

Introduction to Digital Marketing

Module 1: What is Digital Marketing?

Definition:

Digital marketing is promoting products, services, or brands using digital channels like websites, social media, search engines, email, and mobile apps.

Why Digital Marketing Matters:

Traditional Marketing vs Digital Marketing:

Traditional	Digital
TV, Radio, Print ads	Online ads, Social media
Expensive	Cost-effective
Limited reach	Global reach
Hard to measure results	Easy to track & measure
One-way communication	Two-way engagement

Benefits of Digital Marketing:

- ☐ **Affordable** - Start with small budgets ☐
- Measurable** - Track every click, view, sale ☐
- Targeted** - Reach specific audiences ☐ **Global**

Reach - Access worldwide customers ☐ **24/7**

Marketing - Works while you sleep ☐ **Engagement**

- Interact with customers directly

Module 2: Main Digital Marketing Channels

1. Social Media Marketing

Platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok

What it is:

- Posting content on social platforms
- Building community around your brand
- Engaging with followers
- Running paid ads

Example:

- A restaurant posts daily food photos on Instagram
 - A clothing brand runs Facebook ads
 - A B2B company shares articles on LinkedIn
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2. Search Engine Marketing (SEM/SEO)

Platforms: Google, Bing, Yahoo

What it is:

- Making your website appear in search results
- **SEO (Search Engine Optimization):**
Free/organic ranking
- **PPC (Pay-Per-Click):** Paid ads (Google Ads)

Example:

- Someone searches "best pizza near me"
 - Your restaurant appears in results
 - They visit your website and order
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3. Email Marketing

What it is:

- Sending promotional emails to subscribers
- Building email lists
- Newsletters, offers, updates

Example:

- A store sends weekly deals to customers
- An online course sends educational tips
- An event organizer sends reminders

4. Content Marketing

What it is:

- Creating valuable content (blogs, videos, infographics)
- Educating and entertaining your audience
- Building trust and authority

Example:

- A fitness brand posts workout tutorials
- A tech company writes "how-to" guides
- A financial advisor creates budgeting tips

5. Website/Landing Pages

What it is:

- Your online headquarters
- Where people learn about you and buy
- Must be mobile-friendly and fast

Example:

- E-commerce site selling products

- Service business showcasing portfolio
 - Restaurant with online ordering
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6. Mobile Marketing

What it is:

- SMS/text message marketing
- Mobile apps
- WhatsApp Business
- Push notifications

Example:

- A salon sends appointment reminders via SMS
 - A delivery app sends order updates
 - A bank sends OTP codes
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Module 3: Understanding Your Audience

Target Audience:

The specific group of people most likely to buy from you.

Define Your Audience:

1. **Demographics:** Age, gender, location, income
2. **Psychographics:** Interests, values, lifestyle
3. **Behavior:** Online habits, purchasing patterns
4. **Problems:** What challenges do they face?

Example:

- **Bad:** "Everyone is my customer"
 - **Good:** "Women aged 25-40 in Nairobi interested in fitness and healthy living"
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Customer Journey:

1. AWARENESS → "I have a problem"
(They discover you exist)
2. CONSIDERATION → "What are my options?"
(They research and compare)
3. DECISION → "I'll choose this one"
(They decide to buy)
4. RETENTION → "I'll buy again"

(They become loyal customers)

5. ADVOCACY → "I'll recommend this"

(They tell others about you)

Your Goal: Create content for each stage

Module 4: Basic Marketing Concepts

1. Brand Identity:

- **Logo** - Visual symbol
- **Colors** - Consistent palette
- **Voice** - How you communicate
- **Message** - What you stand for

Example:

- Coca-Cola = Red, happiness, refreshment
 - Apple = Minimalist, innovative, premium
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2. Call-to-Action (CTA):

Clear instruction telling people what to do next.

Examples:

- "Buy Now"
 - "Sign Up Free"
 - "Download Guide"
 - "Contact Us Today"
 - "Learn More"
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3. Landing Page:

A single web page designed for one specific action.

Must Have:

- Clear headline
 - Benefits list
 - Images/video
 - Strong CTA button
 - Trust signals (reviews, testimonials)
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4. Conversion:

When someone takes desired action (buy, subscribe, download, etc.)

Conversion Rate = (Conversions ÷ Visitors) × 100

Example: 50 sales from 1,000 visitors = 5% conversion rate

Module 5: Getting Started - Your First Steps

Step 1: Define Your Goal

- Get more customers?
- Build brand awareness?
- Increase sales?
- Generate leads?

Step 2: Know Your Audience

- Who are they?
- Where do they hang out online?
- What problems do they have?

Step 3: Choose 1-2 Channels

- Don't try everything at once
- Start where your audience is
- Master one channel first

Step 4: Create Content

- Helpful, valuable, engaging
- Mix of educational and promotional

- Consistent posting schedule

Step 5: Measure Results

- Track what's working
 - Adjust based on data
 - Keep improving
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Practice Exercise:

1. Identify 3 brands you follow online

- What channels do they use?
- What type of content do they post?
- What makes you engage with them?

2. Define your business/idea:

- What do you sell/offer?
- Who is your target audience?
- What problem do you solve?

3. Choose your first channel:

- Where is your audience most active?
 - What platform feels natural to you?
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Next Steps:

- Learn social media marketing basics
- Understand SEO fundamentals
- Create your first email campaign