

[illegible]

KEYPOINTS



- ▶ What is digital marketing
- ▶ Benefits of digital marketing
- ▶ What does digital marketing consist of
 - ▶ SEO
 - ▶ PPC
 - ▶ SMM
 - ▶ Content writing
 - ▶ Digital marketing measurement

DEFINITION

- ▶ **Digital marketing** is an 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.



What is Digital Marketing ?

Digital marketing is promoting or creating brand awareness using Internet.



BENEFITS OF DIGITAL MARKETING



OBJECTIVE

- ▶ Reach the right audience
- ▶ Engage with your audience
- ▶ Motivate your audience to take your action
- ▶ Maximize return on investment(ROI)



DIGITAL MARKETING TOOLS



- ▶ [Sprout Social](#)
- ▶ [Offerpop](#)
- ▶ [Nanigans](#)
- ▶ [Facebook's Power Editor](#)
- ▶ [Twitter Native Platform](#)
- ▶ [Emma](#)
- ▶ [Marketo](#)
- ▶ [AdRoll](#)

DIGITAL MARKETING CONSIST OF



- Direct Traffic
- SEO
- Social Media
- Inbound Marketing
- Email Marketing

Organic
Marketing

- Pay Per Click
- Display Ads
- Video Ads
- Social Media
- Email Marketing

Paid
Marketing

Reporting

- ORM
- Analytics

Mobile
Marketing

- Mobile Apps
- Ads in Mobiles



WHAT IS SEO

- ▶ Whenever you enter a query in a search engine and hit 'enter' you get a list of web results that contain that query term. Users normally tend to visit websites that are at the top of this list as they perceive those to be more relevant to the query. If you have ever wondered why some of these websites rank better than the others then you must know that it is because of a powerful web marketing technique called **Search Engine Optimization (SEO)**.



Search Engine Optimization



ppc interview questions



All

News

Videos

Images

Maps

More ▾

Search tools

About 1,92,000 results (0.46 seconds)

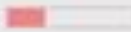
16 Commonly Asked PPC Questions (And Answers) | PPC ...

www.ppchero.com/16-commonly-asked-ppc-questions-and-answers/ ▾

Jan 2, 2013 - Ask a PPC account manager what's the best way to do something and ...

With this in mind, below are the most common questions I am asked by ...

1) PA: 29



4 Links /
PRO ONLY RDs

DA: 56



PRO ONLY Links /
PRO ONLY RDs



Link
Analysis

PPC Interview Questions & Answers 2015 - WebTrainings.in

www.webtrainings.in/ppc-interview-questions-answers/ ▾

Dec 20, 2014 - PPC Interview Questions 2015 - Learn the common ppc interview questions to tackle your next interview. In PPC the major topics are ...

2) PA: 18



89 Links /
PRO ONLY RDs

DA: 21



PRO ONLY Links /
PRO ONLY RDs



Link
Analysis

Top 20 Adwords (PPC) Interview Questions - Career Guru99

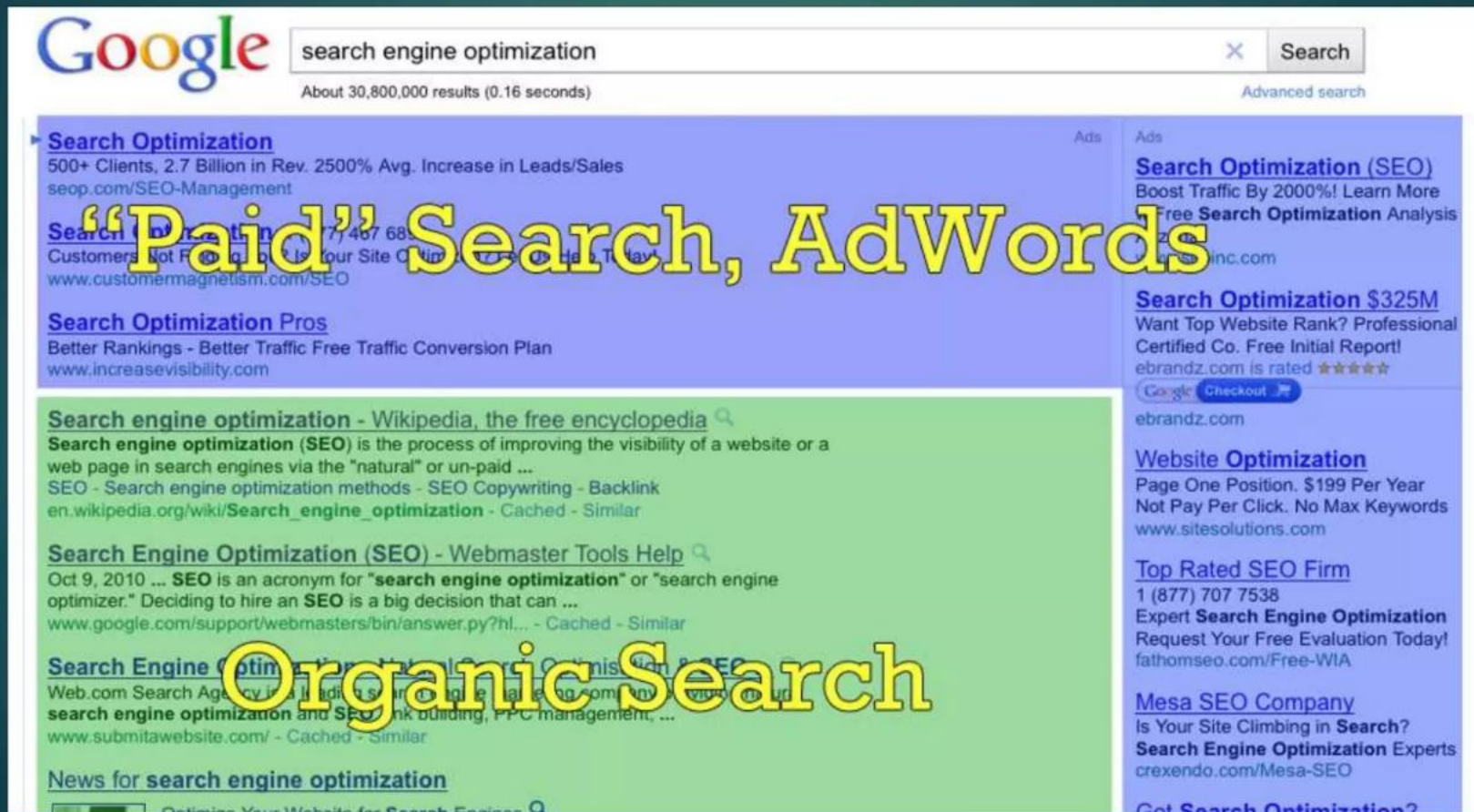
career.guru99.com > Latest Articles > Sales & Marketing ▾

