Digital and Social Media Marketing

A plain-English guide from Apensia Media, Chandigarh. What each one is, how they differ, where to start, and how to choose an agency. Updated November 2026.

1. What is digital marketing?

Digital marketing is marketing done through online channels. It is a set of channels that work best when they are planned together:

- **SEO**: being found when people search on Google.
- **PPC**: paid ads that bring visitors while SEO builds.
- **Social media marketing**: reaching and engaging an audience on social platforms.
- **Content marketing**: pages, posts and videos that answer real questions.
- **Email and automation**: nurturing the leads you already have.
- **Brand and online reputation**: the same message across every channel.

2. What is social media marketing?

Social media marketing is one part of digital marketing. It uses social platforms to build an audience, share content and run paid campaigns. A good plan chooses the platforms from the audience, not every platform by default, and keeps one brand voice across social, search and paid.

3. Digital marketing vs social media marketing

	Digital marketing	Social media marketing
Scope	Every online channel	The social platforms
Examples	A page that ranks in search, a Google ad, an email to past customers, a helpful blog post	A weekly post series for a local shop, a Facebook or Instagram ad for nearby customers, replying to comments and messages
Main skills	SEO, paid ads, analytics, content, email	Content for each platform, community management, paid social, reporting
Best used	As the overall plan	As one channel group inside that plan

4. Digital marketing vs traditional marketing

	Digital marketing	Traditional marketing
Targeting	Can target by search, location and interest	Reaches a broad local audience
Measurement	Shows clicks, enquiries and conversions	Harder to track
Budget	Can start small and change quickly	Print, hoardings and radio often need larger fixed commitments
Where it helps	Most businesses selling or finding customers online	Some local businesses still gain from print and radio

Many businesses use both. Digital is easier to measure, which makes it easier to improve.

5. Digital marketer vs social media manager

A **social media manager** runs the day-to-day work: posting, replying and community. A **digital marketer** plans across SEO, PPC, email, content and social, then tracks the results. A good plan needs both skills: strategy first, daily execution second. An agency team can cover both roles.

6. Where to start: SEO, PPC or social media?

SEO builds organic visibility that compounds over time. PPC is paid advertising that brings visitors while SEO builds. Social media builds audience and brand, and supports both. Before you spend, ask four questions:

- **How soon do you need enquiries?** Paid ads can start sooner than SEO.
- **Is the website ready?** Fix speed and user experience before sending traffic.
- **Where does your audience spend time?** That decides the platforms.
- **What can you spend each month?** Ad spend is separate from the management fee.

7. The five-step process

- **Audit and strategy**: competitors, keywords and a technical audit of the current site.
- **Optimisation**: fix speed, technical SEO and user experience.
- **Campaign execution**: SEO, PPC and social in a coordinated sequence.
- **Tracking and analytics**: real numbers, reported monthly in plain language.
- **Growth and scaling**: what works gets more investment, what does not gets cut.

8. How success is measured

Website traffic, conversion rates, keyword rankings and campaign performance, reported monthly in a way that explains what changed and why. Results depend on your business, your market and your budget, and no honest agency guarantees rankings.

9. How to choose a digital marketing or social media marketing company

- **Published pricing**, not a quote-only form.
- **A written process**: audit first, then campaigns.
- **Honest promises**: no guaranteed rankings, no fake followers or engagement.
- **Plain-language monthly reports** that say what changed.
- **A reachable lead**: know who does the work.
- **Ad budget kept separate** from the agency fee.

About "best", "top 10" and "company list" searches: there is no neutral ranking. Check who published a list and why, read the reviews yourself, ask for a sample report and a written scope of work, and talk to the person who will do the work before you commit.

10. Careers and courses

PayScale India shows these entry-level (early-career) base salaries per year. They are averages from user-reported profiles, and pay varies by city, employer and skills.

Role	Average base salary per year	Range shown (10% to 90%)	Based on
Digital marketing manager	₹4,79,240	₹2.3 lakh to ₹10 lakh	185 profiles, updated Jan 2026
Social media manager (with social media marketing skills)	₹3,53,083	₹1.76 lakh to ₹7.03 lakh	129 profiles, updated Oct 2026

Source: PayScale India, entry-level profiles for each role. Figures are rounded in the range column.

Choosing a course: look for a syllabus that covers SEO, ads, social media and analytics; practice on real accounts or projects; a trainer who works in the field; and be careful with job-guarantee claims, because no one can promise placement.

11. About Apensia Media

Apensia Media is a leading digital marketing company based in Chandigarh, working with businesses across India. The team is founder-led (Kuldeep Chandel, in IT since 1995) and publishes its prices. Monthly management fees: **Starter ₹20,000** (one channel, one objective), **Growth ₹35,000** (multi-channel, social media included, most booked) and **Scale ₹50,000** (full-funnel management). Ad spend is separate. Work runs remotely across India, with in-person sessions around Chandigarh, Mohali and Panchkula.

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