Introduction to Digital Marketing

BY:

ROSHAN R. ROHIT

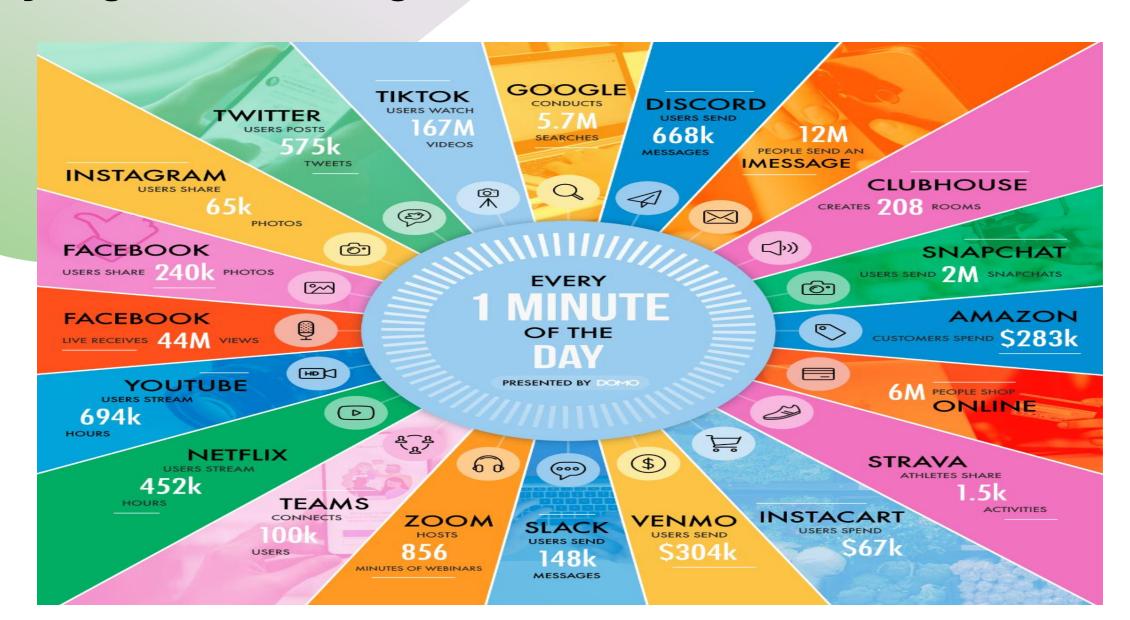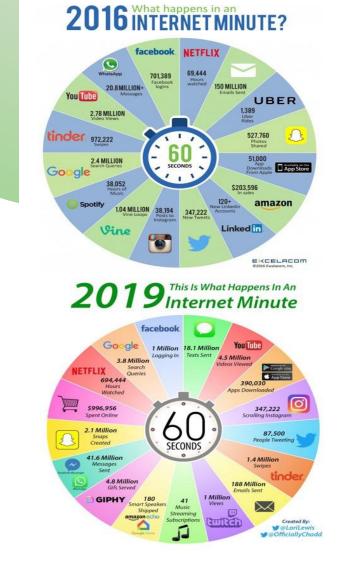LECTURER,

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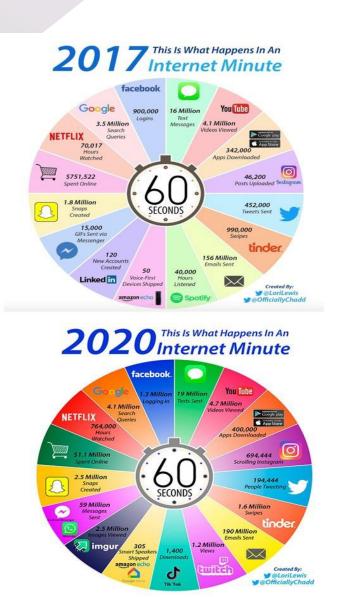# Why Digital Marketing ?