Dec 8, 2015 - Adwords works on "pay per click" that means you only pay the amount you have bid if someone taps on your ad as a result of a web search.

Loading data for <http://career.guru99.com/top-20-adwords-interview-questions/>

2nd Position

OPTIMIZATION



The image is a screenshot of a Google search results page for the query "search engine optimization". The search bar at the top shows the query and the number of results: "About 30,800,000 results (0.16 seconds)". The page is divided into two main sections: "Organic Search" on the left and "Paid" (AdWords) on the right.

Organic Search Results:

- Search Optimization**
500+ Clients, 2.7 Billion in Rev. 2500% Avg. Increase in Leads/Sales
seop.com/SEO-Management
- Search Optimization Pros**
Better Rankings - Better Traffic Free Traffic Conversion Plan
www.increasevisibility.com
- Search engine optimization - Wikipedia, the free encyclopedia**
Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ...
SEO - Search engine optimization methods - SEO Copywriting - Backlink
en.wikipedia.org/wiki/Search_engine_optimization - Cached - Similar
- Search Engine Optimization (SEO) - Webmaster Tools Help**
Oct 9, 2010 ... SEO is an acronym for "search engine optimization" or "search engine optimizer." Deciding to hire an SEO is a big decision that can ...
www.google.com/support/webmasters/bin/answer.py?hl... - Cached - Similar
- Search Engine Optimization (SEO) - Webmaster Tools Help**
Web.com Search Agency is a leading search engine optimization agency. We offer search engine optimization and SEO link building, PPC management, ...
www.submitawebsite.com/ - Cached - Similar
- News for search engine optimization**
Optimize Your Website for Search Engines

Paid Results (AdWords):

- Search Optimization (SEO)**
Boost Traffic By 2000%! Learn More
Free Search Optimization Analysis
www.inc.com
- Search Optimization \$325M**
Want Top Website Rank? Professional Certified Co. Free Initial Report!
ebrandz.com is rated ★★★★★
ebrandz.com
- Website Optimization**
Page One Position. \$199 Per Year
Not Pay Per Click. No Max Keywords
www.sitesolutions.com
- Top Rated SEO Firm**
1 (877) 707 7538
Expert Search Engine Optimization
Request Your Free Evaluation Today!
fathomseo.com/Free-WIA
- Mesa SEO Company**
Is Your Site Climbing in Search?
Search Engine Optimization Experts
crexenda.com/Mesa-SEO
- Get Search Optimization?**

PPC(PAY PER CLICK)

- ▶ What is PPC (pay-per-click) marketing? Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website, rather than "earning" those clicks organically



Pay Per Click Marketing



Google

shoes online



All

Images

News

Videos

Apps

More ▾

Search tools

About 33,70,00,000 results (0.55 seconds)

Shop for shoes online on Google

Sponsored ⓘ



YepmeWalby
Sports Shoes -
Rs. 299.00
Yepme.com



Foot N Style
Black Tennis ...
Rs. 449.00
Snapdeal



Asian Men's
Navy Blue & ...
Rs. 499.00
Amazon India



Yepme Premium
...
Rs. 1,099.00
Yepme.com



Asian Navy
Lace Lifestyle
Rs. 499.00
Snapdeal

Yepme Shoes - Upto 50%Off - yepme.com

www.yepme.com/Men_Shoes_Offer ▾

Offer Valid For Limited Time Only. Buy Now & Pay Cash On Delivery.
Styles: Casual Shoes, Sports Shoes, Formal Shoes

Shoes Online - 40% to 70% Off On Select Brands

www.amazon.in/Shoes+Online ▾

Easy Returns & Pay On Delivery!



