

Essentials of Digital Marketing

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Digital Marketing

- Digital (Devices/Media/Technology/Data)+Marketing
- The application of digital media, data and technology integrated with traditional communications to achieve marketing objectives.

Digital Disrupters

- Innovations in digital media, data and marketing technology which enable a new basis for competition in a market or across markets
- Also refer to startup or existing companies that, through their agility, impact competitors through disruption.

Chaffey, D., & Ellis-Chadwick, F. (2019)

Table 1.1 Timeline of online services that have acted as digital disruptors due to innovation in business model or marketing communications approach

Year founded	Company/service	Category of innovation
1994	Amazon	Retailer
1995 (March)	Yahoo!™	Directory and portal
1995 (September)	eBay™	Online auction
1995 (December)	AltaVista™	Search engine
1996	Hotmail™	Web-based email Viral marketing (using email signatures to promote service) Purchased by Microsoft in 1997

2020	Zoom	Video conferencing platform that became a household name during the COVID-19 pandemic
2021	Web3 Ecosystem	Decentralized finance (DeFi) platforms like Uniswap and blockchain-based services
2023	Generative AI Tools: ChatGPT, DALL·E	Disrupted industries such as ????
2024-2025	AI-Powered Platforms	Tools integrating AI for automation in everyday tasks, such as Duolingo Max (AI-powered education) and Jasper (AI writing tools)

Types of media that a firm can have

- Paid Media: Bought media; payment to reach more people, generate leads, convert etc. (Online ads)
- Owned Media: Where the firm has ownership like websites, blogs etc.
- Earned Media: Media generated from outside the firm such as by customers

Business Model

- A plan for how a business makes money and stays in business: A blueprint
- What the business offers?
- Who are the customers?
- How it delivers the product or service to the customers?
- How it makes money and how does the business profit?

Example: Zomato's Business Model

- What it offers: Convenience of delivering food to your doorstep.
- Who it serves: Busy people who want to eat restaurant food without leaving home.
- How it delivers: An app where you place an order, and a delivery partner brings the food.
- How it makes money: It charges a delivery fee and takes a commission from restaurants.

Digital Business Models

Type of Digital Business Model	Description	Examples	How It's Fulfilled
E-Commerce	Selling products/services directly to consumers online.	Amazon, Flipkart, Shopify	Online storefronts, secure payment gateways, inventory management, and logistics partnerships.
Subscription	Providing recurring services/products for a fee at regular intervals.	Netflix, Spotify, Canva	Subscription tiers, personalized user experiences, continuous content/service updates.
Advertising	Monetizing digital platforms by providing ad space or services for advertisers.	Google, Facebook, YouTube	Personalized ad targeting, algorithms for customer segmentation, and pay-per-click ad models.

Digital Business Models...

Type of Digital Business Model	Description	Examples	How It's Fulfilled
Affiliate/Transaction Fee	Earning revenue through commissions for driving traffic or sales or charging a fee for each transaction.	Amazon Associates, PayPal, Razorpay	Referral programs, affiliate links, commission models, and secure payment processing systems.
Social Collaboration	Revenue generated by leveraging community-driven collaboration for products, services, or innovation.	Wikipedia (donations), Kickstarter, Open Source Software	Collaborative platforms, transparent funding mechanisms, and user-contributed content/services.
Product-as-a-Service (PaaS)	Delivering physical products bundled with services in a subscription-like model.	HP Instant Ink, Rolls Royce's Engine-as-a-Service	IoT-enabled tracking, predictive maintenance, and service subscriptions tied to product usage.

Digital Business Models...

Type of Digital Business Model	Description	Examples	How It's Fulfilled
Platform-as-a-Service (PaaS)	Providing infrastructure and tools for developers to build and host applications.	AWS, Microsoft Azure, Google Cloud Platform	Scalable computing power, developer tools, and pay-as-you-go pricing models.
Direct-to-Consumer (DTC)	Bypassing intermediaries to sell directly to consumers online.	Warby Parker, Glossier, Tesla	E-commerce platforms, digital marketing, and brand-owned distribution networks.
Crowdsourcing	Leveraging contributions from a large online community for services, ideas, or innovation.	Kickstarter, GoFundMe, Wikipedia	Community-driven platforms, transparency for contributors, and reward/incentive mechanisms.