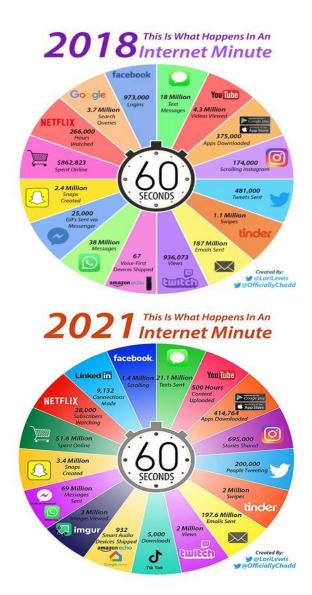- Let us see what happens in 1 minute on internet.

Why Digital Marketing ?

1 minute on internet over the years.

What is Digital marketing?

Digital marketing is the practice of promoting products or services using digital technologies.

This includes a variety of tactics and channels, such as search engine optimization (SEO), search engine marketing (SEM), social media marketing, email marketing, and display advertising.

The goal of digital marketing is to reach potential customers where they spend their time online and to create engaging, targeted messaging that drives conversions and builds brand loyalty.

Why digital marketing is important ?

Reach a wider audience: One of the biggest advantages of digital marketing is its ability to reach a wider audience.

Measure results more accurately: Another key benefit of digital marketing is its ability to measure results more accurately.

Cost-effective: Digital marketing can also be a cost-effective way to promote products and services.

Evolution of Digital Marketing

1990s - The first websites and search engines:

- In the early 1990s, the World Wide Web was introduced to the public, and the first websites began to appear. At the time, digital marketing was limited to basic banner ads and email marketing.

- However, with the launch of search engines like Yahoo and Google in the late 1990s, businesses began to see the potential of search engine optimization (SEO) and search engine marketing (SEM) to drive website traffic and increase visibility.

Evolution of Digital Marketing

Early 2000s - The rise of social media:

- The early 2000s saw the rise of social media platforms like MySpace, LinkedIn, and Facebook.
- With the increasing popularity of social media, businesses began to explore new ways to engage with customers and promote their products and services.
- Social media marketing became an important component of many businesses' digital marketing strategies.

Evolution of Digital Marketing

Mid-2000s to present Mobile devices and the era of "always-on" connectivity:

- The rise of smartphones and other mobile devices in the mid-2000s transformed the digital marketing landscape.
- Mobile-friendly websites and mobile apps became essential for businesses looking to reach customers on the go.
- In addition, the increasing availability of high-speed internet and "always-on" connectivity has made it easier than ever for businesses to connect with customers through digital channels.

Evolution of Digital Marketing

Present and beyond - Artificial intelligence (AI) and other emerging technologies:

- As digital marketing continues to evolve, businesses are exploring new ways to leverage emerging technologies like artificial intelligence (AI), chatbots, and voice assistants to enhance customer experiences and improve marketing outcomes.
- With the ongoing development of new digital technologies, the future of digital marketing looks bright, and businesses are sure to continue to find new ways to engage with customers and drive growth through digital channels.

The way businesses approach digital marketing

- **Need for mobile optimization:** With the rise of mobile devices, businesses need to ensure that their digital marketing efforts are optimized for mobile.

- This includes having a mobile-friendly website, creating mobile-friendly content, and using mobile-friendly marketing channels like SMS marketing and mobile app advertising.

- Without mobile optimization, businesses may miss out on potential customers who primarily use their smartphones or tablets to browse the internet and engage with digital content.

The way businesses approach digital marketing

- **Importance of social media presence:** The popularity of social media platforms like Facebook, Instagram, and Twitter has made it essential for businesses to have a strong social media presence.

- Social media provides businesses with a platform to engage with customers, build brand awareness, and promote products and services.

- In addition, social media platforms provide businesses with valuable data and insights into their target audience, enabling them to refine their marketing strategies and improve outcomes over time.

The way businesses approach digital marketing

- **Increased focus on customer experience:** As digital marketing has evolved, businesses have increasingly focused on delivering a seamless, personalized customer experience across all digital touchpoints.

