UNIT 1

Introduction to Digital Marketing

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Traditional Marketing	Digital Marketing	Social Media Marketing	Mobile Marketing
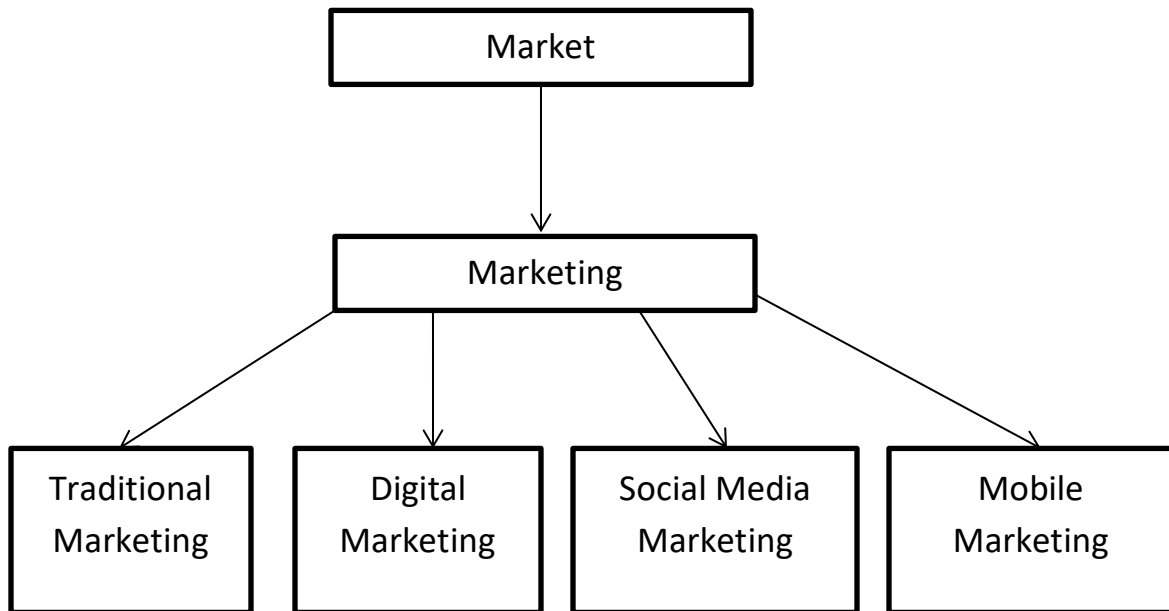
Market: - A market is a place where parties can gather to facilitate the exchange of goods and services. The parties involved are usually buyers and sellers. The market may be physical, like a retail outlet, where people meet face-to-face, or virtual, like an online market, where there is no physical presence or contact between buyers and sellers.

Features of a Market

Certain features help define a market and are necessary for it to function. The following are the most basic characteristics that shape a market:

- **Arena:** This is the platform where transactions are conducted between buyers and sellers. Keep in mind that this doesn't necessarily mean a physical location.
- **Buyers and Sellers:** For the market to function, there must be buyers and sellers. The market can't exist if someone isn't buying something that someone else is selling. These entities can be businesses, individuals, or even governments, and they can execute their transactions physically or virtually, thanks to the internet.
- **One Commodity:** A single market depends on a single commodity, so a related commodity must be present for a market to operate. For instance, wheat is the commodity bought and sold in the wheat market.

Types of Markets

- **Underground Market**

An underground or black market refers to an illegal market where transactions occur without the knowledge of the government or other regulatory agencies. Many illegal markets exist to circumvent existing tax laws.

Dealing in illegal drugs, human trafficking, endangered species, human organs, antiquities, and stolen goods are examples of activities in the underground economy.

- **Auction Market**

An auction market brings many people together for the sale and purchase of specific lots of goods. The buyers or bidders try to top each other for the purchase price. The items for sale go to the highest bidder.

The most common auction markets involve livestock, foreclosed homes, and art and antiques.

- **Financial Market**

The blanket term "financial market" refers to any place where securities, currencies, and bonds are traded between two parties. These markets are the basis of capitalist societies, providing capital formation and liquidity for businesses. They can be physical or virtual.

The financial market includes the stock exchanges such as the New York Stock Exchange (NYSE), Nasdaq, the London Stock Exchange (LSE), and the TMX Group.

- **Regulating Markets**

It refers to advertising and promotional activities that are subject to specific rules, guidelines, or regulations imposed by government authorities or industry bodies.

Pharmaceutical Advertising, Food and Beverage Marketing, Gambling and Gaming Marketing, Financial Services Marketing etc. are the examples of regulating markets.

