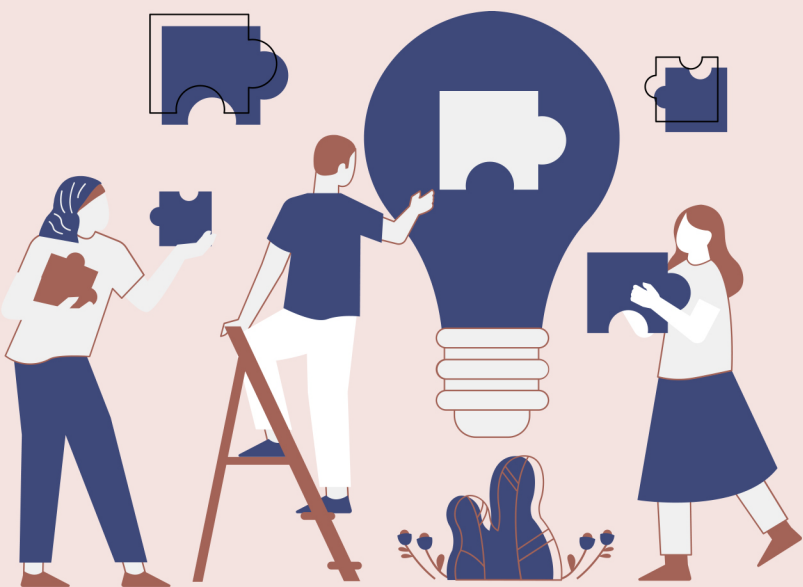
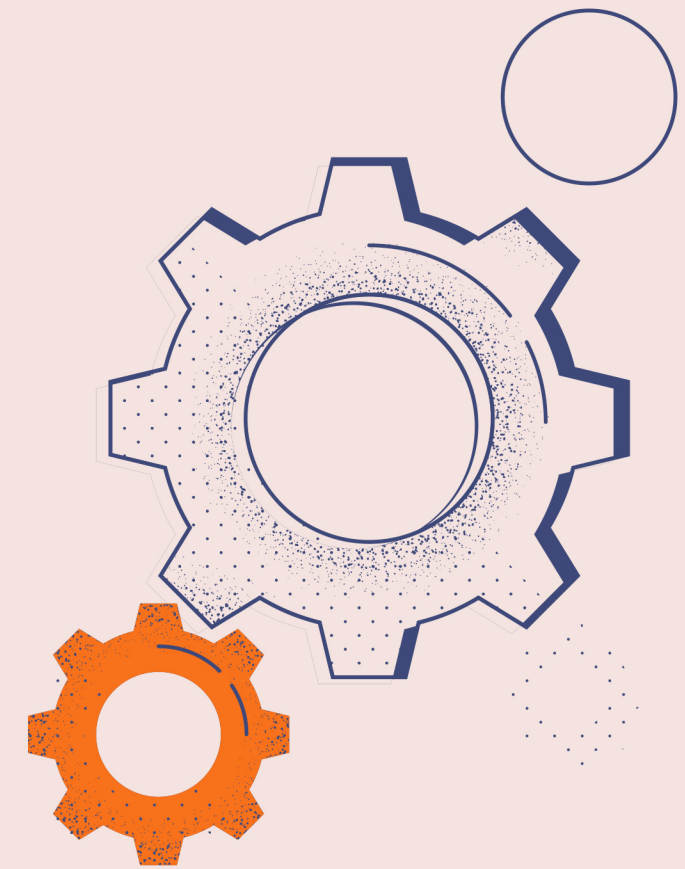


Introduction to Digital Marketing



What is Marketing?

"Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably"

- Marketing is everything a company does to gain customers and maintain relationships with them.
- Even the small tasks like writing thank-you letters, playing golf with a prospective client, returning calls promptly and meeting with a past client for coffee are marketing.
- The goal of marketing is to match a company's products and services to the people who need and want them to ensure profitability.

