

# DIGITAL MARKETING ON COMMUNICATION

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# communication used in marketing

- **Communication is used:** to develop marketing processes for creating design briefs, content strategies and marketing plans. It's also a vital skill when providing feedback on images, copy and campaigns. Having processes to manage all of the activities ensures that employees have the structure they need to stay on track.
- **It's important to know:** Marketing is not communications and communications is not marketing. Since marketing, communications and PR are related fields that rely on one another for success, it's easy to think you're doing one well when perhaps you are not. a business or organization serves its customers.
- **Good communication skills are essential:** to allow others and yourself to understand information more accurately and quickly. In contrast, poor communication skills lead to frequent misunderstandings and frustration
- **Marketing communications:** is the messages and media that marketers use to communicate with target markets. Examples of marketing communications include traditional advertising, direct marketing, social marketing, presentations and sponsorships.

## communication important in digital marketing

- Clear, concise, and consistent communication is an essential aspect of a successful business. Good communication helps to keep teams closely knit and working towards the same goal. It enables customers to understand how products and services
- **Digital marketing:** the importance of communication skills is more significant because this field requires you to work with teams, share ideas, and persuade people into buying your products or services

### Top Advantages of Digital Marketing

- Global Reach. Traditional marketing is restricted by geography and creating an international marketing campaign can be hard, expensive, as well as labor-intensive. ...
- Local Reach. ...
- Lower Cost. ...
- Easy to Learn. ...
- Effective Targeting. ...
- Multiple Strategies. ...
- Multiple Content Types. ...
- Increased Engagement.

# main categories of online marketing communication

- Digital marketing can be broadly broken into 8 main categories including: Search Engine Optimization, Pay-per-Click, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, Marketing Analytics and Affiliate Marketing .
- **Key Characteristics of Online Marketing**
- Not subject to the limitations of time and domain. The ultimate goal of marketing is occupy market share.
- Rich media.
- Interactive.
- Consumer satisfaction degree feedback and other activities. ...
- Personalization.
- Go on growing.
- Integration.
- Advancement.
- Online Marketing. Communication refers to as a communication an interaction between a company or. brand and its customers using digital channels and information technology.
- **These seven are:** product, price, promotion, place, packaging, positioning and people.

# online marketing

- Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers.

## Types of Marketing Communications

- Digital marketing. In this type, brands use the internet to market and promote products, connect with customers and encourage them to purchase.
- Public relations.
- Advertising.
- Social media.
- Customer recommendations.
- Direct marketing.
- Sales promotion.

## Communicate well with customers

- Build a relationship. Take the time to be professional and personable with your customers. ...
- Listen to customers. Active listening is a skill like any other, and you need to practice it. ...
- Use analogies. ...
- Develop customer service standards. ...
- Resolve disputes quickly.

## internet marketing

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## Advantages and disadvantages of digital marketing

- Digital marketing benefits businesses of all sizes by giving access to the mass market at an affordable price. Unlike TV or print advertising, it allows truly personalized marketing. Digital marketing also comes with a number of challenges you should be aware of.

# Advantages of digital marketing

- The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. 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.
- Track able, 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.
- Personalization - 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.
- Together, all of these aspects of digital marketing have the potential to add up to more sales.

# 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 it's vital that you keep up-to-date.
- Time consuming - tasks such as optimizing 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.



THANK YOU