Introduction to Marketing

Marketing is an approach of business functionalities that includes various phases engaged in creating, analyzing, managing, delivering products and the related services. It also focuses on maintaining customer relationships, resulting in mutual benefits of customers and the stakeholders.

Features of Marketing

Here are some key features of marketing:

- **Customer-Centric:** Marketing is focused on understanding and satisfying customer needs and wants. It involves researching and analyzing customer behavior, preferences, and trends to tailor products or services accordingly.
- **Creation of Value:** The core of marketing lies in creating value for customers. This can be achieved by offering products or services that meet customer needs better than competitors or by providing unique features, benefits, or experiences.
- **Product Development:** Marketing plays a role in the development and design of products or services. This includes identifying market opportunities, conducting market research, and ensuring that the product aligns with customer expectations.
- **Communication:** Effective communication is a central aspect of marketing. It involves conveying the value proposition of products or services to the target audience through various channels such as advertising, public relations, content marketing, and social media.
- **Pricing Strategies:** Marketing plays a crucial role in determining the pricing strategy for products or services. This involves considering factors such as production costs, competitor pricing, perceived value, and market demand.
- **Market Research:** Gathering and analyzing information about the market, competitors, and customer behavior is a key function of marketing. Market research helps in making informed decisions, identifying opportunities, and understanding potential challenges.
- **Brand Management:** Marketing contributes to the development and management of a brand's identity. This includes creating a positive brand image, building brand equity, and ensuring consistency in messaging across various touch points.

Types of Marketing

The types of marketing that are functioning in the real-world are as follows:-

Traditional Marketing

Traditional marketing refers to conventional, non-digital methods of promoting products or services to a target audience. These traditional methods have been used for decades and typically involve various offline channels.

- **Print Advertising:**
  Newspapers: Displaying ads in print newspapers to reach a local or regional audience.
  Magazines: Placing advertisements in magazines related to the target audience or industry.
- **Broadcast Advertising:**
  Television (TV) Advertising: Creating and airing commercials during TV programs to reach a wide audience.
  Radio Advertising: Broadcasting audio advertisements on radio stations.
- **Door-To-Door Selling**
- **Direct Mail**: Sending physical promotional materials, such as postcards, flyers, catalogs, or brochures, directly to a target audience's mailbox.

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.

- **Search Engine Optimization (SEO):** Optimizing online content to improve its visibility in search engine results.
- **Content Marketing:** Creating and distributing valuable and relevant content to attract and engage a target audience.
- **Social Media Marketing:** Promoting products or services through social media platforms like Facebook, Instagram, Twitter, and LinkedIn.
- **Email Marketing:** Using email campaigns to communicate with potential and existing customers.

Social Media Marketing

Social media marketing is a form of digital marketing that utilizes social media platforms to connect with the target audience, build brand awareness, drive website traffic, and generate leads or sales. It involves creating and sharing content on social media networks to achieve marketing and branding goals.

Social Media Platforms:

- **Facebook**: With billions of active users, Facebook is a versatile platform for various types of businesses.
- **Instagram**: Ideal for visually appealing content, Instagram is popular for brands in fashion, beauty, travel, and lifestyle.
- **Twitter**: Known for real-time updates, Twitter is effective for quick communication, news sharing, and customer engagement.
- **LinkedIn**: Primarily a professional networking platform, LinkedIn is valuable for B2B marketing and professional services.
- **Pinterest**: Useful for businesses with visually-driven content, such as fashion, home decor, and recipes.
- **Snapchat**: Popular among younger audiences, Snapchat is effective for creating temporary and engaging content.

Mobile Marketing

Mobile marketing refers to promotional activities and advertising strategies designed to reach and engage target audiences through mobile devices such as smartphones and tablets. With the increasing prevalence of mobile devices and the growing reliance on them for various activities, mobile marketing has become a crucial component of overall marketing strategies.

Mobile Advertising:

- **Mobile Display Ads:** Banner ads, interstitial ads, and other visual advertisements displayed on mobile websites and apps.

- **In-App Advertising:** Ads integrated within mobile applications, often in the form of banners, video ads, or native ads.
- **Mobile Search Ads:** Advertisements that appear in mobile search engine results, typically implemented through platforms like Google Ads.

SMS (Short Message Service) Marketing:

Sending promotional messages, alerts, or offers directly to the target audience via text messages. Requires user consent, and messages should comply with applicable regulations.