Digital Marketing Channels: The Roads to Your Customers

- **SEO (Search Engine Optimization):** Optimizing content to rank higher in search results.
- **PPC (Pay-Per-Click):** Paying for ads to appear at the top of search results.

Example: Searching for “best smartphones under 20,000” on Google

Search Engines (SEO & PPC) – Google search results for “best smartphones under 20,000.”

Google search results for "best smartphones under 20,000".

Search filters: 5G, Samsung, OnePlus, With Fast Charging, Motorola, Xiaomi, 4G, 32 GB, 64 GB, 128 GB, 256 GB, Dual SIM.

Organic Results:

- Flipkart**
Mobile Phones Under 20000
Sony Xperia XA1. When you talk about the best phone to buy under Rs. 20,000, you cannot forget to mention the Sony Xperia. A sleek design, 5 inch HD display, ...
- 91Mobiles**
Best Mobile Phones Under 20000 in India (Feb 2025)
Best Mobile Phones Under 20,000 in India (Feb 2025) · Infinix Note 40 Pro 5G · realme Narzo 70 Pro · iQOO Z9 · Lava Blaze Duo · Xiaomi Redmi Note 14 5G · HMD Fusion.

Sponsored Results:

Product	Price	Source	Delivery
Redmi Note 14 5G Titan...	₹18,999	Mi.com	Free delivery
Samsung Galaxy M35...	₹16,999	Amazon.in	Free delivery
Redmi Note 14 5G -...	₹18,999	Mi.com	Free delivery

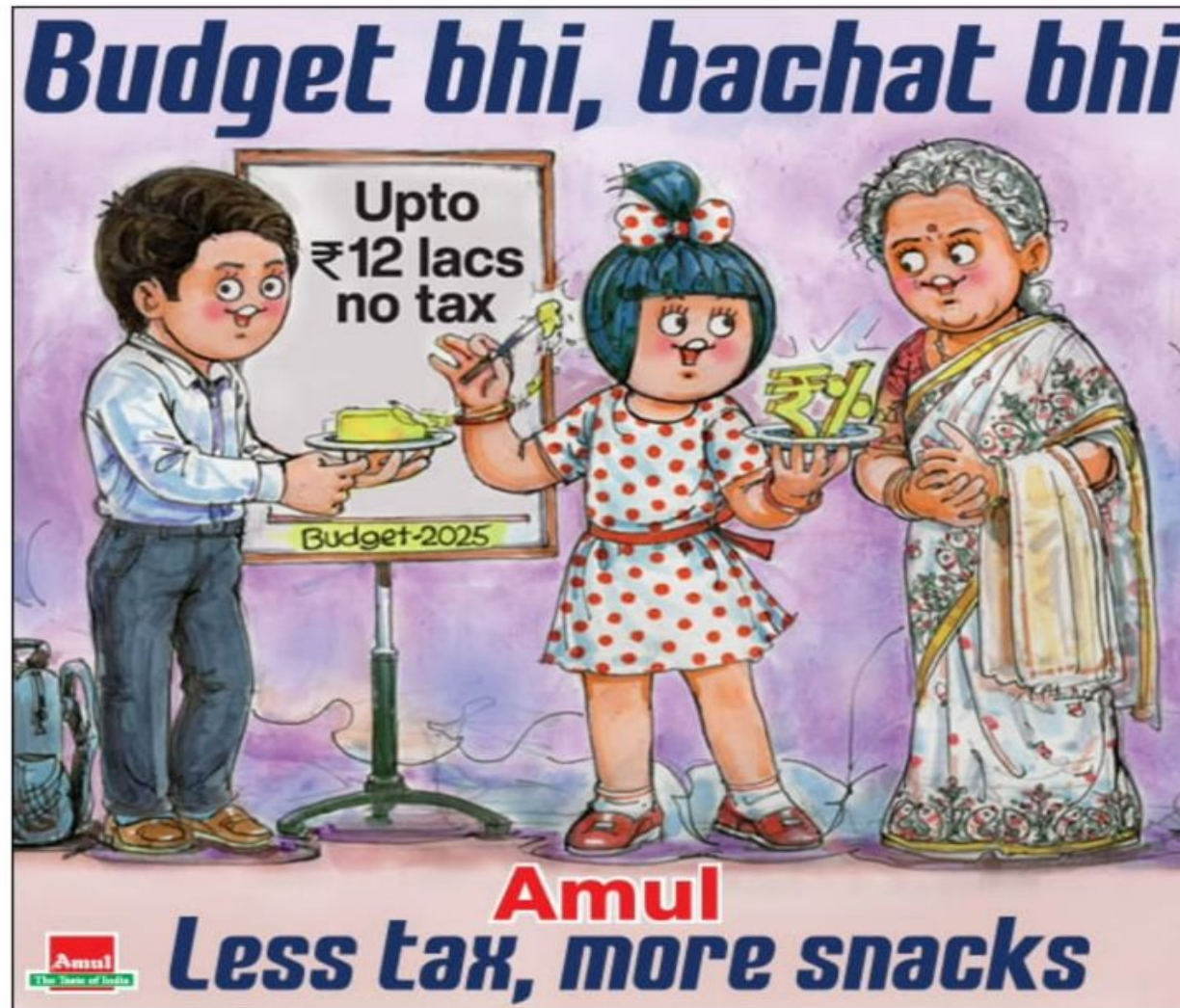
Videos:

