

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

NOTES ON BASIS OF DIGITAL MARKETING PPT INTRODUCTION TO DIGITAL MARKETING 27 SLIDES

CHEATSHEET - Read PPT once

Certainly! Here's a concise cheat sheet summarizing the key points from the provided content on the Introduction to Digital Marketing:

Introduction to Digital Marketing:

- Promotes products/brands using electronic media.
- Channels: Internet, mobile, radio, Google, search engine marketing, etc.
- Interactive marketing of products & services through digital tech.
- Accessible, contemporary, known as ONLINE MARKETING.
- Key functions of marketing: customer satisfaction, demand increase, quality products, reputation building, profitable sales.
- Digital marketing encompasses all marketing activities through digital channels.

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 (Return On Investment).
7. Aligns with modern shopping habits.
8. Integrates marketing with mobile technology.
9. Highly targetable, real-time interaction, global reach, measurable results.
10. Cost-effective and adjustable.

More Importance of Digital Marketing:

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:

- Focuses on building and growing the brand.
- Brand is more than a logo, with emotion and social benefits.
- Utilizes various touchpoints to increase awareness and loyalty.

Main Types of Media:

1. Owned media: Fully controlled by the 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 categorizes audience for targeted messaging.
2. Methods: geographic, demographic, psychographic, behavioral.
3. Data collection: past behavior, personal preferences, social media, ad exchanges.

Customer Journey:

- Maps customer actions from research to purchase.
- Includes prospects, leads, and customers.
- Interactions progress prospects to leads, further engagement converts them.

Conclusion:

- Digital marketing utilizes various tactics and techniques to reach and engage customers through electronic media. It offers numerous benefits, including targeted marketing, brand building, and measurable results, making it an essential strategy for businesses in the digital age.

NOTES

Certainly, here are the systematic point-wise notes covering all the points from the provided content on the Introduction of Digital Marketing:

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.

These detailed notes cover all the points from the provided content, ensuring nothing is missed.

SUMMARY

Digital marketing is the promotion of products and brands using electronic media, including the internet, mobile devices, radio, search engines, and more. It involves leveraging digital technologies to reach and engage with customers in an interactive manner, aiming to provide customer satisfaction, increase demand, offer better products, build a strong reputation, and generate profitable sales. The American Marketing Association defines marketing as the activity of creating, communicating, delivering, and exchanging offerings with value for customers, clients, partners, and society.

The importance of digital marketing is evident in several ways:

1. Reaching People Where They Spend Time & Money: Digital marketing meets customers where they are most active, such as social media and online platforms.
2. Leveling the Playing Field for Small Businesses: Digital marketing allows small businesses to compete with larger ones on a global scale.
3. Targeted & Hyper-Personalized: It enables precise targeting of specific demographics and personalization of content.
4. Advanced Analytics: Digital marketing provides detailed metrics and insights into campaign performance.
5. Easy to Scale & Adapt: Digital campaigns can be easily adjusted, scaled, and modified based on real-time data.
6. Best ROI: Digital marketing offers a high return on investment compared to traditional methods.
7. Aligns with Modern Shopping Behavior: It caters to the way people prefer to discover and engage with businesses.
8. Integrates with Mobile Technology: Mobile-friendly marketing is essential due to the widespread use of smartphones.
9. Expands Audience Reach: Digital marketing allows businesses to connect with a broader audience.
10. Measurable Success: It provides real-time feedback on the effectiveness of marketing efforts.

Digital marketing contributes to better growth options for small businesses, higher conversion rates, establishment of brand reputation, effective problem-solving for customers, engagement with mobile users, expansion of brand trust, cost-effectiveness, potential for higher revenues, measurable success, and reaching beyond geographical boundaries.

Effective digital marketing involves understanding your audience through market segmentation, analyzing previous behaviors, personal preferences, and social media interactions. It requires a combination of owned, paid, and earned media strategies to create a comprehensive marketing mix. Additionally, mapping the customer journey helps guide marketing efforts from prospect to lead to customer. Overall, digital marketing is a powerful tool that allows businesses to connect with their audience, build their brand, and drive growth in today's digital age.

