

## UNIT 1

### INTRODUCTION TO DIGITAL MARKETING

Introduction to Digital Marketing: Overview of digital marketing, Evolution of digital marketing, Importance and benefits of digital marketing, Digital marketing channels and platforms. Digital Marketing Strategy and Planning: Developing a digital marketing strategy, Setting goals and objectives, Budgeting and resource allocation. Campaign planning and execution, Monitoring and adjusting digital marketing campaigns.

#### **Digital**

Digital describes electronic technology that *generates, stores, and processes data* in terms of two states: positive and non-positive. Positive is expressed or represented by the number 1 and non-positive by the number 0. Thus, data transmitted or stored with digital technology is expressed as a string of 0's and 1's. Each of these state digits is referred to as a bit (and a string of bits that a computer can address individually as a group is a byte).

#### **Marketing**

Marketing is not about promotion or advertising only. Marketing is a complex topic or a concept which is used to make a comprehensive plan of action or a strategy to increase sales, create *awareness about brands and products* etc

#### **Traditional Marketing**

- ❖ The traditional way of marketing lets businesses market their products or administrations on *print media, radio and TV commercials, bill boards, business cards*, and in numerous other comparable ways where Internet or web-based social networking sites were not utilized for promoting
- ❖ Traditional marketing is anything except digital means to brand your product or logo.
- ❖ Another overlooked means of traditional marketing is when people find a particular business through a referral or a network and eventually you build a rapport with them.
- ❖ Because of its longevity, people are accustomed to traditional marketing. Finding ads in magazines and newspapers, or reading billboards are still familiar activities and people still do them all the time. ▪ Most of the time, traditional marketing is reaching only a local audience even though it is not limited to one.
- ❖ There are some aspects where traditional marketing wins over the online

advertising battle, which include Target Local Audience, Materials are for keeps, more personal and Simpler process.

- ❖ One of the primary disadvantages of traditional marketing is that the results are not easily measured, and in many cases cannot be measured at all.
- ❖ In most cases, traditional marketing is also more costly than digital marketing. And perhaps the biggest disadvantage today is that traditional marketing is static which means there is no way to interact with the audience. It's more like you are throwing information in front of people and hoping that they decide to take action.

## Digital Marketing

Digital marketing is the act of *promoting and selling products and services* by leveraging online marketing tactics such as *social media marketing, search marketing, and email marketing*.

The term digital marketing refers to the use of *digital channels to market products and services to consumers*. This type of marketing involves the use of *websites, mobile devices, social media, search engines, and other similar channels*. Digital marketing became popular with the advent of the internet in the *1990s*.

- ❖ Digital or online marketing is the marketing mode of the global village. It is only obvious that the era of the internet will have its influence in every realm of life.
- ❖ The world of digital marketing continues to evolve and as long as technology continues to advance, digital marketing will as well. Examples of digital marketing include things like websites, social media mentions, YouTube videos, and - banner ads. Specifically, digital marketing is similar to traditional advertising, but using digital devices.
- ❖ One benefit to using digital marketing is that the results are much easier to measure; and another is that a digital campaign can reach an infinite audience. It is also possible to tailor a digital campaign to reach a local audience but it can also be used on the web and reach the entire globe when appropriate.
- ❖ Digital marketing is also a very interactive means of reaching an audience since it makes use of social outlets. There can be plenty of direct contact between the audience and the business which means that the business can get some very valuable consumer feedback.
- ❖ Benefits of Digital Marketing over Traditional Marketing include reduced cost, real time result, brand Development, non-intrusive, higher exposure, higher engagement, Quicker publicity, non-interruptive, Good For All Stages Of

Fields, Easy analytics and Strategy Refinement.