- Top 5 Best Smartphones Under ₹20000 Budget** ⚡ January 2025
YouTube · Trakin Tech
2 weeks ago

Social Media (Facebook, Instagram, LinkedIn, etc.)

- Engaging users through organic posts, stories, and ads.
- Builds brand awareness and interaction with customers.
- **Example:** Amul's witty topical posts on Instagram and Twitter.

Social Media (Facebook, Instagram, LinkedIn, ^{Instagram})



Email Marketing

- Sending personalized emails to customers about offers and updates.
- Helps retain customers and drive repeat business.
- Promotions tab in your GMail

Email Marketing

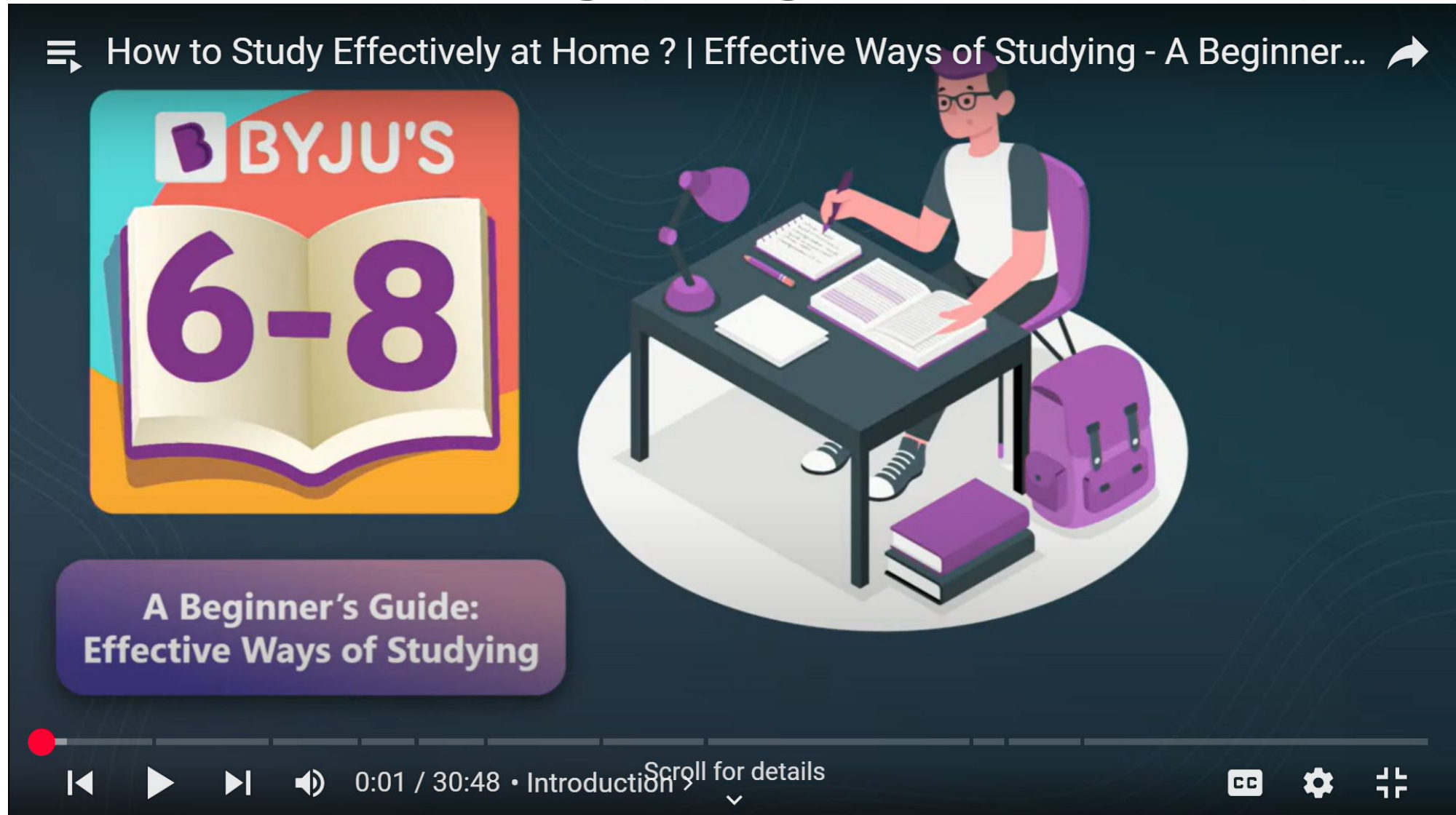
The screenshot displays a Gmail inbox interface. The browser's address bar shows the URL `mail.google.com/mail/u/0/?tab=rm&ogbl#inbox`. The Gmail header includes a search bar and navigation icons. On the left sidebar, the 'Inbox' is selected, showing 9,280 emails. Below it are sections for 'Starred', ' Snoozed', ' Important', ' Sent', ' Drafts' (234), ' Categories', and ' Labels' (Notes, Personal, More). The main inbox area is filtered to 'Promotions' and shows 1-50 of 1,682 emails. It is divided into 'Top picks' and 'Remaining promotions'.

