

# Digital Marketing

**Plan > Reach > Act > Convert >  
Engage**

# Traditional Marketing to Digital Marketing : The Journey

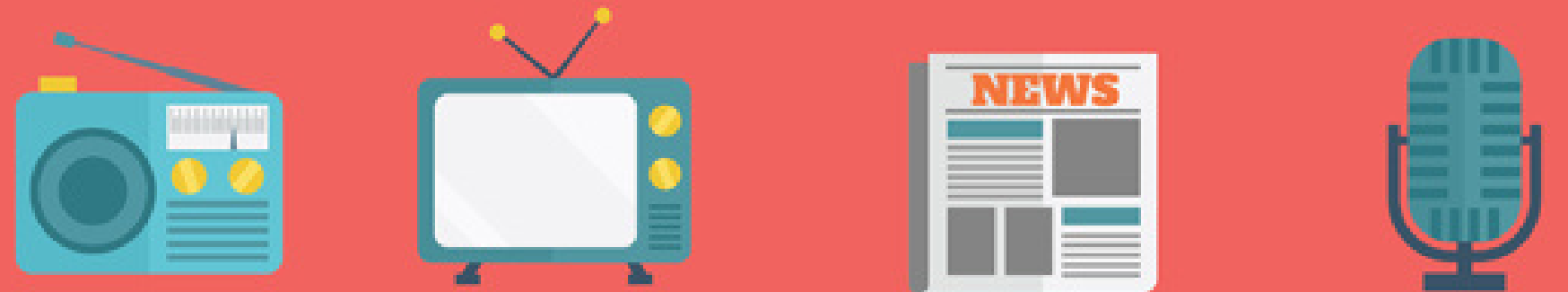
- 1 What is traditional marketing ?
- 2 Introduction to Digital Marketing.
- 3 How Digital Marketing scores over Traditional Marketing

# What is traditional marketing ?

## Introduction

Traditional marketing refers to a form of promotion that reaches an audience offline.