QR Codes (Quick Response Codes):

Using QR codes to provide easy access to information, promotions, or links by scanning the code with a mobile device. Commonly used in product packaging, advertisements, and promotional materials.

Importance and Scope of Marketing

The scope of marketing is determined by the market offering of an organization. Market offering is a combination of goods, services or ideas, persons, place, information offered to market to satisfy specific needs and wants of people. Market offerings can also include Idea, person, organization, places as discussed below
1) **Goods:** - An item is considered good if it is tangible at a something that could be tasted, heard smelled or seen. The examples are bread, fruits, mobile phone and TV.
2) **Services:** - These consist of services of professional like doctor, advocate, chartered accountant, electrician and other services such as banking, insurance, and transport.
3) **Ideas:** - An idea is a mental concept and it is intangible in nature. Marketer makes an idea to change the behaviour of the target people in some way. For example, pulse polio campaign, anti-smoking, campaigns are the example of spreading specific idea to change the behavior of perception of the target audience

4) **Persons:** - Marketing of person has become a specialized job these days. Experts are employed to market specific personality like politicians, actor, and painters. For example, the election campaign by the major political parties generally concentrates on marketing their leader to the voters.

5) **Organisation:** - Many organisation including social political, religious, educational market them to build up their reputation and to make people aware about their activities

6) **Places:** - The marketing of places is also a common feature of the day tour and travel agencies induce people to visit various tourism and health resorts such as Red Fort, Pink City .It is also called as destination marketing.

7) **Events:** - Event marketing promotes time base events such as trade fair, social, central events, religious events. Sports events and entertainment night the famous examples include includes International Trade Fair and Book Fair at Pragati Maidan

8) **Experience:** - This marketing includes promoting activities that provide fun filled thrilling experience to people for example the joy rides in amusement park, Water Park at specified locations.

9) **Real estate:** - Real estate Builders and Developers use organised marketing to promote their market offering for example plots, flat, commercial shops and offices.

Importance of Marketing

- **Effective consumer engagement:** Businesses must engage customers, and herein, marketing proves to be an effective tool. Customers can be engaged by telling them what they do not know and creating good content around your products and services.
- **Building and maintaining reputation:** The reputation of your business depends on how it grows and what its lifespan is. This is where marketing comes across as a way to build the brand equity of businesses. And this happens when the expectations of the customers are met.
- **Building relationships between customers and business:** For any business to grow, it must build a long-lasting relationship with its customers.

Marketing is based on demographics, psychographics, and consumer behaviour and therefore, gives an understanding of what customers want.

- **Boosting sales:** Since marketing utilizes different ways to promote products or services, it helps in increasing the likelihood of better sales. Happy customers translate into a company's brand ambassadors automatically.
- **Staying relevant:** Marketing helps a business to remain relevant to the customers and in its domain. It helps in maintaining good relationships.
- **Making informed decisions:** The basic questions that every business has are around the how's and why's of producing products or delivering services. This underscores the importance of marketing for businesses and the fact that it links a business and society.

Types of Marketing Strategies

The different types of marketing strategies that you should be aware of are:

- **B2B Marketing**

The term B2B marketing means business-to-business transactions. B2B marketing strategies are used when a company is selling goods or services to some other company.

- **B2C Marketing**

B2C marketing means business-to-consumer marketing. This refers to a company selling its products or services to consumers and the business promotion is done through ads.

- **C2B Marketing**

This is the opposite of B2C and means consumer-to-business marketing. In this type of marketing, the consumer gives goods or services to the company.

- **C2C Marketing**

C2C Marketing refers to consumer-to-consumer marketing. In this, consumers interact with co-consumers when they share a common product or service. An example of this is offer up and let go apps.

Definition of Digital Marketing

Digital marketing is the promotion and marketing of goods and services to consumers through digital channels and electronic technologies. These digital channels can include the internet, mobile devices, social media platforms, webinars, search engines, online customer communities and other digital platforms.

Advantages of Digital Marketing

The main advantage of digital marketing is that a targeted audience can be reached cost-effectively and measurably. Other digital marketing advantages include increasing brand loyalty and driving online sales. The benefits of digital marketing include:

- **Global reach**: - A website allows you to find new markets and trade globally for only a small investment.
- **Lower cost**: - A properly planned and well-targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- **Trackable, measurable results**: - Measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- **Personalisation: -** If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **Openness**: - By getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.

- **Social currency**: - Digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
- **Improved conversion rates: -** If you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

Disadvantages of Digital Marketing

Some of the downsides and challenges of digital marketing you should be aware of include:

Skills and training: - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and you must keep up-to-date.

