

Essentials of Digital Marketing

Unit – I

Introduction to digital marketing

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.



Digital Marketing

V S

Traditional Marketing

- Cost-effective
- A large number of audience
- Variety of sources
- Higher conversion rate
- Measurable results
- Immediate communication



- Expensive
- Limited audience
- Non-versatile
- Low conversion rate
- Results cannot be measured
- Delayed communication



JAN
2020

INDIA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



INDIA

TOTAL
POPULATION



1.37
BILLION

URBANISATION:
34%

MOBILE PHONE
CONNECTIONS



1.06
BILLION

vs. POPULATION:
78%

INTERNET
USERS



687.6
MILLION

PENETRATION:
50%

ACTIVE SOCIAL
MEDIA USERS



400.0
MILLION

PENETRATION:
29%



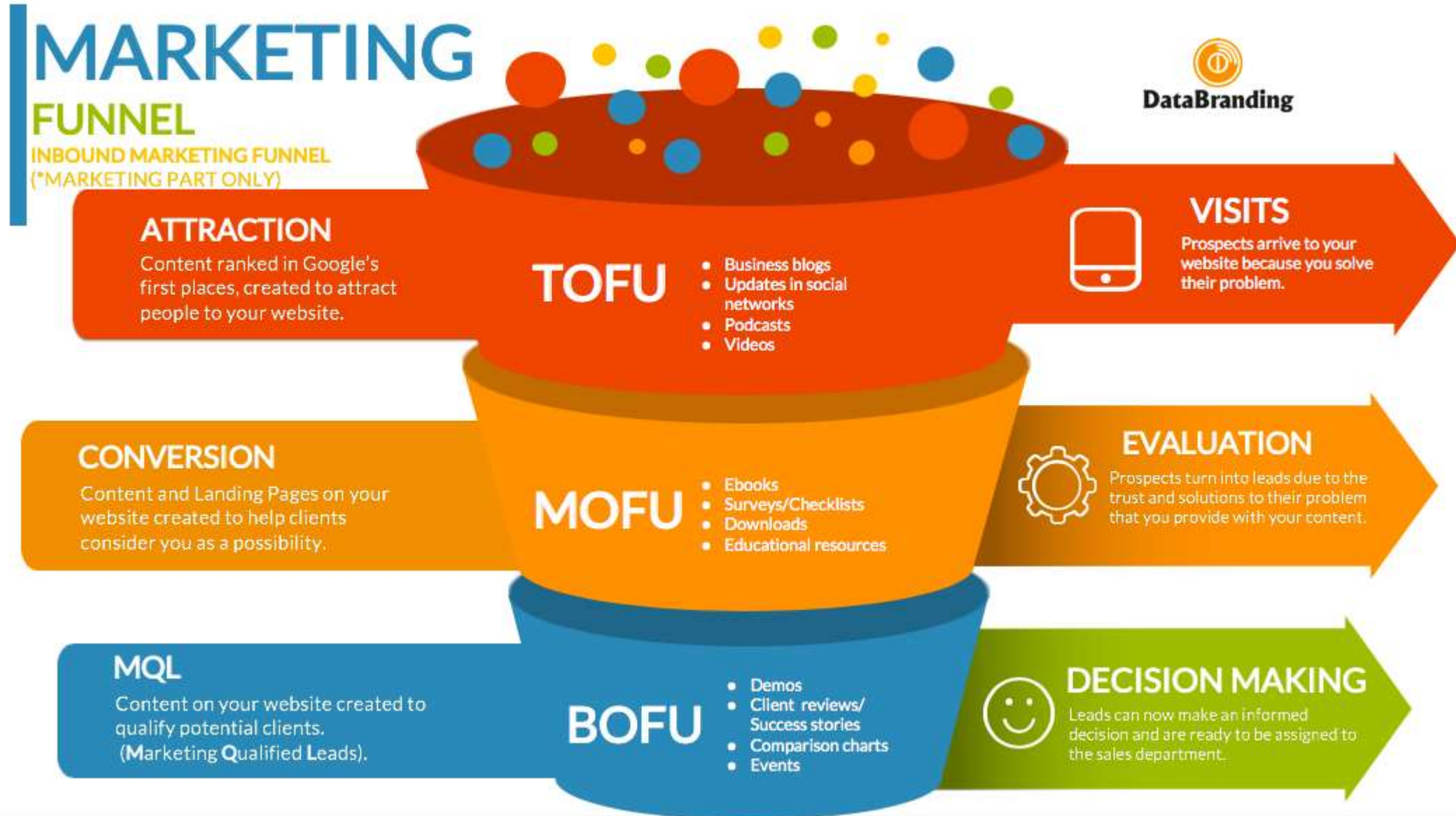
we
are
social



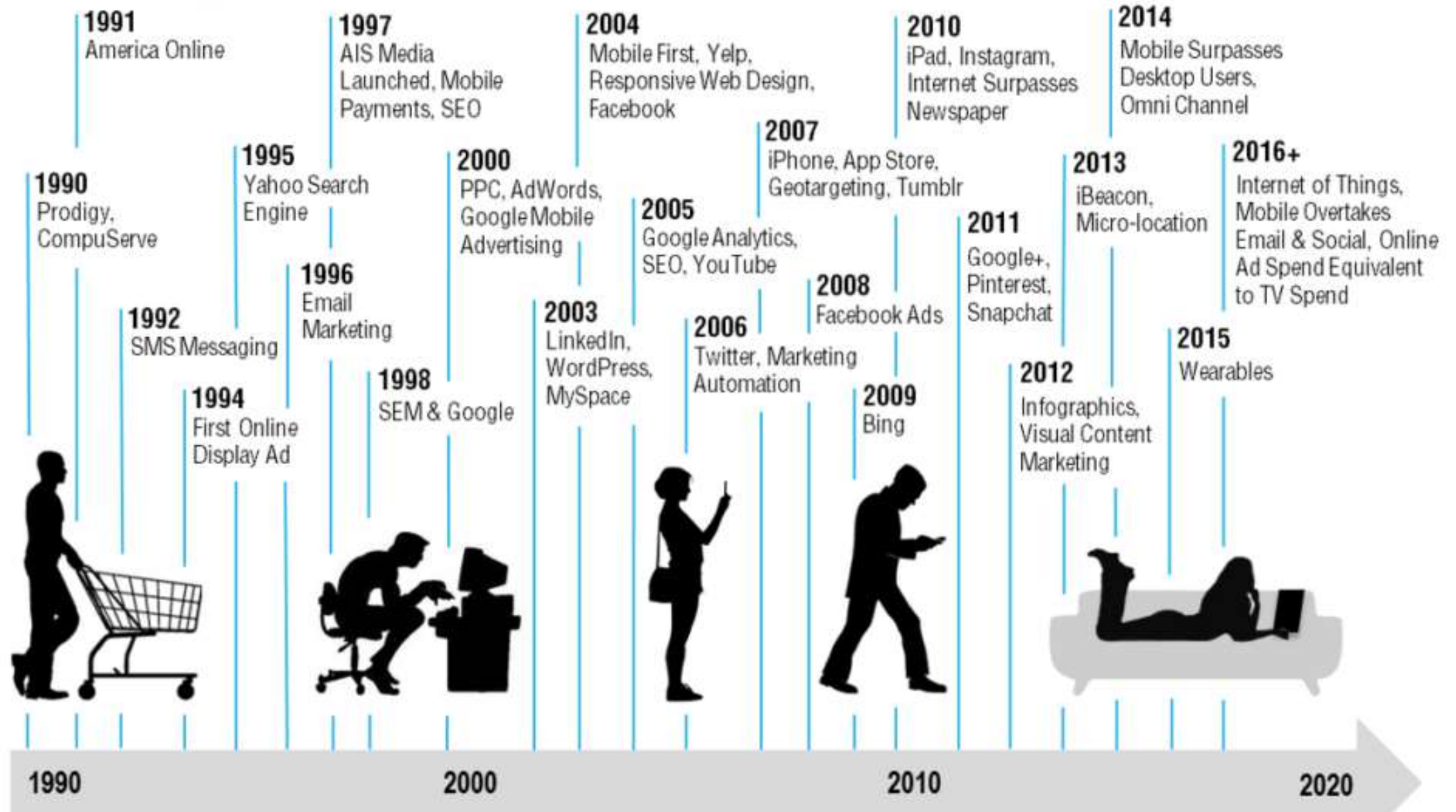
SOURCES: POPULATION: UNITED NATIONS; **MOBILE:** GSMA INTELLIGENCE; **INTERNET:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; **SOCIAL MEDIA:** PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; APIE; KEPIOS ANALYSIS; **SOCIAL MEDIA:** PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR. ALL LATEST AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