- This includes creating engaging content, using data to personalize messaging, and leveraging emerging technologies like chatbots and AI to enhance customer interactions.

- By focusing on the customer experience, businesses can create more meaningful connections with customers and drive better marketing outcomes over time.
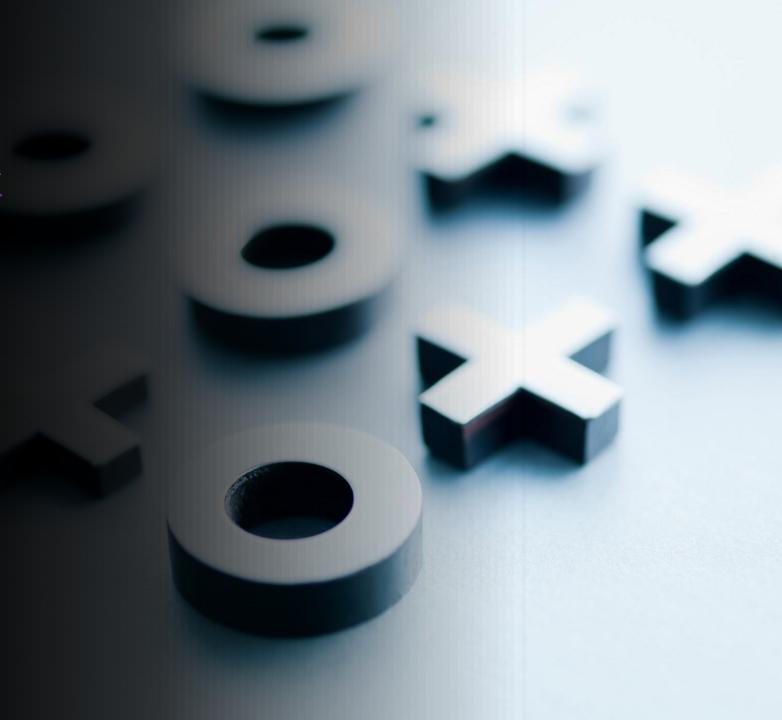
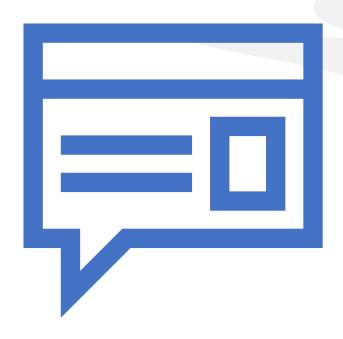# P.O.E.M Framework

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P.O.E.M. (Paid, Owned, Earned, and Media) Framework

- The P.O.E.M. framework stands for Paid, Owned, Earned, and Media, and it is a framework that helps businesses develop a comprehensive digital marketing strategy that considers all the different channels and touchpoints that customers use to interact with brands online.

Paid Media

- This includes any form of digital advertising that a business pays for, such as Google Ads, social media ads, display ads, and sponsored content. Paid media is useful for businesses looking to reach new audiences and drive traffic to their website or other digital properties.

Examples of Paid Media

Paid search advertising: This includes Google Ads, Bing Ads, and other paid search engine marketing (SEM) campaigns.

Social media advertising: This includes sponsored posts and display ads on social media platforms like Facebook, Instagram, Twitter, and LinkedIn.

Display advertising: This includes banner ads, pop-up ads, and other display ads that appear on websites and other digital properties.

Video advertising: This includes pre-roll, mid-roll, and post-roll video ads on platforms like YouTube and other video sharing sites.

Owned Media

This includes any digital channels that a business owns and controls, such as its website, blog, social media profiles, and email newsletter.

Owned media is useful for businesses looking to build brand awareness, engage with customers, and promote their products and services.

Examples of Owned Media

Company website: This includes a business's primary website, as well as any microsites or landing pages.

Company blog: This includes any blog or content hub that a business maintains to provide valuable content and engage with its audience.