Men Shoes - Upto 40% Off

www.trendin.com/preview-sale ▾

Preview Sale on Premium Brands.
Free Shipment, COD @ Trendin.

Buy 1 Get 1 Free

www.voonik.com/ ▾

Voonik Weekend Sale.
Use code: VOONIK Explore now!

Buy Shoes Online at Paytm

www.paytm.com/Men_Shoes ▾

Upto 70% Off + Extra Cashback.
Best Price Online, Shop Now!

China Cheap Shoes

www.made-in-china.com/Shoe ▾

Improve Your Business ROI - Get a
Better Deal on Bulk Cheap Shoes.

ADVANTAGE OF PPC



DISADVANTAGE OF PPC



- ✓ Often, websites are never "indexed" by the search engines
- ✓ After sites are indexed, often they are not indexed for specific keyword(s)
- ✓ Website owners have no idea which search terms would really be best to drive traffic
- ✓ Fresh content is very important, but hard to keep up with
- ✓ Domain age plays a role
- ✓ It's hard work and time consuming
- ✓ No one really understands how Google works
- ✓ If your competition is high, it gets more difficult
- ✓ Takes a long time to see the best results
- ✓ Gestation period is long *
- ✓ On going process

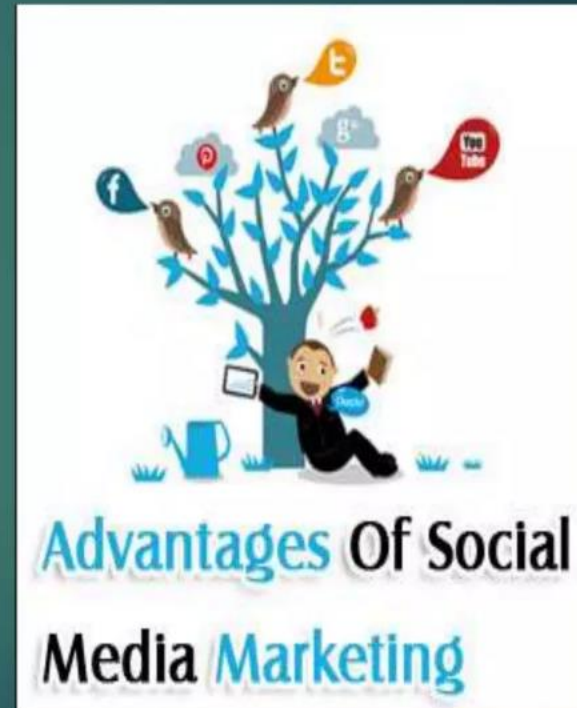
WHAT IS SMM

- ▶ Social media marketing (**SMM**) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of **SMM** is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.



ADVANTAGE OF SMM

- ▶ Increased Brand Awareness
- ▶ More Inbound Traffic
- ▶ Improved Search Engine Rankings
- ▶ Higher Conversion Rates
- ▶ Better Customer Satisfaction
- ▶ Improved Brand Loyalty
- ▶ More Brand Authority



DISADVANTAGE OF SMM

- ▶ **Negative feedback**
- ▶ **Potential for embarrassment**
- ▶ **Time intensive**



CONTENT WRITING

- ▶ A website **content writer** or web **content writer** is a person who specializes in providing relevant **content** for websites. Every website has a specific target audience and requires a different type and level of **content**.



ADVANTAGES AND DISADVANTAGES



- ▶ You can get a lot of work
- ▶ You'll get disciplined
- ▶ The rates are poor
- ▶ It's ghostwriting
- ▶ It's addictive
- ▶ You can practice alot

DIGITAL MARKETING AREAS

- ▶ SEO (Search Engine Optimization)
- ▶ SMO (Social Media Optimization)
- ▶ SEM (Search Engine Marketing)
- ▶ SMM(Social Media Marketing)



Benefits of Online Marketing over Offline Marketing

- ▶ High return on investment (ROI) through Online Marketing.
- ▶ Target only most interesting audience, pay only
- ▶ You can start without spending with small amount.
- ▶ Advertising your products on specific hours, time or day bases.
- ▶ Fully Controlled as per your location, budget and time.

CONCLUSION

- ▶ The study started with the aim to analyse the different issues related to the digital marketing. Based on the discussion it has been found that in case of the digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers. The study has also revealed that in order to utilise the digital marketing in an effective way, the companies are required to design an effective platform. With the example of Pinterest the effectiveness of a social media platform has been discussed. The current trends in the digital marketing have also been discussed in the study