### TRADITIONAL MARKETING



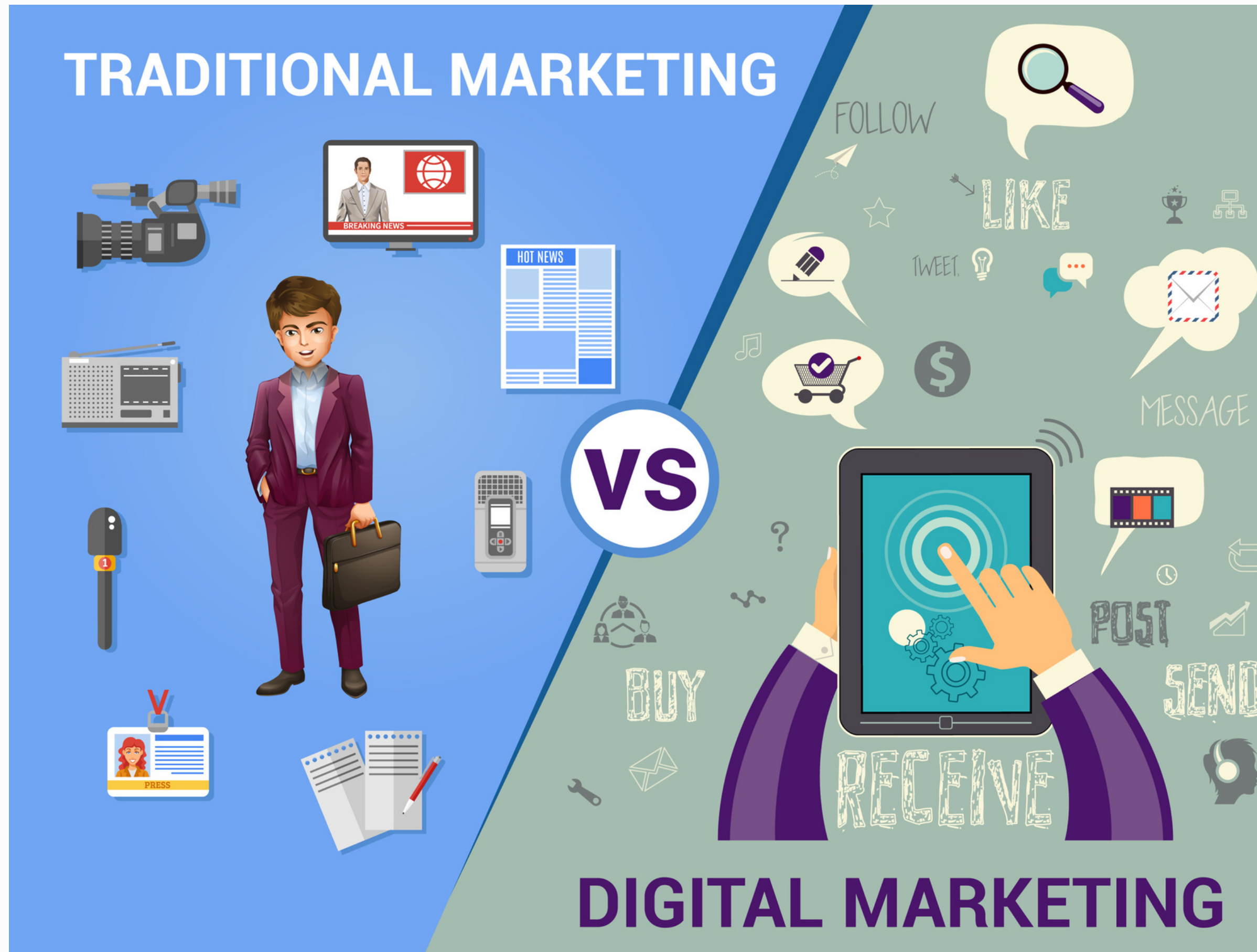
# Introduction to Digital Marketing

Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them.





# Digital Marketing Vs. Traditional Marketing



# TRADITIONAL MARKETING VS DIGITAL MARKETING

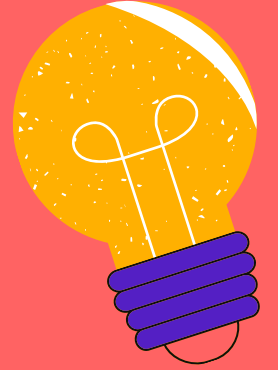


# Types of digital marketing

There are as many specializations within digital marketing as there are ways of interacting using digital media. Here are a few key examples.

- 1 Search Engine Optimization
- 2 Content marketing
- 3 Social media marketing
- 4 Pay-per-click marketing
- 5 Affiliate marketing
- 6 Email marketing
- 7 Native advertising
- 6 Marketing automation

# Planning a Digital Marketing Strategy



## A Step-By-Step Guide to Creating A Digital Marketing Plan

1. Run an analysis of the situation (use the SWOT square!)
2. Establish the goals for your digital marketing plan.
3. Define the marketing strategy
  - Public objective
  - Positioning
  - Content strategy
    - > Keyword research
    - > Content calendar
    - > Social posting
4. Define the digital strategies and tactics to carry out the plan
5. Analyze the results with your KPIs.



# Creating Digital Presence

The new world is digital! There is no doubt that in 2022 taking your business online is not just a choice, but a necessity. However, building an online presence is more than just creating a platform that consumers can visit. In order to grow your business, you need to do things right.

