



Digital Marketing Foundation

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Introduction

Digital marketing, also called online marketing, is the **promotion of brands to connect with potential customers using the internet and other forms of digital communication**. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.



Types Of Digital Marketing

1. Search Engine Optimization (SEO)
2. Social Media Marketing (SMM)
3. Search Engine Marketing (SEM)
4. Content Marketing
5. Email Marketing
6. Youtube Marketing
7. Affiliate Marketing
8. Pay-Per-Click Advertising (PPC)
9. Video Marketing
10. Influencer Marketing
11. Mobile Marketing
12. Lead Generation



SEO

SEO stands for Search Engine Optimization. Optimizing your website to rank higher in search engine results pages (SERPs) to increase organic (non-paid) traffic

SEM

Search engine marketing (SEM) is a digital marketing strategy used to Paid advertising to appear in search engine results through platforms like Google Ads.

SMM

Using social media platforms like Facebook, Instagram, Twitter, LinkedIn, etc., to promote your brand, engage with audiences, and drive traffic to your website.

CONTENT MARKETING

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media.

EMAIL MARKETING

Email marketing is a type of direct digital marketing method that uses emails to engage with a business's audiences.

YOUTUBE MARKETING

Youtube marketing is the practice of promoting businesses and products on youtube's platform, by uploading valuable videos on a company's youtube channel or using youtube ads.

AFFILIATE MARKETING

Affiliate marketing is the process by which an affiliate earns a commission for marketing another person's or company's products.

PAY-PER-CLICK ADVERTISING (PPC)

PPC stands for pay-per-click, a model of digital advertising where the advertiser pays a fee each time one of their ads is clicked.

VIDEO MARKETING

Using videos to promote your brand or products, whether through social media, YouTube, or other video-sharing platforms.

INFLUENCER MARKETING

Partnering with influential individuals on social media or in your industry to promote your brand to their followers.

Mobile Marketing

Tailoring marketing efforts specifically for mobile devices, including mobile-optimized websites, mobile apps, SMS marketing, and location-based marketing.

LEAD GENERATION

Lead Generation is the process of identifying and collecting data of the potential customers for a business.

Parts Of SEO

1. **On-Page SEO:** On-page SEO (also known as “on-site SEO”) is the practice of optimizing web page content for search engines and users. Common on-page SEO practices include optimizing title tags, content, internal links and URLs.
2. **Technical SEO:** Technical SEO is the process of ensuring that a website meets the technical requirements of modern search engines with the goal of improved organic rankings. Important elements of technical SEO include indexing, Sitemap, website architecture etc.
3. **Off-Page SEO:** Off-page SEO is any effort made outside of your website to improve your search engine rankings.



Digital Marketing Toolkit

1. Social media marketing tools.
2. Email marketing tools.
3. SEO tools.
4. Conversion optimization tools (Google Analytics, Google Page Speed, HubSpot).
5. Lead enrichment tools.
6. Landing page and lead capture tools.
7. Graphic creation tools.



Career Prospects In Digital Marketing Field

- ❑ Content Manager & Content Strategists.
- ❑ VR Developers & Editors.
- ❑ SEO & SEM Specialists.
- ❑ Email Marketing Specialist.
- ❑ Digital Marketing Managers & Directors.
- ❑ Analysts and AI Specialists.

Note: An artificial intelligence (AI) specialist applies their skills in engineering and computer science to create machines and software programs that can think for themselves.



Digital Marketing Strategy

Explore the landscape and analyze your results

Start by evaluating performance over the last year. Dive into analytics to determine what worked and didn't work and why.

Map out strategy

Setting a clear strategy will help focus on efforts on the areas that are most likely to drive business growth. In digital marketing, there is no shortage of what can be done; the challenge is deciding what should do.

Define your target audience

In digital marketing, have the opportunity to execute campaigns with very precise targeting. Need to go beyond traditional demographic targeting and need to be as specific as possible.



Digital Marketing Strategy

Build content strategy

Based on your marketing objectives and target audience, need to map out a content plan. This should identify the main topics or buckets of content to include execution.

Create S.M.A.R.T. goals

Use specific, measurable, achievable, realistic, and timely goals (also known as S.M.A.R.T. goals) to guide strategy.

Set digital marketing budget

Research digital marketing pricing to build a realistic budget for your business.



Understanding Customer Mindset

1. Understand your market niche.
2. Make short Interview to learn about your customer's needs
3. Blog Comments
4. Survey
5. Use social networks to understand customers' needs
6. Read other blogs in your industry and leave comments on them
7. Track trends to understand your customers' needs etc.



❖ **What are the 4 main strategies of Digital marketing?**

Ans: Content marketing, Email marketing, Lead nurturing, SEO.

❖ **What is lead generation in Digital Marketing?**

Ans: Lead generation in Digital marketing is the process of gaining the interest of potential customers to increase future sales.

❖ **Write the difference between SEO and SEM?**

Ans: SEO: Optimization of search engines, attracts organic traffic.

SEM: Marketing on search engines, paid promotion.

❖ **What are the ethics of digital marketing?**

Ans:

- Maintaining transparency and honesty
- Taking responsibility for the Job
- Deliver quality products and services
- Cultural sensitivity
- Maintain professionalism at workplace
- Maintain workplace code of conduct

❖ **Write the strategies of Digital Marketing?**

Ans: Keyword research, SEO, Content optimization, Backlinks, SEM, SMM

❖ **What are major search engines?**

Ans: Google, Bing, Duckduckgo, Yahoo, Yandex.

❖ **Types of digital marketing:**

Ans: SEO, Email marketing, SEM, Mobile marketing, Affiliate marketing, SMM

❖ **Use/Benefits of Digital Marketing**

Ans:

- Global Reach, Local Reach.
- Cost-effective.
- Brand Awareness.
- Effective Targeting.
- Multiple Strategies.
- Multiple Content Types.
- Increased Engagement

❖ **What is SERPs?**

Ans: Search Engine Results Pages.

❖ **What are everyday digital marketing ethics principles?**

Ans: Privacy, Transparency, Honesty, Data security, Truthful advertising, Social responsibility, Cultural sensitivity.

❖ **Write some Digital Marketing Categories.**

Ans: Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Marketing, Email Marketing, Pay-Per-Click (PPC) Advertising, Affiliate Marketing, Influencer Marketing.

❖ **What is digital marketing?**

Ans: Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

❖ **What is analysis and measurement of digital marketing?**

Ans: Digital marketing offers a range of opportunities, which enable preparation and implementation of digital marketing strategy of products and services. However, it operates in a constantly changing environment.

❖ **What is the crucial purpose of Digital Marketing Strategies?**

Ans: Increase Visibility, Generate Leads and Sales, Build Brand Awareness, Optimize Customer Experience, Achieve Business Goals.

❖ **Why are digital marketing policies important?**

Ans: Marketing plans are important for businesses because they help them to understand their audience and reach out to them better. They also help the business to grow, develop, and stay ahead of the competition. It also helps them plan out their marketing strategy and prepare a budget.

❖ **Difference between digital marketing and Internet marketing.**

Ans:

- **Digital marketing** is the marketing using both online and offline digital technologies, and
- **Internet marketing** is marketing only using online technologies or on the internet. So fundamentally internet marketing is only a subset of digital marketing, but digital marketing has a lot of other channels under it.

❖ **What are the Digital Marketing KPIs?**

Ans: Website traffic, Conversion rate, Keyword rankings, Return on investment (ROI), Click through rate (CTR).



Thank You

Any questions?

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