Time consuming: - Tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.

High competition: - While you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.

Complaints and feedback: - Any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.

Security and privacy issues: - There are a number of legal considerations around collecting and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data protection.

Key Concepts of Digital Marketing

Digital marketing encompasses a variety of key concepts and strategies that businesses use to promote their products or services online. Here are some fundamental key concepts of digital marketing:

- **Search Engine Optimization (SEO)**: The practice of optimizing online content to improve its visibility in search engine results. SEO aims to increase organic (non-paid) traffic by enhancing a website's ranking on search engines like Google.
- **Content Marketing**: Creating and distributing valuable, relevant content to attract and engage a specific target audience. Content marketing can take various forms, including blog posts, articles, videos, infographics, and more.
- **Social Media Marketing**: Utilizing social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and others to promote products or services, build brand awareness, and engage with the audience.
- **Email Marketing**: Sending targeted and personalized messages to a group of individuals through email campaigns. Email marketing is often used for promotional purposes, newsletters, and customer communication.
- **Pay-Per-Click (PPC) Advertising**: Placing ads on search engines or other online platforms, where advertisers pay a fee each time their ad is clicked. Common PPC platforms include Google Ads and Bing Ads.
- **Social Media Advertising**: Running paid advertising campaigns on social media platforms to reach specific target audiences. Advertisers can use targeting options to tailor their ads based on demographics, interests, and behaviors.
- **Affiliate Marketing**: Partnering with affiliates who promote a product or service and earn a commission for each sale or lead generated through their marketing efforts.
- **Influencer Marketing**: Collaborating with individuals or influencers who have a significant following on social media or other online platforms to promote products or services.

- **Analytics and Data Analysis**: Using tools and analytics platforms to measure and analyze the performance of digital marketing campaigns. This involves tracking key metrics such as website traffic, conversion rates, and user engagement.
- **Mobile Marketing**: Reaching and engaging audiences through mobile devices, including mobile-optimized websites, mobile apps, SMS marketing, and location-based services.
- **Online Public Relations (PR)**: Managing a brand's online reputation and building relationships with online media outlets and influencers. Online PR involves monitoring and responding to mentions, reviews, and comments.
- **Conversion Rate Optimization (CRO)**: Improving the efficiency of digital marketing efforts by optimizing websites and landing pages to increase the percentage of visitors who take a desired action, such as making a purchase or filling out a form.
- **Marketing Automation**: Using software and technologies to automate repetitive marketing tasks, such as email campaigns, social media posting, and lead nurturing. Marketing automation helps streamline processes and enhance efficiency.

These key concepts work together to create comprehensive and effective digital marketing strategies. The selection and integration of these concepts depend on the business goals, target audience, and the nature of the products or services being promoted.

3C's of Digital Marketing

The 3 C's of digital marketing refer to Content, Context, and Community. These fundamental principles are crucial for any successful digital marketing strategy.

- **Content**:

Compelling and valuable content lies at the heart of digital marketing. Whether it's blog posts, videos, social media updates, or any other form of online material, content is what engages and attracts your audience. High-quality, relevant content not only helps in building brand credibility but also plays a significant role in Search Engine Optimization Services | MeraDigi driving organic traffic to your digital platforms.

- **Context**:

Understanding the context in which your audience interacts with your brand is essential. This involves tailoring your message and content to fit the platform or channel it's being delivered on. Different social media platforms, search engines, and websites have unique user behaviors and expectations. Adapting your approach to the specific context ensures that your marketing efforts are well-received and effective.

- **Community**:

 Building a community around your brand is about fostering relationships and creating a sense of belonging. Engaging with your audience through social media, forums, and other online communities not only strengthens brand loyalty but also provides valuable insights. A thriving community can become advocates for your brand, amplifying your reach and influence in the digital space.

Traditional Vs Digital Marketing

Traditional Marketing	Digital Marketing
The promotion of products and services through TV, Telephone, Banner, Broadcast, Door to Door, Sponsorship, etc.	The promotion of products and services through digital media or electronic mediums like SEO, sem, PPC, etc.
Traditional Marketing is not cost-effective.	Digital Marketing is more cost-effective-promoting.
It is not so good for Brand building.	It is efficient and fast for brand building.
Traditional Marketing is difficult to Measure.	Digital Marketing is easy to Measure with the help of analytics tools.
It is difficult to quantify the return on investment in traditional marketing.	It is simple to calculate in the case of digital marketing.
After the posting of the advertisement, it cannot be altered.	Even after the posting of an advertisement, it can be amended.
traditional Marketing includes. • T.V. advertisement • Radio. • Banner Ads. • Broadcast. • Sponsorship. • print Ads.	Digital Marketing includes.. • Search engine optimization (SEO) • Pay-per-click advertising (PPC) • Web design. • Content marketing. • Social media marketing. • Email marketing.