Social media profiles: This includes any social media profiles that a business maintains on platforms like Facebook, Twitter, Instagram, and LinkedIn.

Email newsletter: This includes any email newsletter or marketing automation campaigns that a business sends to its subscribers.

Earned media

This includes any digital channels where customers or third-party sources create content about a business or its products and services, such as customer reviews, social media mentions, and media coverage.

Earned media is useful for businesses looking to build credibility and trust with customers, as well as increase their reach through word-of-mouth marketing.

Examples of Earned Media

Social media shares: This includes any shares, likes, or comments on social media platforms like Facebook, Twitter, Instagram, and LinkedIn.

User-generated content (UGC): This includes any content that customers create and share about a business or its products and services, such as product reviews, photos, and videos.

Media coverage: This includes any mentions or features of a business in news articles, blog posts, or other forms of online media.

Media

This includes any other digital channels that a business may use to promote its products and services, such as influencer marketing, affiliate marketing, and content marketing.

Media is useful for businesses looking to reach new audiences and build relationships with key influencers and thought leaders in their industry.

Examples of Media

Influencer marketing: This includes partnering with influencers and thought leaders in a particular industry to promote a business's products and services.

Affiliate marketing: This includes partnering with other businesses or individuals to promote a business's products and services and earn a commission on sales.

Content marketing: This includes creating and sharing valuable content across a range of digital channels to engage with audiences and drive traffic to a business's website or other digital properties.

SKILLS REQUIRED IN DIGITAL MARKETING

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CONTENT CREATION

Content creation is a critical skill in digital marketing as it involves creating engaging and informative content for a variety of channels such as websites, blogs, social media, and email marketing.

Content can take many forms, including blog posts, videos, images, and infographics.

Good writing skills are essential, along with the ability to craft compelling headlines, create calls-to-action, and use keywords to optimize content for search engines.

DATA ANALYSIS

Data analysis is an essential skill in digital marketing as it involves using data to understand how campaigns are performing and identify areas for improvement.

Digital marketers need to be proficient in using analytics tools to track website traffic, social media engagement, and conversion rates.

They must also be able to interpret data to draw insights and make data-driven decisions.

SOCIAL MEDIA MANAGEMENT

Social media is a critical component of digital marketing, and digital marketers must be skilled at managing social media accounts, creating engaging content, and building a strong online community.

Social media management involves creating social media marketing plans, developing and scheduling content, engaging with followers, and measuring performance metrics.

SEARCH ENGINE OPTIMIZATION (SEO)

SEO is the process of optimizing websites and content for search engines to increase visibility and attract more traffic.

Digital marketers need to be proficient in keyword research, on-page optimization, and link building.

They must also keep up-to-date with changes to search engine algorithms and adjust their strategies accordingly.

EMAIL MARKETING

Email marketing is a highly effective way to reach customers and drive conversions.

Digital marketers must be skilled at creating email marketing campaigns, designing templates, writing effective copy, and measuring performance metrics such as open rates and click-through rates.

PAID ADVERTISING

Paid advertising is an important component of digital marketing, and digital marketers must be skilled at managing paid campaigns across various platforms such as Google Ads and social media ads.

This involves creating ad copy, selecting keywords and audiences, setting budgets, and monitoring performance metrics.

ADDITIONAL SKILLS...

In addition to these skills, digital marketers need to be highly creative, strategic thinkers, and excellent communicators.

They must be able to adapt to changing trends and technologies and keep up-to-date with the latest digital marketing techniques and tools.

Some examples of how the key skills needed in digital marketing can be applied in a real-world scenario are discussed in the upcoming slides.

CONTENT CREATION

A digital marketer might create a blog post about a new product or service and optimize it for search engines by using relevant keywords.

They might also create a social media post with an eye-catching image and a compelling call-to-action.

DATA ANALYSIS

A digital marketer might use Google Analytics to track website traffic and analyze user behavior to identify areas for improvement.

They might also use social media analytics tools to measure engagement and monitor campaign performance.

