

15-06-2020.

## Introduction to Digital Marketing

\* Digital Marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time online. Digital Marketing helps translate the traditional concepts of marketing in online business.

- So, It can transform the way you connect with customers in the right place at right time. Understanding the consumers is the first step to delivering products and services and its adoption.

\* This course focuses on:-

- i) consumer centric Approach to Business.
- ii) Exploration of New Media.
- iii) Understanding Brand purpose
- iv) Facebook Marketing.

a) Consumer Journey Today

\* Our role as Marketers - add ladders and remove snakes.

The 3 consumer Moments of Truth

- searching for Information about a Brand / product.
- choosing a product at the store shelf
- using a product, and deciding whether to buy it again

Smartphones:- The four phases of the consumer Decision Journey.

a) Stimulus b) Zero Moment of Truth (ZMOT) c) purchase (FMOT) d) post purchase.

Mindstates Dreaming:- Be inspired Learning Having Fun.

Mindstates Exploring:- Browse easily, More Information, narrow choices.

Ex:- I Want a Pair of Shoes for Running.

Mindstates Locating:- Easy to find useful Reminders, Reassurance

Ex:- I Want a Pair of Nike Flyknit Blue size 8.

Mindstates Experiencing:- Care & Advice, Active community, Getting fast out of purchase.

I Went to get the fast out of my Running.

\* Nikeplus website.

## Exhaustion of new ideas:-

- \* Owned
- \* Shared
- \* Earned
- \* Paid

- i) Owned assets:- website, Apps, mailing lists, & social pages etc:-
- ii) Shared:- sponsored content, partnership, etc:-
- iii) Earned:- consumers talking about your products.
- iv) Paid:- Advertising as we know it.

Lakme is Expanding its digital footprint and Increasing its Investments into the sector. The company is aggressively Exploring future strategies With the architect of commerce.

- \* Expanding own Assets
- \* E-commerce and content making it Big.
- \* Addition to the Brandface.
- \* Focus on Maximizing engagement.

## Understanding Brand Purpose:- 1 Section:- Who

- \* Background
- \* Demographics
- \* Identifiers.

Section 2:- We have Goals, Challenges, what we do

- \* Key employees happy & turnover low.
- \* ~~"Key employees happy"~~ support legal & finance teams.
- \* Getting everything done with a small staff.
- \* Rolling out changes to the entire company.
- \* Make it easy to Manage all Employees data in one place.
- \* Integrate With legal and finance apps.

## Real quotes about goals & challenges

- \* "It's been difficult getting company-wide adoption of new technologies like Perit"
- \* "I don't have a time to train new employees on a million different databases and software"
- \* "I have had to deal with so many painful integrations With other data"

Common objections \* I'm worried I'll lose data transitioning to a new s/m.  
I don't want to have to train the entire company on how to use a new s/m.

Section: (4) How?

Massaging Messaging:- \* How should you describe your solution to your person?  
\* Integrated HR Database Management.

Elevator Approach:- Sell your person on your s/m!

\* We give you a intuitive database that integrates with your existing software & platforms and lifetime training to help your employees get up to your speed quickly.

Introduction to Facebook Marketing:-

1) Commenting.

2) Sharing.

3) Reacting

Focus Today:-

- a) Business objective and FB page
- b) post/Ads on your page - formats.
- c) campaign & its Audience
- d) Measuring outcomes - Insights.

Business objectives Delivered through Facebook

\* Raise Brand awareness.

\* Generate leads.

\* Increase local sales.

\* Drive Online sales.

\* promote your app.

→ To reach people on mobile, reach them where they spend their time :- fb, Instagram, audience app.

Different types of posts:-

\* Text posts.

\* photo/video posts.

\* Link posts.

• What are Fb carousel Ads?

→ The Fb carousel format enables Advertisers, across both FB and Instagram, to show ~~up~~ 3-5 Images, headlines, and links or calls to action in a single ad unit.

Types of Ads:-

\* Highlight a product

\* Illustrate how to use product.

\* Tell a story.

\* Product Tour

\* Share an Article