to promote destinations, politicians can use digital marketing during elections or online affirmative action campaigns, and all the ISO TCs use digital marketing to communicate and engage with stakeholders.

● Digital marketing can help online and offline organizations achieve both marketing and business goals. For example, brick-and-mortar stores and restaurants are using digital marketing to promote their organizations and services, but transactions and consumption take place offline. Therefore, digital marketing can facilitate offline transactions and offline business without transactions that are not covered by e-commerce.

● According to Prof.Philip Kotler's 5A model [2], this is by creating awareness for your brand (Aware), appealing to customers' curiosity (Appeal), assisting them in their research process (Ask), encouraging action (Act), and building advocacy and loyalty (Advocate). This model can be seen as the journey or phase of digital marketing. At the Phase of "ACT", individuals may take actions visiting, voting, attending, buying, commenting, etc. It is no doubt that the transaction in E-commerce exists in the "ACT" phase of the 5A Model, but only as one type of the actions attributable to online buying.

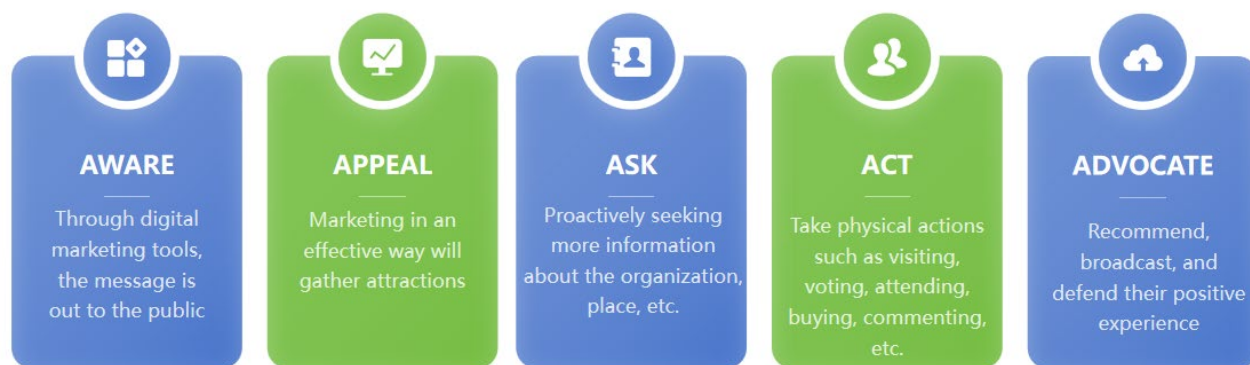| AWARE	APPEAL	ASK	ACT	ADVOCATE
Through digital marketing tools, the message is out to the public	Marketing in an effective way will gather attractions	Proactively seeking more information about the organization, place, etc.	Take physical actions such as visiting, voting, attending, buying, commenting, etc.	Recommend, broadcast, and defend their positive experience

Figure 1 Prof. Philip Kotler's 5A Model

Digital marketing and e-commerce related occupations, as classified by the European Skills, Competences, Qualifications, and Occupations (ESCO), highlight distinct roles and focuses. Digital marketing professionals concentrate on using digital channels to communicate and engage with audiences, utilizing creative and strategic methods to enhance brand visibility and user engagement through content creation across various platforms like social media and SEO. In contrast, e-commerce professionals are tasked with facilitating online transactions, managing e-commerce platforms, and optimizing the online shopping experience to streamline the buying and selling processes. Their roles encompass the technical and operational aspects required to support online sales, including logistics and supply chain management. While both career paths require a robust understanding of digital tools, their core objectives differ significantly: digital marketing aims to build relationships and brand awareness, whereas e-commerce focuses on sales conversion and operational efficiency.

Digital marketing can be classified according to channel, target, content form, technology, etc. Each type under the category generates new demands for standardization as the world grows and develops:

● From the perspective of channels, digital marketing includes various communication channels, such as search engine marketing (SEM), social media marketing, email marketing, content marketing, mobile application marketing, etc. Each channel has unique characteristics and advantages. Therefore, corresponding standards are needed to standardize and optimize marketing practices.