The Four P's of Marketing

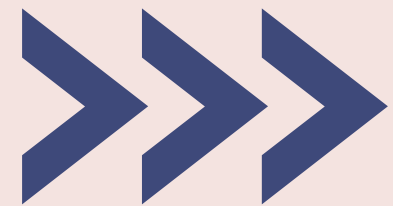
i)Product

ii)Place

iii)Price

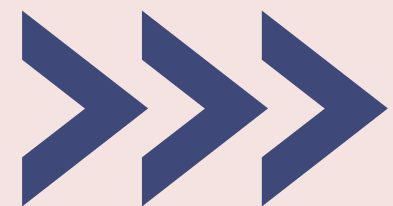
iv)Promotion

Product refers to an item or items a business intends to sell.



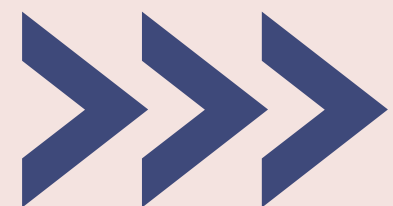
When examining a product, a company should ask questions such as, "what product is being sold?" "what differentiates the product from its competitors?" "can it market the product with a secondary product?" and "are there substitute products in the market?"

Price refers to how much the company will sell the product for.

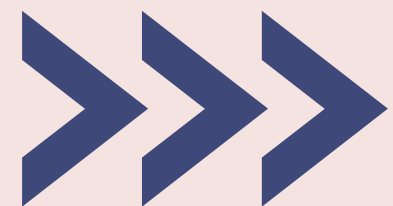


When establishing price, companies must give considerations to the unit cost price, marketing costs and distribution expenses.

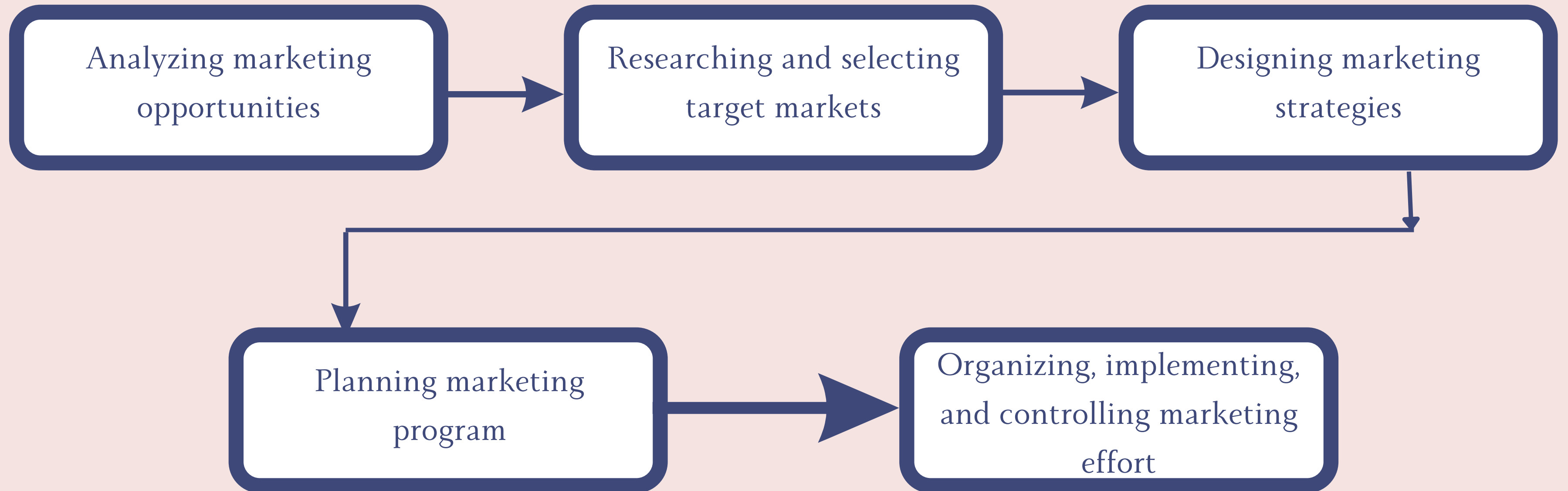
Place refers to the distribution of the product. Key considerations include whether the company will sell the product through a physical storefront, online or through both distribution channels?



Promotion refers to the integrated marketing communications campaign. Promotional activities may include advertising, personal selling, sales promotions, public relations, direct marketing, sponsorship, and guerrilla marketing.



