



Introduction to Digital Marketing

Digital marketing is the process of promoting a brand, service or product on the internet. Put simply, **Digital marketing** differs from **Traditional marketing** in that it involves the use of online channels and methods that enable businesses and organizations to monitor the success of their marketing campaigns, often in real time, to better understand what does and doesn't work.

- The marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media.
- Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media.

The most common form of digital marketing is the website of the organization and the epicenter of all its online activities. In order to drive qualified traffic to a website, or encourage repeat visitors and sales, savvy marketers include a combination of email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising and social media in their strategy.

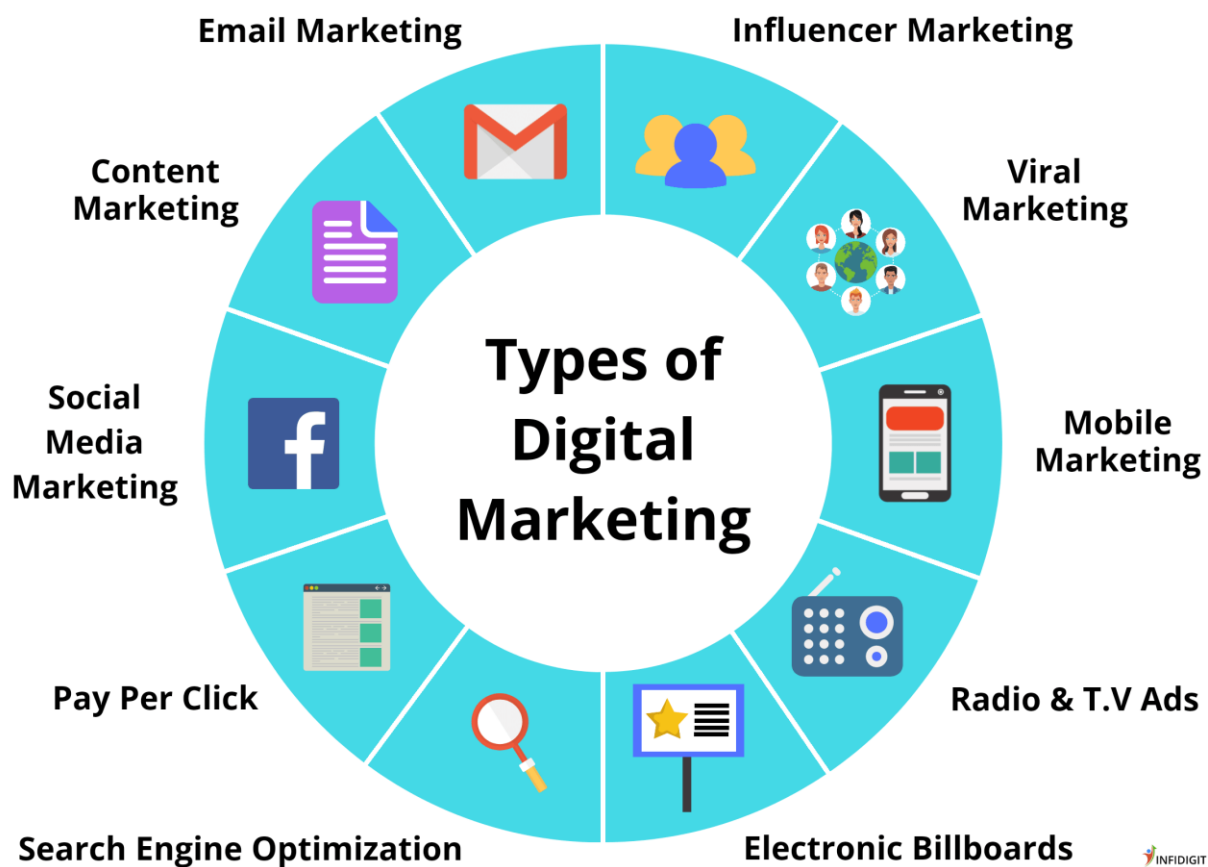


DEFINITION OF DIGITAL MARKETING

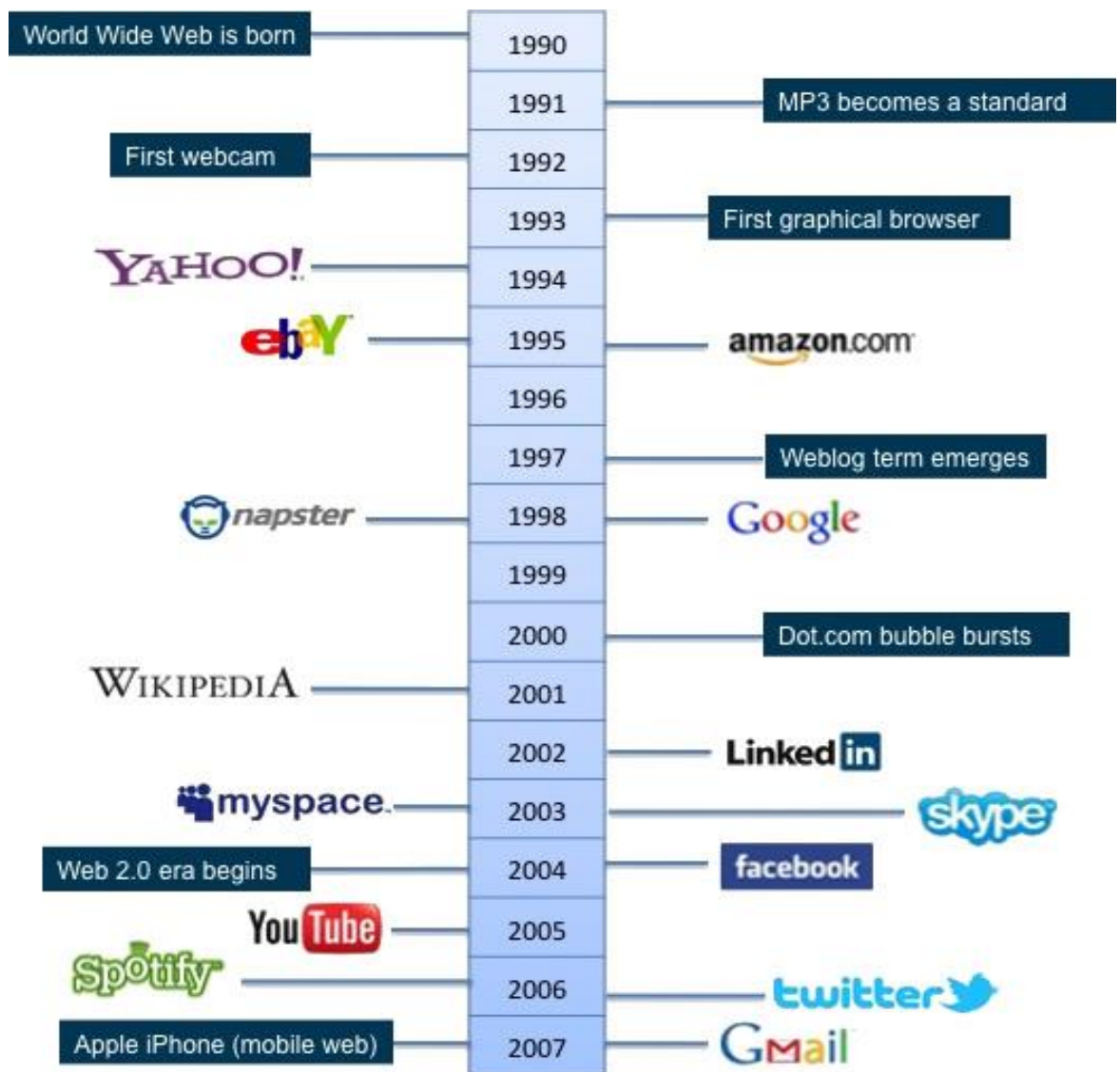
Digital marketing can be described as actively promoting products and services using digital distribution channels as an alternative to the more traditional mediums such as television, print and radio.

