

Digital Marketing

The term digital marketing refers to the use of digital channels to market products and services in order to reach 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 marketing involves some of the same principles as traditional marketing and is often considered a new way for companies to approach consumers and understand their behavior.

Companies often combine traditional and digital marketing techniques in their strategies.

KEY TAKEAWAYS

- Digital marketing involves marketing to consumers through any number of digital channels.
- This form of marketing is commonly executed on websites, mobile devices, and social media platforms.
- This form of marketing is different from internet marketing, which is exclusively done on websites.
- Digital marketing is a broad field, including attracting customers via email, content marketing, search platforms, social media, and more.
- One of the biggest challenges digital marketers face is how to set themselves apart in a world that is oversaturated with digital marketing ads.

Internet Marketing and Digital marketing Mix

Internet Marketing:

Online marketing, also known as internet marketing or web advertising, is a form of marketing that uses the internet to deliver promotional messages to customers through digital channels such as search engines, email, websites, and social media. Online marketing strategies include web design, SEO, email, social media, PPC, and other internet-related methods.

Internet marketing, also called digital marketing or online marketing, involves promoting a brand and its products or services to online audiences using the Internet and digital media.

Internet marketing is an umbrella term that covers a wide range of marketing strategies and avenues that can generate leads, drive traffic and boost sales.

Internet marketing can also be called online marketing because it relies on digital mediums and platforms to promote the brand by targeting its audience. With the help of internet marketing, the brands can build better relationships with the audience and provide helpful information that resonates with the brand.

In this way, the customer also knows what they expect from the brand and what today's customer wants.

Internet marketing can be carried via various digital platforms, tools, and content delivery systems like:

- Website content
- Social media
- Blogging
- Videos
- Podcasting
- Online advertisements
- Email marketing
- Sponsorships
- Paid promotions
- Digital interactive flip books

Overall, internet marketing aims to create awareness about the brand, sell the products and services, convert prospects and build longtime relations with the customers.

Importance:

Internet marketing uses the customers' online activity and then connects them with the business by reaching out in various places over the internet. Internet marketing not only delivers meaningful information to solve the customer's problems and needs but is also accessible on-demand.

Let's take a look at the **five crucial factors** reflecting the importance of internet marketing:

1. Accurate Results
2. Access to global market reach
3. Enhanced Customer experience
4. Cost-effective and budget-friendly
5. Automation of marketing functions

1. Accurate Results

With the help of internet marketing, the brands can set a target audience and get to know about the specifications based on users, gender habits, behavior, or age. As a result, it becomes easy to put your products in front of the audience at the right place when they are most likely to purchase or take action. This makes internet marketing a potent tool to use for the benefit of the brand.

2. Access to global market reach

Internet marketing helps you reach a wider audience and global market reach by finding your audience in specific locations and then regulating the ads outreach as per your objectives.

With the help of ads, you can locate down to specific countries, cities, districts and then run through that aligns with your goals.

3. Enhanced Customer experience

Internet marketing helps to connect with the customers and provide them with a highly personalized shopping experience. For example, welcoming them via emails and offering them based on their taste and preferences can enhance the overall customer experience.

Here, the customer will also feel special, which will ultimately drive engagement for your brand. The business also gets the opportunity to manage their ads based on the users' groups and pages that they can operate accordingly.

4. Cost-effective and budget-friendly

Internet marketing is regarded as one of the most cost-effective and budget-friendly strategies as compared to traditional marketing.

You do not need to maintain the physical resources or display products for the audience. Internet marketing will help you get accurate results and drive interested people to your website. The cost of running ads is budget-friendly and allows running multiple ads based on the product.

5. Automation of marketing functions

Functions like lead generation, customer retention, and lead nurturing require a lot of time and effort. With the help of internet marketing, you can automate these functions that can help you to reduce the stress and time required to manage the overall operations.

Aside from that, the automation process helps to assist people at different stages of the journey by having a chatbot system, answering FAQs, and so on.

Hence, internet marketing aligns with the way your customers prefer to discover and purchase your products or services. Further, it can give you the flexibility to adjust as per your industry or size and guarantees you results in no time.

Types of Internet Marketing

There are several types and techniques to drive online traffic, leads, and sales under internet marketing. All of these types are meant to promote your brand and grow your audience step-by-step by sharing valuable and high-quality content. Following are the **types of internet marketing** that are considered adequate and speed up the growth of the brand:

1. Search Engine Optimisation (SEO)
2. Content Marketing
3. Social-media Marketing
4. Email marketing
5. Pay-Per-Click advertising
6. Influencer Marketing

1. Search Engine Optimization (SEO)

Search Engine Optimization, commonly known as SEO, is optimizing the website or blog to rank higher in the search results. The purpose of SEO is to drive traffic over your website and increase your rank in search engines.

