

Integrated Digital Marketing Strategy





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Q & A



What is Digital Marketing?

- The process of **promoting** brands, **building** and **maintaining** customer relationships using the **internet** and other digital technologies. It is an essential component in an organization's communications strategy.
- It allows companies to **tailor messages** to reach a **specific audience**, making it possible to market directly to people who are likely to be interested in their product.
- Digital marketing is a dynamic, **ever-changing process**

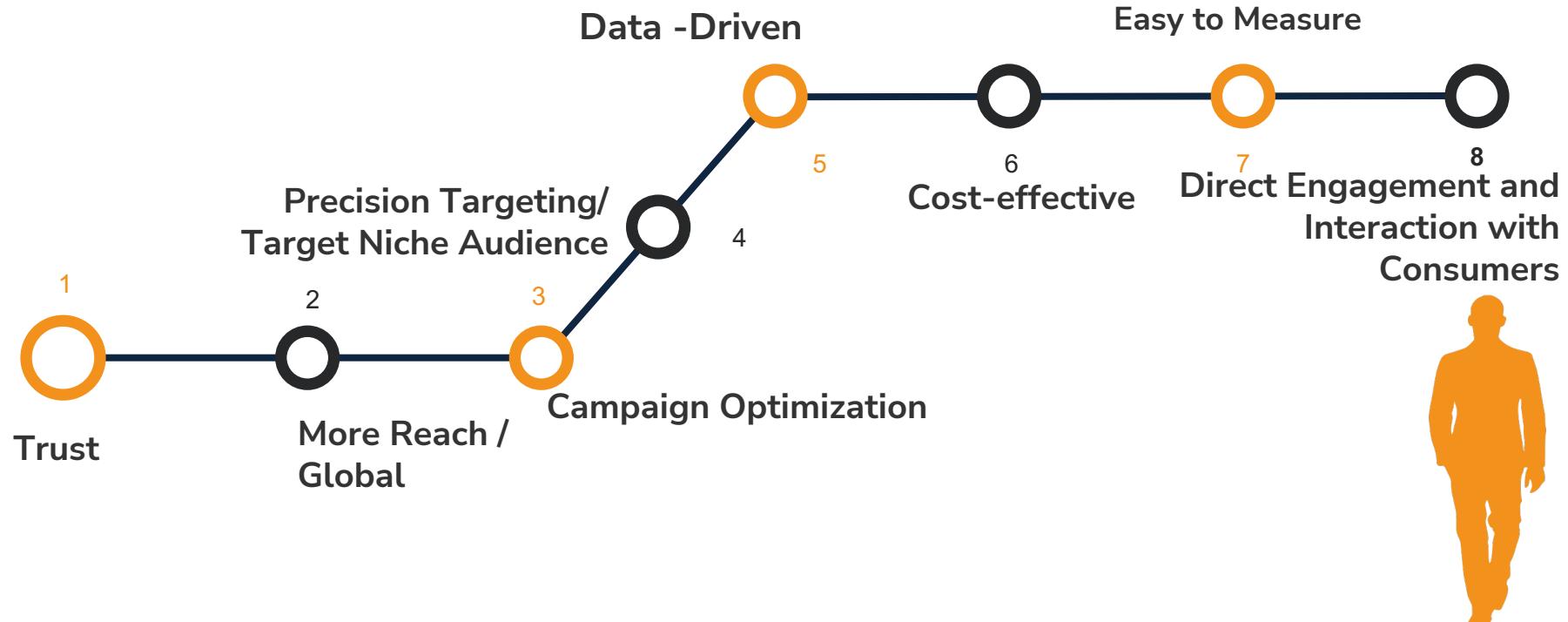
Difference between digital and traditional

Traditional Marketing	Digital Marketing
The promotion of products and services through, 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.
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. <ul style="list-style-type: none">•T.V. advertisement•Radio.•Banner Ads.•Broadcast.•Sponsorship.•print Ads.	Digital Marketing includes.. <ul style="list-style-type: none">•Search engine optimization (SEO)•Pay-per-click advertising (PPC)•Web design.•Content marketing.•Social media marketing.•Email marketing.

Difference between digital and traditional

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.
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.

Importance of Digital Marketing for Organizational Growth



The 5D's of Digital Marketing

Digital services can be accessed on different devices. Usually, you can communicate with your target audience through computers, laptops, tablets, and smartphones

Different paid, owned and earned communications channels for reaching and engaging audiences including advertising, email and messaging, search engines and social networks

The marketing technology or **martech stack** that businesses use to create interactive experiences from websites and mobile apps to in-store kiosks and email campaigns.

Digital Devices



Digital Platform

These are the platforms users interact with on a regular basis. They can be used for marketing purposes:
Social media
Search engines
Websites

Digital Media



Digital Data

Digital Data are data about your target audience being used to achieve a marketing goal. Generally, data about your target audience can be captured via:
Contact forms
Surveys
Apps

Digital Technology



Paid, Owned and Earned Media

Paid Media

Media where ad time and space are bought by organisations and advertising spending on them can be tracked.

Owned Media

Channels that an organisation controls that carry branded content and other firm-identifying materials

Earned Media

Is exposure and brand communication for an organisation that it did not pay for and is generated by outsiders, such as the general public or news media.

- Print (*Newspaper, magazine*)
- Broadcast (*Television, radio*)
- Place-based (*Outdoor, in-store*)
- Online (*Paid search, display ads, social media ads*)

- Corporate (*signage, stationery*)
- Branded (*mobile (apps, events)*)
- Packaging
- Brochures
- Online platforms (*social media accounts, websites, blogs, email, online catalogs*)

- Word of mouth
- Social media mentions
- Shared photos, videos
- Post & Reposts
- Online brand communities
- Online reviews
- Media coverage



What is Digital Media?

- Digital media is any platform that is used to **send** or **receive** information backed by the **internet**.
- The internet is the main driver, so everything that happens online must be of concern to you

PAID

Advertisials
Boosted posts
Sponsored content
Social media ads
Digital advertising

EARNED**EARNED**

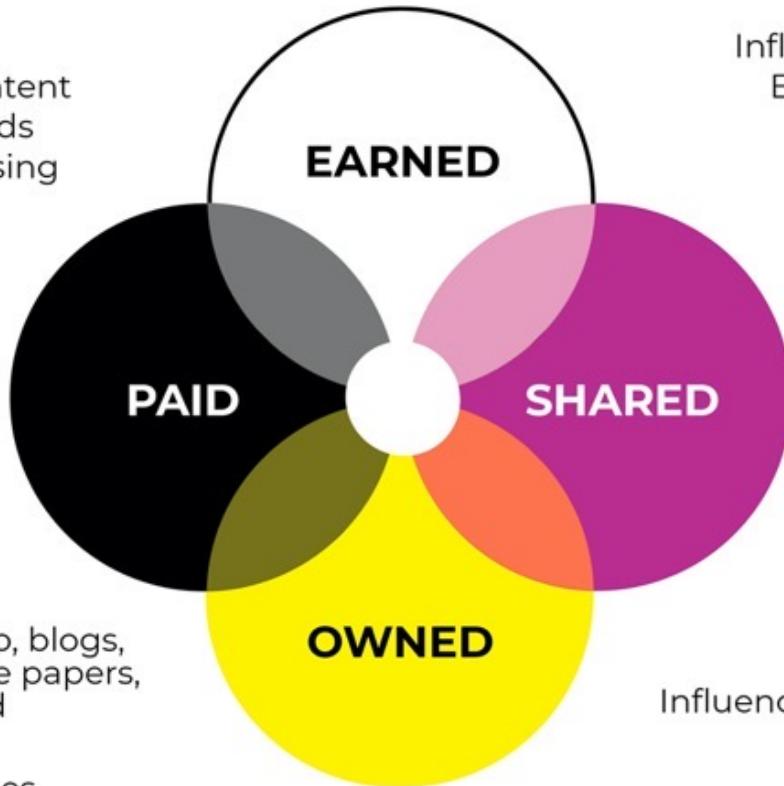
Media relations
Influencer relations
Blogger relations
Word of mouth
Link building

