**Digital Marketing**

**Process Of Marketing:**

* Creating Value
* Communicating Values
* Delivering Values
* Exchanging Value
* Offering Value
* Feedback ( Rating, Embasidor)

**Evalution Of Marketing:**

* Trade Era: (before 1860)
* No Machines
* No Automation
* No Factories
* Boarder System (Exchange)
* Production Era:  (1860 - 1910)
* Factories  & Machines
* Increase Production Efficiency
* Sales Era: (1920 - 1930)
* SalesMen
* Hiring Sales Persons
* Marketing Era: (1940 - 1960)
* Brand Development
* Advertizing Materials
* Bouchers, Pamphlets, etc
* Marketing Company:  (1960 - 1990)
* Productions, Brand & Sales Men work together
* Relatioship Era (1990 - 2000)
* Customer Relashioship
* Long term Customer
* Social Media Marketing (2010+)
* Using Digital Technologies
* Social Media
* Email
* etc

Adv of Marketing:

>Exploring New Avenues

   New Opportunities

>Optimizing Production

  Increasing Production Efficiency

>Creating & Advertizing Brands

   Color Scheming

>Making Company-Wide Efforts

   Focus On One Goal

>Creating Customer Relationship

   Sweet Advertizers

   Long Term Customer

>Involving Communities

  Improving By Involcing

  Embassador

Digital Media:

Digital Media refers to audio, video, photo or textual content that has been encoded using a computer and can be Tranmitted digitality to people.

Digital Maketing:

All marketing activities done on modern Digital channels.

Eg: Paid Adv, SMM, Email & SMS, SEO

MobileMarketing & Marketing Research

Adv Of digital Marketing:

>Global Reach

>Personalized Market

>Customer Engamnt

>Content Variety

>Sales Conversion

>Cost Reduction

Freelancing:

 A Person who is sefl employed, and sells his serervices on the internet for income.

>No Boundry

>Own Time

>Own Price

>Full Control

 Jobs in Digital Marketing:

>SMM (Content Creation)

>Community Management (Interect People)

>Adverrtizing (SM Blog Creation)

>SEO

>Online Selling

>Online Campain

>Mobile Apps

Tools For DM

>Fb Insights

>LinkedIn SMM

>Instagram

>Twitter

>Youtube Studios

>Google AdWords (your advs on different sites)

>Google AdSense (different ads on your site.)

>Blogger

>Taboola (Naive advertizing)

>MailChamp

Mind Set as DigitalMarketer

>People Behaviour

>Creating Value

>Problem Solving Skills

Advise

>Creativity (show someting New)

>Adaptive (Change with Tech)

>Challenge (More Challenge)

DigitalMarketing Jargons:

>Conversion Rate:

Subscribe to this Channel

>Engagement Rate:

Likes, Comments & Share

>Impressions

Count of nO. of times, a post has been displayed regardless whethrer it has been clicked or nOt....!!

>Reach

Count of nO of people who have received your impressions.

May be 1 Person can get 4....5 impression of your Marketing

>Affinities

Topics, Pages & interrest like other than your Page.

(Customer Relashioship/interest)

>Trending Topic

>Sentiment

Emotions

>Paid Media

Your ads in other sites.

>Owned Media

Ads on your Sites

>Social Media Influence:

  Celebrities & Popular People

>Keyword

Words regarding your Business

>Meme/Viral

Jokes

>Analytics

Results , Accounts required Future Plannings.

>Historical Data

Negotiating Clients :

>Do Your Homework

>Avoid Emails, Use Skype

>Ask Questions

>Scope Of Assignments

>Price Neogotattion

>Optimistic

>Be Ready To Walk

Quality & Quantity:

>Research

>strategized

>written plan

>feedback

>be realistic

>project detail

>scadule

>vacations

Add Creation:

>Display Ads (Static Ads)

>Text Ads

>Pupup Ads

>SMM ads (Paid)

>Search Engine Ads

>Retargeting Ads (cookie)

>Adaptaion (ads on occutios)

Blogging:

Sharing cntent on a specific type of topic. Inforvative & Interactive.