Digital marketing is basically applying all marketing techniques to digital channels. Different sources can be used to promote services and products like SMS, search engines, email, websites, social media and mobile devices.

The use of digital marketing depends on the organization's marketing objective. It could be that the organization wants to generate more leads, build their brands, increase sales or improve brand engagement.



HISTORY AND EVOLUTION OF DIGITAL MARKETING





History and Evolution of DIGITAL MARKETING

Term '**Digital Marketing**' first used
Launch of '**Archie**' - first search engine

First clickable
web-ad banner

1990

1993

Launch of smaller search engines like **HotBot**, **LookSmart**, and **Alexa**

Launch of **Yahoo!**

First e-commerce transaction over **Netmarket**

1996

1994

Launch of first social media site, **SixDegrees.com**

Birth of **Google**
Microsoft launches **MSN**
Yahoo! launches **Yahoo! web search**

1997

1998

Internet bubble bursts

SixDegrees.com shutdown

Smaller search engines wiped out

2000

First mobile marketing campaign (**Universal Music**)

2001

2002

Launch of **LinkedIn**

WordPress released
Launch of **MySpace**

Gmail launches
Google goes public
Facebook goes live

2003

2004

Microsoft launches **MS Live Search**
Twitter launches
Amazon's e-commerce sales cross \$10 billion
Split testing in marketing