SUMMARY IN POINTS

Summary Points on Digital Marketing:

1. Definition: Digital marketing uses electronic media like the internet, mobile devices, and search engines to promote products, engaging customers interactively for satisfaction, demand, reputation, and sales.
2. AMA's Marketing: American Marketing Association defines marketing as creating, delivering, and exchanging valuable offerings for customers, partners, and society.
3. Importance:
 - Reaches people where they spend time and money.
 - Levels the playing field for small businesses.
 - Enables targeted and hyper-personalized marketing.
 - Provides advanced analytics for campaign insights.
 - Easily scalable and adaptable based on real-time data.
 - Offers high ROI compared to traditional methods.
 - Aligns with modern shopping behaviors.
 - Integrates seamlessly with mobile technology.
 - Expands audience reach.
 - Provides measurable success through real-time feedback.
4. Benefits: Digital marketing contributes to growth for small businesses, higher conversion rates, brand reputation, effective problem-solving, engagement with mobile users, brand trust expansion, cost-effectiveness, potential for higher revenues, and reaching beyond geographical boundaries.
5. Effective Implementation:
 - Understand audience through market segmentation and behavior analysis.
 - Combine owned, paid, and earned media strategies for a comprehensive marketing mix.
 - Map the customer journey from prospect to lead to customer.

6. Power of Digital Marketing: Allows businesses to connect with their audience, build brand identity, and drive growth in the digital age.

Overall, digital marketing leverages electronic media to effectively engage customers, drive sales, and create a strong brand presence in today's digitally connected world.

DIAGRAMS - Refer PPT Diagrams also

I understand that you're looking for diagrams to illustrate the introduction and concepts of digital marketing. Unfortunately, I can't directly create images, but I can provide you with descriptions of what the diagrams could look like and what elements they should include. You can then create these diagrams using graphic design tools like Microsoft PowerPoint, Canva, or any other similar software.

1. Diagram: Overview of Digital Marketing

This diagram could consist of three interconnected circles representing Brand, Customer, and Media Channel. Each circle should have a brief description, and arrows connecting them to emphasize the interdependence.

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Brand

↓

Customer

↓

Media Channel

...

2. Diagram: Types of Media in Digital Marketing

Create a table with three columns: Owned Media, Paid Media, and Earned Media. Each column should list examples of each type of media, along with a brief description of each.

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Owned Media	Paid Media	Earned Media
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Website	Display Ads	Social Shares
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Email Lists	PPC Ads	Mentions
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Social Profiles	Sponsored Content	Backlinks
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Blog	Influencer Collabs	Online Reviews
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3. Diagram: Customer Journey in Digital Marketing

Visualize the customer journey with three stages: Prospects, Leads, and Customers. Use arrows to show

the flow of progression from one stage to another.

...

Prospects --> Leads --> Customers

...

4. Diagram: Importance of Digital Marketing

This diagram could showcase the key benefits of digital marketing in a pyramid or hierarchy format, with the most critical benefits at the top.

...

Importance of Digital Marketing

Reaches People Where They Spend Time & Money

Levels the Playing Field for Small Business

More Targeted & Hyper-Personalized

Advanced Analytics & ROI

Aligns with Modern Shopping Habits

Integrates with Mobile Technology

Expands Audience Reach & Engagement

...

5. Diagram: Segmentation and Audience Targeting

Create a segmented circle diagram to visually represent the different types of market segmentation: Geographic, Demographic, Psychographic, and Behavioral. Label each segment and provide a brief description.

...

Geographic Demographic Psychographic Behavioral

Location Age, Gender Interests, Values Buying Behavior

Climate Income Level Lifestyle, Hobbies Decision Patterns

Language Education Personality Traits Purchase History

...

These are just rough descriptions of the diagrams you could create to illustrate the concepts of digital marketing and its various components. You can use a graphic design tool to bring these ideas to life visually.

SIMULATED QA

Q1: What is the definition of digital marketing?

A1: Digital marketing refers to the promotion of products and brands using electronic media, such as the internet, mobile devices, radio, search engines (e.g., Google), and social media. It involves interactive marketing techniques that leverage digital technologies to reach and engage customers in a timely manner.

Q2: How does digital marketing differ from traditional marketing?

A2: Digital marketing utilizes digital channels and technologies, while traditional marketing employs offline methods like print media and television. Digital marketing offers real-time interaction with the audience, global reach, measurable results, and cost-effectiveness, making it a contemporary and adaptable approach to promotion.

Q3: What is the significance of digital marketing for small businesses?