● From the perspective of the goals, digital marketing can develop strategies for different goals, including brand building, sales promotion, customer relationship management, etc. Other marketing objectives require different guidance standards to ensure the expected results are achieved and maximize the maximum return on investment.

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[2] Kartajaya H, Kotler P, Hooi D H. Marketing 4.0: moving from traditional to digital[M]. Wiley, 2016.

- From the perspective of content form, digital marketing includes various forms such as text content, images, videos, interactive experiences, etc. Different types of content need to meet specific standards to ensure user experience, content quality, and compliance.
- From the perspective of the technology involved in digital marketing, such as artificial intelligence, virtual reality, etc., corresponding standards are needed to guide their application and ensure the rational use of technology and data security.

Digital marketing offers benefits over traditional marketing, such as lower cost, higher ROI, measurability, personalization, and they are profoundly different in their communication style and impact on consumers. Digital marketing makes it easier for consumers to obtain information about products, services, and brands with convenient access, thereby enhancing their decision-making ability. For business, international trade and economic connectivity through digital channels promote market globalization, and SMEs (small and medium enterprises) could have a better chance to compete with large enterprises. Digital marketing creates new jobs in the operation and management of digital marketing, digital marketers are currently one of the main groups of freelancers internationally, followed by software developers, professional designers, and copywriters. Digital marketing makes it easier for individuals to build personal brands and become opinion leaders.

Digital marketing has not only achieved success at the business level but also plays a leading role in social development and sustainability, contributing to building a more sustainable, inclusive, and prosperous future society through information dissemination, awareness advocacy, and industry self-development. In this way, digital marketing contributes to the United Nations Sustainable Development Goals (SDGs), particularly Goals 1, 4, 5, 8 12 and 13, as follows:

- Eradicating Poverty. Digital marketing raises awareness about poverty through digital channels, attracting attention, support, and assistance, and promoting efforts to reduce and eliminate poverty, protecting vulnerable groups. Digital marketing offers low cost of marketing to remote areas and therefore encourages entrepreneurship to eliminate poverty. (Support Goal 1 No poverty)
- Developing Talent and Industry. The rapid growth of digital marketing creates quality employment opportunities worldwide and enhances digital skills and education, laying a foundation for achieving Goals 4 (Quality education) and Goal 8 (Decent work and economic growth).
- Promoting Gender Equality. Digital marketing challenges gender stereotypes, urging society to address gender differences and discrimination. It fosters new perspectives and motivation for gender equality and ensures equal opportunities in professional selection within the industry (Support Goal 5 Gender equality).
- Encouraging Responsible Consumption and Production. Digital marketing does not generate many waste or toxic substances directly. By emphasizing sustainable consumption and production concepts and raising awareness of reduction and recycling, it encourages responsible consumption patterns (Support Goal 12 Responsible Consumption and Production).
- Advancing Climate Action. Through digital channels, digital marketing raises awareness about climate change issues, mobilizes support for climate initiatives, as well as promotes efforts to reduce carbon footprints through reducing hard copy material waste (Support Goal 13 Climate Action).

Digital marketing has a profound impact on businesses, consumers, practitioners, governments, and society and raises a series of challenges and issues that need to be addressed. International standards would improve the efficiency of resource use, accelerate industrial expansion and integration, harmonize classification and relevant definitions and address the interchangeable, cross-platform challenges. Marketing as important as human resource, finance and operation are the four basic function of organizations requires standardization. However, ISO/IWA 41:2023 Guidelines for live streaming marketing service remains as the only marketing related ISO standards currently, we need more engagement in the future.