The Marketing Management Process

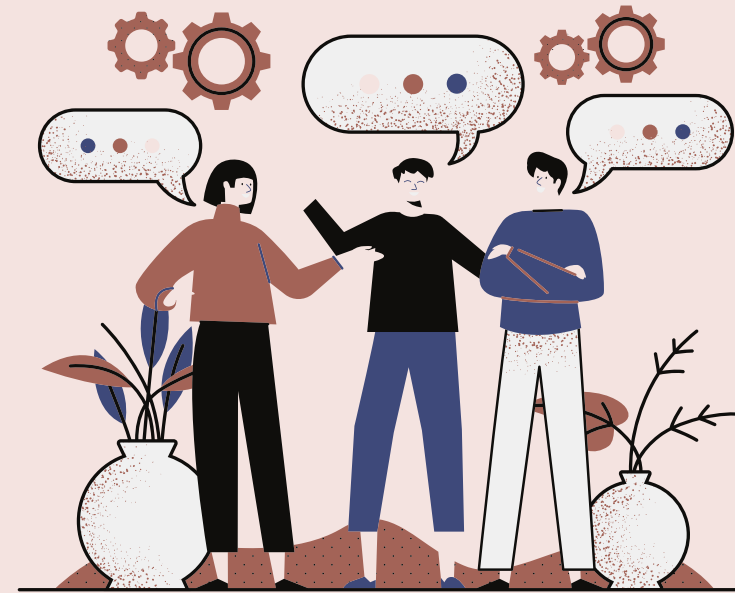
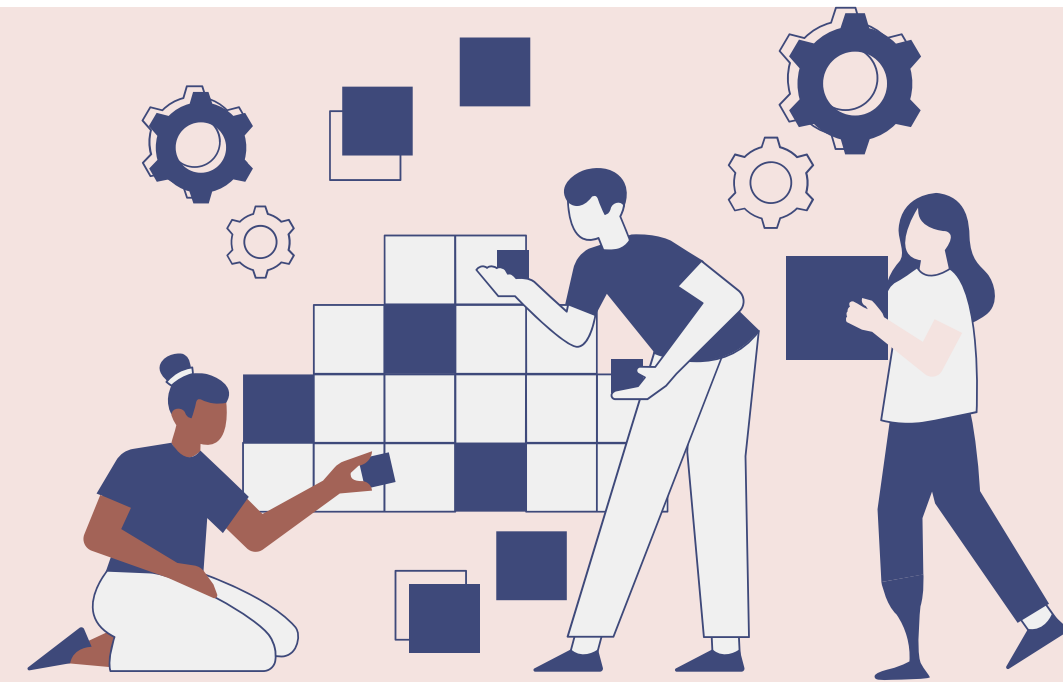


What is Digital Marketing?

"Achieving marketing objectives through applying digital technologies and media."

- The promotion of brands to connect with potential customers using the internet and other forms of digital communication.
- This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

WHY DIGITAL MARKETING ?



TARGET

digital marketing channels allow you to target individuals based on age, gender, income level, location, job title, interests and more.

COST

it will be very difficult for you to spend money on costly traditional marketing tactics like pamphlets, billboards, tv, commercial places or magazines

Digital marketing activities allow you to compete with big brands in the digital world with less cost.