Category	Sender	Subject	Date
Top picks	Faculty & Staff Dev.	Registration Closing Soon! Online FDP on NVivo for Qualitative Research; Roadmap f...	Jan 31
	Shriram Properties Ltd	Sponsored • 2BHK @ ₹46 Lac* near E-City - Located just 15min from E-city, 19acre To...	
	Sumadhura Epitome	Sponsored • Luxury Apartments in Bangalore ₹1.35 Cr* - Serene living at Sumadhura ...	
Remaining promotions	One Story	The Inner Life of the Sentence with Chelsey Johnson - From our 2025 Lecture Series E...	1:02 AM
	ICICI Bank	A single window for all your requests - Discover the Digital Rupee App today! Dear Priyan...	Feb 4
	IndiGo	Fly with IndiGo to 'sea'... - ...the best beaches in the world. Tap to explore now ... If you...	Feb 4
	Adobe Acrobat	Career moves, powered by Acrobat - Get noticed with Adobe Acrobat Pro and Acrobat AI...	Feb 4
	ICICIdirect.com	Unlock Premium opportunities for wealth creation. - Explore Now If you are unable to vi...	Feb 4

Content Marketing (Blogs, Videos, etc.)

- Creating valuable content to attract and educate potential customers.
- Improves credibility and long-term engagement.

Content Marketing (Blogs, Videos, etc.)



Difference between Content Marketing and Social Media Marketing

Purpose and scope:

- **Content Marketing** focuses on **creating valuable content** (blogs, videos, infographics, etc.) to educate, inform, or entertain an audience.
 - Primary goal: to **attract and retain customers** by providing useful information.
 - Example: BYJU's uploads free educational videos on YouTube to build trust with students.
- **Social Media Marketing** is **the platform-based distribution** of content, where brands engage with users through posts, comments, ads, and community-building efforts.
- **Example:** Amul posts on social media keep audiences engaged.

Affiliate Marketing

- Partnering with influencers or websites to promote products for a commission.
- Increases reach through trusted sources.
- **Example:** YouTubers promoting Mamaearth products with affiliate links.

Affiliate Marketing

Inbox (9,280) - priyankasuresh1 x Mamaearth Affiliate Program V x +

earnkaro.com/blog/earn-money-by-becoming-a-mamaearth-affiliate/

EARNKARO AFFILIATE AFFILIATE PROGRAMS EARN MONEY GROW ON SOCIAL MEDIA ABOUT

SEMRUSH
Check your Core Web Vitals with Semrush
Try For Free

Home > Affiliate Programs > Mamaearth Affiliate Program With 23% Commission | February 2025

Mamaearth Affiliate Program With 23% Commission | February 2025

By Mansi Rana - January 16, 2025

Zero investment,
Unlimited earning potential with EarnKaro!

