

Abdelhafid Boussouf University - Mila

Branch of the Higher School of Teachers

Lectures On : Digital Marketing

Addressed To 1st Year Students - 1 Semester

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Academic Year 2025-2026

UNIT 4 – DIGITAL MARKETING

Lesson: How Digital Marketing Works

1. Vocabulary

Brand: A company's identity — the name, logo, and image that customers recognize.

Audience: The group of people a company wants to reach (customers, viewers, followers).

Engagement: The way people interact with content online — likes, comments, shares, views.

Campaign : A planned set of marketing activities designed to achieve a goal (promotion, launch, awareness).

SEO (Search Engine Optimization): Techniques used to make a website appear higher in Google search results.

Promotion: Any activity that helps attract attention to a product (ads, discounts, influencers).

□ 2. Reading: How Digital Marketing Works

Reading Text

Digital marketing refers to all marketing activities that use the internet or electronic devices. Businesses today rely heavily on digital tools to reach customers quickly and effectively. One of the most important elements of digital marketing is understanding the target audience — who they are, what they need, and where they spend their time online.

Companies create online **campaigns** to promote their products. These campaigns can include social media posts, paid advertisements, email newsletters, or influencer collaborations. The

goal is to increase **engagement**, which shows how many people interact with the content. High engagement means the campaign is reaching the right audience.

Another key concept is **SEO**, or Search Engine Optimization. This technique helps websites appear higher on search engines like Google. When a website uses the right keywords and has high-quality content, it becomes more visible to people searching for related products or information.

Digital marketing is powerful because it allows businesses to measure results instantly. They can track how many people viewed a post, clicked a link, or purchased a product. With this data, companies can improve their strategies and create more effective campaigns. In a world where most people use the internet daily, digital marketing has become essential for success.

Questions:

- What is digital marketing?
- Why is understanding the target audience important?
- What are some examples of online campaigns mentioned in the text?
- What does the word “engagement” mean in the context of digital marketing?
- What is the main purpose of SEO?
- How does digital marketing help companies improve their strategies?

□ ***3. Grammar: Present Continuous (Well-Structured Lesson)***

A. Form

Structure:

am / is / are + verb + -ing

Subject	Verb “be”	Main verb
I	am	working
He/She/It	is	studying
You/We/They	are	creating

B. Uses

1. Actions happening NOW

Something happening at this exact moment.

- She **is reading** now.
- They **are working** at the moment.

2. Temporary actions

Something happening for a short period.

- I **am taking** a digital marketing course this week.
- He **is living** in Algiers for the summer.

3. Actions in progress (unfinished actions)

- The company **is creating** a new advertisement.
- We **are preparing** a marketing campaign.

C. Signal words

- now
- right now
- at the moment
- today
- this week

D. Common mistakes

He working now.

✓ He **is working** now.

They are study English.

✓ They are **studying** English.

She is goes to work.

✓ She is **going** to work.

4. Spelling Rules for “-ing”

When adding **-ing** to verbs, follow these rules:

1. Most verbs → just add **-ing**

- work → working
- read → reading

2. Verbs ending in “e” → drop the “e” + **ing**

- write → writing
- make → making
- take → taking

Why?

English removes the silent “e” to keep the sound smooth.

3. CVC rule (Consonant + Vowel + Consonant) → double the final consonant

- run → running
- sit → sitting
- swim → swimming

Why?

To keep the vowel short (run vs. running).

4. Verbs ending in “ie” → change “ie” to “y” + ing

- lie → lying
- die → dying

5. Verbs with two syllables that end in CVC → double the last consonant IF the stress is on the last syllable

- begin → beginning
- prefer → preferring

But NOT:

- open → opening (stress is on **O**, not on -pen)
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5. Practice (With Answers)

A. Put the verbs in the Present Continuous

1. The company ___ (launch) a new campaign right now.
2. They ___ (work) with influencers this week.
3. Customers ___ (search) for product reviews online.