PAID**OWNED**

Website
Content – video, blogs,
podcasts, white papers,
user generated
Newsletter
Employee stories
Case studies

SHARED**SHARED**

Social media
Influencer engagement
Partnerships
Charity links
Sponsorship

OWNED

Owned Media

- Owned media is just any type of content that you create and own yourself — that's on your website and any sort of assets or locations that you own as a company.
- The great thing about owned media is that you own it. That means you have control over it. With every other type of media that we talk about, you have less control over it.

PROS

- **Low Risk:** you can't be shut down when policies change or the platform dies
- **Long-Term Asset:** evergreen content will draw audiences as long as it's relevant, your audience will serve you as long as you nurture it

DOWNSIDE

- **Slow:** May take a long time and effort. It takes time to build an audience
- **Not independent:** requires a combination of paid, earned, or shared to build an audience
- **Very Demanding:** it takes a lot of time to create content, build a thriving community, and value to the customer conversation.

EXAMPLES: Website | Blog posts | videos | podcasts | images and infographics | e-books | newsletters |



McBerry
Cakes



French
Donuts

Simply Irresistible



Bella
CAKE



Goodness
creamed with
Chocolate & Milk



3X DELICIOUS
FRESHLY BAKED
CUPCAKES



Marwako Fast Food • Follow

Suggested for you · 4 d

...

X



Happy
MONDAY



ALWAYS THE
BEST

54

5 comments · 5 shares

Like

Comment

Share



Ghana Airports Company Limited • Follow

Suggested for you · 2 d

...

X

Kotoka International Airport attains Level 1 of the
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website: www.gacl.com.gh

PRESS RELEASE

KOTOKA AIRPORT RECEIVES CUSTOMER EXPERIENCE ACCREDITATION

Accra - 2nd August 2023 - Ghana Airports Company Limited (GACL) is pleased to announce that Kotoka International Airport has attained Level 1 of the Airports Council International (ACI) Customer Experience Accreditation Programme.

The ACI Airport Customer Experience Accreditation programme is the first Worldwide Customer Experience Management Accreditation designed specifically for the Airport Industry and dedicated to ACI member Airports. The key objective of the ACI Airport Customer Experience Accreditation is to help airports improve their practices and to promote a direct positive impact on Customer Satisfaction to meet Customers' ever-



ACI AIRPORT CUSTOMER
EXPERIENCE ACCREDITATION

Kotoka International Airport
is proud to be awarded the ACI Airport
Customer Experience Accreditation 2023



ghanaairports gh_airports ghaaairports
www.gacl.com.gh

58

14 shares

Earned Media

- Earned media is content created by someone else about your company that you didn't pay for.
- Most of the other things are **self-promotional**. Earned is someone else talking about you on your behalf, and people trust what other people are saying about you more than they trust what you say about yourself.
- One of the most effective ways to get earned media is to do something **newsworthy**.

PROS

- **Authoritative:** you are vouched for by a third-party authority
- **Cost-Effective reach:** leverage the size and trust of an established audience
- **Long-Term Benefit:** past mentions or placements can be referenced to create long-term SEO benefits

DOWNSIDE

- **Unreliable:** you can never guarantee a press mention or placement
- **Hard to scale:** does not scale well to global efforts or high volumes of messages
- **Expensive:** an effective PR program takes time and/or money to build
- **No Control:** You have no control and negative feedback spreads
- **Takes Time:** it takes time, energy, and tenacity to secure and often requires a PR professional to get the job done.

EXAMPLES: Press coverage | Awards| Reviews| Free backlinks| Brand mentions| Consumers Social media posts, tweets, videos, open dialogue within a online community

Shared Media

- Shared media refers to content that is shared across third-party platforms, such as social media, or shared between multiple owners, including people liking, commenting on or sharing someone's social media posts – it is the result of a shared interaction.

PROS

- **High trust:** people trust their peers more than the media or ads
- **Low Cost:** the amplification of your content is tied to its quality, not the dollars or Cedis behind it

DOWNSIDE

- **Unreliable:** it is hard to predict what will be shared in advance
- **Unscalable:** simply producing more content doesn't always mean shares
- **Absolutely no control:** you have no control over the reach of the shared content. If someone makes a meme mocking your product, you can't stop it from going viral, and you also can't control whether or not positive interactions you have with fans will go viral.
- What you need to keep in mind is that the moment you share your posts on social media, your content is out of your hands. The comments, shares and engagement is totally up to your audience and the process is out of your control. This means that tiny mistakes can have big consequences for brands.

EXAMPLES: Social Media Content| User-Generated Content



JoyNews • Follow

Suggested for you · 7 h · 🎙

...



Can you name all of the Big Six? #FoundersDay



185

197 comments • 2 shares



Like



Comment



Share

Paid Media

- Paid media is content you have to pay to place and promote. You have heavy influence over the content, but your control will be limited by the rules of the host or publication.
- The benefits of them is that you can reach an audience that is much **more difficult to or might take a lot longer to reach** through owned methods.
- So, you can go out and just place your content in front of them by paying for it.”
- The great thing about paid media is that scales really fast. If you have a message that you want to be seen by the mass market, paid media is the right channel to do that.

PROS

- **Scalable:** more money equals more distribution
- **Reliable:** Guaranteed exposure for your message
- **Fast:** Media can be placed in front of your audience today

DOWNSIDE

- **Low trust:** everyone is a bit sceptical of a paid placement or ad
- **Expensive:** as reach and frequency increase so does cost
- **Ephemeral / lack of longevity:** once you stop investment, returns will drop off quickly.

EXAMPLES: Search ads / PPC | Paid Social | Paid Affiliate marketing programs | Paid Social | Advertorials | Sponsored content | Banner ads

Congratulations!

Data Analytics and Visualization (DAV) 2024 Intake

Dr. David King Boison and Nil Nookwer Tackie

NB: The full names of names with **** have been withheld upon requests of the states.

An advertisement for IDMC GHANA featuring a collage of six black and white portraits of diverse individuals, likely speakers or faculty members, arranged in two rows of three. The top row includes a man in a suit and tie, a man in a suit and tie, and another man in a suit and tie. The bottom row includes a man in a suit and tie, a woman in a dark dress, and a man in a patterned shirt. The background is a textured grey.

