

Content from reference book “Digital Marketing with Drupal [Jose Fernandes]” and mentioned in DM Syllabus file, Presentations, Notes provided by Teachers In 2023

Definition of DM: According to American Marketing Association AMA

– “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”

Introduction of Digital Marketing:

1. Digital marketing promotes products/brands via electronic media.
2. Channels include Internet, mobile, radio, Google, search engine marketing, etc.
3. Interactive marketing uses digital tech to reach & retain customers.
4. Accessible, contemporary, known as online marketing.
5. Marketing's key functions: customer satisfaction, demand increase, quality products, reputation building, profitable sales.
6. Digital marketing encompasses all activities through digital channels, e.g., social media, affiliate marketing.

Importance of Digital Marketing:

1. Reaches where people spend time & money.
2. Levels playing field for small businesses.
3. Offers targeted, hyper-personalized marketing.
4. Provides advanced analytics for insights.
5. Scalable, adaptable, and customizable.
6. Best ROI.
7. Aligns with modern shopping habits.
8. Integrates marketing with mobile tech.
9. Highly targetable, real-time interaction, global reach, measurable results.
10. Cost-effective and adjustable.

Importance of Digital Marketing (Cont.):

11. Better growth options for small businesses.
12. Higher conversion rates with real-time measurement.
13. Establishes strong brand reputation, solves customer problems.
14. Engages mobile customers effectively.
15. Expands faith in the brand through positive reviews.
16. Better ROI and cost-effectiveness.
17. Potential for higher revenues, 2.8 times more revenue compared to traditional methods.
18. Measurable success tracking, adaptable campaigns.
19. Expands audience reach, engagement through targeted approaches.
20. Easily adapts tactics, strategies for real-time results.
21. Works within small budgets, promotes businesses.
22. Expands business reach beyond traditional boundaries.

Brand Building:

1. Digital marketing focuses on brand building.

2. **Brand represents function, emotion, self-expression, social benefits.**
3. **Brand touchpoints increase awareness, loyalty.**

Main Types of Media:

1. **Owned media: Controlled by brand, e.g., websites.**
2. **Paid media: Fastest reach, controlled by publishers.**
3. **Earned media: Influenced, not controlled, includes mentions, backlinks.**

Audience Segmentation:

1. Market segmentation filters audience for targeted messaging.
2. Methods: geographic, demographic, psychographic, behavioral.
3. Collect data from past behavior, personal preferences, social media, ad exchanges.

Customer Journey:

1. **Maps actions from research to purchase.**
 2. **Includes prospects, leads, customers.**
 3. **Prospects unaware, leads show interest, customers purchase.**
 4. **Interactions move prospects to leads, further engagement converts them.**
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Digital Marketing: A Boon or Bane?

- Definition: Digital Marketing refers to various techniques, tools, and technologies used to reach customers for marketing products/services through digital platforms, primarily on the internet.

- Benefits:

- Exponential Customer Reach: With a large internet-using population, digital marketing can provide significant levels of success.

- Innovation and Creativity: It offers a platform for creative and innovative product promotion directly to customers.

- Direct Customer Engagement: Customers are exposed to brands and products, allowing for better understanding and interaction.

- Constraints:

- Internet Accessibility: Limited to internet users, excluding a significant portion of the population. - Saturated Virtual Environment: Standing out amidst vast virtual data poses challenges due to competition and clutter.

- Technicalities: Involves technical terms (SEO, SEM, etc.) and requires understanding of computers and the internet.

- Risk of Negative Impact: Negative campaigns or overwhelming information can affect brand image and disrupt campaigns.

- Conclusion: Digital marketing has both advantages and limitations. It's not a black-and-white issue but needs careful consideration and integration with traditional marketing methods for maximum benefit.