MEASUREMENT

With traditional marketing, there is not even a single way to measure results and success.

Whereas all the vertices of digital marketing are trackable.

Google Analytics is a brilliant tool to measure the success and analytics of your digital marketing campaigns. You can measure results, success, and ROI if you are investing in digital marketing.

CUSTOMER ENGAGEMENT AND RETENTION

Technology gives business owners endless opportunities to engage with their customers, whether it's through review management, social media posts or email newsletters.

COMPONENTS OF DIGITAL MARKETING



01

Search Engine Optimization (SEO)

SEO is all about optimizing a website for search engines.

02

Content Marketing

It includes creation and sharing of media and publishing the content in order to acquire and retain customers

03

Social Media Marketing

Social Media Marketing is the activity of driving website traffic through social media sites.

04

Search Engine Marketing

SEM describes the paid advertising appearing on a search engine results page

05

Email Marketing

It is the act of sending a commercial message using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing

06

Youtube Marketing

YouTube Marketing is the practice of promoting businesses and products on YouTube's platform, by uploading valuable videos on a company's YouTube channel or using YouTube ads.

COMPONENTS OF DIGITAL MARKETING



07

Text and Multimedia Messages

Method of mobile advertising that uses MMS(Multimedia Messaging Service) and SMS(Short Message Service)

08

Web PR

Online press release distribution improves online visibility and will help you connect with your target audience. Press releases can be used effectively as part of an integrated link building strategy.

09

Web Analytics

Use web analytics, like Google Analytics, to measure your digital marketing effectiveness and record online customer behaviour.

INBOUND AND OUTBOUND MARKETING



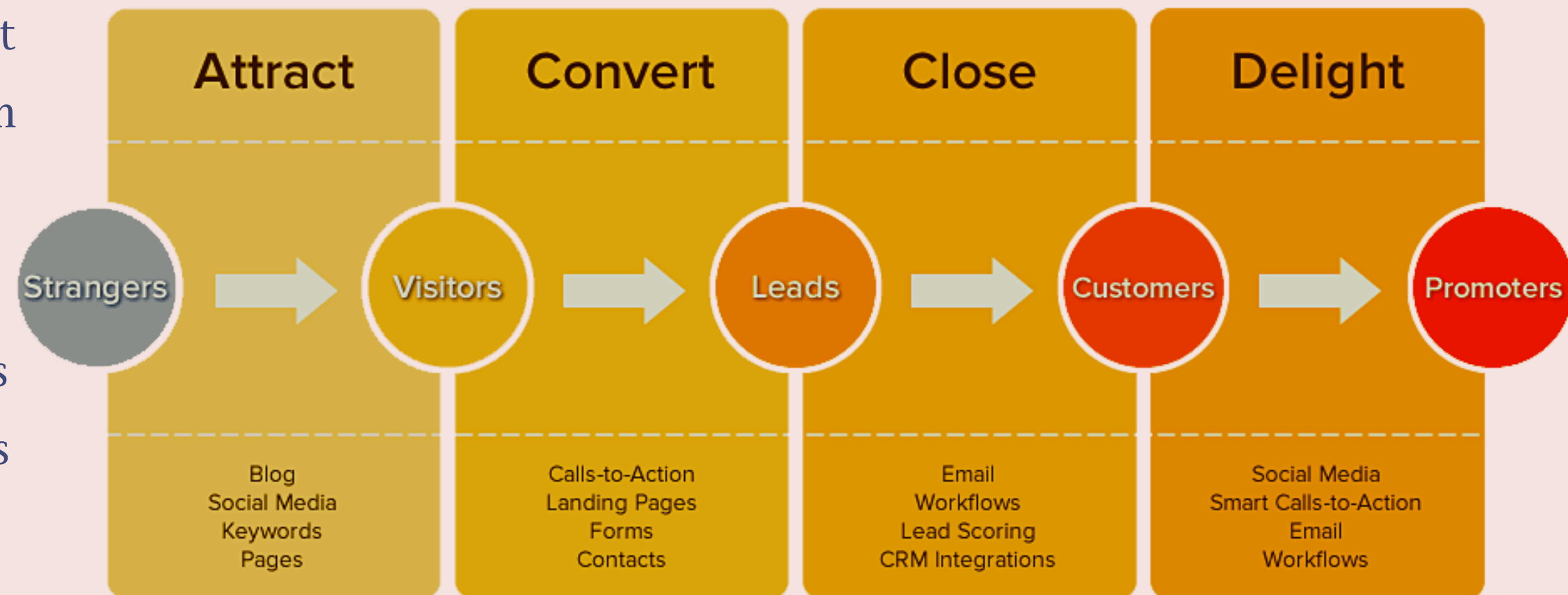
Inbound Marketing

It involves all the marketing process and strategies centers on creating valuable content that captures users' attention and draws them into your website or platform.