- ❖ One of the disadvantages to using digital media marketing strategies is that it can take some time to realize measurable success

### 5D's of Digital Marketing

- ✓ **Digital Devices** – laptops, desktops, smart phones, tablets, smart TVs, wearable devices, gaming devices.
- ✓ **Digital Platforms** – social media, search engines, websites.
- ✓ **Digital Media** – online ads, social media marketing, SMS, email marketing
- ✓ **Digital Data** – apps, contact forms, surveys
- ✓ **Digital Technology** – artificial intelligence, virtual reality, augmented reality

### Difference between Traditional and Digital Marketing

Sl. No	Traditional Marketing	Digital Marketing
1.	Traditional marketing is a marketing strategy that uses conventional channels of advertisement, such as TV, radio, newspapers, magazines, etc. to promote products and services of a business.	Digital marketing is a modern marketing strategy that uses digital channels like search engines, social media platforms, etc. to promote products and services of a business.
2.	Traditional marketing is more expensive.	Digital marketing is very cost-effective method of promoting a product.
3.	Traditional marketing provides one-way communication between advertiser and audience.	Digital marketing provides two-way communication between advertiser and audience.
4.	Traditional marketing is more trustworthy, as it is an old marketing strategy.	In digital marketing, the degree of trustworthiness depends on the content and the reliability of the channel.
5.	Traditional marketing can reach out to limited audience.	Digital marketing can reach out to a large audience.
6.	Traditional marketing is limited to specific geographical regions.	Digital marketing can promote products internationally.
7.	Traditional marketing provides delayed communication.	Digital marketing provides immediate communication.
8.	Traditional marketing offers low conversion rate.	Digital marketing offers high conversion rate.

9.	Traditional marketing gives non-measurable results.	Digital marketing gives measurable results.
10.	Traditional marketing cannot micro-segment the audience depending on factors like interest, behavior, age, etc.	Digital marketing can send personalized messages to audience depending on their age, interest, behavior, etc.
11.	Traditional marketing is more effective in brand building.	Digital marketing is less credible in terms of brand building.
12.	Traditional marketing is more time consuming.	Digital marketing is less time consuming.
13.	Traditional marketing is less flexible in terms of modification.	Digital marketing offers high-degree of flexibility in terms of modification.
14.	Traditional marketing does not provide way of direct interaction between advertiser and audience.	Digital marketing provides easy ways of direct interaction between advertiser and audience.
15.	Traditional marketing has low ROI (Return on Investment).	Digital marketing has high ROI (Return on Investment).

## Evolution of Digital Marketing

- **1990:** The term "Digital Marketing" was first used. In that particular year, 'Archie' first search engine was launched.
- **1993:** In this year first clickable web-ad banner was introduced.
- **1994:** There was the launch of Yahoo and the first e-commerce transaction, over NetMarket.
- **1996:** In this year small search engines were introduced i.e. Hotbot, Looksmart, and Alexa.
- **1997:** There was the launch of the first social media site which is SixDegree.com.
- **1998:** This year was the changing year where there was the birth of Google, Microsoft launched MSN, and Yahoo! Introduced Yahoo! Web search.
- **2000:** During this year Internet bubble burst, SixDegree.com shut down, and also smaller search engines were wiped out.
- **2001:** This year's first mobile marketing campaign was introduced i.e. Universal Music.
- **2002:** This year is the birth year of LinkedIn.
- **2003:** In this year WordPress was introduced and launched myspace
- **2004:** This year was changing year when Gmail was launched, Google goes public and Facebook goes live.
- **2005:** YouTube was introduced in this particular year.
- **2006:** Microsoft launches MS Live Search, In this year Twitter was launched, moreover Amazon's e-commerce sales crossed \$10 billion.
- **2007:** Tumblr, Web streaming service: Hulu, and iPhone were launched.
- **2008:** This year China take over America in terms of the number of users and even Spotify was introduced to listen to online songs
- **2009:** Google launches Instant for real-time search engine results

