Digital & Social Media Marketing

What is Digital Marketing ?

Umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Social Media Marketing

Producing content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

Principles

1. Share
2. Go Real Time
3. Educate, Don't Sell
4. Entertain, Don't Market
5. Go Multichannel
6. Think Multimedia, Go Visual
7. Think Like Publishers
8. Target Your Niche
9. Listen
10. Engage

Why Digital Marketing ?

Using digital marketing, you can reach an enormous audience in a way that is both cost-effective and measurable. You can save money and reach more customers for less money than traditional marketing methods.
Get to know your audience and allow them to know you personally which can help to create brand loyalty.
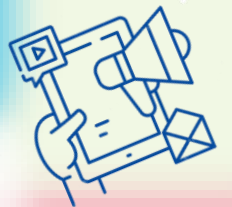
Benefits

- Time & Effort Saving
- Real Time Analysis
- Flexibility
- Instant Feedback
- Impactful
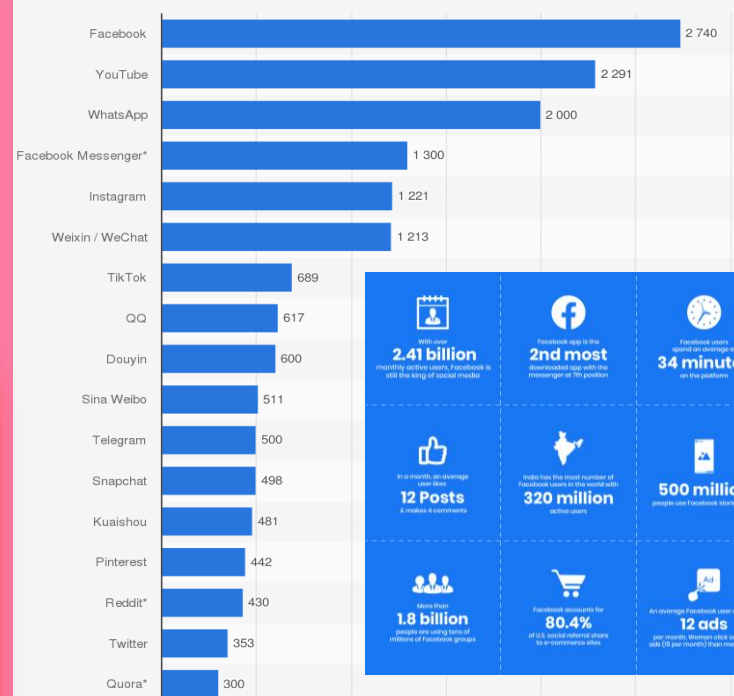- Economical

Most Used Social Networks (Jan 2021)

Most popular social networks worldwide as of January 2021, ranked by number of active users (in millions)

Social Network	Active users (millions)
Facebook	2 740
YouTube	2 291
WhatsApp	2 000
Facebook Messenger*	1 300
Instagram	1 221
Weixin / WeChat	1 213
TikTok	689
QQ	617
Douyin	600
Sina Weibo	511
Telegram	500
Snapchat	498
Kuaishou	481
Pinterest	442
Reddit*	430
Twitter	353
Quora*	300

Number of active users in millions

With over **2.41 billion** monthly active users, Facebook is still the king of social media

Facebook app is the **2nd most** downloaded app with the messenger at 7th position

Facebook users spend an average of **34 minutes** on the platform

In a month, an average user likes **12 Posts** & makes 6 comments

India has the most number of Facebook users in the world with **320 million** active users

500 million people use Facebook stories daily

More than **1.8 billion** people are using tons of millions of Facebook groups

Facebook accounts for **80.4%** of all social referral share to an e-commerce sites

An average Facebook user clicks on **12 ads** per month. Women click on more ads (X per month) than men do (X)

Popular Trends

- Virtual Reality
- AI-Chat Boxes
- Voice Search
- Interactive Content
- Video Marketing
- Augmented Reality
- Shoppable Posts
- Programmatic Advertising

Some Research Work

1. The Importance of Social Media and Digital Marketing to Attract Millennials' Behavior as a Consumer by Sarah Silvia (Jan 2019) DOI: 10.18775/jibrm.1849-8558.2015.42.3001
2. Setting the future of digital and social media marketing research:Perspectives and research propositions by Yogesh Dwivedi (July 2020) https://doi.org/10.1016/j.ijinfomgt.2020.102168

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