

A close-up photograph of three yellow flowers with red centers, likely wildflowers, growing in a lush green field. The flowers are in the center of the frame, surrounded by many green leaves and stems. The background is slightly blurred, emphasizing the flowers.

بسم الله الرحمن الرحيم



**Marketing of
Biotechnology
Products**

E-marketing Vs Digital Marketing

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lecture



❑ Introduction

- ❑ The difference between e-marketing and digital marketing, Digital marketing is a broad term that encompasses your marketing activities across all digital channels. These methods include email marketing, influencer marketing, search engine optimization, mobile marketing, app advertisements, paid social media advertising, and much more. Offline channels, such as electronic billboards, also take place in digital marketing.
- ❑ E-marketing, on the other hand, is a more specific term. It solely refers to media accessible via the Internet. It is a category of digital marketing, whose methods include content marketing, search engine optimization, pay-per-click advertising, social media marketing, and more.



❑ The differences between traditional marketing and digital marketing:

❑ Traditional Marketing:

- Traditional marketing is not cost effective.
- It is not good for the brand.
- Traditional marketing is difficult to measure.

❑ Traditional marketing includes promoting products and services through:

- Television Advertisement.
- a radio.
- Banner ads.
- Printed ads.



❑ DIGITAL MARKETING:

- Digital Marketing is more cost effective.
- It is efficient and fast for brand building.
- Digital Marketing is easy to measure with the help of analysis tools.

❑ Digital Marketing includes ...: -

- 1- Search Engine Optimization (SEO)
- 2- Pay-per-click (PPC) ads
- 3- Web design.
- 4- Content marketing.
- 5- Social media marketing.
- 6- Email marketing.



❑ Types of Digital Marketing:

❑ 1. Content Marketing:

-Content marketing is a type of digital marketing that focuses on creating and distributing content to a target audience. The content is intended to be valuable, relevant, and (ideally) consistent. Its ultimate goal is to drive profitable client business.

-In the broadest sense, content marketing is a part of every other digital marketing activity, be it social media marketing, SEO, or email marketing. Quality content should be the core of every other marketing activity that you undertake.



❑ 2. Search Engine Optimization (SEO)

- SEO, or Search Engine Optimization, is the process of getting high-quality traffic from organic or organic search results on search engines (like Google and Bing).
- SEO is one of the most important types of digital marketing. By optimizing your content for search engines, you can increase the constant flow of relevant traffic that will only grow over time. Without search engine optimization, people simply wouldn't be able to find you on the internet.
- Some optimization techniques include : searching for relevant keywords and including them in your website copy, optimizing your website titles, description and loading speed, and building relevant backlinks.



❑ 3. Search Engine Marketing (SEM)

Search engine marketing refers to a form of digital marketing that aims to increase your website's visibility in search engines using paid methods. In other words, they are the ads you show there on Google AdWords and Bing ads.



❑ 4. Social Media Marketing (SMM)

Simply put, social media marketing refers to the process of using social media platforms to attract traffic and attention. By using social media, you can increase exposure and build meaningful relationships with your customers.

While everybody can benefit from SMM as a type of digital marketing, B2C and SaaS companies tend to get the most out of it. Social media marketing is all about listening to what your customers have to say, engaging in the conversation, and sharing valuable content.



❑ 5. Pay-Per-Click Advertising (PPC)

- Pay-per-click is a model of advertising where marketers pay a fee every time people click on their ad. Basically, it's the process of buying visits to your site, as opposed to getting them organically via SEO or other types of digital marketing.
- PPC is one of the types of paid search. It's similar to SEM (search engine marketing) but can also include display advertising (cost-per-click based), and affiliate advertising.



❑ 6. Affiliate Marketing

Basically, affiliate marketing is a type of digital marketing where a person partners up with other businesses in order to receive a commission for the traffic s/he generates for this business. Imagine this: you put a link to an external website on your own blog or website. Every time a user proceeds to this external website and makes a purchase, you receive a commission.



❑ 7. Email Marketing

Email marketing is one of the most popular types of digital marketing. To put it shortly, it's the use of email for promoting one's products or services.

If you go a little deeper, email marketing might also refer to building relationships with your customers. Ideally, emails you send out to your clients should not only speak at them but also encourage meaningful interaction with your brand.



8. Radio Advertising:

- While considered “old-fashioned” by some, radio advertising might still be a powerful medium, especially for B2C companies and local businesses. In the US alone, radio advertisements account for 7.8% of total media expenditures (source).
- Radio advertising is also relatively cheap, as you don’t need to produce fancy visuals: you solely rely on your customers’ imagination.



9. Television Advertising

- Last but not least, our list of digital marketing types wouldn't be complete without television advertising. With the general population spending over 4.5 hours a day in front of the TV, it's still one of the most popular medium types. It reaches people faster than, say, newspapers or radio. Due to the powerful effect video has on humans, it might also be very effective.





Thank you