The aim of this proposed TC is to provide standards for terminology, requirements, guidance, practices, tools, and methods for organizations and professionals conducting digital marketing. The proposed TC will contribute to:
- Provide unified guidance for the joint development of the global digital marketing industry and promote business connectivity among countries.
- Regulate the behavior of digital marketing practitioners, avoid inappropriate behavior such as misuse of data and dissemination of false information, and improve the overall ethical level of the industry.
- Improve the overall quality level of the digital marketing industry,and reduce low-quality, fraudulent, and harmful practices, thereby enhancing the reputation and sustainability of the entire industry.
- Encourage competition and innovation in the digital marketing industry, provide clear rules and frameworks for organizations, and drive their development towards higher quality standards.
- Help consumers, businesses, and other stakeholders to participate more confidently in digital marketing while adapting to and adopting new technologies by creating a trusted digital marketing ecosystem.

PROPOSED INITIAL PROGRAMME OF WORK (Please use the field immediately below or attach an annex)

Please see the ISO/IEC Directives, Part 1, Annex C.4.4 and C-4.5)

For each item, the initial work programme shall define the deliverable type and target dates. The initial work programme shall also assign priorities to the different items.

Digital marketing — Vocabulary (Deliverable type: IS)

Digital marketing — Principles and framework (Deliverable type: IS)

Digital marketing — Live streaming marketing (Note: Maintenance of ISO/IWA 41:2023) (Deliverable type: TS)

Digital marketing — Search Engine Optimization (SEO) marketing (Deliverable type: TS)

Digital marketing — Pay-per-Click Advertising (PPC) marketing (Deliverable type: TS)

Digital marketing — Social media marketing (Deliverable type: TS)

Digital marketing — AI marketing (Deliverable type: TS)

Digital marketing — Analytics indicators and measurement (Deliverable type: IS)

Digital marketing — Hybrid marketing strategy (Deliverable type: TR)

Digital marketing — Transformation of digital marketing management (Deliverable type: TR)

Note: This TC develops all types of ISO deliverables such as IS, TS, PAS, and TR to meet the global needs.

RELATION OF THE PROPOSAL TO EXISTING INERNATIONAL STANDARDS AND ON-GOING STANDARDIZATION WORK

☒   The proposer has checked whether the proposed scope of the new committee overlaps with the scope of any existing ISO or IEC committee or JTC1 sub-committee

☐   If an overlap or the potential for overlap is identified, the affected committee has been informed and an agreement has been reached between proposer and committee on
i.   modification/restriction of the scope of the proposal to avoid overlapping,
ii.   potential modification/restriction of the scope of the existing committee to avoid overlapping.

☐   If agreement with the existing committee has not been reached, please explain why the proposal should be approved.

☐   Have proposals on this subject been submitted into an existing committee and rejected? If so, what were the reasons for rejection?

LISTING OF RELEVANT DOCUMENTS (SUCH AS STANDARDS AND REGULATIONS) AT INTERNATIONAL, REGIONAL AND NATIONAL LEVEL
(Please see the ISO/IEC Directives, Part 1, Annex C, Clause C.4.6)

ISO Deliverable:
ISO/IWA 41:2023 Guidelines for live streaming marketing service

China's national standards:
GB/T 34941-2017 Digital marketing—Programmatic marketing technology requirements
GB/T 42454-2023 Digital marketing—Mobile marketing technical specification

LISTING OF RELEVANT COUNTRIES WHERE THE SUBJECT OF THE PROPOSAL IS IMPORTANT TO THEIR NATIONAL COMMERCIAL INTERESTS
(Please see the ISO/IEC Directives, Part 1, Annex C, Clause C.4.8)

Asia: China, Japan, Korea, Philippines, Mongolia, Indonesia, Vietnam, Singapore, Malaysia, Thailand, Bangladesh,
Sri Lanka, Nepal, Pakistan, India, Iran, Turkey, Saudi Arabia, UAE, Bahrain, Kuwait, Lebanon
Europe: UK, France, Germany, Italy, Spain, Netherlands, Ireland, Switzerland, Sweden, Finland, Russia, Denmark, Norway, Austria, Hungary, Poland, Romania, Serbia
Africa: South Africa, Egypt, Kenya, Nigeria, Uganda, Zimbabwe, Zambia, Ghana, Mauritius, Malawi, Morocco, Tunisia, Ethiopia, Tanzania, Ghana, Nigeria
America: Canada, USA, Argentina, Brazil, Peru, Colombia, Mexico, El Salvador
Oceania: Australia, New Zealand