Search Programs or Guides

Inbox (9,280) - priyankasuresh1 x (817) How to get Korean GLASS x +

youtube.com/watch?v=Druw7MGSjxg

YouTube IN skincare india

Shruti Bakshi

How to get Korean GLASS SKIN ✨ / My skincare routine(unsponsored)Honest Review,My Favourite products ❤️

Products

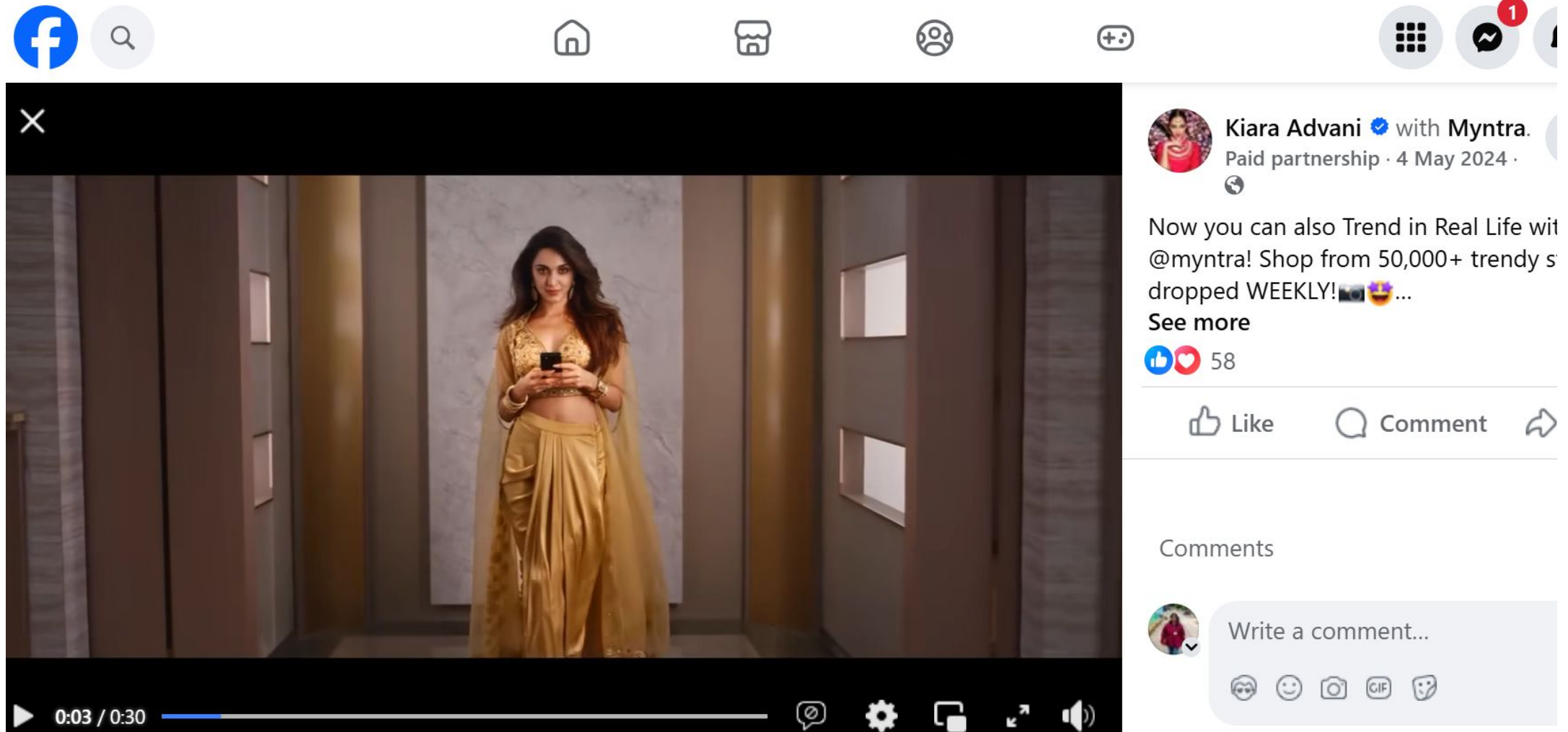
Shruti Bakshi earns commission on tagged products.
[Learn more](#)

- Plum 15% Vitamin C Glow Fac...
Myntra
₹495.00
[View](#)
- The Face Shop Clean Beauty...
Myntra
₹1,061.00
[View](#)
- WishCare Niacinamide Oil...
Myntra
₹399.00

Influencer Marketing

- Collaborating with social media influencers to market products.
- Leverages the influencer's audience trust.
- Example: Cricketers endorsing online courses or fashion brands on Instagram.