Traditional Marketing	Digital Marketing
Users have no option except to watch the ads.	Users can even skip the ads if they lack interest.
The traditional type of marketing has local reach.	The digital type of marketing has carried a global reach.
There are standardized ways of targeting users.	The targeting here is customized and relies on the type of user.
The methods opt in traditional marketing for market analysis by a company leads to waiting for weeks or months to get results.	Digital marketing gives quick results and thus helps in getting real-time marketing results easily.
No real-time results are obtained in traditional marketing so there is a need to draft a marketing strategy beforehand as it relies on marketing results.	The improvement in marketing strategy is quite flexible as it can be changed according to marketing results.
One-way communication occurs in traditional marketing because of its rigid means to carry out the process of marketing.	Two-way communication occurs that leads to more customer satisfaction.

Benefits of Using Digital Media

Digital media refers to electronic content that is created, stored, and distributed in digital formats. This content can include text, graphics, audio, video, and interactive elements. Unlike traditional media, which involves physical forms such as print or broadcast, digital media exists in a non-physical, digitized form. Digital media is prevalent in various online platforms and electronic devices, allowing for easy creation, distribution, and consumption.

Here are some key benefits of digital media:

- **Global Reach:** Digital media allows for instant and widespread distribution of content, enabling global reach and access to audiences around the world.
- **Cost-Effective:** Compared to traditional media, digital media often provides cost-effective options for content creation, distribution, and promotion. This is particularly beneficial for small businesses and startups with limited budgets.
- **Interactivity:** Digital media allows for interactive experiences, engaging users through comments, likes, shares, and participation in online discussions. Interactive content enhances user engagement and builds community.
- **Real-Time Updates:** Information can be updated and disseminated in real-time, keeping content current and relevant. This is especially valuable for news, events, and time-sensitive information.
- **Targeted Marketing:** Digital media enables precise targeting of specific audiences based on demographics, interests, and behaviors. This targeted approach enhances the efficiency and effectiveness of marketing campaigns.
- **Measurable Analytics:** Digital platforms provide detailed analytics and metrics, allowing businesses to track the performance of content, campaigns, and user interactions. This data-driven approach facilitates informed decision-making and optimization of strategies.
- **Cost-Effective Advertising:** Digital advertising platforms, such as social media and search engines, offer cost-effective options with the ability to set

budgets, target specific demographics, and track the return on investment (ROI).

- **Flexibility and Adaptability:** Digital media allows for quick adjustments to content and campaigns, ensuring adaptability to changing market conditions, trends, or audience preferences.
- **Multimedia Integration:** Digital media seamlessly integrates various forms of content, including text, images, audio, and video, providing a multimedia experience to users.
- **Accessibility:** Digital media enhances accessibility to information, entertainment, and educational resources. Content can be accessed at any time and from virtually anywhere with an internet connection.
- **User-Generated Content:** Users can actively contribute content through comments, reviews, and user-generated media, fostering community engagement and brand advocacy.
- **Reduced Environmental Impact:** Compared to traditional print media, digital media is often more environmentally friendly, as it reduces the need for paper, printing, and transportation.
- **Educational Opportunities:** Digital media facilitates online learning through educational platforms, e-books, webinars, and interactive educational content, expanding access to educational resources.
- **Cultural Exchange:** Digital media promotes cultural exchange by providing platforms for the sharing of diverse perspectives, ideas, and creative expressions globally.
- **Enhanced Customer Communication:** Businesses can engage in direct and instant communication with customers through digital channels, addressing queries, gathering feedback, and building stronger relationships.

Opportunities of Digital Marketing

There are many digital marketing job roles to consider, each with their own sets of skills to master.

1. **Email Marketing**: - Email marketing sounds pretty self-explanatory — you send emails to targeted lists. But it's that targeting that requires specialized

skills. Marketing emails are sent to lists of customers and prospects to drum up business and build awareness of products and services. They're also frequently sent out to engage audiences, even when there's no hard sale. It's the email marketer's job to test different subject lines, text, and formats to see which emails get the most attention.

