

Welcome to **DIGITAL MARKETING**



Agenda

Introduction
Meaning
Definition
Types

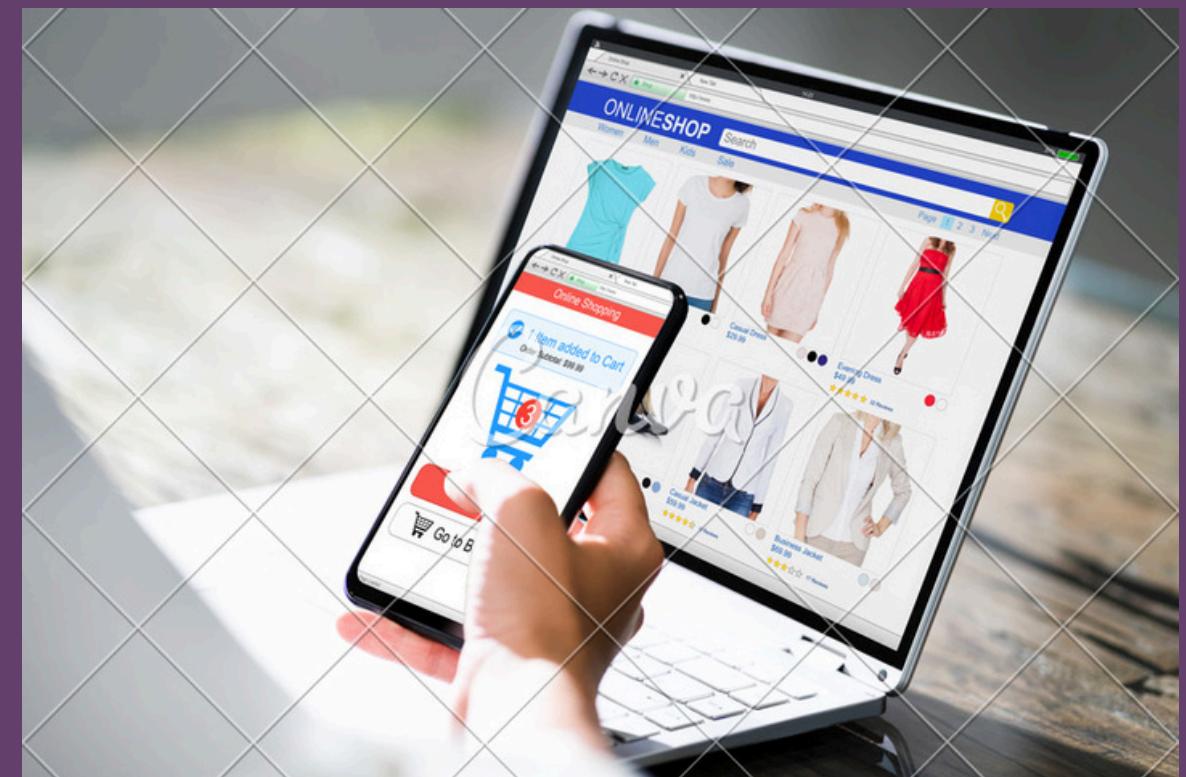
Advantage
Disadvantage
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Introduction

Digital marketing, also known as online marketing, is the use of digital channels to promote products or services to consumers.

- Digital marketing can include:
- Social media
- *Email*
- Web-based advertising
- Text and multimedia messages
- Search engines
- Apps
- Mobile devices



Meaning:



Digital marketing promotes products and services through channels such as websites, mobile devices, and social media platforms. Digital marketers have a number of tools to measure the effectiveness of their campaigns.