Influencer Marketing



The image shows a Facebook interface with a video player on the left and a post on the right. The video player shows a woman in a gold outfit holding a phone. The post is by Kiara Advani, a verified user, with Myntra. It is a paid partnership post from May 4, 2024. The post text promotes Myntra's real-life trends and offers to shop from 50,000+ trendy items dropped weekly. The post has 58 likes and comments. The video player shows a progress bar at 0:03 / 0:30.

Facebook Interface Elements:

- Top navigation bar: Facebook logo, search icon, home icon, shop icon, profile icon, and a notification bell with a red '1'.
- Video Player: A video of a woman in a gold outfit holding a phone. The video is paused at 0:03 / 0:30.
- Post Header: **Kiara Advani** (verified) with Myntra. Paid partnership · 4 May 2024 ·
- Post Text: Now you can also Trend in Real Life wit @myntra! Shop from 50,000+ trendy s dropped WEEKLY! 📸👑... [See more](#)
- Engagement: 58 likes (represented by a blue and red heart icon). Buttons for Like, Comment, and Share.
- Comments Section: A comment input field with the placeholder text "Write a comment..." and icons for emojis, GIFs, and video.

Difference between Affiliate Marketing & Influencer Marketing

Affiliate Marketing

- Focuses on **performance-based commissions** (pay-per-sale or pay-per-click). Affiliates (YouTubers, bloggers) promote products using trackable links and earn a commission only when a sale happens.
- The goal is **direct conversions (sales or leads)**.
- Example: A YouTuber shares a Mamaearth face wash affiliate link in their video description; they get a cut whenever someone buys using that link.