**A 2-WEEK PROFESSIONAL DEVELOPMENT
CERTIFICATE IN**

DIGITAL MARKETING & SALES STRATEGY

Key Areas to be covered:

- Understanding the Digital Marketing Landscape
- Social Media Marketing & Analytics
- Content Marketing
- Creating a Digital Presence
- Social Media Marketing & Management
- Google Adwords Optimisation (GAO)
- Email Marketing
- Content Marketing Tools
- Paid Advertising Strategies
- Sales Strategy & Customer Acquisition
- Performance Measurement
- Cybersecurity: Future Trends and Innovations
- B2B SMS
- Website Management and blogging

VENUE: ZOOM LIVE / BRITISH COUNCIL, ACCRA

VENUE: IDMC GHANA, 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 425, 427, 429, 431, 433, 435, 437, 439, 441, 443, 445, 447, 449, 451, 453, 455, 457, 459, 461, 463, 465, 467, 469, 471, 473, 475, 477, 479, 481, 483, 485, 487, 489, 491, 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- When we co-host a webinar with a partner, we own it: it's hosted on our website and produced by us. But for our partner, it's earned media. Their expertise led to them being asked to participate and thus earned them backlink and promotion. That webinar can also be shared on social media and interacted with by participants and fans, and it can be promoted through paid means as well.

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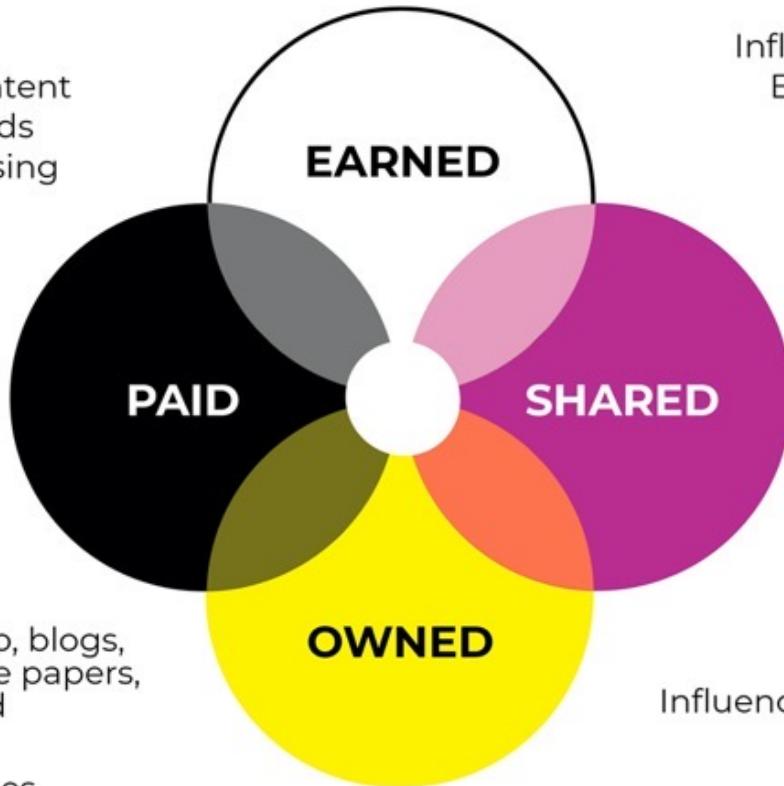
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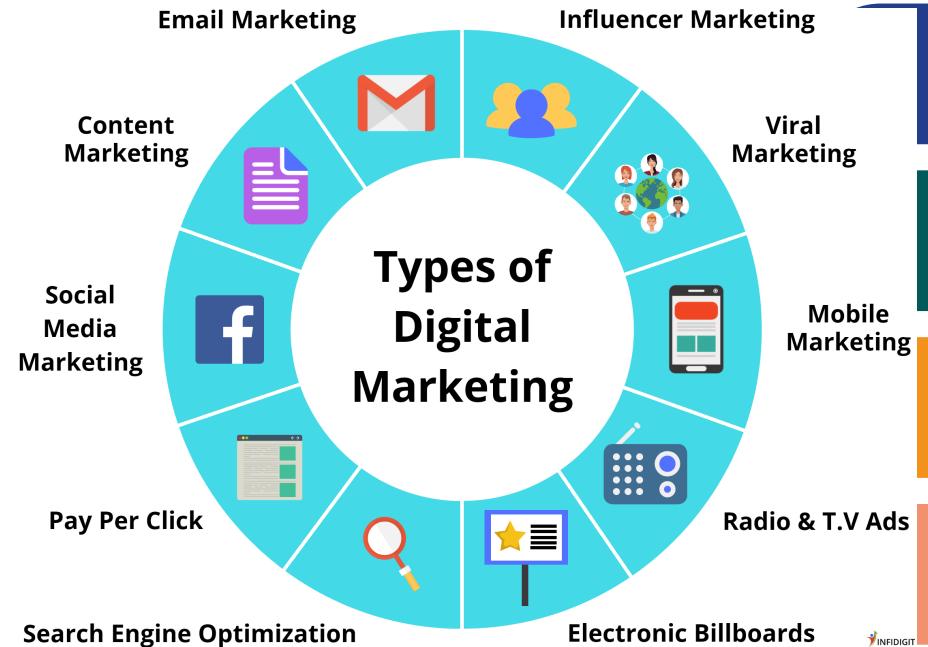
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Question Time



Digital Marketing

- **Search Engine Optimization (SEO)**
- **Search Engine Marketing**
- **Google My Business**
- **Social Media Marketing**
- **Content Marketing**
- **Email Marketing**
- **Influencer Marketing**
- **Affiliate Marketing**
- **Mobile Marketing**
- **Marketing Analytics**
- **Artificial Intelligence**



Search Engine Optimization

- The **Search Engine** is a software that allows users search for (or access) information on websites using keywords.
- Search Engine Optimisation (SEO) is the process by which a website is optimised to have a high rank in organic search results (unpaid search results of a search engine which appears due to its relevance to the user's query), thus, bringing about increased traffic to the website.
- A structured approach used to increase the position of a company or its products in search engine natural or organic results listings (the main body of the search results page) for selected keywords or phrases
- In simpler terms, SEO improves the visibility of the website on search engines such as Google, Bing, Mozilla Firefox, etc., in order to attract potential customers.

How Search Engines Work

The major function of Search Engines is to source content, analyse and display them according to their degree of relevance to the search query.

Search engines are able to do these through the following data sorting stages:

Crawling

This is the stage where the search engine sends out robots, or bots, to **read** the contents of your web page or posts following your links (or backlinks to the website). After which, the data discovered is brought back to the search engine's server.

Indexing

It is at this stage that the bots (or crawlers) sort through the information that has been gathered and assess its relevance to the search query based on keywords or content of the web pages. The **correlation** of the information to the search query determines if it will be found (or shown to the user). It is important to note that not all sites that are crawled get to be indexed (or found) but all sites have to be crawled to be indexed.

Ranking

This is the stage where the search engine grades the information that has been indexed. After checking for the relevance of the information to the search query (indexing), it is then **ranked** based on the quality and credibility of its content.