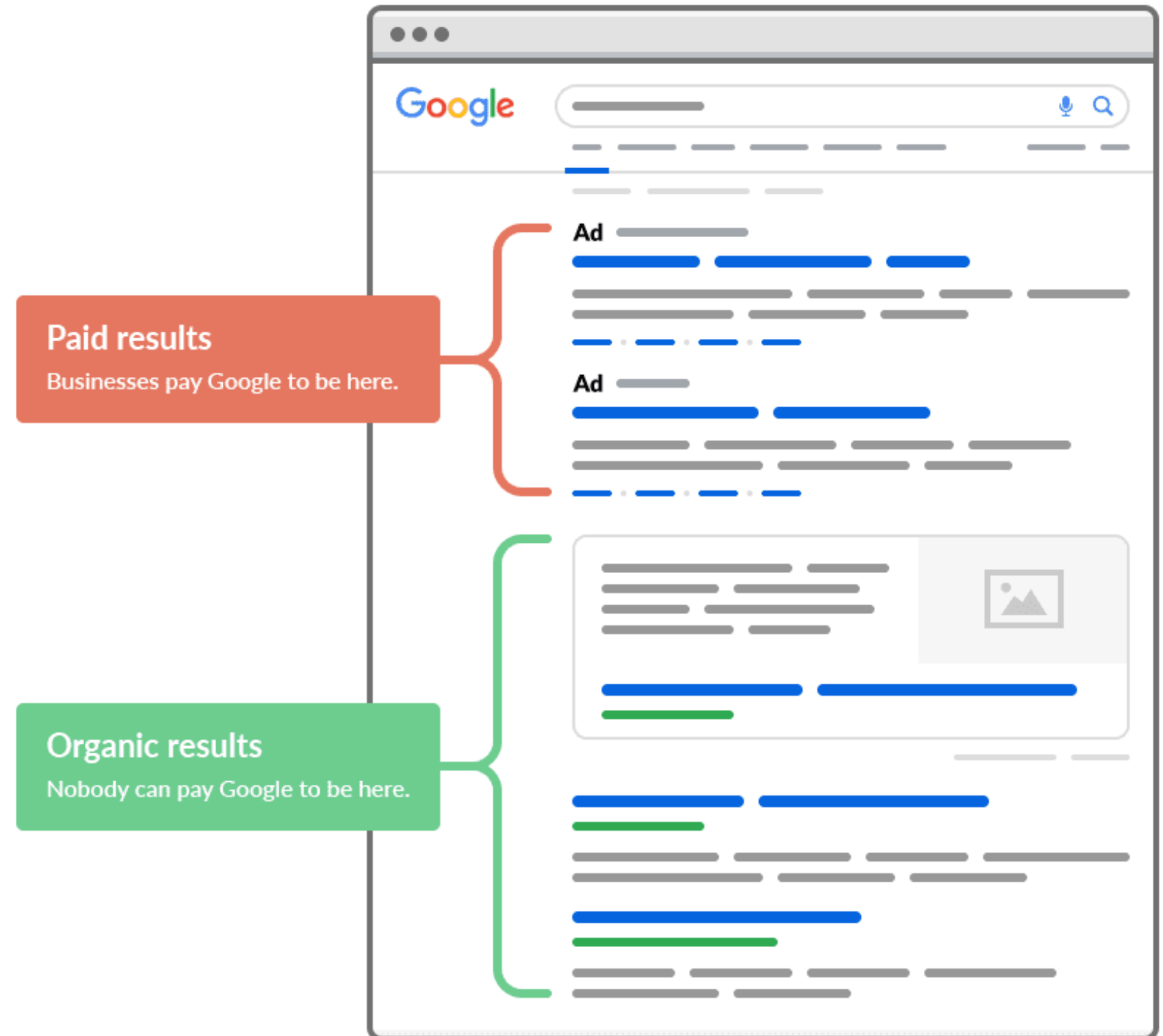


**To help you out, we will discuss the step by step process that you should take in building your brand's digital presence today.**

- 1 Create a Website That Represents Your Brand Identity
- 2 Use Videos to Tell Your Brand Story
- 3 Create Content ( Blogs , Infographics , Images)
- 4 Native advertising
- 5 Incorporate Social Media in Your Branding Strategy
- 6 Search Engine Optimization
- 7 Paid advertisement

Search Engine Results Pages (SERPs) are the pages that Google and other search engines show in response to a user's search query. They're made up of organic and paid search results.

## Paid vs. Organic Search Results



# Module 2: Search Engine Optimisation (SEO)

Google

backlink tool

All Images Videos News Maps More Settings Tools

About 3,370,000 results (0.45 seconds)

SEMrush backlink tool. | Check competitors' backlinks | SEMrush.com

(Ad) [www.semrush.com/](https://www.semrush.com/)

Start using world-famous online tool. Try **Backlink Audit** for free! 45+ toxicity markers.  
[Manual](#) · [Plans and Prices](#) · [Keyword research](#) · [Site audit](#) · [Domain vs Domain](#)  
[TRIAL](#) - \$0.00/mo - [Subscribe](#) · [More](#)

Backlink Checker - A Free tool to check backlink - SmallSEOTools.com

<https://smallseotools.com/backlink-checker/>

SmallSeoTools Offers one of the best **backlink checker** tool to find and research google backlinks.  
Enter your domain and click the button to check backlinks for ...