SOCIAL MEDIA MANAGEMENT

A digital marketer might develop a social media marketing plan and schedule posts for a company's Facebook, Twitter, and Instagram accounts.

They might also engage with followers by responding to comments and messages.

SEARCH ENGINE OPTIMIZATION (SEO)

A digital marketer might conduct keyword research to identify high-traffic, low-competition keywords to use in website content.

They might also optimize website pages for on-page SEO by using meta tags and descriptions.

EMAIL MARKETING

A digital marketer might design an email newsletter with an attention-grabbing subject line and engaging content.
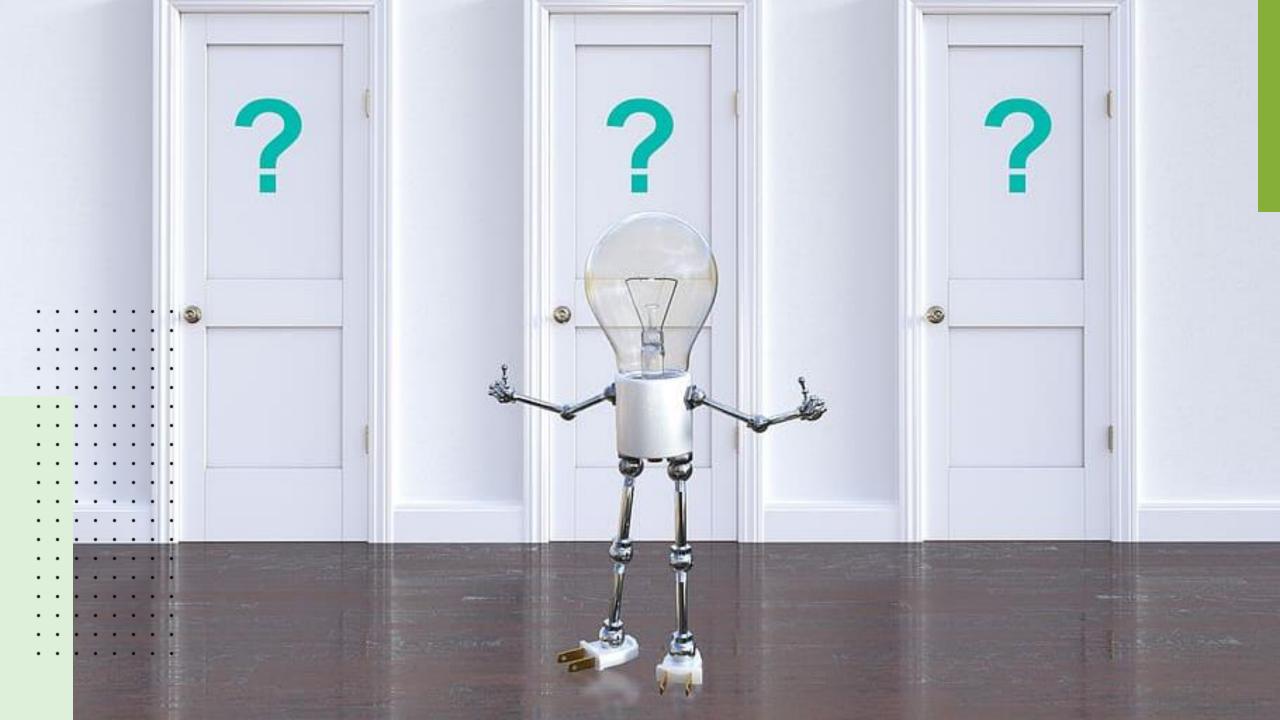
They might also segment their email list based on subscriber behavior to improve the effectiveness of their campaigns.

PAID ADVERTISING

A digital marketer might set up a Google Ads campaign with targeted keywords and ad copy designed to attract clicks and drive conversions.

They might also create social media ads with eye-catching visuals and a clear call-to-action.

DIGITAL MARKETING PLAN

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SET GOALS

Start by identifying what you want to achieve with your digital marketing efforts.

Examples of goals might include increasing website traffic, generating leads, or improving brand awareness.