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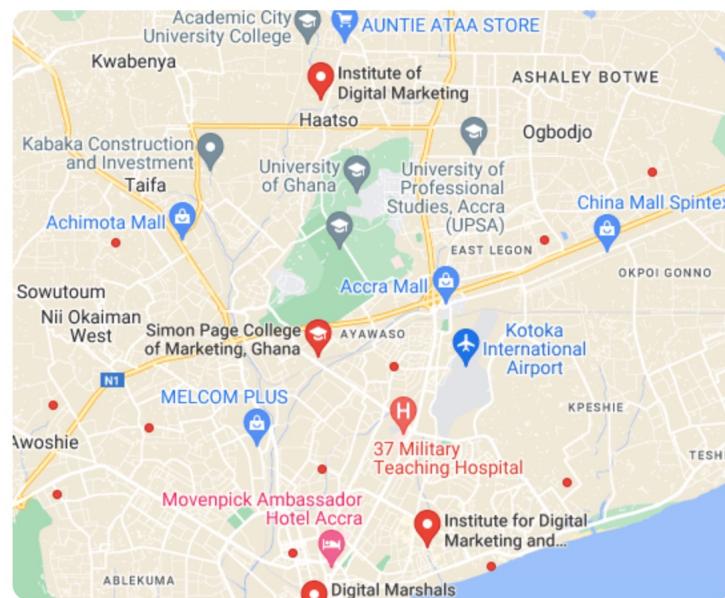
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Directions

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Search Engine Marketing (Pay Per Click)

- Search Engine Marketing (SEM) is a paid form of advertisement that increases the visibility of a website to search engines. It refers to how a website can be promoted using Organic and/or Paid Search. These promotions ensure that the website appears in Search Engine Result Pages (SERPs).
- PPC refers to when a company pays for text ads to be displayed on the search engine results pages as a sponsored link (typically above, to the right of or below the natural listings) when a specific keyphrase is entered by the search users.
- It is so-called because the marketer pays each time the hypertext link in the ad is clicked on. If a link is clicked repeatedly, then this will be detected by the search engine as click fraud and the marketer will not be charged
- PPC makes your content appear in front of the target audience when they make search queries using relevant keywords that speak to your offering(s). The cost incurred by the advertiser when consumers click on this link is known as Cost-Per-Click (CPC).

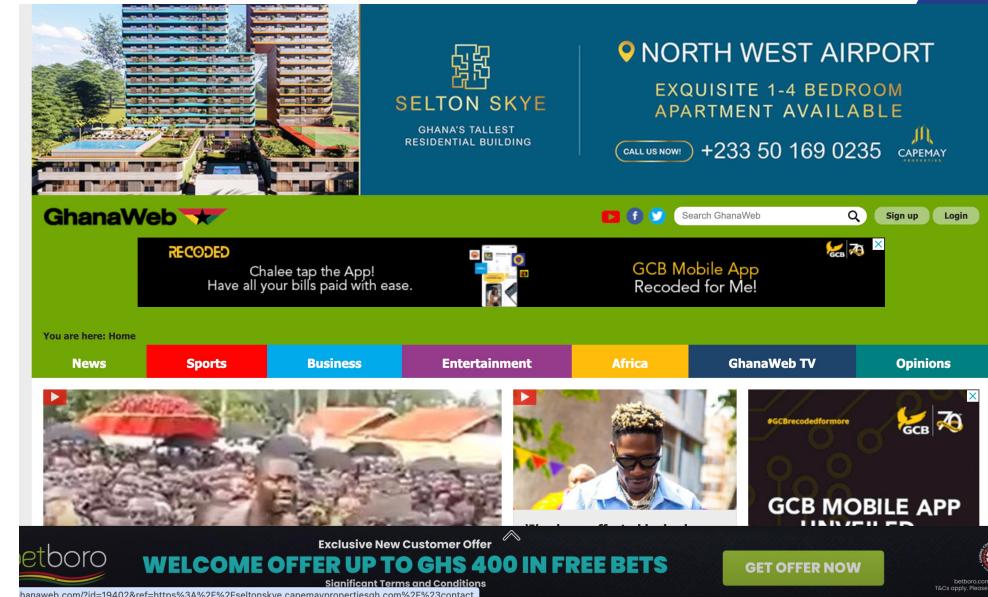
TOOLS : Google AdWords, Google Keyword Planner

Display Banner Ads

Use of graphical or rich media ad units within a web page to achieve goals of delivering brand awareness, familiarity, favourability and purchase intent. Many ads encourage interaction through prompting the viewer to rollover to play videos, complete an online form or to view more details before clicking through to a site

A type of online advertisement that combines text, images, and a URL that links to a website where a customer can learn more about or buy products. There are many ad formats. These ads can be static with an image or animated with multiple images, video, or changing text (also called rich media ads).

Display advertising is a mode of online advertising where marketers use banner ads and other visual ad formats to advertise their products on websites, apps, or social media.





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Programmatic ads

Achieve more with AI powered display advertising

Programmatic ad buying is the use of software to buy digital advertising. While the traditional method includes requests for proposals, tenders, quotes, and negotiation, programmatic buying uses algorithmic software to buy and sell online display space.

Briefly put, programmatic advertising is a way to automatically buy and optimize digital campaigns, rather than buying directly from publishers.

It's designed to replace human negotiations with machine learning and AI-optimisation. The goal is to increase efficiency and transparency for both the advertiser and the publisher.

This is done through real-time auctions where ads are bought at the same as a visitor loads a website.

Pov: You can't pay your
student loan



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Content Marketing

- Content marketing is a type of marketing which involves creating **relevant** and **consistent** content to **attract** defined audience.
- Content marketing uses **storytelling** and **information** sharing to increase brand awareness. Ultimately, the goal is to have the reader take an action towards becoming a customer, such as requesting more information, signing up for an email list, or making a purchase. “**Content**” can mean blog posts, resources like white papers and e-books, digital video, podcasts, and much more.
- Content marketing is about building a sustainable, trusting relationship with your customers that can potentially lead to many sales over time, not just making a single transaction.

TOOLS : Website, CMS Platforms, Canva, Reels etc



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Warmest regards,

Why an investment in digital marketing training is a good idea in 2023

Categories

BLOG

Date

MARCH 19, 2023

In the past few years, the world has seen a rapid shift toward digitalization, and this has significantly impacted the way businesses operate. With more and more customers turning to online platforms to make their purchases, digital marketing has become an essential tool for businesses to connect with their target audience.

The number of internet users across the world has increased massively year-on-year. According to statistics, as of the end of April 2022, there were more than 5 billion people – around the world – online. This number will increase in leaps and bounds in the years to come.

The main reason to increase in the active internet users in the last few years is due to the high usage of smartphones, tablets, and other smart devices around the world. These are very handy and useful to carry along with people where ever they go.

Considering all these points online marketing is vast and broadly open to all the people around the world to connect through multiple devices like (smartphones, laptops, desktops, tablets, Smart TV etc.) So this is going to help the Digital Marketing industry to expand worldwide their online market everywhere without having any shops in a particular place.

This means that your marketing needs to speak the same language as your customers do.

Question Time



Email Marketing

Typically applied to outbound communications from a company to prospects or customers to encourage purchase or branding goals.

Email marketing is most commonly used for mailing to existing customers on a houselist, but can also be used for mailing prospects on a rented or co-branded list.