2. **Search Engine Optimization (SEO)**: - No matter what your experience looks like, Search Engine Optimization will probably play a significant role in digital marketing. It's the backbone of every piece of content that's written since all content has the goal of discoverability. The digital marketing career outlook for SEO specialists is strong. There is a great need for professionals who understand social media, content quality scoring, competitive analysis, mobile search, and website analytics. These bases all must be covered to maximize online traffic.

3. **Content Writing**:- At first glance, content writing and copywriting may seem like the same digital marketing role, but as you get started in digital marketing, you'll see that they have two distinct jobs. Content writers focus specifically on longer-form content that draws readers to the site and nurtures them throughout the sales cycle. They create whitepapers and case studies, blog posts, and eBooks that educate readers and keep them coming back for more.

4. **Social Media Marketing**:- It's no secret that social media marketing is a huge part of digital marketing. Social media managers promote brands on networks like Facebook, Twitter, Instagram, and LinkedIn and others. Social media managers develop campaign strategies, videos, and graphics; and research audience trends to get in front of the right people. It's a job that bridges writing, design, and project management, and often requires the ability to work off-hours to respond to incoming messages. Experience in digital marketing and building communities is a must.

5. **Search Engine Marketing (SEM)**:- Search Engine Marketing is often confused with Search Engine Optimization, but the main difference is that SEM includes paid tactics. SEM managers research keyword trends to see what people are searching for and determine the appropriate amount to bid for such terms so the company pages appear in search results. It's a blend of SEO and advertising that helps draw traffic to the website. There are numerous tools and platforms used to research search terms, manage

bidding, and perform A/B tests to see which variations are most effective. SEM managers must be highly analytical and data-driven to succeed.

6. **Advertising**:- The field of advertising has changed significantly over the past few decades, with digital advertising taking a dominant role in digital marketing. Advertisers are responsible for matching the right products to the right audiences. They build relationships with media brands to determine what types of content will work best for each outlet and negotiate rates and terms that appeal to both parties. Digital advertising has a great digital marketing career outlook for competitive creative seeking a fast-paced, people-oriented environment.

7. **Copywriting**:- As you gain experience in digital marketing, you'll realize just how much writing is involved in the process. Copywriters produce a wide range of content, including taglines, product descriptions, emails, ads, and more. They even produce non-digital content like direct mail and video scripts. Copywriters obviously need a strong writing background, but beyond that they must be creative and curious. Their job revolves around getting people to pay attention in a world full of distractions.

Inbound and Outbound Marketing

Inbound Marketing: The "pull" strategy
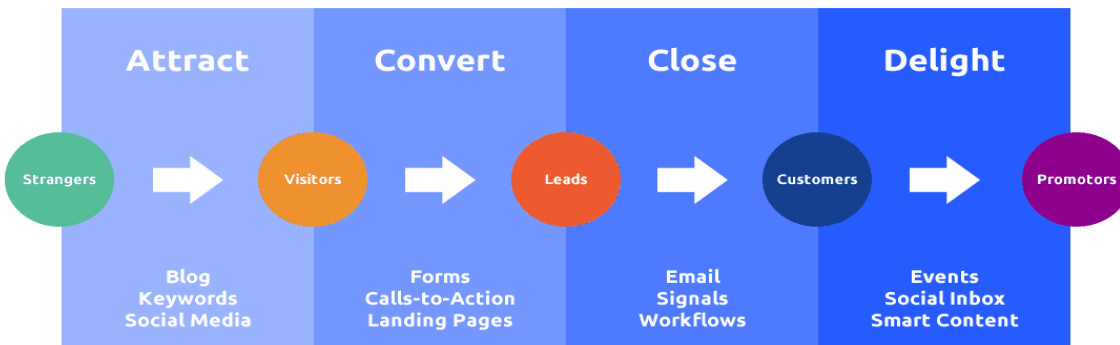
Inbound marketing is a customer-focused approach technique that focuses on acquiring and engaging a target audience through relevant content and experiences. Rather than pushing your products or services to your customers, it is all about making genuine connections with them.

As a result, it is known as the 'Pull' tactic.

Here are some of the most popular inbound marketing channels used by businesses

Content marketing:- Creating articles, blogs, and other forms of content.

SEO:- The process of optimizing content (blog posts) in order to rank higher in search engines.

Social media marketing:- Interacting with audiences channels like as Facebook, Twitter, and LinkedIn

Email marketing:- Sending tailored emails to subscribers.

Outbound Marketing: The "push" strategy

Outbound marketing is a traditional marketing method of reaching out to potential customers via multiple channels. The traditional advertising tactics comprised television ads, radio, print media, and billboards.

The same push approach is now being used in digital media, with ads on social media and cold outreach via DMs, phone calls, and emails.