This is the reason why SEO marks as the most crucial part of internet marketing.

In order to achieve the goal, the following are some of the **best practices** that are used for SEO:

- Generating high-quality content for the target audience
- Improving the user experience by improving the web design
- Using a combination of primary and secondary keywords
- Making your website load faster and enhancing the responsive rate
- Adding videos, illustrations, and images for presentation
- Linking backlinks from authoritative sources in the industry

2. Content Marketing

Content marketing focuses on sharing valuable, industry, and niche-related information with the audience.

As a brand, content marketing is considered a crucial part of internet marketing because the content is the first thing a visitor gets attracted to.

Moreover, content marketing is backed by an effective content marketing strategy with a motive to create content consistently and post online on different mediums to reach the audience wide.

Under content marketing, the content can come in numerous forms that include:

Blog posts	Infographics	Ebooks	Videos and more
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To make your content stand out from the competitors, the brand should focus on producing high-quality, easy-to-read, well-researched, unique, and interesting content for the readers.

3. Social-media Marketing

Social media marketing is regarded as the most cost-effective internet marketing strategy to start and generate an online presence.

There is a wide range of social media platforms that a brand can choose to reach their targeted audience and pull off a wide variety of engaging content.

The **type of platforms** that a brand looks out for includes the following:

LinkedIn	Facebook	Instagram	Twitter	Pinterest
YouTube	Clubhouse	Reddit	Medium	

With the combination of paid and organic marketing, social media provides an excellent opportunity to market online and reach wider networks to share information.

It not only helps increase brand awareness but also has to interact with the audience and build your overall brand voice.

Social media marketing is considered an essential part of internet marketing.

4. Email marketing

Email marketing refers to sending direct emails via electronic medium to connect with your prospects and customers. It enables you to communicate with the leads interested in your products and services related to purchase or website sign-ups.

Just like social media marketing, email marketing is also considered a crucial type under internet marketing. Here, the brand gets the opportunity to create and promote different kinds of emails that include:

- Newsletters
- Follow-Ups
- Recommendations
- Promotions
- Rewards
- Campaign offers

The brand can take advantage of advanced targeting and personalization options with the email strategies and hit the users with reminders and deals that lead to an increase in conversion rate.

Personalizing email by writing their names and recognizing special events like birthdays or anniversaries is a cherry on top.

5. Pay-Per-Click advertising

Pay-per-click advertising comes under the paid type of internet marketing strategy. Under online paid advertising, the brand pays for search advertisements and display ads when clicked by the user.

Pay-per-click advertising helps drive traffic to your website at a very low cost and builds you higher search results. s

6. Influencer Marketing

Influencer marketing has taken a significant turn, and brands utilize this type of internet marketing to the fullest. Under influencer marketing, the people who have an excellent social media presence promote the brand's product and services through their content.

For example, Lay's signed up many top influencers on Tik Tok and Instagram for the launch of their new flavors. Influencer marketing is known to draw the audience's attention quickly and grow the demand for that particular product.

These were the six major internet marketing types that a brand can choose to engage with the customers, build brand voice and identity, and provide the best customer service at the end.

The Internet and the marketing mix

Introduction

The marketing mix refers to usage of the four Ps of marketing which are Product, Price, Place and Promotion. All the marketing strategies are developed around the framework of four Ps. With the advent and progress of service industry elements like People, Process and Physical evidence were added to the traditional marketing mix.

Product

In the marketing mix product refers to services, brand or merchandise features around which strategy has to be developed. Any strategies around products are primarily based on market research undertaken by organization to assess' customer needs and requirements.

Online marketing strategy can be segmented into two parts, decision around the fundamental features meeting customer needs and additional features which are benefits above the core benefit.



For the fundamental features, the internet can be used to provide additional information about the product to existing and new customer base, for example online reviews, video, etc. Additional benefit could be providing a new business proposition, for example e-book.

For extended benefits, for example, in the computer industry, organizations provide instruction manual, base-warranty and technical assistant without any additional cost to the consumer.

The internet can be used to gather data from the customer for perception about products and service. This form of market research is of low cost compared to traditional approaches. Organizations can do this market research through online focus groups, web survey, feedback forms, blog etc.

Brand and product growth are almost comparable. So to develop successful online branding, organization should look to provide the following:

- Easy, safe and convenient purchase experience.
- Online customer assistant.
- Personalization
- Online support groups for technical and other requirements.

Price

The internet can influence the price mix of marketing strategy through the following:

- Improved price transparency and impact on differential pricing.
- Commoditization and price pressure.
- Dynamic pricing and auction
- Different pricing methodology

The internet has improved price transparency; therefore, it is important for organizations to understand the price elasticity of demand, before pricing decision.