- **2010:** In this year Whatsapp was introduced to make communication easier.
- **2011:** In this year Google Buzz shut down and also web overtake the TV viewership among the youth generation.
- **2012:** There was a progressive increment in Social Media Budget that is up to 64%.
- **2013:** Yahoo acquired Tumblr in this particular year.
- **2014:** In this year so many things happened like Mobile exceeds PC internet usage.
- **2015:** In this era, Snapchat was launched and also there was the rise of predictive analytics.
- 2016 – 2017: The Rise of Social Media Influencers and Influencer Marketing
- 2018 – 2020: Where Content Becomes the Key of Brand Management
- 2021 And the Future of Digital Marketing

## **Importance and Benefits of Digital Marketing**

### **1. Better Growth Options For Small business**

The importance of digital marketing for business lies in the option to select your method of marketing as per your budget and reach a wider audience at a lesser cost. Even a decade back getting your product marketed especially for a small business was a task in itself. They had to resort to small level methods where the guarantee of success was close to negligible.

### **2. Higher Conversion Rate**

The businesses that are opting for digital marketing are able to measure the conversion rate through real-time using a simple method. That is identifying the percentage of viewers who get converted into leads and then subscribers and in the end finally purchasing the service or product. SEO, Social media marketing and Email marketing are methods which have a high conversion rate as they are able to generate a quick and effective communication channel with the consumer.

Surprisingly all the traffic that you may get on your website may not be fruitful hence digital marketing lets you reach out to only those who have the need for your kind of service hence offering better lead conversions.

### **3. Establishing Brand Reputation**

For any business to survive the one thing that they really need to work upon is establishing a reputation that is impeccable. In the past few years, it has become evident that customers will always prefer a company that does not have any scandals associated with it. The importance of Digital marketing today lies in offering you multiple ways to establish a personal rapport with your customer base.

### **4. Solving Customers Problems**

Be it email marketing or social media you can always offer the customer solutions to their problems and make them relate to your product by even providing live chat access. Your website and social media page can easily be converted into a place where the consumer can ask queries, give suggestions and hence take the association with you on a positive level.

### **5. Engagement with Mobile Customers**

After Google mobile-first update nearly almost all the websites these days are made in a manner that they are easily viewable on the mobile as well. This is because almost all customers have access to a Smartphone and most of them even look for products on the same.

### **6. Expansion of Faith In Your Brand**

The presence of your brand and service on multiple platforms gives the option to customers to rate your services as per their level of experience. A positive and favorable review left by a satisfied customer causes the new ones to immediately convert. This, in turn, leads to the building up of the strong image of the brand in the minds of the new consumers hence leading to more conversions.

## **7. Better ROI for your Investment**

While earlier budget allocations were done individually to handle each kind of marketing medium the situation becomes more progressive now. Even a small level of investment done in a mode of email marketing has the potential to deliver results in terms of customer engagement. Using web analytics helps the business owners know whether your website is providing optimal ROI.

## **8. Digital marketing is Cost-Effective**

A small business needs to save up on its resources before it finally goes into the green zone and starts making profits. Digital marketing gives you the scope to reach out to many customers at the same time and that too within your budget. You can plan your marketing strategy such that you only use modes that lie in your budget. If there is a budget constraint then you should always target your niche audiences.

## **9. Potential to Earn Higher Revenues**

Since the amount of money invested is less and the ROI is more the scope to make money is much higher.

## **10. Computable Form of Marketing**

It is very difficult to track record of success from traditional marketing but with the use of digital marketing tactics, every step of success is measurable. Digital Marketing works in real-time as it shows the success of each and every tactic that has been used. Through this, you may choose the best tactics that show the best results. After that, you can easily make changes in your campaigns to achieve greater success.

## **11. Expanding Audience Reach**

The most important benefits of digital marketing are reaching your audience to the fullest. Under traditional marketing, you are being bounded by the scope and size of your audience and print media limits you to certain places and markets.



### *Targeted Audience Approach:*

Digital marketing benefits you to target your audience farther. There are higher chances that your audience is spending time on social media platforms such as Twitter, Facebook, etc. where you can publish an advertisement to gain more engagement with your audience.