➤➤➤ Inbound marketing forms connections they are looking for and solves problems they already have.

Inbound Marketing Methodology

The best way to turn strangers into customers and promoters of your business.



INBOUND AND OUTBOUND MARKETING



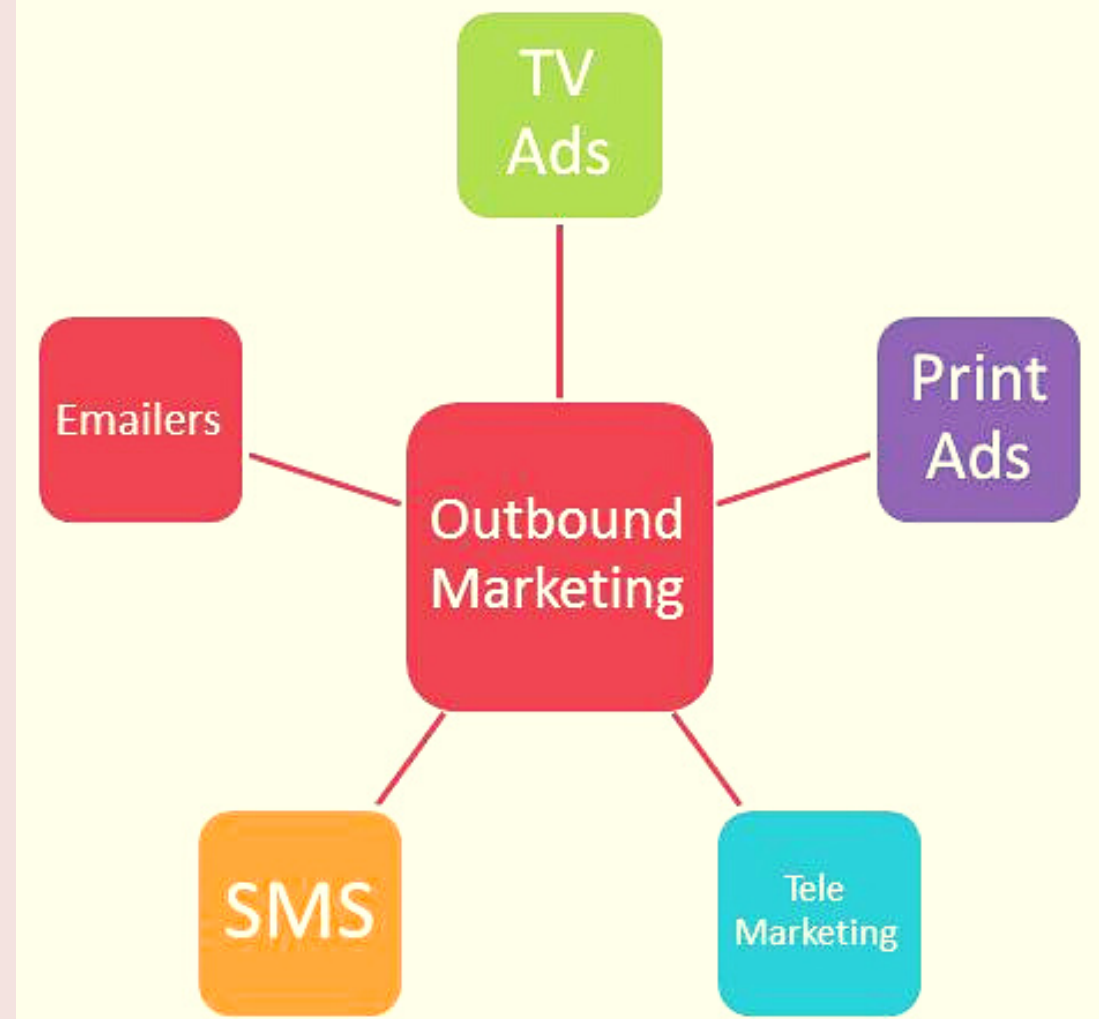
Outbound Marketing

Outbound marketing sends a message to a massive amount of people in the hopes of getting a lead or making a sale

➔➔➔ Outbound marketing interrupts your audience with content they don't always want.