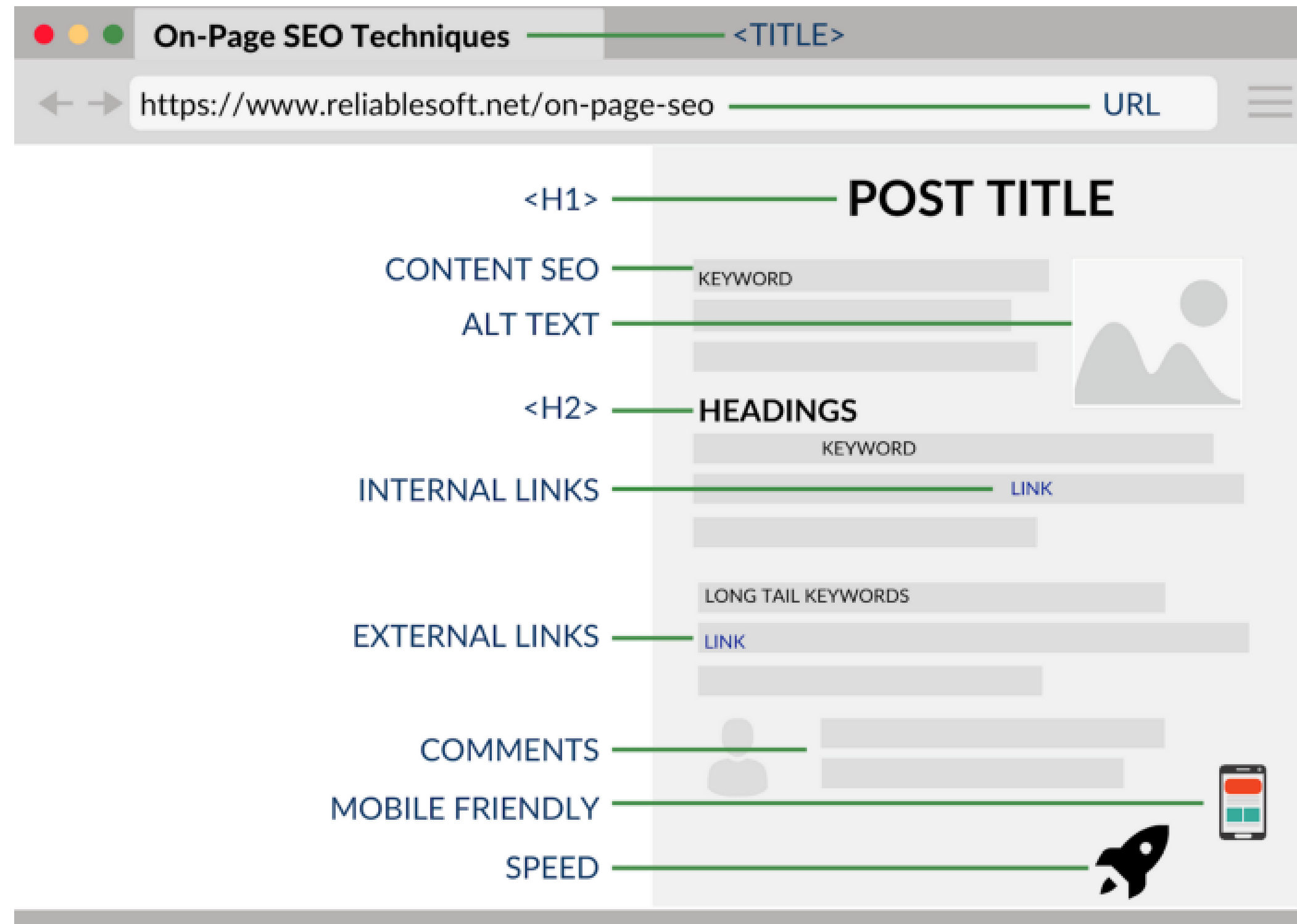
Paid result

Organic result



# 1.On-page SEO:

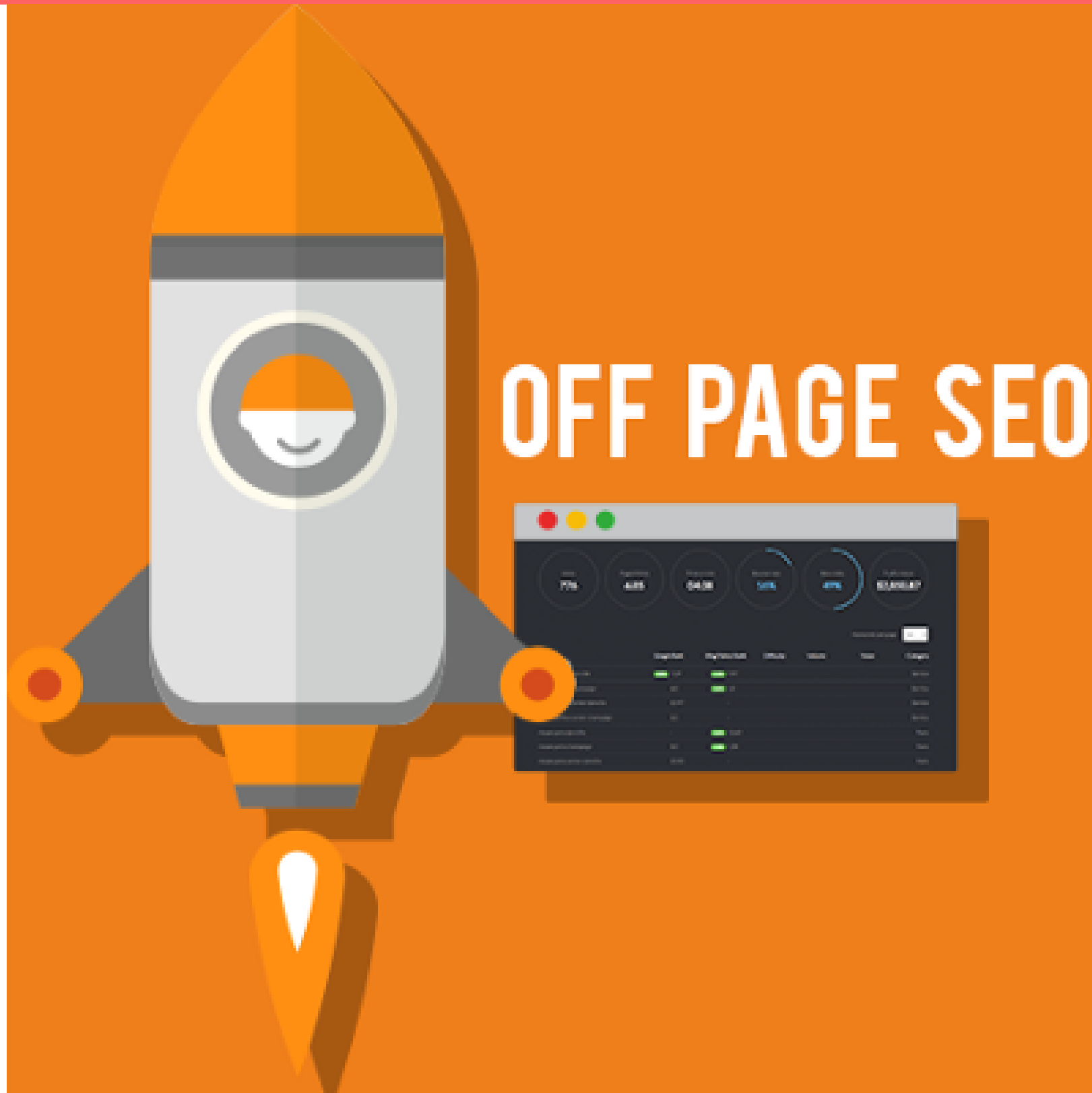
All of the content you see on a website is On-page SEO. Effective On-page SEO consists of well-researched keywords that have the right amount of search volume.