Definition:

Dr. Dave Chaffey

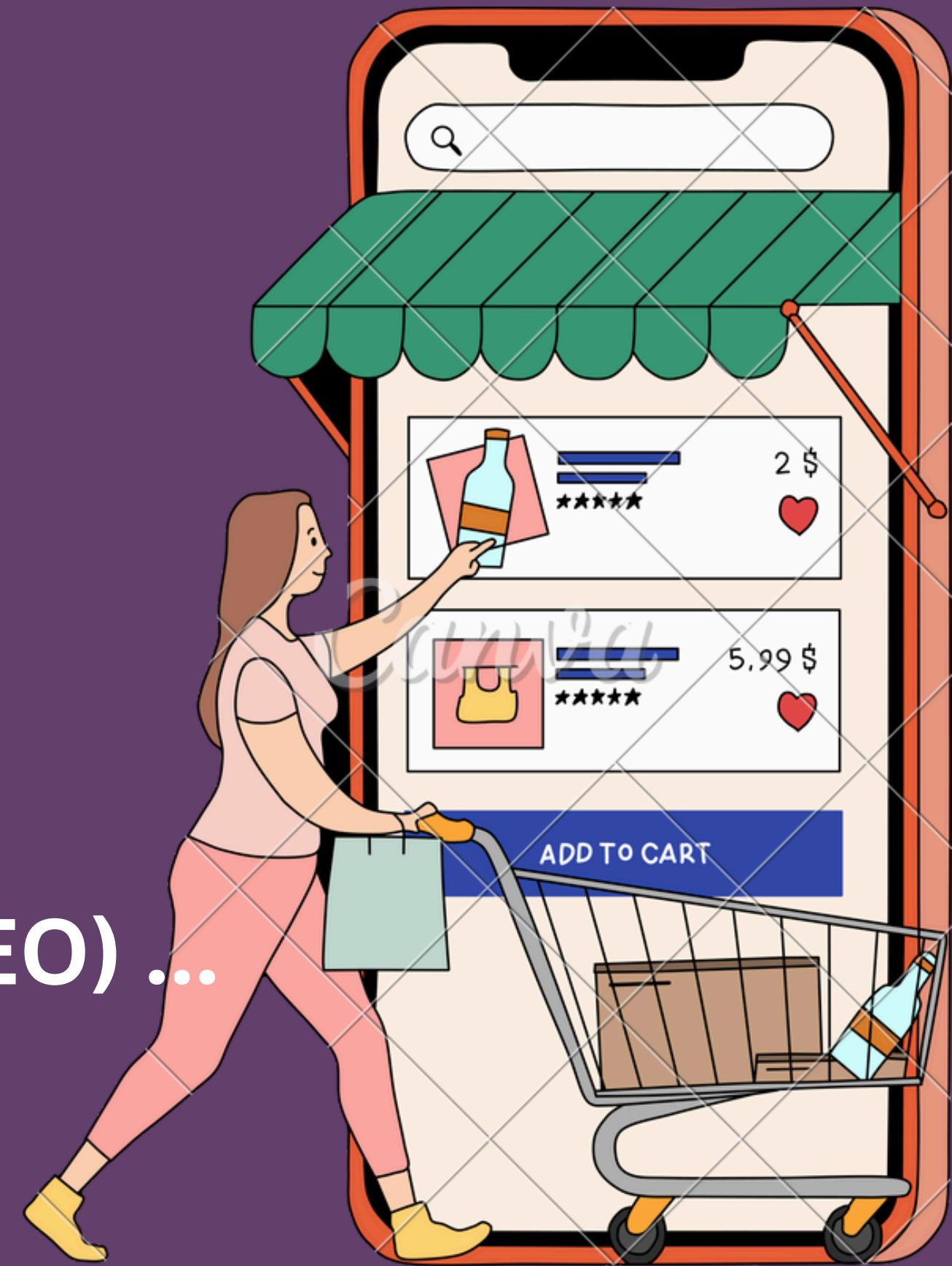
Defines digital marketing as achieving marketing objectives through the use of digital media, data, and technology