Make sure your goals are specific, measurable, achievable, relevant, and time-bound (SMART).

IDENTIFY TARGET AUDIENCES

Determine who your ideal customers are and create buyer personas to help you understand their needs, pain points, and behavior.

Use data from sources like customer surveys, website analytics, and social media insights to inform your decisions.

DEVELOP KEY MESSAGES

Define the key messages you want to communicate to your target audiences.

These messages should align with your brand's mission, values, and unique selling proposition (USP).

SELECT APPROPRIATE CHANNELS

Identify the digital channels that are most likely to reach your target audiences and help you achieve your goals.

Examples of channels might include social media platforms, email marketing, content marketing, search engine optimization (SEO), and paid advertising.

DEVELOP TACTICS

Create specific tactics for each channel you've selected.

For example, if you've identified Facebook as a key channel, you might develop tactics such as creating engaging social media posts, running Facebook ads, or hosting a Facebook Live event.

SET A BUDGET

Determine how much you're willing to spend on each tactic and channel, considering the cost of content creation, ad spend, and any external resources you may need.

ESTABLISH METRICS

Define the metrics you'll use to measure the success of your digital marketing efforts.

Examples of metrics might include website traffic, conversion rates, social media engagement, and email open rates.

MONITOR AND ADJUST

Monitor your metrics regularly and adjust your tactics and channels as needed to optimize your results.

Continuously test new tactics and channels to determine what works best for your target audiences.

EXAMPLES OF SUCCESSFUL DIGITAL MARKETING CAMPAIGNS

Old Spice's "The Man Your Man Could Smell Like" - Old Spice created a humorous and viral advertising campaign featuring former NFL player Isaiah Mustafa as "The Old Spice Guy".

The ads were posted on YouTube and went viral, resulting in over 40 million views and a 107% increase in sales.

EXAMPLES OF SUCCESSFUL DIGITAL MARKETING CAMPAIGNS

Airbnb's "Live There" - Airbnb created a video campaign featuring real Airbnb hosts in cities around the world, encouraging travelers to "live like a local" when they book with Airbnb.

The campaign resulted in a 25% increase in bookings and a 3% increase in market share.

EXAMPLES OF SUCCESSFUL DIGITAL MARKETING CAMPAIGNS

Coca-Cola's "Share a Coke" - Coca-Cola launched a personalized campaign where customers could purchase Coke bottles with their names on them.

The campaign generated over 150 million social media impressions and a 2% increase in sales.

EXAMPLES OF SUCCESSFUL DIGITAL MARKETING CAMPAIGNS

Wendy's "#NuggsForCarter" - A Twitter user named Carter Wilkerson tweeted at Wendy's asking how many retweets he needed to get free chicken nuggets for a year.

Wendy's challenged him to get 18 million retweets, and #NuggsForCarter was born. The campaign went viral, generating over 3.4 million retweets and resulting in a 14% increase in Wendy's online sales.

EXAMPLES OF SUCCESSFUL DIGITAL MARKETING CAMPAIGNS

REI's #OptOutside - Outdoor retailer REI announced it would close all its stores on Black Friday and encourage employees and customers to spend the day outdoors.

The campaign was a hit, generating over 2.7 billion media impressions and a 7% increase in sales during the holiday season.

DIGITAL ADVERTISING MARKET IN INDIA

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Digital advertising market in India

The digital advertising market in India is growing rapidly, with the increasing adoption of smartphones and affordable data plans.

According to a report by Dentsu Aegis Network, the digital advertising market in India is expected to grow at a compound annual growth rate (CAGR) of 27.4% to reach $3.9 billion by 2022.

Digital advertising market in India

The most popular channels for digital advertising in India include social media, search engine advertising, video advertising, and display advertising.

Social media advertising is growing rapidly with platforms like Facebook, Instagram, and Twitter becoming popular channels for businesses to reach their target audience.

Challenges

One of the biggest challenges is the lack of trust and transparency in digital advertising metrics, which has led to concerns about the effectiveness and ROI of digital advertising campaigns.