Emails may be sent as part of a one-off campaign or can be automated, event-based, triggered emails, such as a welcome strategy that can be broadcast based on rules about intervals and customer characteristics

In order to run effective email campaigns you need to

1. Create a sense of urgency (eg. limited slots, limited time)
2. Personalize your email (eg. Hello Ama, this is special just for you)

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Mobile Marketing

- Mobile marketing is a way of marketing through SMS.
- Sending marketing messages through SMS and push notifications is a time-tested way of getting the recipient's attention, especially since more than 90% of such messages are opened right after receiving them.
- This, coupled with mobile search and social ads is a powerful way of influencing a customer. **Modern geofencing options ensure that you can target a specific demographic with precision and ease.**

Usage ideas

- Sending customers news about deals, transactions, discounts, coupons, and sales, loyalty point updates, etc. are a great way to engage with your customer.

TOOLS : BULK SMS Platforms

5:16

55%

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Monday, 10 August 2020



Dear Valued Customer,
We are embarking on a customer information update exercise. Kindly download the Personal or Entity Update form on our website www.agricbank.com or visit our nearest branch to complete the required form to update your records. Mask up, stay safe.
ADB... Truly agric and more

1:38 pm

Tuesday, 2 November 2021



Dear Valued Customer, Please be informed that ADB is not running any online promotion or survey for its customers or the general public. Kindly desist from sharing your password or account details with any third party. For any enquiry call [0302210210](tel:0302210210). Mask Up, Stay Safe. ADB... truly agric and more.

12:29 pm

Saturday, 1 January 2022



Dear Valued Customer, May this New Year bring lots of opportunities for us to serve you better. Thank you for being our Valuable Customer, We wish you a fruitful 2022. Mask Up! Stay Safe. ADB... truly agric & more.

12:22 am

9:02

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Friday, 22 March

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Tuesday, 17 January

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Wednesday, 17 April

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Wishing you a prosperous and fulfilling year as we work towards your financial goals.

7:00 am

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will **UNDERSTAND**



Influencer Marketing

Who is an Influencer

But influencer marketing doesn't just involve celebrities. Instead, it revolves around influencers, many of whom would never consider themselves famous in an offline setting.

- the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience
- a following in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche.
- Influencer marketing involves a brand collaborating with an online influencer to market one of its products or services.
- Influencer Marketing is a hybrid of old and new marketing tools. It takes the idea of **celebrity endorsement** and places it into a modern-day **content-driven marketing campaign**.
- The main differentiator in the case of influencer marketing is that the results of the campaign are collaborations between brands and influencers.

TOOLS : Website, Blogs, Social Media Platforms



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KALYJAY

@gyaigyimii

Send an email to - KalyJaybiz@gmail.com for business

Social Media Influencer 🇺🇸 Texas, USA 🌐 thebrocodegh.com

Born January 24 Joined June 2019

22.2K Following 1.6M Followers



Followed by Martin Thompson Ntem, Shadrack Odame, and 17 others you follow

Posts

Replies

Highlights

Media

Pinned



KALYJAY @gyaigyimii · Jan 23

It has been a beautiful Journey 🎉 ❤️ Happy Birthday In advance to me 🎈



Search

Live on X

Joy 99.7 FM is hosting

#Newsfile with Samson Lardy Anyenini



You might like



Kwadwo Sheldon

@kwadwosheldon



#TV3GH

@tv3_ghana



UTV Ghana

@utvghana



Show more

Trends for you

Trending in Ghana

#UPSA

1,064 posts



Trending in Ghana



**wesleykessegh**

Following



...

708 posts

187K followers

3,313 following

Wesley Kessi

@ wesleykessegh

Digital creator

||Tiktok Creator ||

CEO of @kessecooks_ ®

iAct • iCook • iPresent

Thewalkingmannequin

wesleykessegh

For bookings: Mgmt.kesse@gmail.com

rocketsfintech.page.link/7qDZ + 1

Followed by bwouybrown, carlyss.cjl, martin_thompson_ntem + 1 more



#30thbirthday...



Creatorthon...



Awards



BCOMNGDA...



WS



Glitzfashnw...



GLITZSTYLE...

Affiliate Marketing (collaborative Marketing)

- This digital marketing type allows businesses to utilize industry experts and social media influencers to attract traffic to their websites.
- Your business can enter into a contract with these **third-party** influencers to collaborate in promoting your products and brand for compensation.
- A commission-based arrangement where referring sites (**publishers**) receive a commission on sales or leads by merchants (**retailers**).
- Commission is usually based on a percentage of product sale price or a fixed amount for each sale, but may also be on a per-click basis, for example when an aggregator refers visits to merchants



TOOLS : Website, Online News Portals, Social Media Platforms

Artificial Intelligence

- AI allows computers to do things that usually require human intelligence, like making decisions or recognizing images. It uses programming languages to help computer systems mimic what humans can do.
- Examples of AI are chatbots, digital payments, and voice and facial recognition.
- AI can be used in various ways, even in the digital marketing field. Digital marketers can use AI to personalize customer experiences, optimize campaigns, automate processes, and more. AI technology makes it easier for businesses to target specific customers with relevant content at scale while also gathering valuable insights about their audiences.



TOOLS : Chatbots, Predictive, analytics

Chatbots

Chatbots play a vital role in assisting your sales and marketing teams in communicating with customers and prospects. Salespeople and customer service teams are often busy, which means they aren't always available right away-a problems that Chatbots solve. Chatbots on your website allow you to interact with your visitors in real-time.

This means customers won't have to wait to speak with a representative from your firm to receive the answers they need. A chatbot will appear on your website and allow visitors to ask any questions they might have.

With this option, you may automatically respond to inquiries through intelligent automation, moving the lead farther down the sales funnel which in turn leads to more sales

Social Media Marketing

This includes everything a business or an individual does online through social media platforms to reach specific audiences. Social media marketing goes far beyond simply creating posts for social channels and responding to comments.

1. Activities must be strategic with an integrated approach
2. Efforts must be coordinated and consistent rather than an afterthought
3. Analyze the performance of your posts
4. Create strategies based on audience data

TOOLS : Facebook, Instagram, Twitter, Tiktok, LinkedIn etc.

SOCIAL MEDIA MARKETING PLATFORMS			
PEOPLE	CONTENT	STRATEGIES	CONS
 • 25-34 • Boomers	• Photos & links • Information • Live video	• Local mktng • Advertising • Relationships	• Weak organic reach
 • 18-25 • 26-35	• How-tos • Webinars • Explainers	• Organic • SEO • Advertising	• Video is resource-heavy
 • 18-24, 25-34 • Millennials	• Inspiration & adventure • Questions/polls	• Ecommerce • Organic • Influencer	• High ad costs
 • 25-34, 35-49 • Educated/ wealthy	• News • Discussion • Humor	• Customer service • Ads for males	• Small ad audience
 • 46-55 • Professionals	• Long-form content • Core values	• B2B • Organic • International	• Ad reporting & custom audience
 • 10-19 • Female (60%)	• Entertainment • Humor • Challenges	• Influencer marketing • Series content	• Relationship building
 • 13-17, 25-34 • Teens	• Silly • Feel-good • Trends	• Video ads • Location-based mktng • App mktng	• Relationship building

Marketing Analytics

- Marketing analytics is the practice of using data to evaluate the effectiveness and success of marketing activities. Marketing analytics allows you to gather deeper consumer insights, optimize your marketing objectives, and get a better return on investment.
- Marketing analytics benefits both marketers and consumers. This analysis allows marketers to achieve higher ROI on marketing investments by understanding what is successful in driving either conversions, brand awareness, or both.
- Analytics also ensures that consumers see a greater number of targeted, personalized ads that speak to their specific needs and interests, rather than mass communications that tend to annoy.