## 2. Off Page SEO

"Off-page SEO" (also called "off-site SEO") refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).



- ★ Social Media Engagement
- ★ Social Bookmarking
- ★ Forum Submission
- ★ Article Submission
- ★ Question and Answer
- ★ Video Submission
- ★ Image Submission
- ★ Infographics Submission
- ★ Document Sharing

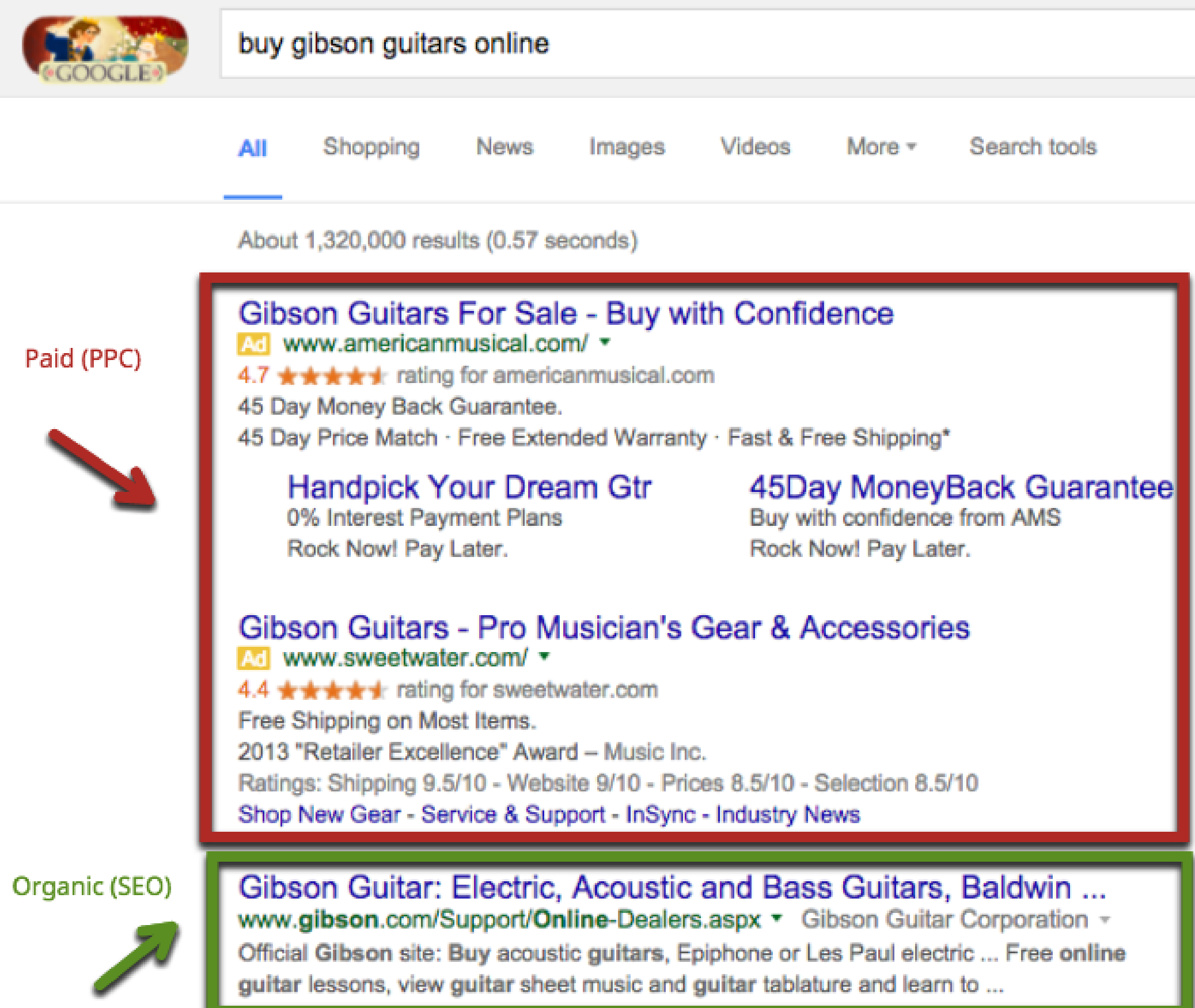
# Google Algorithm

The Google search algorithm refers to Google's internal process to rank content. It takes a wide range of factors into account when it makes its ranking decisions. Here are a few areas you should keep in mind while optimizing your site based on the advice of Google itself:

- 1 Intent:** Does your content/webpage satisfy the intent of whatever query the searcher made that brought them to your site? Things like language, freshness, and synonyms make a difference here.
- 2 Relevance:** Once Google's algorithm has deemed that your content meets the search intent of whatever query was posed, it will scan its Google Index to see where your content falls in terms of relevancy. On-page SEO is crucial here.
- 3 Quality:** Yes, it might seem like content with good search intent and relevance is already high-quality. But, the reality is that quality is a factor in the Google Algorithm. Many refer to this assessment as E-A-T — expertise, authoritativeness, and trustworthiness.

# Search Engine Marketing

Search engine marketing (SEM) is an online marketing strategy that aims to increase the online visibility of a website in the search engine results pages (SERPs). However, search engine marketing generally refers to paid search or pay-per-click (PPC).



The screenshot shows a Google search for "buy gibson guitars online". The search bar is at the top with the Google logo. Below the search bar are tabs for "All", "Shopping", "News", "Images", "Videos", "More", and "Search tools". The results show "About 1,320,000 results (0.57 seconds)".

**Paid (PPC)** (indicated by a red arrow pointing to the first two results):

- Gibson Guitars For Sale - Buy with Confidence**  
Ad [www.americanmusical.com/](http://www.americanmusical.com/)  
4.7 ★★★★★ rating for americanmusical.com  
45 Day Money Back Guarantee.  
45 Day Price Match · Free Extended Warranty · Fast & Free Shipping\*  
**Handpick Your Dream Gtr**  
0% Interest Payment Plans  
Rock Now! Pay Later.  
**45Day MoneyBack Guarantee**  
Buy with confidence from AMS  
Rock Now! Pay Later.
- Gibson Guitars - Pro Musician's Gear & Accessories**  
Ad [www.sweetwater.com/](http://www.sweetwater.com/)  
4.4 ★★★★★ rating for sweetwater.com  
Free Shipping on Most Items.  
2013 "Retailer Excellence" Award – Music Inc.  
Ratings: Shipping 9.5/10 - Website 9/10 - Prices 8.5/10 - Selection 8.5/10  
Shop New Gear - Service & Support - InSync - Industry News

**Organic (SEO)** (indicated by a green arrow pointing to the third result):

- Gibson Guitar: Electric, Acoustic and Bass Guitars, Baldwin ...**  
[www.gibson.com/Support/Online-Dealers.aspx](http://www.gibson.com/Support/Online-Dealers.aspx) Gibson Guitar Corporation  
Official Gibson site: Buy acoustic guitars, Epiphone or Les Paul electric ... Free online guitar lessons, view guitar sheet music and guitar tablature and learn to ...

The main difference between SEO and SEM is this: SEO is free and relies on organic search strategies, while SEM comes with a cost and relies on paid advertising..