Here are some of the most popular outbound marketing channels used by businesses:-

Traditional advertising:- Ads on television, radio, and print advertisements.

Direct mail: Sending promotional mails to potential buyers directly.

Trade shows: Participating in offline events to display products or services

Digital Outreach:- Cold emails, Cold DM's and Cold Calls

Difference between Inbound Marketing and Outbound Marketing :

S. No.	Inbound Marketing	Outbound Marketing
1.	It pulls in interested customer.	It pushes regardless of interest.
2.	It is written according to customer's needs.	It is written according to product needs.
3.	It is a part of content consumption.	It disrupts content consumption.
4.	It is also called New Marketing Technique.	It is also called Old Marketing Technique.
5.	Inbound Marketing is cheap.	Outbound Marketing is expensive.

6.	Inbound Marketing is also known as "Magnetic Marketing".	Outbound Marketing is also known as "Push Marketing".
7.	In Inbound Marketing, the marketer gets permission from the customer.	In Outbound Marketing, the marketer interrupts the customer.
8.	It has two way communication.	It has one way communication.
9.	It includes organic search ranking.	It includes paid search ranking.
10.	Some examples are blogs, social media etc.	Some examples are display ads, tv ads etc.
11.	It is measurable using digital marketing software.	It is challenging to quantify the attribution of physical advertising.
12.	It complements the user experience.	It interferes with user experience.
13.	It is for specific audience.	It is for general audience.
14.	The availability of several tools makes the selection easier of the most relevant material for your audience. Analytics are also available for inbound marketing.	There is no availability of such tools and analytics for outbound marketing.
15.	As a general rule, for increasing brand awareness or visibility among customers pull or inbound marketing should be employed.	Outbound marketing should be employed when you have something new for your users and they might not be familiar with that but are ready to buy the product.

	Using marketing strategies tactfully to pique the audience's attention.	Using marketing strategies tactfully to persuade customers to buy.
16.		

Components of Online Marketing

Online marketing has various components as shown in the illustration below −

Here in this tutorial, we will provide an insight into each of these components one by one in detail.

Market Research

Business organizations need to set clear objectives and strong market understanding. To research the market, you can −

- Review your website traffic.
- Review the Ad conversion rates.
- Review the queries asked by your existing customers.
- Identify the customers' **pain points** that they post on various platforms such as yahoo answers, blogs, social media, and other sites.

- Anticipate and compile a list of Frequently Asked Questions (FAQs) with their clear answers and align them to customers' pain points.
- Include the fact sheet about product if required.

Keyword Research

Choosing a correct and relevant set of keywords can help design a crisp and persuasive advertise for online marketing. Before accessing any keyword research tool, ask yourself −

- What is the purpose of this web page?
- How clearly can I state the conversion event?
- Have I clearly answered all the pain points that users might look for on this page?
- Which phrases the users might enter while looking for a solution?
- Are my keywords relevant to the users' intent?

SEO Friendly Website

Mapping the right keywords around the users' pain points in a hierarchical manner makes an effective website. You need to categorize the keywords in a thematic order and then link the respective articles to the keywords. This makes the website easy maintain.

Web Analytics

The ultimate goal of analytics is to identify actionable insights on monthly basis which can help to make favorable changes to the website gradually. This in turn ultimately leads to strong profits in long term.

Online Advertising

It is placing crisp, simple, and tempting Ads on the websites to attract the viewers' attention and developing viewers' interest in the product or service.

Mobile Advertising

It is creating awareness about the business and promoting it on smart phones that people carry with them inseparably.

Search Engine Optimization (SEO)

It is the activity of optimizing web pages or complete website in order to make them search engine friendly, thus getting higher position in the search results. It contributes to overall rankings of the keywords through influencing factors such as appropriate titles, meta descriptions, website speed, links, etc.

Social Media Marketing

It includes creating profiles of your brand on social media platforms such as Google Plus, LinkedIn, Pinterest, Twitter, Facebook, etc. It assures that you remain connected to the existing or potential customers, build awareness about the products and services, create interest in and desire to buy your product, and interact with the customers on their own terms and convenience.

Email Marketing

You can interact with the customers to answer their queries using **automatic responders** and enhance the customer experience with your website.

You can offer the options such as signing-in to subscribe to your newsletter. You can make the emails catchy and crisp, so that they don't make recipients annoyed. Also, you can use selected best words in the subject line to boost the open rate.

Content Marketing

It includes creation and sharing of media and publishing the **content** in order to acquire and retain customers.