Concept of Digital Marketing



EVOLUTION OF DIGITAL MARKETING





Search Engine
Optimaization

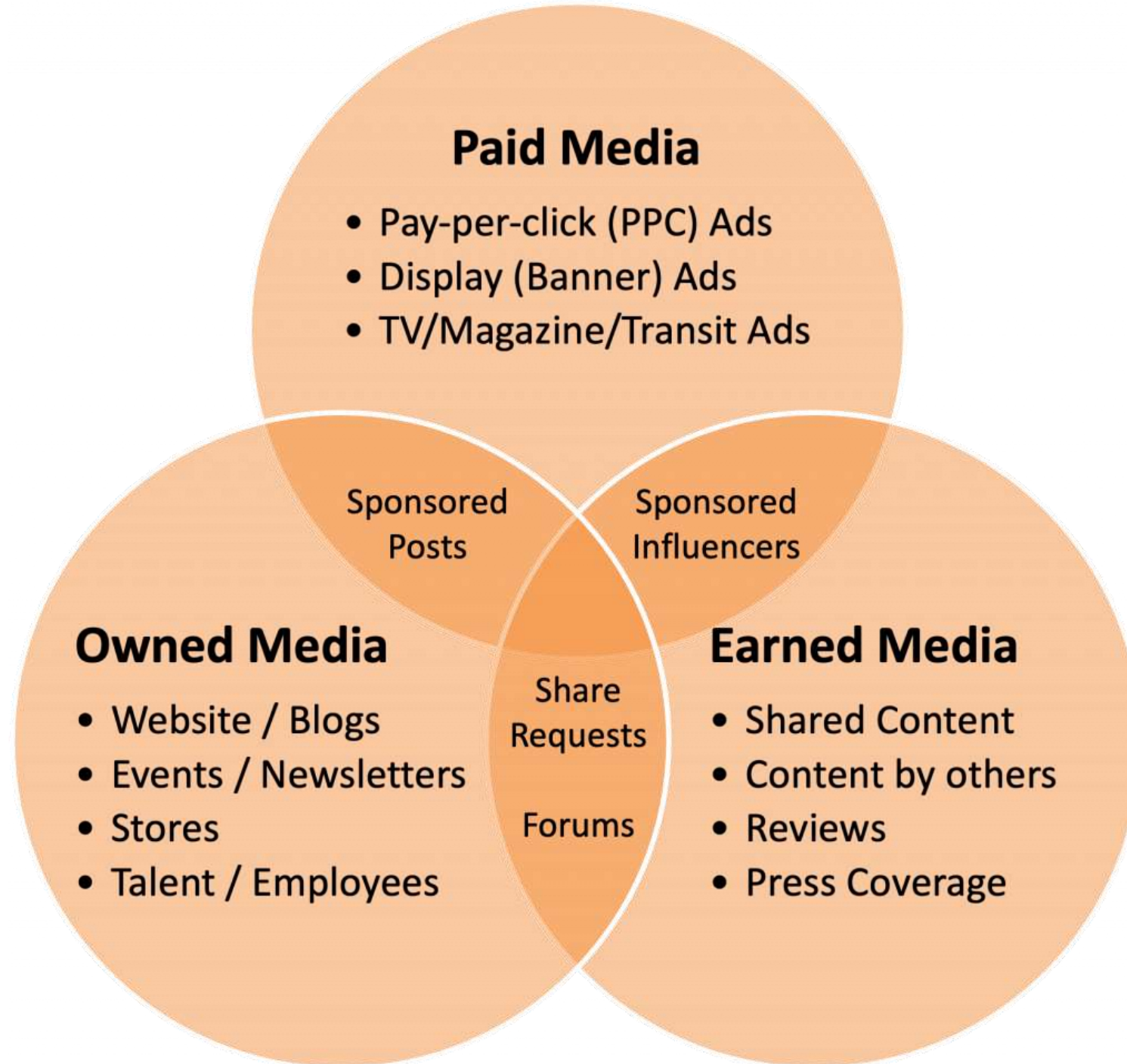
Search Engine
Marketing

Affiliate Marketing

Social Media
Optimization

Email Marketing

P-O-E-M Framework



PAID MEDIA

Traditional advertising -
print, television, radio,
display, direct mail, paid
search, retail/channel