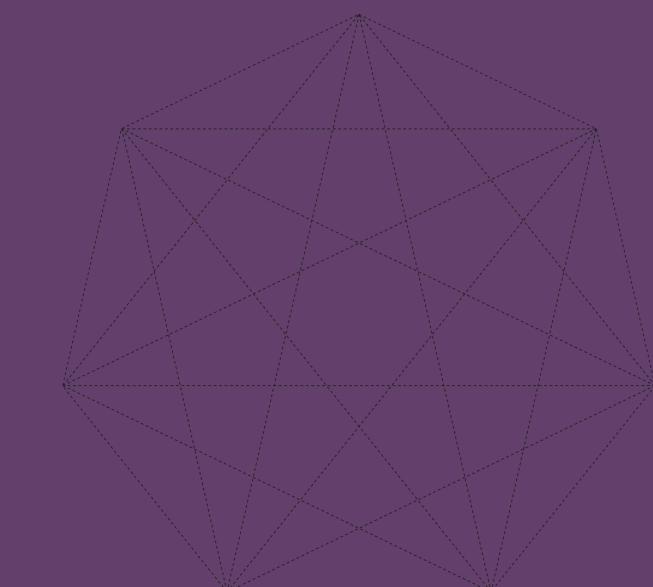
Types:

- Affiliate Marketing. ...
- Content Marketing. ...
- Email Marketing. ...
- Marketing Analytics. ...
- Mobile Marketing. ...
- Pay-per-click (PPC) ...
- Search Engine Optimization (SEO) ...
- Social Media Marketing.



Social media marketing

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers



Pay per click (PPC)

PPC or pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on. It's essentially a method of 'buying' visits to your site, in addition to driving website visits organically.



Search Engine optimization

Search engine optimization (SEO) is the practice of orienting your website to rank higher on a search engine results page (SERP) so that you receive more traffic



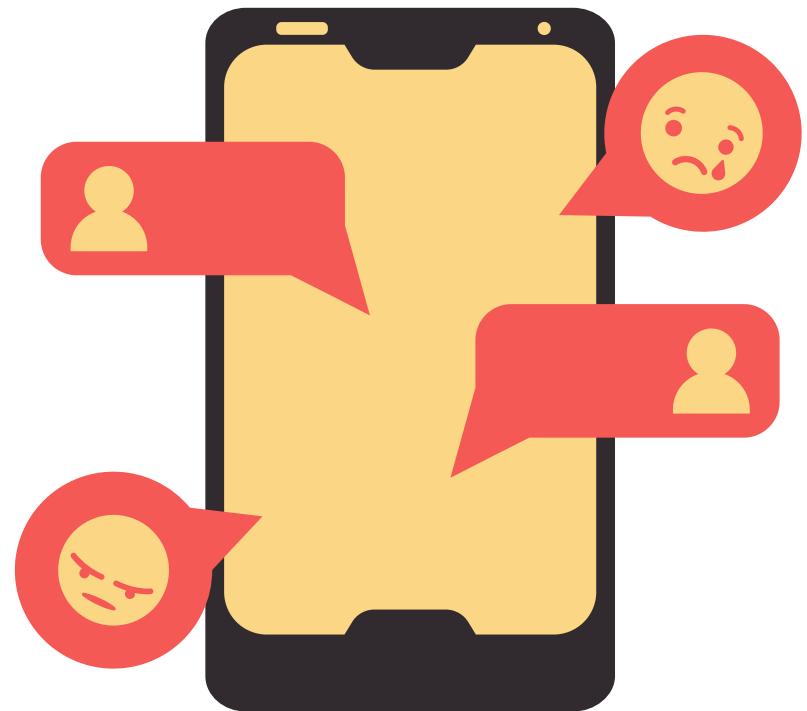
Advantages of digital Marketing

- Global reach.
- Cost efficiency.
- Measurable results.
- Effective targeting.
- Increased engagement.
- Flexibility.
- Improved conversion rate.
- Social currency.