LISTING OF RELEVANT EXTERNAL INTERNATIONAL ORGANIZATIONS OR INTERNAL PARTIES (OTHER THAN ISO AND/OR IEC COMMITTEES) TO BE ENGAGED AS LIASONS IN THIS WORK
(Please see the ISO/IEC Directives, Part 1, Clause C.4.9)

AMF (Asia Marketing Federation)

AMC (African Marketing Confederation)
EMC (European Marketing Confederation)
ICC (International Chamber of Commerce)
ICSB (International Council for Small Business)
ASBF (Asia Small Business Federation)
CMO (Chief Marketing Officer）Council
DMI (Digital Marketing Institute)
IAB (Interactive Advertising Bureau)
IAA (International Advertising Association)

IDENTIFICATION AND DESCRIPTION OF RELEVANT AFFECTED STAKEHOLDER CATEGORIES
(Please see ISO Connect)

	Benefits/Impacts/Examples
Industry and commerce – large industry	Digital marketing creates high efficiency and agility advantages, allow them to perform deeper and better in brand building and market growth overall success for a long term development.
Industry and commerce – SMEs	Digital marketing offers cost-effective operations, targeted and scientific decision making, allows flexibility and agility at the lean start-ups, which will set a great foundation for future expansion and growth.
Government	Digital marketing offers digital documentation and traceable activities records, and instant delivery of regulation massage, reduces administrative burden. More regulations over data protection, privacy laws, advertising standards, consumer protection, intellectual property, digital accessibility, online payment regulations, social media rules, and online platform regulations.
Consumers	Through digital marketing consumers could receive personalized information, and more power of selecting services and products without the limitations of time and location. The gap between the market and consumers has been narrowed because of digital marketing, and the interactive and engaging experiences will create enjoyment for consumers.
Labour	Digital marketing requires new skills of labor, new thinking mode, new ways of cooperating both inside and outside the business. Development of the industry has a direct impact on the workforce, empowering success possibilities.At the same time, digital marketing jobs are typically not restricted by geographic location or gender, providing greater flexibility for the labour, making it suitable for men and women to work from home or prefer freelancing equally.
Academic and research bodies	Digital marketing increases visibility and easier reach to information, enhances data analysis efficiency. Academic and research bodies could have a new channel and direction of absorbing and producing research in related areas.

Standards application businesses	
	Digital marketing as a new field of standardization, offers innovative ways to the promotion of related standards promotion and application globally, as well as collecting data and feedback, in return, Standards related organizations promote the standardization and popularization of digital marketing.
Non-governmental organizations	
	Digital marketing helps non-government organizations (NGOs) increase visibility and reach a broader audience by leveraging online platforms. It enables NGOs to engage supporters through social media, email campaigns, and content marketing, fostering a sense of community and involvement. Additionally, digital marketing facilitates efficient fundraising efforts, allowing NGOs to collect donations and mobilize resources quickly and effectively.
Other (please specify)	

EXPRESSION OF LEADERSHIP COMMITMENT FROM THE PROPOSER
(Please see the ISO/IEC Directives, Part 1, Annex C, Clause C.4.12)

If ISO agrees to establish this committee, China is willing to undertake the work of the Secretariat.

☒ **The proposer confirms that this proposal has been drafted in compliance with iso/iec directives, part 1, annex c**

SIGNATURE OF THE PROPOSER

COMMENTS OF THE ISO CENTRAL OFFICE (IF ANY)

Annex: Proposal of establishing technical committee on digital marketing

Question 1: What is the difference between digital marketing and e-commerce?

There is a common misconception conflating marketing with transactional activities. Correct understanding of the concept of digital marketing can help standardize practices, foster innovation, and drive global cooperation in this evolving field.