Blogs

Blogs are web pages created by an individual or a group of individuals. They are updated on a regular basis. You can write blogs for business promotion.

Banners

Banners are long strips of cloth with a slogan or design. They are carried for demonstration, procession, or hung in a public place. There are internet banners in parallel to tangible banners for advertising.

Internet Forums

They are nothing but message boards of online discussion websites, where people posts messages and engage into conversation.

Newsletter Understanding

In the context of online marketing, newsletters play a crucial role in maintaining communication with a targeted audience and building relationships. They are a form of email marketing that involves sending regular updates, news, promotions, or valuable content to subscribers who have opted in to receive such communications. Here's a deeper understanding of newsletters in the realm of online marketing:

- **Audience Engagement:**
  Newsletters are designed to engage and nurture relationships with a specific audience. Subscribers have typically shown interest in a brand, product, or service and willingly provide their email addresses for regular updates.
- **Content Variety:**
  Online marketing newsletters may include a variety of content types, such as articles, blog posts, product updates, promotional offers, industry news, event invitations, and more. The goal is to offer a mix of valuable information to keep subscribers interested.
- **Frequency and Consistency:**
  Establishing a regular sending schedule is essential for maintaining audience engagement. Whether it's weekly, bi-weekly, or monthly, consistency helps subscribers anticipate and look forward to your content.
- **Personalization:**
  Personalizing newsletters by addressing subscribers by their names and tailoring content based on their preferences or past interactions enhances the user experience. Personalization can also extend to recommending products or services based on previous purchases or browsing behavior.
- **Call-to-Action (CTA):**
  Including clear and compelling calls-to-action is important for guiding subscribers toward desired actions, whether it's making a purchase, downloading a resource, participating in a survey, or visiting a website.

- **Analytics and Metrics:**
  Online marketing newsletters are typically accompanied by analytics tools that provide insights into performance metrics. These may include open rates, click-through rates, conversion rates, and other relevant data, helping marketers assess the effectiveness of their campaigns.

Traffic & Leads

In online marketing, generating traffic and leads are key objectives that contribute to the overall success of a digital strategy. Let's break down the concepts of traffic and leads in the context of online marketing:

Traffic:

- **Definition:** Traffic refers to the number of visitors or users who access a website, web page, or online platform. It is a measure of the volume of people interacting with online content.
- **Sources:** Traffic can come from various sources, including organic search (via search engines), direct visits, referrals from other websites, social media platforms, email marketing, paid advertising (PPC), and more.
- **Quality vs. Quantity:** While it's important to have a substantial volume of traffic, the quality of that traffic is equally crucial. Quality traffic consists of visitors who are genuinely interested in the content or offerings, leading to higher engagement and conversions.

Leads:

- **Definition:** A lead is an individual or entity that has expressed interest in a product, service, or brand and has provided contact information, typically in exchange for more information or value.
- **Conversion:** Converting website traffic into leads involves encouraging visitors to take specific actions, such as filling out a contact form, subscribing to a newsletter, downloading a resource, or signing up for a trial.
- **Lead Generation Strategies:** Online marketing employs various strategies to generate leads, including content marketing, email marketing, social media engagement, landing pages, forms, and calls-to-action (CTAs).

- **Nurturing:** Once leads are captured, the next step is lead nurturing. This involves providing relevant and valuable content to guide leads through the sales funnel, building trust and increasing the likelihood of conversion.

How Traffic and Leads Connect in Online Marketing:

Attracting Traffic:

Content Marketing: Creating high-quality, relevant content that attracts and educates the target audience.

SEO: Optimizing website content for search engines to improve organic visibility and attract organic traffic.

Social Media Marketing: Sharing content on social platforms to reach a wider audience and drive traffic back to the website.

Paid Advertising: Running targeted advertising campaigns to drive traffic to specific landing pages.

Converting Traffic into Leads:

Landing Pages: Designing dedicated landing pages with clear CTAs to encourage visitors to provide their contact information.

Forms: Placing strategically designed forms on web pages to collect user information.

Lead Magnets: Offering valuable resources, such as ebooks, whitepapers, or webinars, in exchange for contact details.

Personalization: Tailoring content and offers based on user behavior and preferences.

Nurturing Leads for Conversion:

Email Marketing: Implementing automated email sequences to nurture leads with relevant content and promotions.

Drip Campaigns: Sending a series of targeted messages over time to guide leads through the sales funnel.

Segmentation: Categorizing leads based on their behavior and interests, allowing for more personalized and effective communication.

Remarketing: Targeting ads to users who have previously visited the website but did not convert.