Outbound Marketing

Interruption based, not Permission based



INBOUND AND OUTBOUND MARKETING



Outbound Marketing

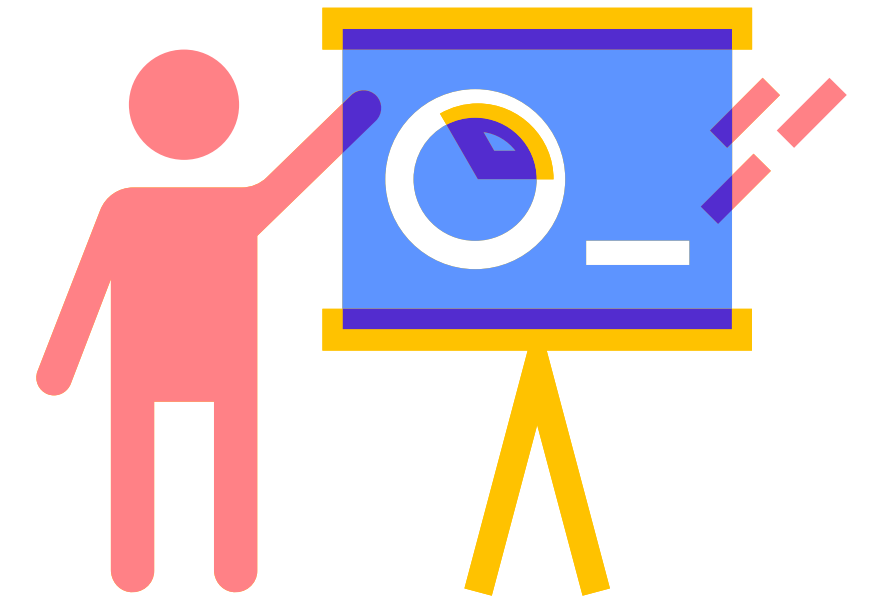
- Telemarketing
- Direct Mail
- Trade Shows
- Tv/Radio Ads
- Email Blasts
- Print Ads

VS

Inbound Marketing

- SEO/SEM
- Blogging
- Social Media
- Content Generation
- Online Videos
- Newsletters

WHAT IS TRADITIONAL MARKETING?



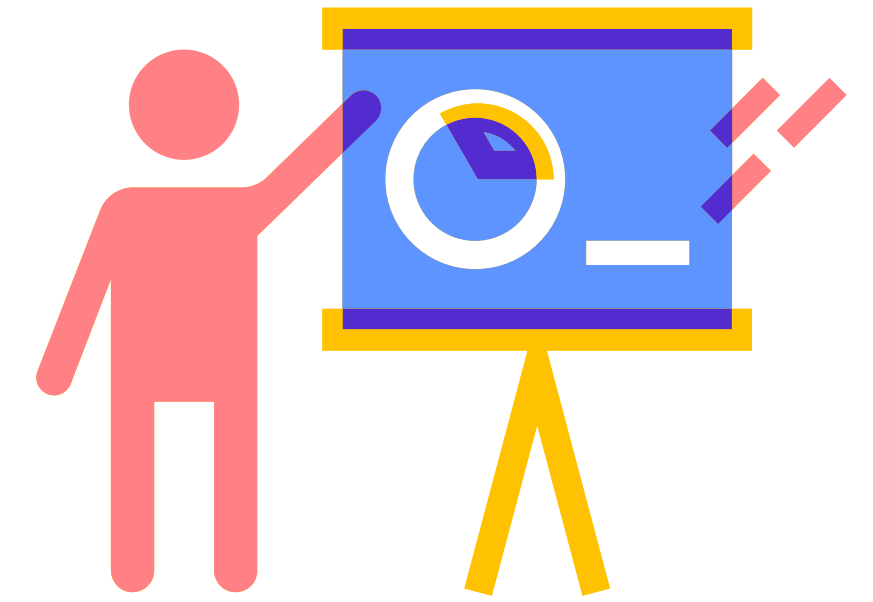
Traditional marketing is the conventional modes of marketing that have been used since the beginning of marketing and advertisements.