### **12.Easy Adapting of Tactics And Strategies**

Another major advantage of online marketing is that they are very easy to understand. You can easily understand through the result of tactics which one is giving you results and which one is not. Strategies that are implemented in online marketing gives you results on a real-time basis.

**For example**, if you want to promote your blog page then you can simply share your blog on various social media platforms. With the help of content marketing, you can increase your engagement with your audience very soon and very accurate.

### **13.Can Start With A Small Budget As Well**

Everyone has a budget problem in life therefore many businesses didn't promote themselves. But Digital marketing gives you another advantage of promoting your business with a very small amount. Online marketing benefits small businesses on a large scale with a small investment amount.

**For instance**, if you are the manufacture of handmade handicrafts but you don't have money to promote your business then online marketing would play a significant role as with an amount of 10,000 you can publish your content over social media with a budget of 300 per day. Through this, you can promote your business for a period of one month especially to your targeted audience.

### **14.Go Beyond your Boundaries:**

Using digital marketing for the promotion of your business is very unique in nature. You need to come out of your comfort zone and have to put some effort into it. Digital Marketing benefits you only if you are taking an active part in it. The role of digital marketing is very fast as it includes SEO, SMO, SME, and various other processes.

## **Digital Marketing Channels and Platforms or Types of Digital Marketing**

Communication is bidirectional in Digital Marketing as businesses can communicate with customers and customers can ask queries or make suggestions to businesses as well. Medium of communication is more powerful and involves social media websites, chats, apps and Email. Digital marketing campaigns can be developed quite rapidly and with digital tools, channelizing Digital Marketing campaigns is easier. It is very effective for reaching global audiences.

**Website Marketing:** A website is the centerpiece of all digital marketing activities. It is a very powerful channel on its own, but it's also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobilefriendly, and easy to use.

## **Search engine optimization (SEO)**

When a customer makes a search engine inquiry online, the closer your company's page or site is to the first page of search results, the more likely a customer can be to click on your page. You can boost your company's SEO rating and ranking through factors that influence the algorithms that generate search results. By researching keyword data, comparing A/B testing and analyzing traffic reports, you can gain more website traffic and earn higher ranking results in online searches to help advertise to potential customers.

One way to general local SEO is to market your business to your community and surrounding areas by listing your company name, location and phone number across your website and other platforms. The contact information acts like keywords and can help consumers find your business or prompt your page to show in search engine results pages.

**Pay-Per-Click (PPC):** Advertising Pay-per-click (PPC) advertising enables marketers to reach Internet users on a number of digital platforms through paid ads. Marketers can setup PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook and show their ads to people searching for terms related to the products or services.

PPC campaigns can segment users based on their demographic characteristics (such as by age or gender), or even target their particular interests or location. The most popular PPC platforms are Google Ads and Facebook Ads.

**Content Marketing:** The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even PPC campaigns. The tools of content marketing include blogs, eBooks, online courses, info graphics, podcasts, and webinars.

**Email Marketing:** Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that's not what email marketing is all about. This type of marketing allows companies to get in touch with potential customers and anyone interested in their brands. Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.

**Social Media Marketing:** The primary goal of a social media marketing campaign is brand awareness and establishing social trust. As you go deeper into social media marketing, you can use it to get leads or even as a direct sales channel. Promoted posts and tweets are two examples of social media marketing.

**Affiliate Marketing:** Affiliate marketing is one of the oldest forms of marketing, and the internet has brought new life to this old standby. With affiliate marketing, influencers promote other people's products and get a commission every time a sale is made or a lead is introduced. Many well-known companies like Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.

**Video Marketing:** YouTube is one of the most popular search engines in the world. A lot of users are turning to YouTube before making a buying decision, to learn something, read a review, or just to relax. There are several video marketing platforms, including Facebook Videos, Instagram, and even TikTok to use to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

**SMS Messaging:** Companies and nonprofit organizations also use SMS or text messages to send information about their latest promotions or give opportunities to willing customers. Political candidates running for office also use SMS message campaigns to spread positive information about their own platforms. As technology has advanced, many text-to-give campaigns also allow customers to directly pay or give via a simple text message.