A3: Digital marketing provides growth opportunities for small businesses by offering cost-effective ways to reach a wider audience and achieve higher conversion rates. It allows businesses to establish brand reputation, solve customer problems, engage with mobile customers, and expand their reach beyond geographical boundaries.

Q4: How does digital marketing help in establishing brand reputation?

A4: Digital marketing enables businesses to build a positive brand reputation by offering solutions to customer problems, engaging in real-time interactions, and providing platforms for customer feedback. Positive reviews and engagement lead to increased trust and better customer perception of the brand.

Q5: What are the advantages of digital marketing in terms of ROI and cost-effectiveness?

A5: Digital marketing offers a better return on investment (ROI) compared to traditional methods. It allows businesses to reach a larger audience within their budget, target specific niche audiences, and generate higher revenues. The results of digital marketing campaigns are measurable in real-time, facilitating efficient allocation of resources.

Q6: How does digital marketing enable better audience segmentation?

A6: Digital marketing allows businesses to segment their audience based on factors like demographics, psychographics, behavior, and preferences. This segmentation helps tailor marketing strategies and messages to specific customer groups, leading to more targeted and valuable interactions.

Q7: What is the customer journey, and how does it impact digital marketing?

A7: The customer journey represents the path that prospects and leads take from initial awareness to becoming customers. Understanding the customer journey helps businesses create effective marketing strategies that align with customer needs and guide them through the stages of research, consideration, and

purchase.

Q8: What are the different types of media in digital marketing, and how do they differ?

A8: Digital marketing employs owned, paid, and earned media. Owned media includes platforms under the business's control (e.g., website), paid media involves paid advertising (e.g., display ads), and earned media encompasses mentions and shares from external sources. A successful digital marketing campaign often integrates all three types of media.

Q9: How can businesses gather data to segment their audience effectively?

A9: Businesses can gather data for effective audience segmentation through sources like previous customer behavior, personal preferences surveys, social media interactions, ad exchanges, and more. By collecting and analyzing this data, businesses can tailor their marketing efforts to meet the specific needs and interests of different audience segments.

Q10: Why is it important for digital marketing to focus on brand building?

A10: Brand building is essential in digital marketing to establish a positive reputation and create a strong emotional connection with customers. A brand's reputation takes time to build but can be easily damaged. Effective brand building across various touchpoints contributes to customer loyalty, engagement, and positive associations.

Q11: How does digital marketing align with the customer's perspective and needs?

A11: While marketers talk about digital marketing channels, customers focus on their own wants and needs. The customer journey maps out their actions from research to purchase. Understanding and catering to the customer's journey ensures that marketing efforts align with what customers are looking for and provides value at every stage.

Q12: How does digital marketing help in better understanding and targeting the audience?

A12: Digital marketing allows for precise audience segmentation, categorizing customers based on geographic, demographic, psychographic, and behavioral traits. This data enables businesses to deliver targeted content, products, and messages to specific customer groups, resulting in more meaningful interactions and higher conversion rates.

QUIZ MCQ

Sure, here are the multiple-choice questions (MCQs) based on the provided information:

Q1: What is the definition of digital marketing?

- a) Promotion of products using traditional media\
- b) Promotion of products using electronic media\

- c) Promotion of products using word-of-mouth\
- d) Promotion of products using billboards

Q2: How does digital marketing differ from traditional marketing?

- a) Digital marketing only uses television for promotion\
- b) Digital marketing focuses on offline methods\
- c) Digital marketing offers real-time interaction and global reach\
- d) Digital marketing excludes mobile devices

Q3: What is the significance of digital marketing for small businesses?

- a) Digital marketing is not relevant for small businesses\
- b) Digital marketing helps small businesses with offline promotion\
- c) Digital marketing offers growth opportunities by reaching a wider audience\
- d) Digital marketing restricts businesses to local customers only

Q4: How does digital marketing help in establishing brand reputation?

- a) Digital marketing focuses solely on increasing sales\
- b) Digital marketing encourages negative reviews to build authenticity\
- c) Digital marketing engages customers in real-time and provides platforms for feedback\
- d) Digital marketing does not impact brand perception

Q5: What are the advantages of digital marketing in terms of ROI and cost-effectiveness?

- a) Digital marketing is more expensive than traditional methods\
- b) Digital marketing provides lower ROI compared to traditional methods\
- c) Digital marketing allows businesses to reach a larger audience within budget\
- d) Digital marketing only targets niche audiences with high budgets

Q6: How does digital marketing enable better audience segmentation?