Also with online retail, overheads are coming down for organizations without physical stores. This means online companies have an advantage over conventional shops. Therefore, the price is always facing downward pressure.

There are many different pricing mechanisms available. Online players like e-bay, etc have made some of this model very popular. One the most popular model is forward auction where products are purchased by the highest bidder and give specific time period.

Place

Place in the marketing mix refers to path through which products reach the consumer.

Organizations devise channels as to reach widest customer base at minimized cost. The internet has changed place element in the marketing mix. The point of purchase can be divided into seller controlled sites, third party hosted seller oriented sites, third party hosted consumer-seller neutral sites, purchaser controlled sites and purchase controlled sites.

Organizations are also developing websites which cater to the specific requirements of a country. These specific requirements can be around language, product mix and cultural difference.

The distribution channels have also undergone changes because of the internet. Organizations need to decide whether they will supply goods through intermediaries, or directly deliver to the consumers. Organizations can also adapt combination of intermediary and direct delivery.

Promotion

The promotion component of the marketing mix refers to the marketing communication strategy used by the organization for product and company advertisement.

The promotion element consists of advertisement, sales promotion, customer contact, public relation and direct marketing.

The promotion element mix is chosen by the communication strategy of the organization. The internet serves as additional and new communication channel through which it can connect to consumers regarding product features.

Organizations also need to decide at which stage of the purchase cycle, they should use the internet. Also, companies should explore as to which promotion component to use in the conjunction with the internet.

Organizations have limited budget through which they have to devise a strategy to choose a promotion mix.

People and Process

The people component of the marketing mix refers to interaction between staff members and consumer during pre-sale, sale and post sales activity. Some of the options available for organizing with the advent of the internet are auto-email response to queries, e-mail notification on purchase status, call back facility, online chats, frequently asked questions section, site search section, online purchase assistance, etc.

The process component of the marketing mix refers to process adapted by the company to co-ordinate all the marketing activities which are covered under price, place, promotion and people. The internet has provided a variety of options within the marketing mix to devise current and long term internet marketing strategy.

Display marketing

- Display marketing is advertising on graphical screens on the internet. The advertising media used are images, videos or animations, as well as text links and moving images, which are delivered on various end devices such as desktop PCs or smartphones. Display displays are billed either via CPC or CPM. Conversion-based calculation of display advertising, such as in affiliate marketing, is also possible. The primary goal of display marketing is to increase brand awareness and reach. Display marketing synonyms include display advertising, online advertising, banner advertising and internet advertising. At Google AdWords, displays are also called "picture ads".
- The term display advertising encompasses all marketing techniques that involve **graphic elements within the advertisements**. These include video and animation as well as more traditional media, like banners and images.
- The most important players in display marketing are **advertisers and publishers**. Advertisers seek to promote their companies, products, or services, while publishers offer up their resources (ad space) in exchange for money. Different advertising forms are booked via a display network on third-party websites. These ads are then displayed according to the terms and conditions that were agreed upon by both buyer and seller prior to the purchase. But before this step can be carried out, a thorough target group analysis needs to be done in order to make sure that the ads are displayed in the proper environment.

Goals of display marketing

The goal of most advertisers is to provoke a reaction from their viewers. Online, users most often end up reaching the advertiser's site or a specific landing page by first **clicking on some sort of advertising material**. Additionally, a well-positioned ad can help influence a company's overall reputation. This is where we really see striking differences between display advertising and SEA and SEO strategies. While search engine marketing mostly revolves around texts, display marketing deals primarily with images. The **visual character** of ads both individualize and strengthen the **image of companies** and their brands.

Forms of display marketing

There's much more to display advertising than just your good-old-fashioned banner ad. In addition to methods like banners and buttons, **graphical elements, like text, image, or video content** can also be used. There's a difference between display ads and mobile ads, with the latter format being used for mobile devices. Here's an overview of some typical advertising forms used in display marketing:

- **Banner:** the sizes of banner ads can vary, and they can feature static, animated, or interactive designs. An overview of different types of banner ads can be found [here](#).
- **Pop-up:** advertising screens that 'pop up' when a user carries out a specific action, like scrolling over a certain word. This method relies on JavaScript.
- **Pop under:** works the same way pop up ads do, but appears after a website has been closed.
- **Layer ads:** unlike pop ups, which open a separate window, layer ads cover a site's entire content.
- **Content ads:** these are banner ads that are embedded directly into the content of a page.

But this is only a small sample of the different types of display ads, as display marketing offers an extensive arsenal of different formats that vary from one another in more ways than just an ad's form, size, and position. Depending on which **advertising strategies** a company pursues, interactive advertising, storytelling marketing, or cross-media marketing can also play significant roles.