Aspect	Digital Marketing *Note: the following content is summarized from academic and industry materials*	E-Commerce *Note: the following content is summarized from ISO 32110: 2023 and industry materials*	Conclusion
Definition	Digital Marketing is a type of marketing that involves using new media or digital technology to achieve marketing and business goals. It is perceived as innovative communication and interaction with the target group through digital channels, using technology to promote goods, services, events, experiences, persons, places, properties, organizations, information, and ideas to build brand reputation, acquire customers, boost sales, and achieve other marketing objectives (including community building and engagement, partnership development, etc.).	E-commerce is activity of buying and selling products over open networks	A type of marketing VS A type of transaction
What is marketed?	Goods, services, events, experiences, persons, places, properties, organizations, information, and ideas	Goods and services	10 VS 2
Purpose	Build brand reputation, acquire customers, boost sales, community building and engagement, partnership development, etc.	Facilitate online sales transactions.	Transactional & non-transactional VS Transactional

Aspect	Digital Marketing *Note: the following content is summarized from academic and industry materials*	E-Commerce *Note: the following content is summarized from ISO 32110: 2023 and industry materials*	Conclusion
Functions	Help the organizations and individuals to achieve objectives such as generate brand awareness, engage communications, etc.	Generate sales transactions	Various VS Single
Scenarios	Online and offline	Online	2 VS 1
Metrics and KPIs	Conversion Rate (CR) Cost Per Acquisition (CPA) Cost Per Lead (CPL) Return on Ad Spend (ROAS) Customer Lifetime Value (CLV) Unique Monthly Visitors (UMV) Traffic Generated by Channel (TGC)	Sales revenue, average order value, cart abandonment rate, etc	Various VS Revenue based
Customer Journey	Aware, Appeal, Ask, Act, Advocate (5A)	Pre-transaction, in-transaction, post-transaction （this exists in the Act phase of 5A） Note:In the phase of the "Act," the actions include visiting, voting, participating in activities, commenting and interacting, buying (online and offline), registering members, etc. E-commerce is only one type of the actions (online purchase) led by digital marketing.	5A VS a type in Act Phase
Typical Occupation	Concentrate on using digital channels to communicate and engage with audiences, utilizing creative and strategic methods to enhance brand visibility and user engagement through content creation across various platforms like social media and SEO. Aims to build relationships and brand awareness Source: European Skills, Competences, and Occupations	Facilitating online transactions, managing e-commerce platforms, and optimizing the online shopping experience to streamline the buying and selling processes. Focuses on sales conversion and operational efficiency Source: European Skills, Competences, and Occupations	

Therefore, digital marketing is different from e-commerce; digital marketing has a broader scope, focusing more on reaching stakeholders using new media and digital technology.

Question 2: What's the relationship between the new digital marketing TC and TC321?