Launch of **YouTube**

2005

2006

2007

Launch of **Tumblr**
Web-streaming service **Hulu** founded
iPhone launches

China overtakes US in number of internet-users
Spotify launches
Groupon goes live goes live

2008

Google launches **Instant** for real-time search engine results
Google's **Affiliate Network** shutdown

2009

Google Buzz launches
WhatsApp launches

2010

2011

Google Buzz shutdown
Launch of **Google+** and **Google Panda**
Web-use overtakes figures for TV viewership among youth

Social Media budgets up **64%**
Google Knowledge Graph launched

2012

Mobile exceeds PC internet usage
Facebook Messenger app, tailored ads on **LinkedIn**, **iWatch**, and **Facebook's** **Look Back** launched
Facebook acquires **WhatsApp**

Yahoo! acquires **Tumblr**

2013

2014

2015

Snapchat launches '**Discover**' feature
The rise of predictive analytics, wearable tech, and Content Marketing: **Facebook** launches '**Instant Articles**'

DIFFERENCE BETWEEN TRADITIONAL MARKETING AND DIGITAL MARKETING

Many small businesses struggle with deciding which kind of marketing to do, because their budget will only stretch to one or the other, not both. The decisions that must be made are not easy: which method of marketing will give me the most amounts of sales and profits?

The use of print ads on newspapers and magazines is a simple example of **traditional marketing**. Other examples include flyers that are put in mailboxes, commercials both on TV and radio and billboards. On the other hand, when a business invests on building a website, advertising the brand name through different social media such as Facebook, Twitter and YouTube, this kind strategy is called **digital marketing**.



**“Before we decide that TV is dead,
can someone tell me what digital marketing is?”**

Benefits of Traditional Marketing

You can easily reach your target local audience. For example, a radio ad might play in one location: your city or region. Or mailbox flyers will go to households in a select number of suburbs.

The materials can be kept. The audience can have a hard copy of materials of which they can read or browse through over and over again.

It's easy to understand. It can be easily understood by most people because they are already exposed to this kind of strategy.

Limitations of Traditional Marketing

Very little interaction between the medium used and the customers. It is more of providing information to the public that the brand exists with the hope of these people patronizing the brand.

Print or radio advertisements can be very costly. Printing materials can be expensive and you need to hire people to distribute these.

Results on this marketing strategy cannot easily be measured. Was the campaign successful?

Benefits of Digital Marketing

You can target a local audience, but also an international one. Further, you can tailor a campaign to specific audience demographics, such as gender, location, age and interests. This means your campaign will be more effective.

Your audience can choose how they want to receive your content. While one person likes to read a blog post, another person likes to watch a YouTube video. Traditional marketing doesn't give the audience a choice. Most people hate receiving sales flyers in their mailbox or phone calls at inconvenient times on stuff that they have little interest in. An Online people get the choice to opt in or out of communications and often it is relevant because they were the ones searching for it in the first place

Interaction with your audience is possible with the use of social media networks. In fact, interaction is encouraged. Traditional marketing methods don't allow for audience interaction. You can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them buy them and provide feedback which is visible to your market.

Digital marketing is cost-efficient. Though some invest on paid ads online; however, the cost is still cheaper compared to traditional marketing.

Data and results are easily recorded. With Google Analytics and the insights tools offered by most social media channels, you can check on your campaigns at any time. Unlike traditional marketing methods, you can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results.

Level playing field: Any business can compete with any competitor regardless of size with a solid digital marketing strategy. Traditionally a smaller retailer would struggle to match the finesse of the fixtures and fittings of its larger competitors.