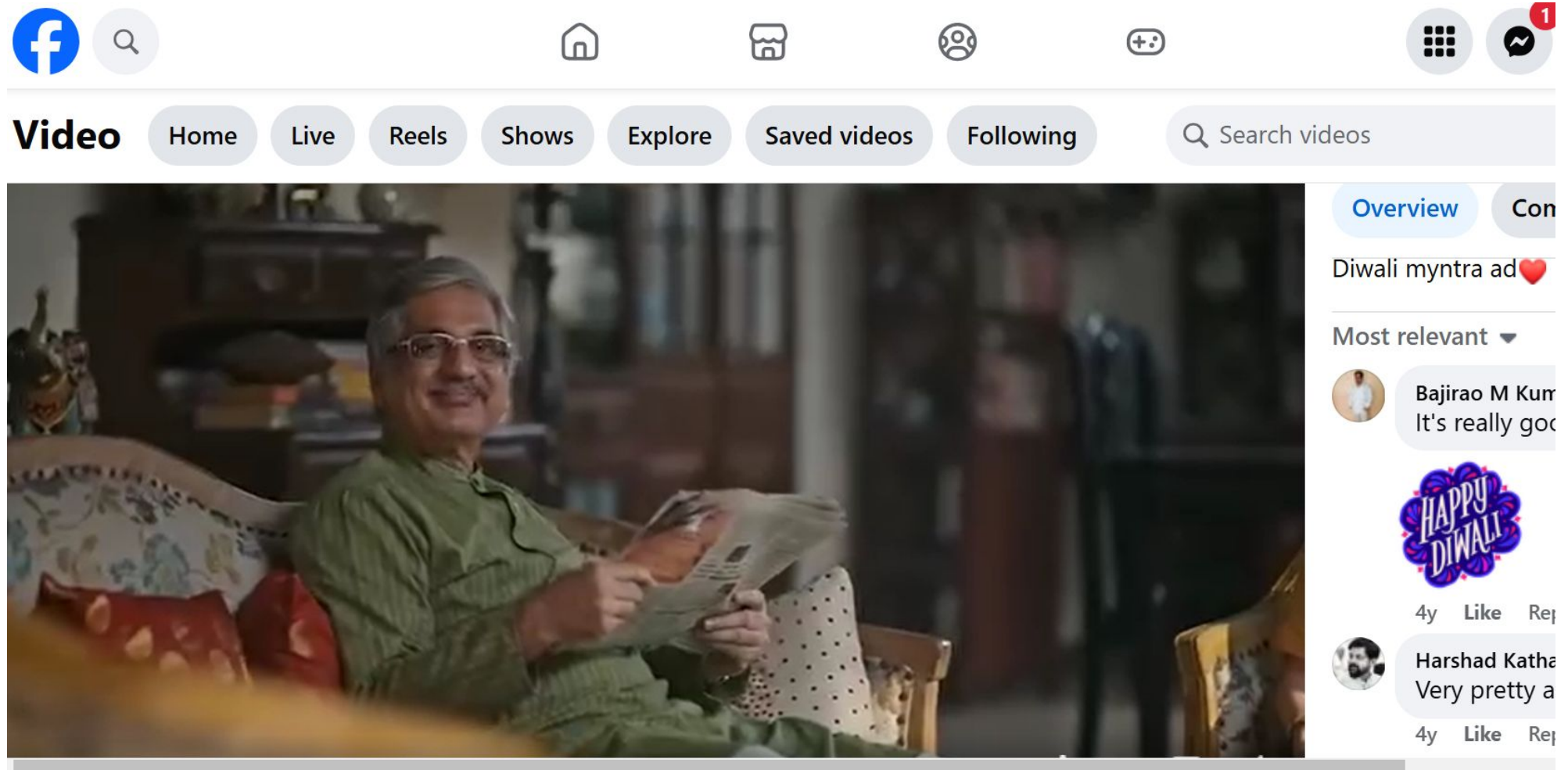
Influencer Marketing

- Focuses on **brand awareness and trust-building**.
- Companies pay influencers upfront to promote their products, regardless of sales. The goal is to leverage an influencer's reach for engagement and credibility.
- Example: Mamaearth partners with a beauty influencer for a sponsored video, where the influencer talks about their experience using the product.

Paid Ads (Google Ads, Social Media Ads)

- Running paid promotions to reach targeted audiences.
- Ensures visibility even in competitive markets.
- **Example:** Myntra running Facebook ads for festive sales.

Paid Ads (Google Ads, Social Media Ads)- Diwali Myntra Ad on Facebook




The image shows a screenshot of the Facebook mobile app interface. At the top, there's a navigation bar with icons for the Facebook logo, search, home, shop, profile, and a notification bell with a red '1'. Below this is a secondary navigation bar with tabs for 'Video', 'Home', 'Live', 'Reels', 'Shows', 'Explore', 'Saved videos', and 'Following'. A search bar for videos is on the right. The main content area displays a video of an elderly man with glasses, wearing a green shirt, sitting on a patterned sofa and reading a newspaper. To the right of the video, there are tabs for 'Overview' and 'Comments'. Below the video, the text 'Diwali myntra ad' is followed by a red heart icon. Underneath, a dropdown menu shows 'Most relevant'. Two comments are visible: one from 'Bajirao M Kumar' saying 'It's really good' and another from 'Harshad Katha' saying 'Very pretty a'. Each comment has options for 'Like' and 'Reply'.


Video Home Live Reels Shows Explore Saved videos Following Search videos

Overview Comments


Diwali myntra ad ❤️

Most relevant ▼

 Bajirao M Kumar
It's really good



4y Like Reply

 Harshad Katha
Very pretty a

4y Like Reply

<https://classroom.google.com/c/NzM3MzUxOTU5NTg1?cjc=xvagluh>

Inbound Marketing vs. Outbound Marketing

Outbound Marketing

- Pushes message to audience
- Interruption-based
- Broader targeting
- Company-centric communication

Traditional Outbound Marketing Tools

- Television & Radio Ads
- Print Advertisements
- Billboards & Hoardings
- Cold Calling
- Direct Mail

Digital Outbound Marketing Tools

- Display advertising
- Cold email campaigns/Sponsored InMail
- Social media ads
- YouTube pre-roll ads/Dynamic ads
- Pop-up advertisements/Targeted display advertising
- Sponsored content

Inbound Marketing

- Attracts audience naturally
 - Permission-based
 - Targeted approach
 - Customer-centric communication
-
- Natural discovery of the content is the key!!!