# SEO vs SEM



Sustained Value



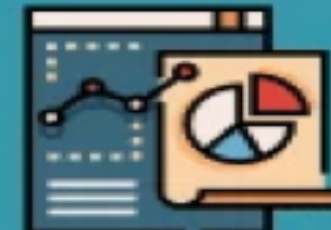
Trustworthiness



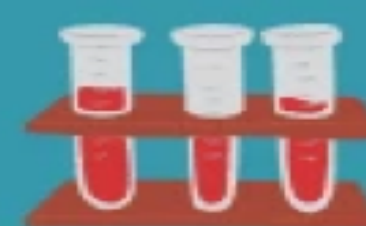
Cost



Quick Results



Better Data



Test-able Experiences

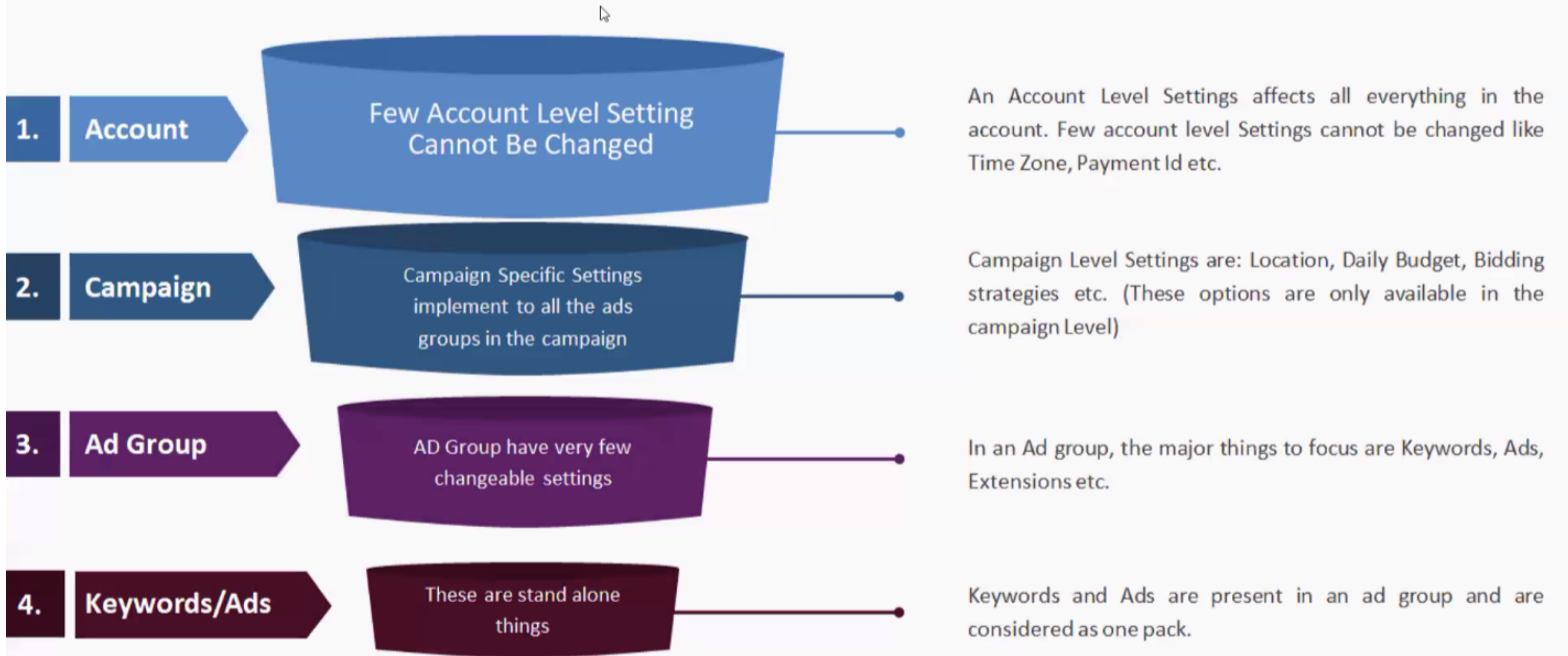
# The world of Google Ads

- 1) Google Search - search ads / shopping ads, smart, dynamic
- 2) Display Ads - Google has partner with 2 million plus websites show their ads
- 3) Video Ads - Youtube Ads
- 4) App Ads



# Stage Wise Setting – Google Ads

The Complete Flow





# Pay Per Click (PPC)



# Emerging Technologies & Trends for Digital Marketing

- 1 Create Authentic content for your Audience
- 2 Demand for chatbots is increasing.
- 3 Voice search is gaining traction marketing
- 4 Data analytics remain crucial for success
- 5 Social media marketing will be a top priority
- 6 Consumers are seeking new brands in several digital channels
- 8 User experience (UX) will grow in importance