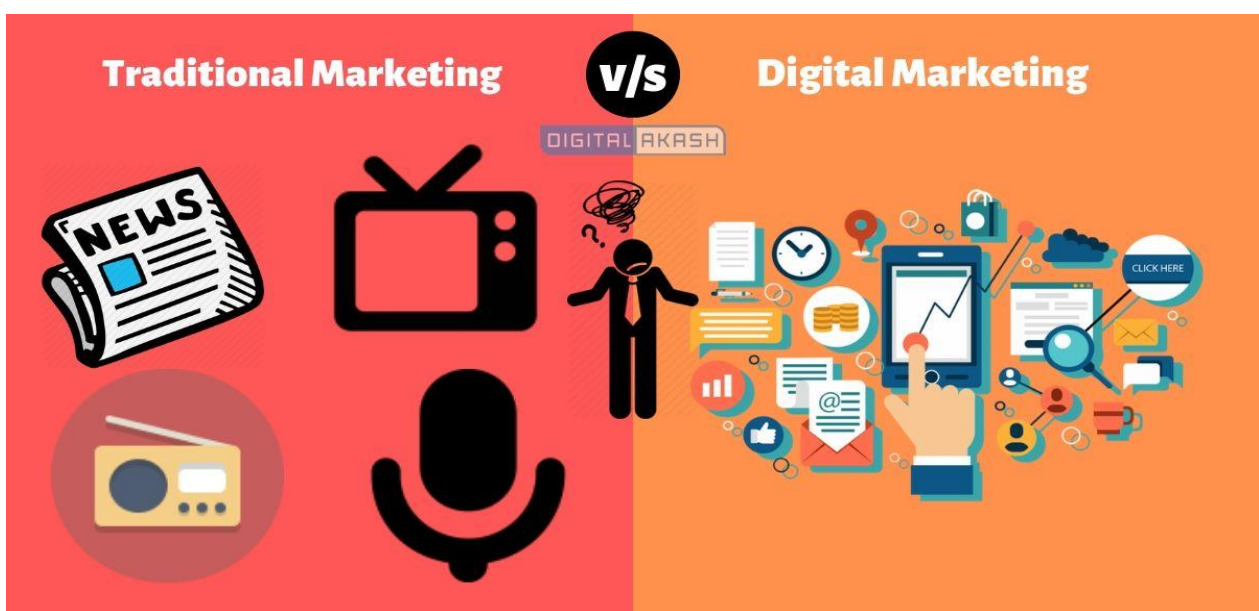
Real time results: You don't have to wait weeks for a boost to your business like you would have to waiting for a fax or form to be returned. You can see the numbers of visitors to your site and its subscribers increase, peak trading times, conversion rates and much more at the touch of a button.

Brand Development: A well maintained website with quality content targeting the needs and adding value to your target audience can provide significant value and lead generation opportunities. The same can be said for utilising social media channels and personalised email marketing.

Viral: Online, using social media share buttons on your website, email and social media channels enables your message to be shared incredibly quickly. If you consider the average Facebook user has 190 friends of which an average of 12% see their liked posts – your one message has actually been seen by 15 new prospects. Now imagine a number of them also like and share your message and their friends do the same? That's why high-quality content is so important.

Table 1.1 below outline the main differences between traditional marketing and digital marketing.

Traditional marketing	Digital marketing
Communication is unidirectional. Meaning, a business communicates about its products or services with a group of people.	Communication is bidirectional. The customer can also ask questions or make suggestions about the business products and services.
Medium of communication is generally phone calls, letters and emails.	Medium of communication is mainly through social media, chat, websites and emails.
Campaigning takes more time for designing, preparing and launching.	There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for general public. It is then made to reach the specific audience by employing search engine techniques.
It is a conventional way of marketing; best for reaching local audience.	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign.	It is easier to measure the effectiveness of a campaign through analytics.



DIGITAL MARKETING STRATEGY BUILDING PROCESS

Digital marketing is an important to any business regardless of its size. It can help the business achieve a substantial leap by designing digital marketing strategy to differentiate the organisation from its competitors.

Without the right digital marketing strategy, organisations may miss out opportunities for growth as more and more people are using digital technology to find information, buy products and assess the services they use. If the organisation's prospects are online and the business is not, then it will definitely miss so many opportunities and be left behind by competitors and lose business in the process.

Companies need to invest skills and time in creating a digital marketing strategy to leverage the internet and understand the latest marketing techniques to make more knowledgeable decisions in the future. There are also digital marketing firms that can create a strategy to suit different business needs and goals.



Figure 1.2: Digital Marketing Strategy Building Process

The digital Marketing strategy building process makes use of various types of digital technologies to promote the organisation' business strategy. There are many types of digital marketing strategies but it is very important for the organisation to understand what will work or will not work in regards to their digital marketing efforts.

Why Marketing is Shifting to Digital

1. It's Less Expensive

Studies show that average costs per lead cost 61% less through inbound digital marketing channels when compared to traditional outbound media. If your website is not search engine-optimized and user friendly, you are missing out on potential sales and visits.

2. Larger Audience and Reach

Nearly 97% of consumers use online media to research and find products prior to making a purchase. Customers are becoming smarter and learning to leverage the internet to research products and services before they buy.

3. It's More Effective

82% of businesses report seeing a higher ROI after implementing a full digital strategy. Through strategically designed websites, optimization, content creation, SEO, and digital campaigns - companies are seeing improvements to their bottom lines.

4. Advanced Targeting

Digital marketing offers more ways to target unique and specific audiences and demographics than traditional media. While traditional methods (radio, TV, print) focus on reaching broad audiences and large volumes of people, digital is able to be much more refined to target the specific audience that is interested in and searching for your product/service.