Types of Websites:

- 1. Homepages:** The main hub of a brand, showcasing its identity, navigation, and hierarchy.
- 2. Magazine Websites:** Featuring articles, photos, and videos, often used for educational content.
- 3. E-commerce Websites:** Platforms for online sales, presenting products and deals.
- 4. Blogs:** Regularly updated content platforms for various topics, used for engagement and credibility.
- 5. Portfolio Websites:** Showcasing creative work of individuals, like artists or designers.
- 6. Landing Pages:** Specific pages for marketing campaigns, designed to drive a particular action.
- 7. Social Media Websites:** Platforms like Facebook, Twitter, etc., used for brand engagement and shares.
- 8. Directory and Contact Pages:** Lists of businesses or people, offering contact information or resources.

Traditional Marketing vs. Digital Marketing:

- Traditional Marketing:

- Often offline, using physical media like billboards, flyers, etc.**
- Wider reach, less targeted.**
- Less interactive and measurable.**
- Requires higher costs for exposure.**

- Digital Marketing:

- Online, using digital platforms like social media, email, etc.**
- More targeted reach, based on user behavior.**
- Highly interactive, measurable, and adjustable.**
- Offers cost-effective solutions.**

Importance of Video Marketing:

- Videos can significantly boost conversions and sales.**
- Videos offer a great return on investment.**
- Video content builds trust and credibility.**
- Google ranks videos favorably in search results.**
- Mobile users engage with video content heavily.**
- Videos explain complex concepts effectively.**
- Video content engages even reluctant viewers.**
- Videos encourage social shares, increasing reach.**

Notes on Business Strategy Plan:

Categorization of Digital Marketing:

- 1. Content Marketing**
- 2. Search Engine Optimization (SEO)**
- 3. Search Engine Marketing (SEM)**
- 4. Social Media Marketing (SMM)**
- 5. Pay-Per-Click Advertising (PPC)**
- 6. Affiliate Marketing**
- 7. Email Marketing**
- 8. Radio Advertising**

9. Television Advertising

10. Phone Marketing

Introduction to Digital Marketing:

- Digital marketing uses electronic devices like computers, mobiles, and the internet to connect with customers.
- It encompasses various digital channels such as search engines, social media, and email.

Content Marketing:

- **Focuses on creating and distributing valuable, relevant, and consistent content for a target audience.**
- **Aims to drive profitable customer actions.**
- **Distinguishing factor: content must be valuable and relevant.**
- **Core of other digital marketing activities.**
- **Examples include blog posts, videos, podcasts, infographics, and more.**

Content Marketing (Continued):

- High-quality content is essential for online success.
- Content should tell stories about the brand, customers, products, and values.
- Key factors for storytelling: audience understanding, simplification, consistency, highlighting the human side, and more.
- Diverse content types for digital channels.

Content Marketing (Continued):

- **Key Performance Indicators (KPIs) to track: unique visits, articles read, comments, backlinks, views/downloads, bounce rate, source of traffic, time on site, social media statistics, newsletter subscribers, organic rankings.**

Social Media Marketing:

- **Enables two-way communication and empowers consumers.**
- **Major platforms: Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, TikTok.**
- **Essential for reaching new audiences, retaining customers, and building credibility.**
- **Strategies: create a defined strategy, be constant, diversify content, set call to action, get to know customers.**

Social Media Marketing (Continued):

- **Building a community around the brand enhances competitiveness, adaptability, and innovation.**
- **Strong communities lead to greater customer retention, loyalty, and references.**
- **Community-building fosters consistency, relevance, and collaboration.**
- **Important social media KPIs: follower count, impressions, clicks to website, likes/shares/comments, mentions, engagement rate.**

Search Engine Marketing (SEM):

- **Originally included both paid and free search traffic, now refers to paid activities.**
- **Focuses on increasing website visibility through paid methods (e.g., Google AdWords).**
- **Recognizable by "Ad" label in search results.**
- **Combines SEO and SEM for quality traffic targeting.**

