

# **Introduction to Digital Marketing**

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## **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:**

<b>Traditional</b>	<b>Digital</b>
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

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## **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

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## **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
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## **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

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## **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

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## **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