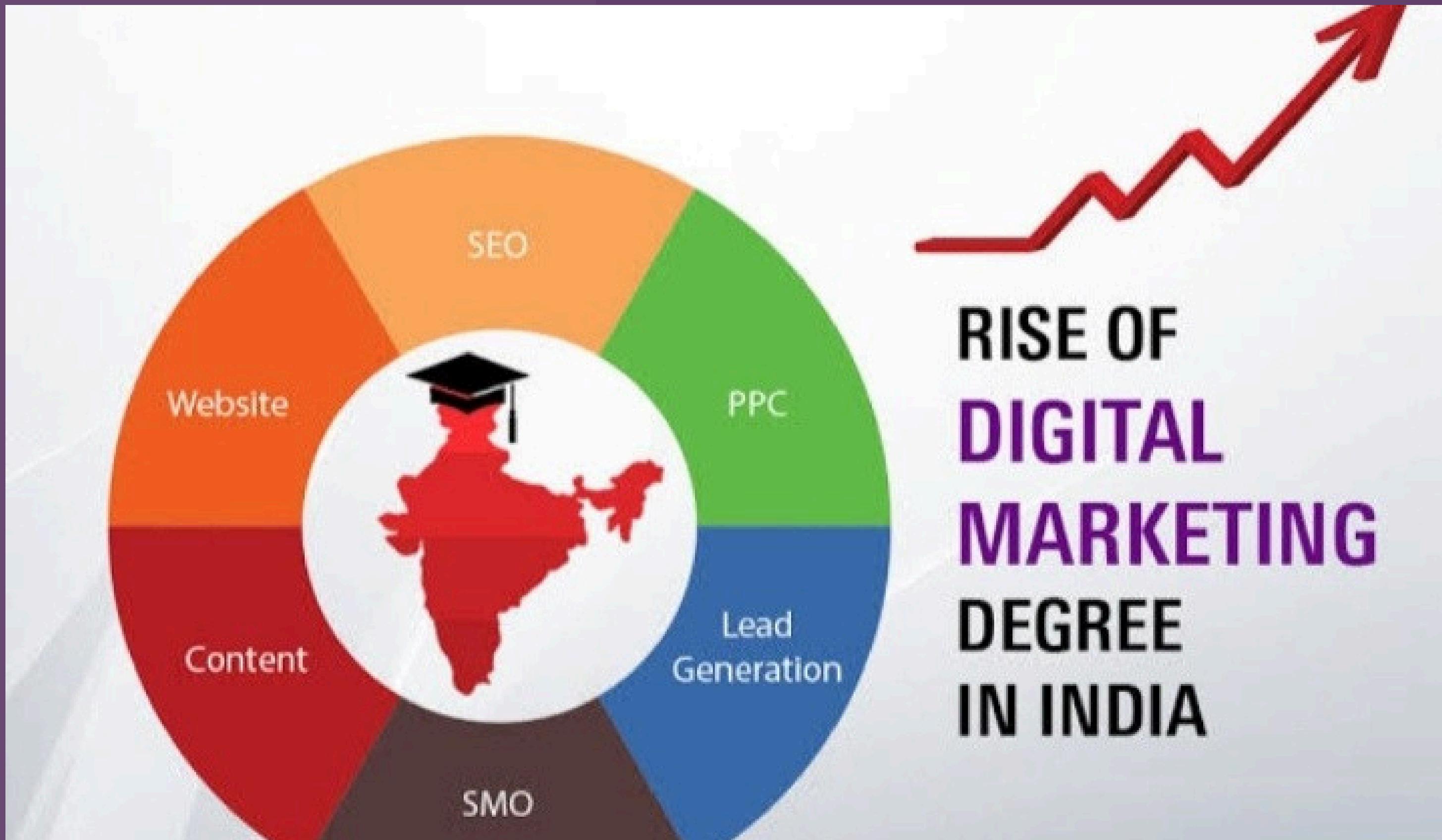


Disadvantages of digital marketing

- *High competition*
- *Time consuming*
- *security and privacy issue*
- *Interest on the internet*
- *complaints and feedback*



Digital marketing in India



Digital marketing in India for 10 years

In 2015, the digital marketing sector in India had a market size of nearly 47 billion, which has now come up to 333 billion in the financial year 2022. This value is expected to rise up to 539 billion rupees by the financial year 2024, suggesting rapid growth in the digital advertising sector.