**Influencer marketing:** Influencer marketing is when a business collaborates with influencers to promote their brand across social networks such as Instagram, TikTok, or YouTube. It's a form of social media marketing and may be a piece of a business's broad digital marketing plan. Influencer marketing can be an effective way to reach your target audience. To their followers, influencers are generally seen as knowledgeable and trustworthy figures, so they are likely to trust their brand judgment and product recommendations. Working with influencers can enable you to benefit

from the goodwill they've built with their followers

### **Digital Marketing Strategy**

Experts define digital marketing strategy as using online resources to reach the target customer.

Identifying where, why, and how a company makes a profit is one of the building blocks of a digital marketing strategy. It helps formulate a marketing plan that aligns with the business goals and customer requirements.

A brand has to evaluate owned, paid, and earned media while formulating a digital marketing strategy. While owned media consists of the organization's communication channels, earned media and paid media are external communication channels.

### **Importance of Digital Marketing Strategy**

#### **1. Competitive advantage over peers**

Digital marketing strategy helps businesses take over their business peers. It suggests

ways to evoke creativity and innovation in product design, development, and promotion, eliminating competition.

#### **2. Staying relevant**

In the current business milieu, staying relevant is the number one priority of business organizations as it helps them (the company) to keep on top of new competition.

Digital marketing strategy helps companies achieve that will the help of modern tools and techniques.

#### **3. Reaching a global audience**

Digital marketing channels connect brands to a global audience by giving them the medium and exposure required to expand their business.

## Developing A Digital Marketing Strategy

### Step 1: Identify Target Audience And Build Personas

A digital marketing strategy will only be as good as the target audience behind it. After all, they're the ones who purchase your brand's products and services.

When identifying a target persona, consider the following items:

- **Demographics:** After identifying where to sell your products/services, determine if any key geographic areas may outperform others. Other demographic categories are age, parental status, household income, and more.
- **Interests:** What kinds of hobbies does your ideal persona have? This information can help shape content for the customer.
- **Behaviors:** How (and where) do these users consume content on the internet? Are they impulse shoppers? What social platforms do they frequent?
- **Pain points:** What problems are users trying to solve? This is the key area to focus on. By providing your target audience with a solution to their pain points and speaking to them in a way they understand, you'll likely win a customer for life.

### Step 2: Conduct Competitor Landscape Analysis

It's important to understand the digital landscape before diving into digital channels.

Some of the key components of conducting a competitor analysis include:

- Which competitors are bidding on relevant keywords you'd like to target?
- How are competitors messaging their target audience?
- Which channels are competitors advertising on?
- How do competitors rank organically compared to you?

- How much are competitors' monthly digital ad budgets?

### **Step 3: Determine Necessary Digital Marketing Channels**

Once you've figured out who your target audience is and where they hang out online, it's time to determine the key digital marketing channels.

Ideally, a mix of channels will be chosen as it's not best practice to choose one or two and put all your eggs in one basket.

The key is to diversify the digital channels and meet your customers where they're online at any given point in time.

Each channel identified should include its own set of KPIs. These are set by the marketers and greater business teams.

### **Step 4: Create Content And Unique Value Proposition Plan**

Once the digital channels have been identified, it's time to plan your content for each channel.

### **Step 5: Execute And Optimize Digital Marketing Strategy**

Once you've defined steps 1-4, it's time to launch your digital marketing strategy.

However, the work is not done yet. Your digital marketing strategy should be ongoing and fluid based on performance and the changing market landscape.

Digital marketing channels and campaigns should be continuously monitored and analyzed to ensure that marketing budgets and resources are utilized most effectively.

This should include daily, weekly, and monthly checkpoints in each channel.

Monthly reports and quarterly business reviews (QBRs) should be conducted to provide opportunities to shift and pivot strategy based on findings.