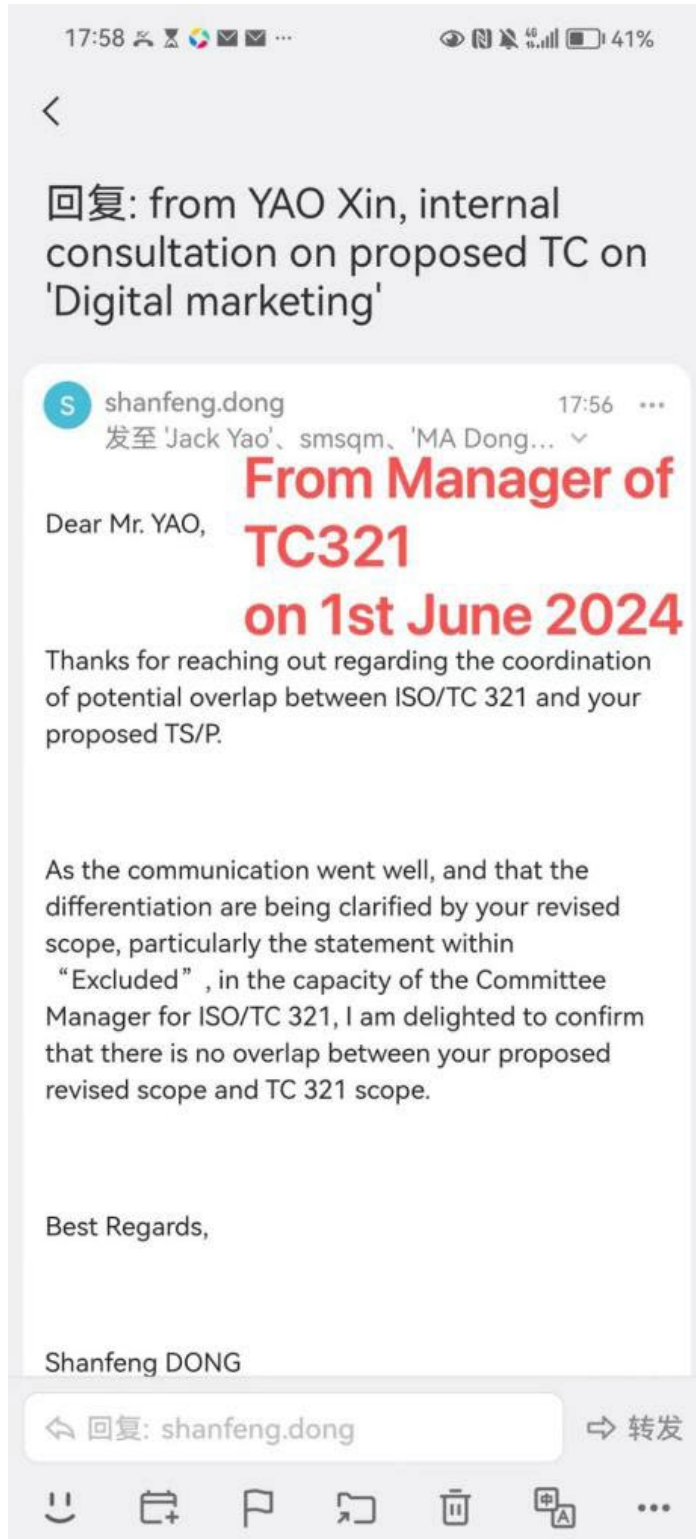| TC	Proposed TC on Digital Marketing	ISO/TC 321 Transaction assurance in E-commerce
Scope	Standardization in the field of terminology, requirements, guidance, practices, tools and methods for organizations and professionals conducting digital marketing. Excluded: Digital marketing activities that will lead to e-commerce transactions and relevant work within the scopes of the following committees: ISO/IEC JTC 1 (Information technology) ISO/TC 154 (Processes, data elements and documents in commerce, industry and administration) ISO/TC 207 (Environmental management) ISO/TC 225 (Market, opinion and social research) ISO/TC 307 (Blockchain and distributed ledger technologies) ISO/TC 321 (Transaction assurance in E-commerce) ISO/TC 324 (Sharing economy) Note: In parallel, the proposed TC works in cooperation with existing committees on subjects that may support digital marketing.	Standardization in the field of "transaction assurance in e-commerce related upstream/downstream processes", including the following: Assurance of transaction process in e-commerce (including easier access to e-platforms and estores); Protection of online consumer rights including both prevention of online disputes and resolution process; Interoperability and admissibility of inspection result data on commodity quality in cross-border e-commerce; Assurance of e-commerce delivery to the final consumer.
Framework of standards	Digital marketing – Vocabulary (Deliverable type: IS) Digital marketing - Principles and framework (Deliverable type: IS) Digital marketing - Live streaming marketing (Deliverable type: TS) (Note: Maintenance of ISO/IWA 41:2023) Digital marketing - Search Engine Optimization (SEO) marketing (Deliverable type: TS) (Note: possible upgrade from DIN/SPEC 33461 Process definition for the search engine optimization (SEO)) Digital marketing - Pay-per-Click Advertising (PPC) marketing (Deliverable type: TS) Digital marketing - Social media marketing (Deliverable type: TS) Digital marketing - AI marketing (Deliverable type: TS) Digital marketing - Analytics indicators and	ISO/AWI TR 32123 Transaction assurance in E-commerce - After sales services for E-commerce ISO/DIS 32122 Transaction assurance in e-commerce — Guidelines for offering online dispute resolution services ISO/AWI TR 32121 Transaction assurance in e-commerce – Practices for developing terms of use for B2C e-commerce platform ISO/FDIS 32120 Transaction assurance in E-commerce — Guidelines on sharing goods quality assurance traceability information in E-commerce supply chains ISO/DIS 32112 Transaction assurance in e-commerce — Relevant factors of evaluation and