Online Leads Generation & Sales

Online lead generation is an Internet marketing term that refers to the generation of prospective consumer interest or inquiry into a business' products or services through the Internet.

Techniques For Lead Generation

>Blogging

>Email Lists

>Google Ads

>Affiliate Marketing

>Competions

>Influencer Marketing

Facebook:

Facebook, Inc. is an American online social media and social networking service company based in Menlo Park, California. It was founded by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. It is considered one of the Big Four technology companies along with Amazon, Apple, and Google.

FB Profile Settings

>Profile Pic

>Cover

>Bio (Intro)

>Features Photo

>Education

>Work

>Places

>Contact & Basic Info (Email , Mobile & Website)

>Language

>Family relationship

>Life Events

FB Privacy Settings

>Post Audience

>Profile Email & DoB

FB Page Profile Setting

>Dp

>Cover

>Categories

>Contact & Website

>Hours

>Our Story

FB Page Privacy Settings

>Page Visibility

>Visitors Post

>Sharing & Tagging ability

FB Page Roles

>Admin

All rights with Delete Page option.

>Editor

All rights except Delete Page

>Moderator

 Can Delete Comments & Advertizer

>Advertizer

Posting & Advertizing Authority and Analyst

>Analyst

Analysis Page content and customer feedback. No Posting Authrity.

>Live Contributor

Live Coverage Of an Event

FB Page Messenger Settings

>General Setting

>Response Assistant

FB Page Templates

>Shopping

>Business

>Venues

>Charity

>Politicians

>Services

>Restaurant

>Video Creators

>STANDARD

>Different Tabs & Options

>#Hashtags

REACH On FaceBook

1. Organic Reach:

Organic reach is the number of people who see your content without paid distribution. It includes people who are shown your posts as well as your Facebook page. On the other hand, paid reach includes the people who see your content as a result of paid promotions. (Web)

>Better Trust and Credibility – Since your search showed up organically through Google, customers know that your content is most likely going to solve their problems.

>Work That Pays Off – The more your content shows up high organically, the more credibility your site will gain. Meaning your quality content will always provide value.

>Higher Click Through Rates – Organic searches offer a much higher click through rate on average than PPC.

>More Interaction Between B2C – Organic search is much more likely to encourage engagement with consumers, and more engagement means more quality leads.

2. Paid  Reach:

Paid reach consists of the users who see your posts as a result of paid advertising. Unlike organic posts, paid ads allow you to target an audience who have not yet liked your page, but have shown similar interests or are in your demographic. This could be anything from an ad you’re paying top dollar for, to a simple PPE ad for $5 a day. (Web)

>Time Efficiency – Ads can be targeted for a specific time range.

>Selective Targeting – Keyword optimization will make sure your ad shows up in front of exactly the kind of customer you are trying to reach.

>Trackable Click Rates – All PPC programs include up to the second tracking on how well your ads are doing.

Organic Reach On Fb Techniques:

>Content Variety

Make Texts, Pics, Audio & Video for your Brand Promotions and share On FB Page.

>Posting Time:

Change the posting time according to your Customers. ForExample, for Kids Garments you Should Post 9pm-12am

>Tip #1: Share Engaging, Native Video Content

>Tip #2: Leverage the Power of Facebook Live

>Tip #3: Study What’s Working for Your Competitors

Research Research & Research

Paid Reach - Pros & Cons

Pros

1. Reaching out lot of People

2. Targeted

3. Save Money as TV Ads

4. Achieving Goals

Cons

1. Sponsers

2. Strong Stretigy

3. Low Conversion Rate

4. Converters May not  Interested

Facebook Adwords

The Platform used by Facebook to create its ads is knOwn as Facebook Adverts.

Facebook ads are purchased on an auction basis, where advertisers are charged based on either clicks, impressions or actions. ... The ads are delivered all across Facebook, and some formats are eligible to show in the Facebook News feed. Facebook ads belong to one of two categories, Ads or Sponsored stories.