## **Setting goals and objectives**

The objective phase sits at the heart of the process of creating a digital strategy. Setting clear objectives for your digital marketing activity should be the starting point to build an appropriate digital strategy.

SMART goals are:

- **Specific:** Is the goal clear and singular. Try to avoid multiple results and being vague, for example, “we want more site traffic and positive sentiment”.
- **Measurable:** How are you collecting and generating data from your activity?
- **Achievable:** Is the goal feasible given the circumstances and the resources available to you? Can you do it?
- **Realistic:** Is this a goal that is realistic for the business?
- **Timely:** Can you achieve results within your given time period?

## **Budget and resource allocation**

Budget allocation is the practice of allocating money to different departments or projects. Within marketing, it also means deciding how much you will invest in different marketing channels.

- The playing field of online marketing is vast, and budget allocation for digital media includes many possibilities. A business can decide to invest in search engine optimization (SEO), social media ads, video marketing, and much more. And even within these possibilities, marketing teams have several subsets to explore.



- For example, say you decide to invest in social media marketing. You will still need to decide how much of the overall marketing budget will go into salaries, ad spend or agencies. Further, there's a choice between content creation for organic engagement or paid advertising.

## **Campaign planning and execution**

A campaign plan is a short-term integrated communications plan to generate leads or sales. Its purpose is to engage audiences, it typically has a content marketing focus and an integrated media schedule.

The purpose of marketing campaign planning is to identify relevant, integrated, marketing activities and channels to reach campaign objectives as well as influence customers. An effective campaign plan has an engaging, shareable, campaign concept that utilizes both online and offline marketing communications tools and digital media channels.

Campaign planning is the process of setting your goals for a campaign, understanding your audience, defining an engagement strategy and creating a budget for investing time/money into different types of media including content.

The stages of marketing campaigns and key issues that need to be included and answered in your campaign plan are:

### **1. Campaign goals and tracking.**

*What are we trying to achieve through our campaign and how will we know when we achieve it?*

### **2. Campaign insight and targeting.**

*Who are we trying to reach and influence?*

### **3. Key campaign messages and offers.**

*How are we trying to position our company, products and services?*

*Which campaign or product offers will engage and convert our audience?*

#### **4. Campaign media plan and budget.**

*Which media channels will you use to reach and influence your target audience?*

*What will be the sequence and integration of media activities?*

#### **5. Campaign asset production.**

Managing the assets to form the campaign

#### **6. Campaign execution.**

*What needs to be tested before the campaign is live and adjusted during the campaign?*

#### **Monitoring and adjusting digital marketing campaigns**

Campaign performance gives an idea to the marketer if the goal has been achieved or hurdles are there, that need to be overcome to reach the target.

There are five main ways through which campaign progress can be measured.

##### **1. Monitor Conversion Rate**

Conversion rate is the percentage of visitors or target audience that are converted into leads or customers.

Measuring conversion rates enables the marketer to determine if the marketing campaign is having positive results or not.

##### **2. Monitor Website Bounce Rate**

Bounce rates define the number of people who visit the company website but leave without interacting with it. So bounce rate is a tool that gives a perception of the visitor's behavior.

### **3. Monitor The Web Traffic**

When a marketer or an organization launches a digital marketing campaign, one of the easiest ways to measure the performance of the campaign is to monitor the difference in the overall traffic Google Analytics can help to get those data

### **4. Monitor Engagement Levels**

The actions that were taken by customers help the marketer to monitor how customers complete desired actions like downloading content assets, images, signing up for trials, or creating an account, etc. This also gives an idea of the specific aspects of the website that people interact with the most. In any marketing campaign, low engagement levels could be a sign of a poorly designed campaign or might be the target audience is not interested in the offering.

### **5. Monitor Campaign's Return Of Investment**

ROI is a very important thing to pay attention to. A marketer needs to monitor the sales revenue that the campaign generates for every investment

The marketer needs to monitor the progress of the campaign regularly to determine the effectiveness of the campaign.