	measurement (Deliverable type: IS) Digital marketing - Hybrid marketing strategy (Deliverable type: TR) Digital marketing - Transformation of digital marketing management (Deliverable type: TR)	selection of indicators
Vision	The vision is to help standardize practices, foster innovation, and drive global cooperation in digital marketing, enhancing the effectiveness, reliability, and ethical practices of digital marketing activities across all sectors and industries, contributing to sustainable and inclusive economic growth. The mission of the proposed technical committee is to develop and promote international standards for digital marketing, ensuring consistency, quality, and innovation across the industry, encouraging ethical and responsible practices and guide the effective use of emerging technologies.	The vision of ISO/TC 321 is to foster the development of global e-commerce by developing fundamental rules and criteria for transaction assurance in e-commerce. The mission of ISO/TC 321 is to introduce and promote the application of international standards and guidelines to e-commerce transactions in all types, by engaging multi-stakeholders in the e-commerce supply chain.

To summarize:

- According to the answer of Question 1, digital marketing has a broader scope than e-commerce, ISO/TC 321 is Transaction Assurance in e-commerce; the keyword is "transaction assurance," not e-commerce itself. And this "transaction assurance" is restricted to the scenario of e-commerce.
- They have very different plans of future work and visions

Important Note:

previous communication was conducted with the ISO/TC 321 secretariat and received a formal reply. ISO/TC 321 accepted the current scope of the new TC and confirmed no overlap between the proposed TC and ISO/TC 321. Both parties understands that the scope of digital marketing TC will not involve marketing activities that "will lead to e-commerce," and confirms that ISO/TC 321 is excluded from the scope, in the meantime, both parties also promise that will establish liaison when necessary in the future. (Please refer to ISO/TC 321's email reply on 1st June 2024).

回复: from YAO Xin, internal consultation on proposed TC on 'Digital marketing'

S shanfeng.dong   17:56 ⋯
发至 'Jack Yao'、smsqm、'MA Dong... ⌄

Dear Mr. YAO,

From Manager of TC321 on 1st June 2024

Thanks for reaching out regarding the coordination of potential overlap between ISO/TC 321 and your proposed TS/P.

As the communication went well, and that the differentiation are being clarified by your revised scope, particularly the statement within "Excluded", in the capacity of the Committee Manager for ISO/TC 321, I am delighted to confirm that there is no overlap between your proposed revised scope and TC 321 scope.

Best Regards,

Shanfeng DONG

↩ 回复: shanfeng.dong   ⇨ 转发

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Question 3: What is the difference between Online marketing/Internet marketing, E-marketing and digital Marketing?

Online/Internet marketing restricts marketing activities to be carried out online, which means marketing activities are subject to the availability of the Internet. The concept used by the proposer is digital marketing, a type of marketing that involves using new media or

digital technology to achieve marketing and business goals. New media and digital technology include but are not limited to the Internet, so digital marketing has a broader scope.

Other common digital marketing types are(not limited) :

- **Social Media Marketing**
- **Content Marketing**
- **Email Marketing**
- **Search Engine Marketing (SEM)**
- **Affiliate Marketing**
- **Influencer Marketing**
- **Pay-Per-Click (PPC) Advertising**
- **Viral Marketing**

E-marketing is not a formal terminology, at present, the most commonly used terminology in both academia and industry is digital marketing. For example, higher education organizations, training institutions, and talent certification programs in various countries use the name "digital marketing," and the industry is also adopting the term "digital marketing".