GENERAL CONSUMERS



OWNED MEDIA

Corporate web site,
campaign microsite, blog,
brand community, Facebook
fan page, mobile, etc.



CUSTOMERS



EARNED MEDIA

Referral, Facebook
comments, Twitter
(@mentions, @replies), Vine,
Blogs, forums, review sites



SUPER FANS

Digital media channels

1. Search marketing

2. Social media marketing

3. Digital advertising

4. Digital PR

5. Digital partnerships

6. Digital messaging

Paid media

Pay-per-click (PPC)

Paid social

Programmatic display

Online advertorial

Affiliate marketing

Publisher email/push

Owned media

Organic search (SEO)

Organic social

Native advertising

Guest blogging

Co-branding

In-house email/push

Earned media

Backlinks

Earned mentions

Sponsorship

Influencer outreach

Co-marketing

Partner emails

Pros

Cons



Paid Media

- Quick Results
- Highly Scalable
- Measurable

- Costly
- Lack of Credibility



Owned Media

- Best for long-term marketing
- Cost-effective
- Versatile
- Reach a Niche Audience
- Total Control Over Your Asset

- Results Take Time Before They Appear
- No Guaranteed Results



Earned Media

- Credible
- Organic
- Transparent
- Raise Brand Awareness

- Lack of Control
- Not Scalable
- Possibility of Gaining Unfavourable Publicity

Benefits of **DIGITAL MARKETING**



Cost Effective



Equal
Opportunities



Content Focused
Approach



Increased
Conversions



Creates Brand
Awareness



Higher ROI

Skills Required in Digital Marketing

DIGITAL MARKETING SKILLS

That are In **High Demand** Right Now



Digital Marketing Plan

- A digital marketing plan is a document that sets out all the marketing goals of your company.
- The plan acts as a road map to the goals and helps you communicate your brand message to the right people at the right time.
- 5 Stages of Digital Marketing
 - 1.Setup/Plan
 - 2.Implementation/Traction
 - 3.Conversion/Expansion
 - 4.Interpretation of Client desire/Adaption
 - 5.Reap Rewards/Adapt/ Repeat

How to develop a Digital Marketing plan in 5 steps?

- 1. Carry out a SWOT (Strength-Weakness-Opportunities-Threat) analysis-** SWOT analysis is an analytical tool focused on strategic planning. Its objective is to map all factors that can influence the business, from the external — such as political and economic variations — to internal — such as employee productivity.
- 2. Establish your goals-** After carrying out a SWOT analysis, you will see what points you need to improve in your company. This way, you can create an order of priority and establish the most urgent objectives.
- 3. Define your buyer persona-** To create it, you'll need to go beyond the demographic data related to your target audience. The persona must include more specific and intuitive details such as first name, hobbies, needs, pains, and motivations.
- 4. Define your marketing strategy-** This begins with choosing the most appropriate channels for brand promotion and customer communication. If you want to reach a younger audience, for example, you should pay attention to social networks used by your target audiences, such as TikTok and Instagram.
- 5. Measure results and KPIs(Key Performance Indicator) -** Even if you achieve terrific results in a short period, never make the mistake of thinking your work is complete. Digital Marketing is characterized by rapidly changing trends and this can impact even the most successful approach. On the other hand, if you don't pay attention to these variations, you'll end up throwing away all the efforts that led you to this point.

ETHICS IN THE DIGITAL AGE

What does **ETHICS** mean?