- a) Digital marketing only focuses on one audience segment\
- b) Digital marketing doesn't allow audience segmentation\
- c) Digital marketing allows businesses to segment audiences based on various factors\
- d) Digital marketing restricts targeting to a single demographic group

Q7: What is the customer journey, and how does it impact digital marketing?

- a) Customer journey has no impact on digital marketing strategies\
- b) Customer journey refers to a single step in the marketing process\
- c) Customer journey guides prospects from awareness to purchase, influencing marketing strategies\

d) Customer journey is unrelated to marketing efforts

Q8: What are the different types of media in digital marketing, and how do they differ?

- a) Digital marketing only uses paid media\
- b) Digital marketing only uses owned media\
- c) Digital marketing uses owned, paid, and earned media, each serving different purposes\
- d) Digital marketing uses only social media

Q9: How can businesses gather data to segment their audience effectively?

- a) Audience segmentation is not necessary for digital marketing\
- b) Data for audience segmentation can only be gathered from personal interviews\ c) Businesses can gather data from sources like customer behavior, surveys, and social media interactions\ d) Audience segmentation is done solely based on geographic location

Q10: Why is it important for digital marketing to focus on brand building?

- a) Brand building has no impact on digital marketing\
- b) Brand building is only relevant for large corporations\
- c) Brand building helps establish a positive reputation and emotional connection with customers\
- d) Brand building only focuses on increasing sales in the short term

Q11: How does digital marketing align with the customer's perspective and needs?

- a) Digital marketing only considers the marketer's perspective\
- b) Digital marketing doesn't consider customer preferences\
- c) Digital marketing focuses on what customers want and need, aligning with their journey\
- d) Digital marketing is unrelated to customer perspectives

Q12: How does digital marketing help in better understanding and targeting the audience?

- a) Digital marketing doesn't provide any data about the audience\
- b) Digital marketing provides vague information about the audience\
- c) Digital marketing allows precise audience segmentation based on various traits\
- d) Digital marketing only targets a single audience segment

FLASHCARDS/KEY TERMS

Certainly! Here are the flashcards based on the provided information:

Flashcard 1:

Introduction to Digital Marketing

- Digital marketing promotes products and brands using electronic media. - It utilizes platforms like the internet, mobile devices, radio, search engines, and social media. - Offers real-time

interactions, reaching customers promptly.

Flashcard 2:

Importance of Digital Marketing

- Reaches people where they spend time and money.
- Levels the playing field for small businesses.
- Allows hyper-personalization and better analytics.
- Offers high ROI and aligns with modern shopping behaviors.

Flashcard 3:

Benefits of Digital Marketing

- Enables better growth options for small businesses.
- Leads to higher conversion rates.
- Helps establish brand reputation and solve customer problems.
- Engages mobile customers and expands brand faith.

Flashcard 4:

More Benefits of Digital Marketing

- Provides better ROI and cost-effectiveness.
- Offers measurable success through analytics.
- Allows easy adaptation of tactics and strategies.
- Targets and reaches a wider audience.

Flashcard 5:

Brand Building in Digital Marketing

- Building a brand reputation is crucial.
- It's about establishing a positive customer rapport.
- Solves customer problems and provides solutions.
- Encourages customer engagement and loyalty.

Flashcard 6:

Customer Journey in Digital Marketing

- The customer journey maps the path from awareness to purchase.
- Helps create effective marketing strategies.
- Ensures alignment with customer needs and preferences.

Flashcard 7:

Media Types in Digital Marketing

- Owned media: Controlled by the business (e.g., website).
- Paid media: Paid advertising (e.g., display ads).
- Earned media: Mentions and shares from external sources.

Flashcard 8:

Audience Segmentation

- Divides the audience based on demographics, psychographics, behavior.
- Enables targeted content and tailored messages.
- Data sources include customer behavior, surveys, social media.

Flashcard 9:

Customer Interaction

- Online marketing allows real-time interaction.
- Promotes global reach and offers measurable results.
- Provides instant and cost-effective solutions.

Flashcard 10:

Marketing Tactics and Techniques

- Digital marketing employs various tactics and techniques.
- Utilizes platforms like social media, SEO, SMO, and more.
- Integrates multiple channels for effective campaigns.