Search Engine Marketing (SEM) (Continued):

- **Search engines are essential in our daily lives, with a consistent structure.**
- **Three key stages in search engine process: crawling, indexing, searching.**
- **Crawler-based search engines dominate.**
- **Optimizing for search engines involves on-page and off-page techniques.**

Search Engine Optimization (SEO):

- **SEO aims to get quality traffic from organic search**
- **Measuring digital marketing success is vital, with key performance indicators (KPIs) used to assess effectiveness. KPIs should be clear, specific, and tailored to the company's goals.**
- **Common KPIs for online businesses include the number of visits, number of orders, conversion rate, cost of customer acquisition, views on product pages, average ticket, new vs. repeat customers, abandoned cart rate, visits through different channels, and net profit.**
- **Web analytics is crucial for monitoring user behavior, marketing campaign performance, and website improvements.**
- **Web analytics reports provide insights into user data, demographics, behavior, technology usage, and marketing performance.**
- **Installing web analytics typically involves adding a JavaScript code snippet to all pages of a website.**
- **The process of data collection, reporting, analysis, and decision-making helps transform data into actionable knowledge for business improvement.**
- **With an understanding of available digital marketing tactics and how to measure success, businesses can plan and execute effective digital marketing strategies.**

Digital Marketing Strategy Notes:

1. Strategy Fundamentals:

- **Address who you are, what you offer, to whom, why, and how.**
- **Steps for designing an effective marketing plan:**
 - **Define objectives and goals.**
 - **Define the target audience.**
 - **Assess the competition.**
 - **Perform a SWOT analysis.**

2. Defining Objectives:

- **Identify the main objectives of the marketing campaign.**
- **Specify what you want to achieve, such as acquiring new clients or increasing customer loyalty.**
- **Ensure that goals are achievable within available resources.**

3. Defining Target Audience:

- Essential for any marketing campaign.
- Research and define your target audience's needs and preferences.
- Understand the key capabilities of your product or service.

4. Assessing the Competition:

- Analyze your market's key competitors.
- Differentiate your brand based on what makes it unique.
- **Conduct a SWOT analysis, including strengths, weaknesses, opportunities, and threats.**

5. SWOT Analysis:

- **A strategic tool to assess internal and external factors affecting your business.**
- **Categories: Strengths, Weaknesses, Opportunities, Threats.**
- **Helps in decision-making and strategy development.**

6. Defining Tactics and Media:

- **Choose appropriate channels (social media, advertising, etc.) based on campaign goals, target audience, and competitive analysis.**
- **Set Key Performance Indicators (KPIs) for each tactic.**

7. Developing an Effective Message:

- Tailor your message to the target audience.
- Emphasize core strengths of your product or service.
- Use clear and compelling language and visuals to engage consumers and drive action.

8. Reviewing the Budget:

- Understand your target audience's purchasing power.
- Estimate campaign costs and expected returns.
- Ensure the campaign is within budget constraints.

9. Evaluating Campaign Results:

- Measure campaign effectiveness using relevant metrics.
- Monitor the campaign from the beginning and make adjustments as needed.
- Ensure the campaign aligns with predetermined goals.

10. Adapting to Change:

- Customer behaviors change over time.
- Revisit your strategy and adapt to evolving customer needs and market trends.

Mission, Vision, and Goals:

- Mission:

- Defines what the company wants to accomplish.
- Guides the organization and its values.
- Specifies what the company delivers to customers.
- Defines how products and services are delivered.
- Identifies the target market.

- Vision:
 - Describes what the company aspires to become.
 - Inspires and motivates the organization.
 - Acts as a compass for decision-making.
 - Helps measure progress and set priorities.
- Goals:
 - Well-defined, targeted statements that provide clarity and focus.
 - Metrics that lead to achieving the vision.
 - Categories may include revenue, sales, customer service, operational efficiency, or human capital.