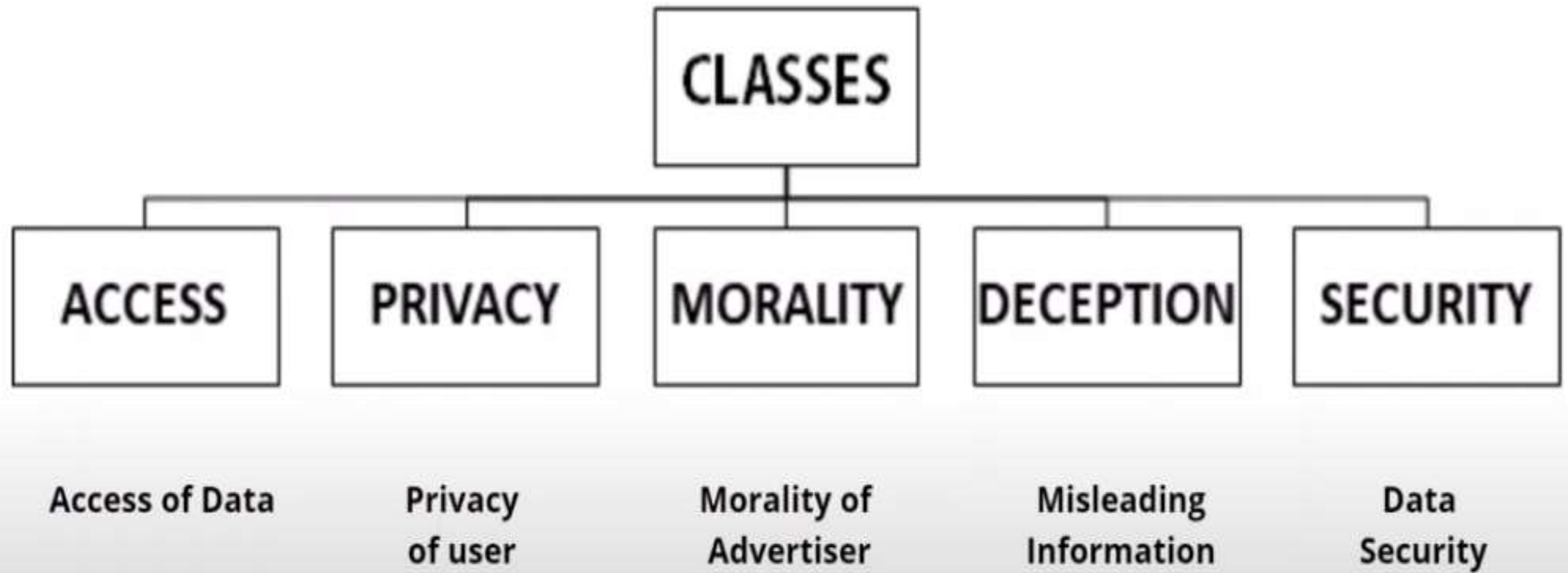
Internet is powerful but

"With great power comes great responsibility"

What kind of marketing practices can be considered ethical?



ETHICAL PROBLEMS



IMPORTANCE OF ETHICS IN DIGITAL MARKETING

- **AFFECTS COMPANY'S BRAND IMAGE**
- **AFFECTS EMPLOYEES**
- **AFFECTS CUSTOMER RELATIONS**



YOU MIGHT DO IT **UNKNOWINGLY!**

ETHICAL MARKETING A NECESSITY

FOR CONSUMERS TO **FEEL SAFE** SHOPPING ONLINE IN THIS EVER-GROWING DIGITAL MARKETING WORLD, ETHICAL PRACTICES ARE ESSENTIAL

IF BUSINESSES **IGNORE ETHICAL** PRACTICES, A MORAL LAPSE IN HOW BUSINESS IS CONDUCTED MAY OCCUR!



Ethical Marketing a necessity



Code of Ethics

- **Will not intentionally do harm to a client's brand**
- **Will not intentionally mislead traffic to sites**
- **Will not misrepresent itself**
- **Will protect the confidentiality and anonymity of our clients**
- **Will not harm the interests of any particular group of the society**
- **Will respect the privacy of our clients and audience's data**

Project

1. Think of a digital marketing strategy for a decade-old fashion offline cloth store.
 - a) What are the metrics that should be followed for increasing web presence?
 - b) To increase sales, is it important for a business to go for digital marketing campaigns? If yes, why? If no, why not?

Thank You