Post Insights

Total Insights

See more details about your post.

Post Impressions i

523,183

Post reach i

204,705

Post Engagement i

10,269

Boosted on Jan 25, 2023

Status: Paused · Boosted by: Martin Thompson Ntem

Budget: \$400.00 lifetime · Duration: 34 days

Post reach i

210,177

Post Engagement i

8,185

TOOLS : Website, Online News Portals, Social Media Insight

Sessions

Pageviews



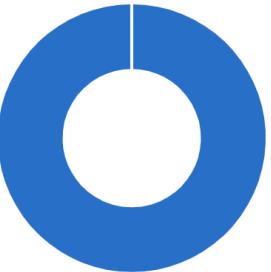
Site Notes

Sessions	Pageviews	Avg. Session Duration	Total Users
4,315 ↑ 100% vs. Previous 30 Days	6,121 ↑ 100% vs. Previous 30 Days	33s ↑ 100% vs. Previous 30 Days	3,615 ↑ 100% vs. Previous 30 Days

See Quick Links



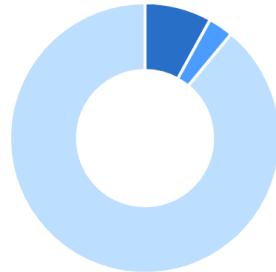
New vs. Returning Visitors



● New
● Returning

100%
 0%

Device Breakdown



● Desktop	8%
● Tablet	3%
● Mobile	89%

Top 10 Countries

1.	 Ghana	4,120
2.	 United States	27
3.	 Netherlands	22
4.	 Cote d'Ivoire	19
5.	 United Kingdom	18
6.	 China	10
7.	 Germany	8
8.	 Sierra Leone	8

Top 10 Referrals

1.	 l.facebook.com	1,763
2.	 lm.facebook.com	1,013
3.	 m.facebook.com	711
4.	 l.instagram.com	11
5.	 facebook.com	7
6.	 instagram.com	5
7.	 linkedin.com	
8.	 cn.bing.com	

See Quick Links



Top Posts/Pages



1.	Home - Institute for Digital Marketing and Communication Ghana	647
2.	Artificial Intelligence, Digital Marketing and Strategic Communications - Institute for Digital Marketing and Communication Ghana	565
3.	Courses - Institute for Digital Marketing and Communication Ghana	105
4.	Event Management, Promotion, and Sponsorship - Institute for Digital Marketing and Communication Ghana	89
5.	Courses - Institute for Digital Marketing and Communication Ghana - Page 2	88
6.	Home - Institute for Digital Marketing and Communication Ghana	78
7.	Home - Institute for Digital Marketing and Communication Ghana	69
8.	Our Facilitators - Institute for Digital Marketing and Communication Ghana	55
9.	Courses - Institute for Digital Marketing and Communication Ghana	47
10.	Professional Courses - Institute for Digital Marketing and Communication Ghana	46

[View Full Posts/Pages Report](#)

Show

10

25

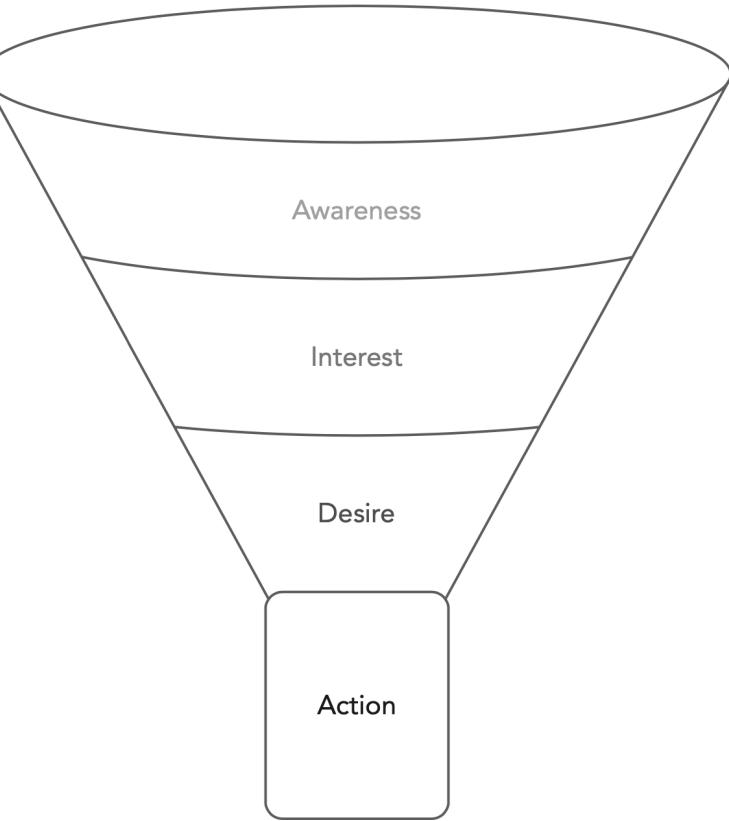
50

Question Time



10 minutes break





AIDA sales funnel

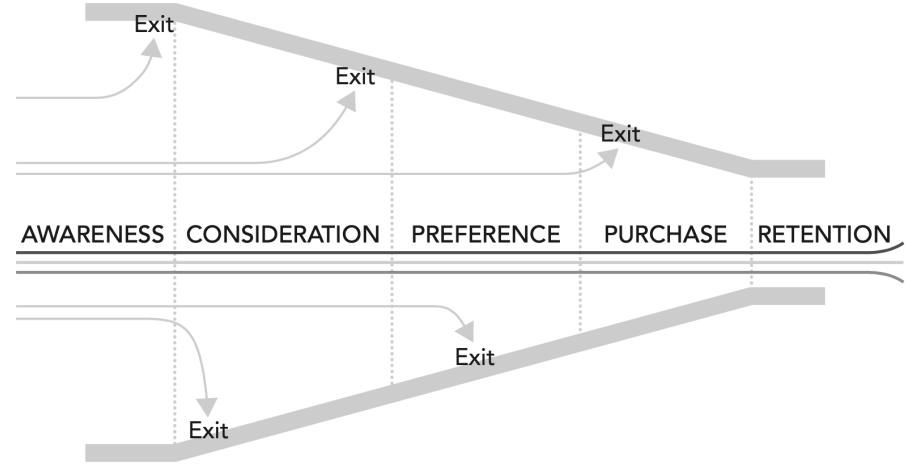
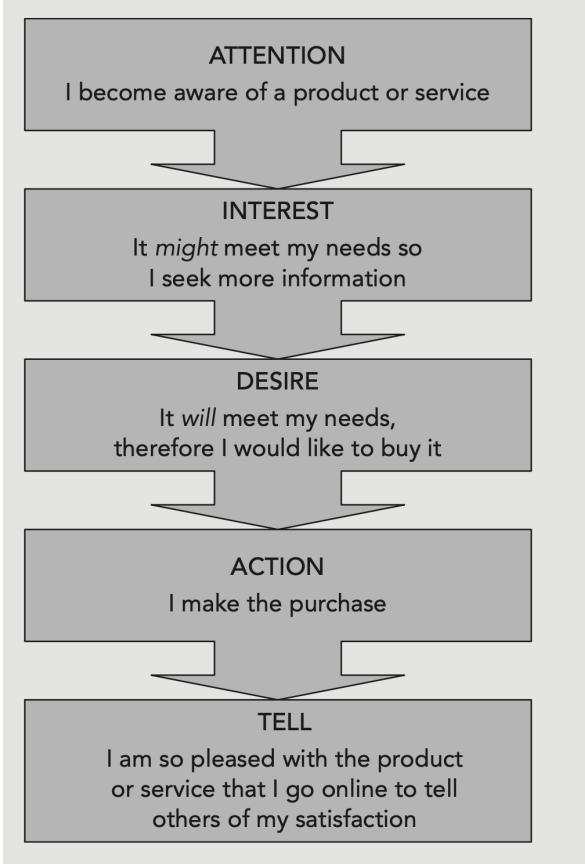