Traditional Inbound Marketing Tools

- Public Relations (PR)
- Word-of-Mouth Marketing
- Educational Workshops & Seminars
- Industry Conferences & Networking Events
- Books & Whitepapers
- Product Demonstrations & Free Trials

Digital Inbound Marketing Tools

- SEO-optimized content
- Blogs and articles
- Social media engagement
- Podcasts/Webinars
- Email newsletters
- Educational videos

LinkedIn Case Study

- Do a content audit for your LinkedIn account and identify the following:
 - Inbound elements
 - Outbound elements
 - Effectiveness of each approach
 - Improvement suggestions

Understanding Website Structure: Domain & Hosting

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Website? Is it important for you & me?

- Whether someone is a small business owner, freelancer, marketer, content creator, or artist, their work will eventually involve a website—either creating one or managing its digital presence.
 - Even a yoga instructor or a baker will need a website to showcase their offerings, book appointments, or sell products online.
- For building personal brands—be it on LinkedIn, Instagram, or YouTube, a website provides a central hub to manage an online identity, credibility, and content.
 - A writer can start a blog, a musician can showcase their albums, and an MBA student can use a personal website to display their portfolio.

Website understanding isn't just for techies—it's for entrepreneurs, marketers, and creatives alike!

- Understanding website hosting and domains helps them run an online business or work in a startup.
 - A student launching a customized t-shirt business needs to understand how to host an e-commerce site using Shopify or WooCommerce.
- **Social Media is Not Enough**
 - **Owning a website = Owning your content**
 - Relying only on Instagram or LinkedIn is risky—if the platform changes algorithms or shuts down, users lose everything.
 - Many Instagram influencers eventually launch personal websites to maintain control over their audience and income.

Components of a Website

- Frontend:
 - The visual part of the website that users interact with. (What users see)
- Backend:
 - The server-side technology that powers the website. (Behind-the-scenes operations)
- A domain is the unique address of a website that users type in their browser to visit the site (e.g., www.example.com)
 - www.amazon.com "amazon" is the domain name.
 - ".com" is the top-level domain (TLD).
- It's the website's identity on the internet.
- Helps users easily find the website.

Components of a Domain

- Subdomain: (optional) e.g., blog.example.com
- Second-level domain: e.g., example
- Top-level domain (TLD): e.g., .com, .org, .in

While Choosing a Domain Name:

- Keep it short, memorable, and relevant to your brand.
- Avoid numbers, hyphens, and complex spellings.
- Use a domain name that reflects your business or brand name.

Types of Domains

- Generic TLDs (gTLDs): .com, .org, .net, etc.
- Country Code TLDs (ccTLDs): .in (India), .uk (United Kingdom), .ca (Canada), etc.
- New gTLDs: .tech, .store, .blog, etc.
- Choosing the Right TLD: .com is often the go-to option, but country-specific TLDs may be important for localized marketing.

Hosting

- Hosting refers to the service that stores the website files on a server, making them accessible to users over the internet.
- **Analogy:** Think of hosting as the "land" where your website “house” (files) is built.
- **Why Hosting Matters:**
 - A website needs to be hosted for it to be available to visitors 24/7.
 - Good hosting ensures fast loading times, security, and reliability.

Types of Web Hosting

1. Shared Hosting:

1. Cheapest option, shares resources with other websites.
2. Suitable for small websites or personal blogs.

2. VPS (Virtual Private Server) Hosting:

1. More control, private server resources, but more expensive than shared hosting.
2. Suitable for growing websites with higher traffic.

3. Dedicated Hosting:

1. Entire server dedicated to one website, offering full control.
2. Suitable for large websites with high traffic and specific needs.

Types of Web Hosting

1. Cloud Hosting:

1. Websites are hosted on multiple servers (cloud), offering flexibility and scalability.
2. Suitable for businesses expecting rapid growth or fluctuating traffic.

2. Managed Hosting:

1. Hosting provider takes care of server maintenance, security, and updates.
2. Suitable for businesses that want to focus on their website content without worrying about server management.

Domain	Hosting
Your website's address (URL)	Where your website's files are stored
Needs to be renewed annually	Paid for monthly or yearly
Can be purchased from domain registrars	Provided by hosting service providers

Choosing the Right Hosting for Your Website

Factors to Consider:

- 1. Website Size:** Small blog vs. eCommerce website.
- 2. Traffic:** More visitors require higher bandwidth and resources.
- 3. Technical Requirements:** Special technologies (e.g., PHP, MySQL, WordPress) need specific hosting.
- 4. Budget:** Hosting costs vary based on the features and resources.
- 5. Customer Support:** Availability of round-the-clock support for troubleshooting.