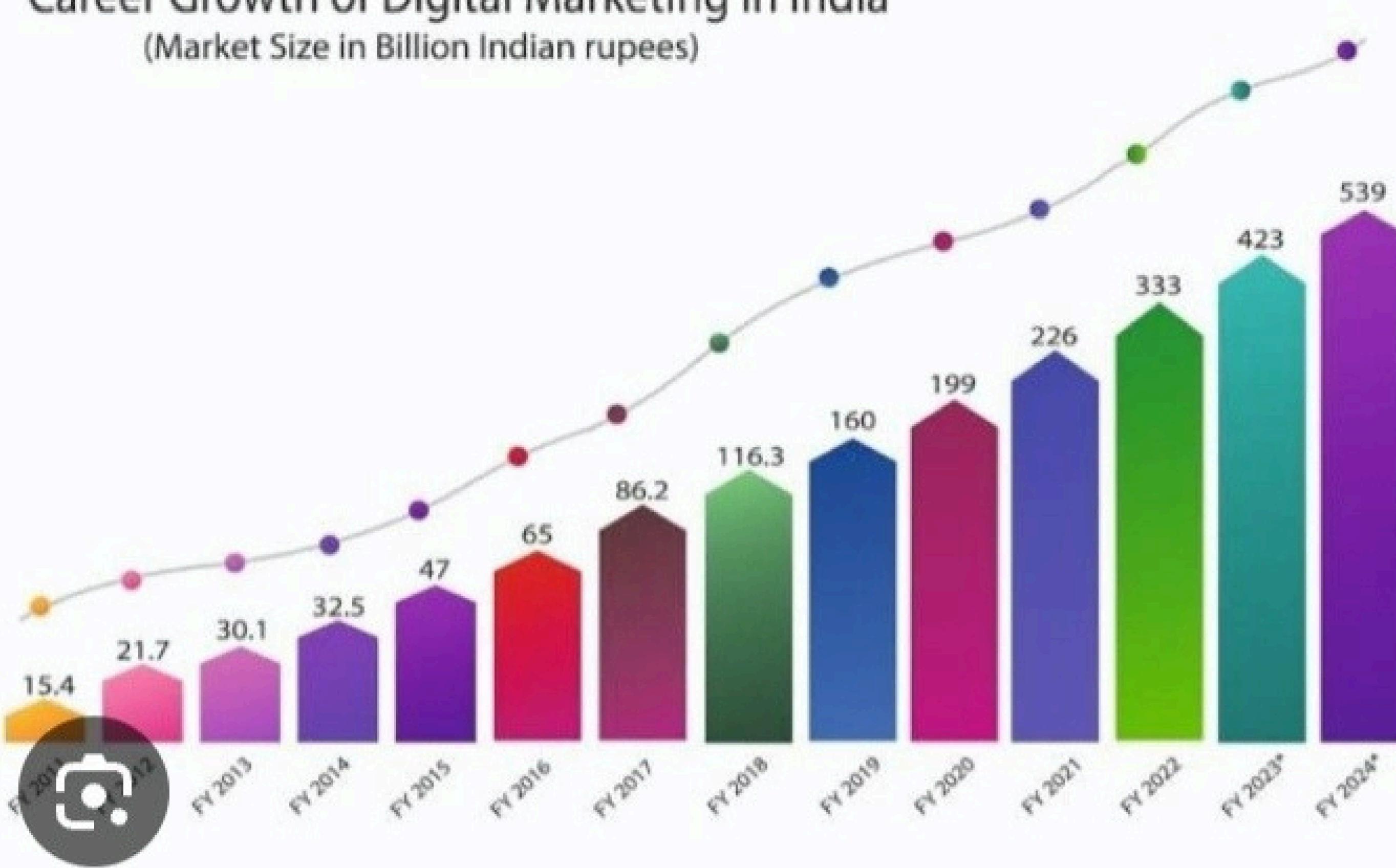
COVID-19



since the Covid-19 crisis hit the world, companies big and small have turned to digital marketing because it has proved one of the best strategies for running marketing campaigns even when the customers were stranded at home.

Career Growth of Digital Marketing in India

(Market Size in Billion Indian rupees)



Thank
you

The image features the words "Thank you" in a large, flowing orange script font. The letters are decorated with purple roses and green leaves. The background is a solid purple color.