This includes:

- Television
- Newspaper
- Radio
- Flyers and billboards etc



TRADITIONAL VS DIGITAL MARKETING



TRADITIONAL MARKETING

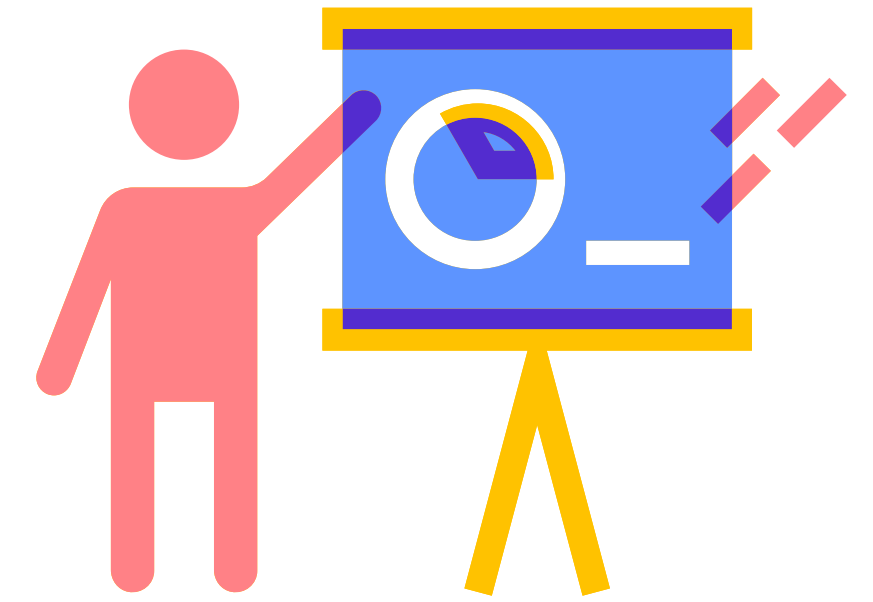


VS

DIGITAL MARKETING



TRADITIONAL VS DIGITAL MARKETING



01

Reduced cost

Newspaper ads, television ads, and the likes cost a lot. Online advertising, on the other hand, is something even young entrepreneurs/small businesses can afford the advertising and compete with big brands in the digital world with less cost.

02

Real-time result

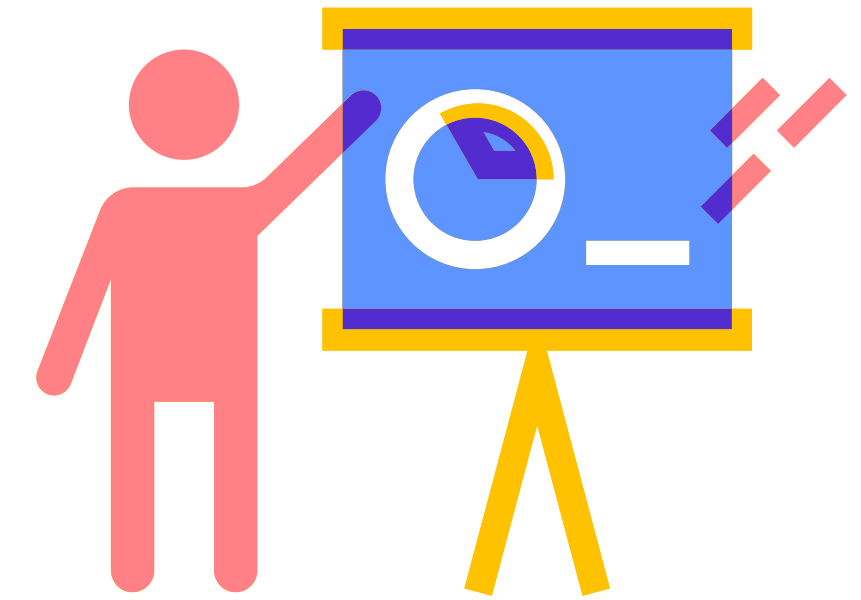
With traditional marketing, you have to wait for weeks, sometimes even months before the boosts start to turn up. With Digital Marketing You can see everything in real time including:

Anumber of visitors, Most active time of the day, Conversion rates, Bounce rates. etc



When you have the result handy in real time, you waste no time taking action.