Business Diagnosis:

- What is a Business Diagnosis:
 - A methodology for evaluating companies.
 - Provides an in-depth analysis of various areas of business management.
 - Helps solve problems efficiently and focuses on critical issues.
- Benefits:
 - Identifies critical areas for business.
 - Compares current performance to recommended and desired levels.
 - Determines the maturity level of the company.
 - Identifies specific areas that need improvement.
- Areas Analyzed:
 - Strategy, Finances, Marketing, Human Resources, Operations.
- Steps to Perform a Diagnosis:
 1. Survey of information (internet, interviews, reports, on-site observation).
 2. Analysis of collected information.
 3. Identification of problems and root causes (use tools like Ishikawa's Diagram and the 5 Whys).
- Outcome:
 - Root cause identification, which guides the development of action plans for improvement.

Step-by-Step Guide to Building Your Own Digital Marketing Plan:

- 1. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats):**
 - Identify your business's internal strengths and weaknesses.
 - Evaluate external opportunities and threats in the digital marketing landscape.
 - Use this analysis to form a foundation for your digital marketing strategy.
- 2. Measure Your Digital Marketing Readiness:**
 - Assess your current digital presence and capabilities.
 - Determine your level of readiness for digital marketing activities.
 - This helps you understand what resources and skills you may need.

3. Define Your Target Customer:

- Create detailed customer personas to understand your audience better.
- Consider demographics, psychographics, and behaviors.
- Tailor your marketing efforts to match your ideal customer profiles.

4. Optimization:

- Ensure your website is user-friendly and mobile-responsive.
- Optimize website speed and performance.
- Implement SEO best practices for better search engine visibility.

5. Keyword Prominence, Proximity, and Density:

- Research and select relevant keywords for your industry.
- Place keywords strategically within your website content.
- Avoid keyword stuffing and focus on providing value to users.

6. Performance through Web Analytics:

- Set up web analytics tools like Google Analytics.
- Monitor website traffic, user behavior, and conversion rates.
- Use data to make informed decisions and optimize your strategy.

7. Common KPIs (Key Performance Indicators):

- Track KPIs such as website traffic, conversion rates, click-through rates (CTR), bounce rate, and customer acquisition cost (CAC).
- Measure social media engagement, email open rates, and ROI.

8. How to Measure Digital Marketing Success:

- Compare KPIs to your initial goals and benchmarks.
- Analyze the ROI of various digital marketing channels.
- Adjust your strategy based on performance data and insights.

9. Crafting the Defining Message:

- Develop a compelling value proposition and brand message.
- Ensure consistency in your messaging across all digital channels.
- Highlight what sets your business apart from competitors.

10. Build Your Digital Marketing Plan:

- Define your marketing goals and objectives.
- Choose digital marketing channels (e.g., SEO, PPC, social media, content marketing).
- Create a content calendar and marketing budget.
- Assign responsibilities and timelines for each task.

11. Execute Digital Marketing Campaigns:

- Implement strategies outlined in your plan.
- Monitor campaign performance in real-time.
- Make necessary adjustments to optimize results.

12. Personal Situation Analysis (SWOT for Individuals):

- Conduct a personal SWOT analysis to assess your own strengths, weaknesses, opportunities, and threats as a digital marketer.
- Identify areas for skill development and improvement.

13. Example of Drupal Digital Marketing:

- If your website is built on Drupal, leverage its modules and features to enhance SEO, content management, and user experience.
- Implement Drupal SEO best practices to improve search engine rankings.

14. Customer Satisfaction and Digital Marketing Tactics:

- Collect feedback from customers through surveys, reviews, and social media.
- Use customer insights to refine your digital marketing strategies.
- Implement tactics that address pain points and improve satisfaction.

Remember that digital marketing is an ongoing process, and it's crucial to adapt to changing trends and technologies to stay competitive in the online landscape. Regularly review and refine your digital marketing plan to achieve long-term success.