Figure 2.3 A contemporary sales funnel



AldA moves into the digital age

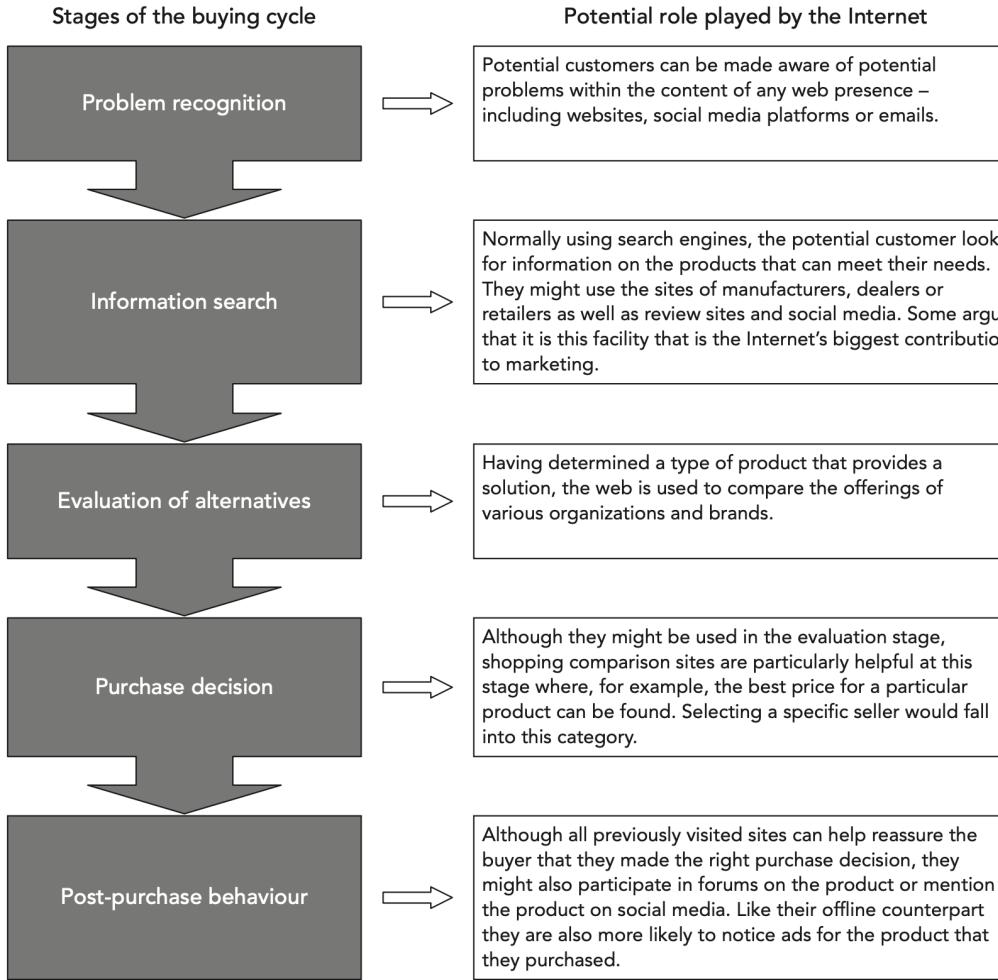


In the original concept, the action – normally a purchase – is the end of the chain of events.

However, when considering the impact of social networking on contemporary marketing perhaps an additional element should be added to make the social media version:

Attention, Interest, Desire, Action and *Tell* (AIDAT) where the additional 'T' indicates that the customer should be encouraged to *tell someone about it*.





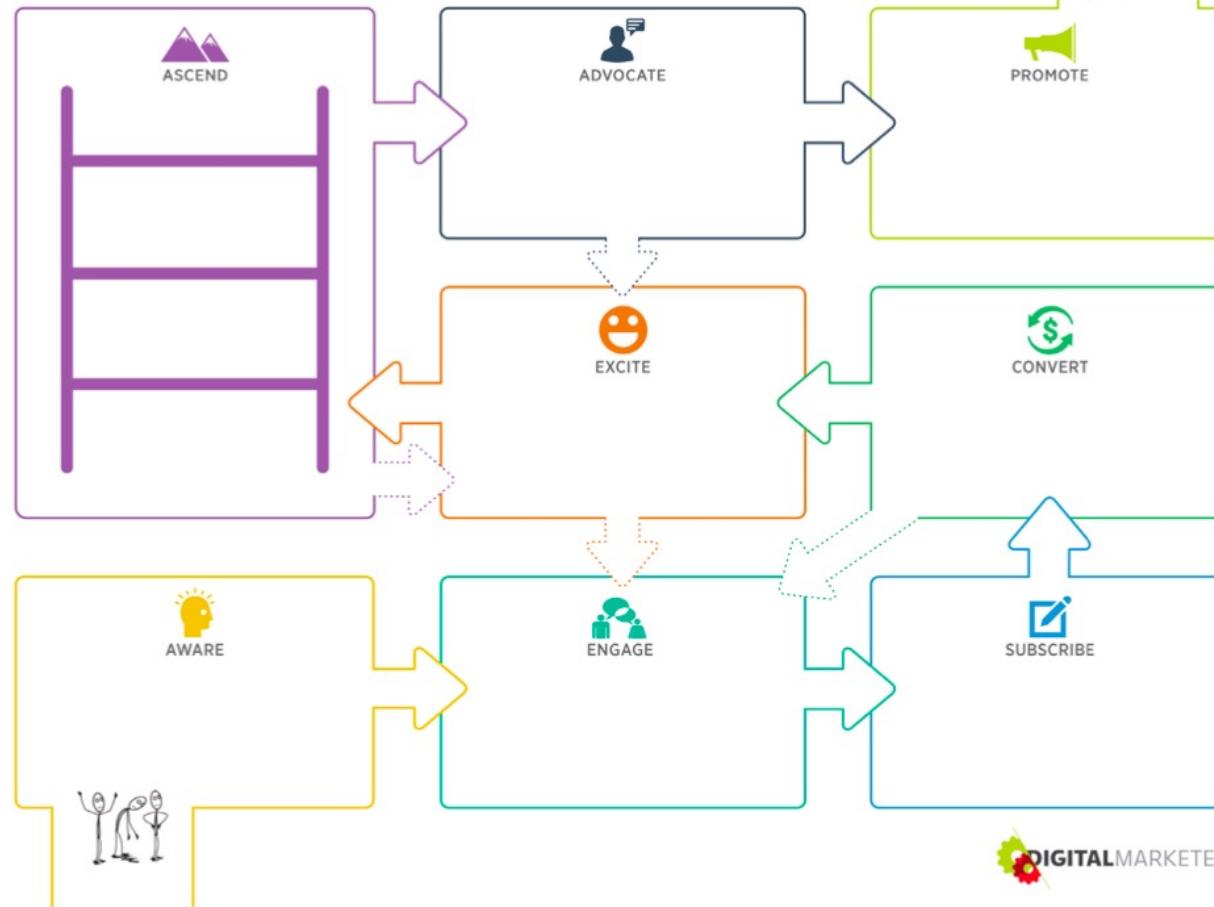
FIVE STAGES OF YOUR CUSTOMERS' BUYING JOURNEY:



Digital Customer Value Journey
strategically builds relationship with new
prospects and converts them into loyal,
repeat customers.

This Journey is *the process every prospect*
goes through to become a new customer.

VALUE JOURNEY WORKSHEET



STEP 1: Awareness

C BO

It's where the person becomes aware of you. After all, nobody is born knowing who Apple or Amazon are.

At some point they have to become aware of these companies if they are to become a customer.

The same thing is true of your company

- Digital Advertising
- Search Marketing
- Content Marketing
- Social Media Marketing
- Community Management
- Copywriting

STEP 2: Engagement

← BO

Your prospect is now aware of you—they know who you are—but you're still in the early stages of a relationship with them.

They don't yet know you, like you, or trust you.

So the next step is to start developing relationship with your prospect.

Engagement, is where you start conversing with your prospects. You engage them through some form of content that provides entertainment, information, or both.

- Content Marketing
- Social Media Marketing
- Email Marketing

STEP 3: Subscribe

C BO

At this point, your prospect knows who you are and has engaged with you in some way or another.

However, if you failed to get that person's contact information, odds are high you'll never hear from them again.

Most often, this transaction is an exchange, sometimes referred to as an "ethical bribe." You promote a valuable offer, but instead of asking for money, you ask for the prospect's contact information. And when they give it to you, not only do you give them access to the content, product, or service you promised, you also add them to your subscriber list.

- Content Marketing
- Email Marketing
- Digital Advertising
- Community Management
- Conversion Rate Optimization
- Copywriting

STEP 4: Convert

C BO

If the subscribers you gain in Step 3 of the journey remain engaged, some of them will be ready to increase their level of commitment.

They like the information you share and have begun to trust you, so they're ready to invest in one of two ways: either with time or money.

- Digital Advertising
- Content Marketing
- Copywriting
- Email Marketing
- Search Marketing

STEP 5: Excite

C BO

At this point, your new customer has had a transaction with you. A small transaction, sure, but a transaction nonetheless.

Your job now is to make sure the transaction is a good one, that the excitement of the purchase develops into good will and trust.

The reason for this is simple: if the person doesn't get value from this transaction, they won't move on to the next stage and purchase more expensive things from you.

So, how do you make sure your customers have a good experience?

- Email Marketing
- Content Marketing
- Copywriting
- SMS

STEP 6: Ascend

C BO

At this stage of the Value Journey, you've sunk time, money, and resources into acquiring leads and customers and making sure they get value from doing business with you.

The Ascend stage of the Value Journey is where your customer will be ready to buy more and more often. If your business has a core offer, this is the place to make that offer. Then once your customer purchases that core offer, it's time to present them with other relevant offers.

You'll notice that the Value Journey worksheet represents the Ascent stage as a ladder. That's no accident. This is really a ladder that will hopefully lead to multiple purchases over time.

- Email Marketing
- Copywriting
- Digital Advertising
- Content Marketing

STEP 6: Advocate

C BO

You now have a happy customer who has made several profitable purchases from you. The next stage in the Value Journey is to create marketing that encourages your most loyal customers to advocate for your business.

An advocate is someone who speaks positively about your brand.

An advocate is what you might call a “passive promoter.” They won’t necessarily promote your business in an active way, but when asked about you, they will respond favorably.

- Social Media Marketing
- Email marketing
- Search Marketing

STEP 6: Promote

C BO

Promoters differ from advocates in that they are actively seeking to spread the word about your brands, products, and services.

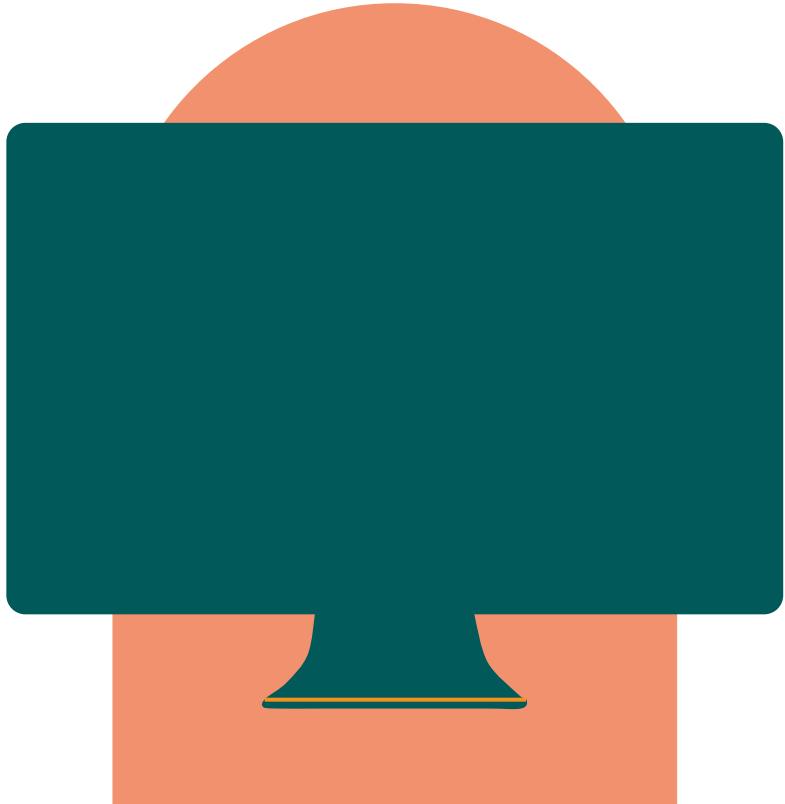
In some cases, the promoter simply had a great experience with your company and wants to share their story with friends and family. In other cases, they promote because you've created an incentive for them to do so.

This puts your message in front of a new audience, the fans, followers, and friends of the promoter. And because this new audience is hearing about you from a trusted source who they already know, they're much more likely to become customers themselves.

- Social Media Marketing
- Email marketing
- Copywriting

Question Time





Question