TRADITIONAL VS DIGITAL MARKETING



03

Non-intrusive

People buying the newspaper do not buy it for the ads in it. People listen to the radio for music and the weather forecast. Not to forget the radio is a dying concept already. People buying magazines go for it for the contents list which does not include the ads. So, it is safe to say, traditional advertising mostly goes ignored.

With online advertising, on the other hand, you can choose whether you want to see it or not

04

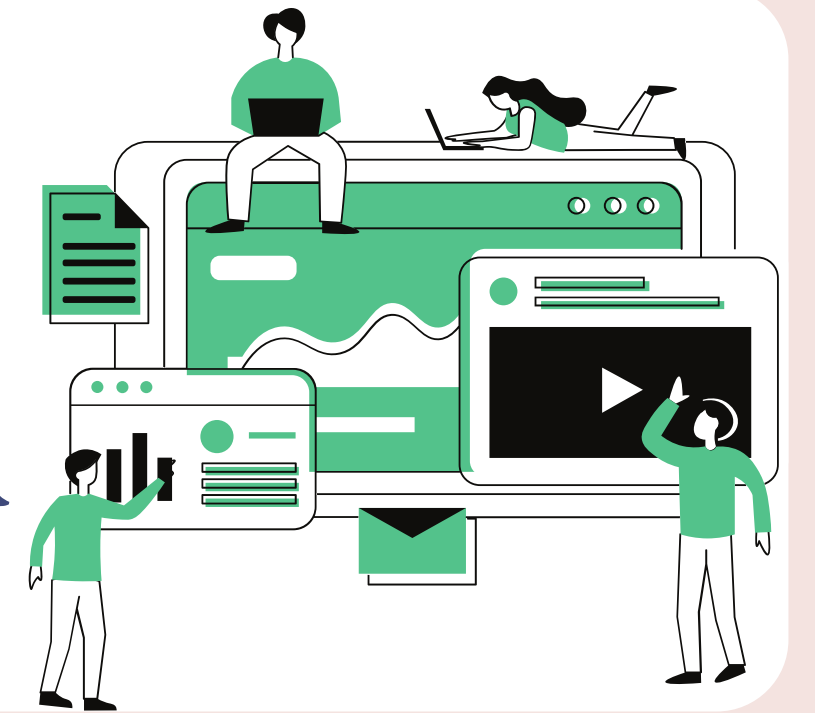
Higher exposure

Traditional advertisement is limited to a certain locality.

Whereas online advertisement reaches out to the entire world so you are missing out on nothing.

For more, visit page no 6

DIGITAL MARKETING PLANNING FRAMEWORK



RACE: Digital Marketing Planning Framework

REACH

ACT

CONVERT

ENGAGE

Situation analysis: How well are we using digital media now

SWOT
including
own digital
marketing
review

Audience &
Customers
analysis

Competitor
benchmarking

Partner &
Influencer
analysis

Objective setting/Control: Which goals & KPIs should we use?

Vision &
Mission
setting

Business &
Marketing
goals

SMART
objectives
and KPIs

Digital
analytics &
Dashboard

Strategy: How can we achieve our goals?

Segmentation
& Targeting

Brand positioning
& value
proposition

Engagement
& content
strategy

Integrated
multichannel
communications

Governance: How do we manage digital marketing?

Digital
Transformation

Investment
&
Prioritisation

Multichannel
Resourcing

Digital
Agility

Tactics: Which digital marketing activities do we optimise?

Reach

Acquisition strategy to build awareness

- SEO
- SEM
- SMM
- WEB PR

Act & Convert

Conversion strategy to achieve marketing goals of leads & sales

- Customer Journeys
- Content Marketing
- Marketing Automation
- Personalisation
- Conversion rate optimisation
- Social Commerce

Engage

Retention & growth strategy to build customer & fan advocacy, repeat visits & sales

- Customer on boarding
- Customer experience management
- Customer service & support
- Social CRM

Question ?



THANK YOU

..SEE YOU IN TEXT TIME ..