Another challenge is the rising cost of digital advertising, as more businesses compete for ad space on popular channels. This has led to a shift towards more targeted and personalized advertising, as businesses try to make their ads stand out in a crowded market.

Finally, there are concerns around data privacy and regulation in the digital advertising market in India. The government has recently introduced stricter regulations around data privacy and the use of personal data, which could impact the way businesses collect and use data for digital advertising campaigns.

TRENDS AND CHANGES IN THE DIGITAL ADVERTISING MARKET IN INDIA

Rise of Mobile Advertising:

- With the increasing adoption of smartphones and affordable data plans, mobile advertising is becoming an increasingly important channel for businesses.

- According to a report by eMarketer, mobile ad spending in India is expected to reach $7.1 billion in 2021, accounting for nearly 80% of all digital ad spending.

Shift Towards Video Advertising:

- Video advertising is becoming increasingly popular in India, with platforms like YouTube and TikTok driving growth in the market.

- According to a report by PwC, video advertising is expected to grow at a CAGR of 28.5% to reach INR 56.8 billion by 2023.

TRENDS AND CHANGES IN THE DIGITAL ADVERTISING MARKET IN INDIA

Personalization and Targeting:

- As the digital advertising market becomes more crowded, businesses are focusing on personalization and targeting to stand out from the competition.

- This involves using data and insights to create more targeted and personalized advertising campaigns that resonate with consumers.

Changes in Consumer Behavior:

- The COVID-19 pandemic has led to significant changes in consumer behavior, with more consumers shopping online and using digital channels to engage with brands.

- Businesses need to be aware of these changes and adapt their digital marketing strategies accordingly.

TRENDS AND CHANGES IN THE DIGITAL ADVERTISING MARKET IN INDIA

Privacy and Regulation:

- There are increasing concerns around data privacy and regulation in the digital advertising market in India, with the government introducing stricter regulations around data privacy and the use of personal data.

- Businesses need to ensure they are complying with these regulations and building trust with consumers by being transparent about their use of data.

Dignified Digital Marketing: Ethics and Data privacy

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Importance of ethical digital marketing practices

Building Trust with Consumers:

- Consumers are becoming increasingly concerned about privacy and data protection and are more likely to trust brands that demonstrate ethical practices.

- By respecting consumer privacy and avoiding misleading or harmful content, businesses can build trust with their customers and establish a positive brand reputation.

Importance of ethical digital marketing practices

Compliance with Regulations:

- There are several regulations in place that govern digital marketing practices, such as the General Data Protection Regulation (GDPR) in Europe and the Personal Data Protection Bill in India.

- By adhering to these regulations and following ethical practices, businesses can avoid fines and penalties.

Importance of ethical digital marketing practices

Maintaining Customer Loyalty:

- Consumers are more likely to remain loyal to a brand that they perceive as ethical and responsible.

- By engaging in ethical digital marketing practices, businesses can create a loyal customer base that is more likely to recommend their products or services to others.

Importance of ethical digital marketing practices

Avoiding Negative Publicity:

- Unethical digital marketing practices can lead to negative publicity and damage a brand's reputation.

- For example, if a business engages in spamming or phishing, consumers are likely to view them negatively and may avoid doing business with them in the future.

Importance of ethical digital marketing practices

Protecting Consumers:

- Ethical digital marketing practices help protect consumers from harmful or misleading content and can help prevent them from falling victim to scams or fraud.

- By being transparent about their practices and avoiding deceptive tactics, businesses can help protect their customers and create a safer online environment.

Ethical digital marketing practices

Transparent Data Collection: Ethical businesses will clearly explain why they are collecting user data, what they will use it for, and how they will protect it.

Consent-based Marketing: Businesses obtain permission from users before sending them marketing emails or using their data for personalized ads.

Honest and Accurate Advertising: Ethical businesses will ensure that their advertisements are truthful and accurately represent their products or services.

Protecting User Privacy: Businesses take measures to protect user privacy, such as encryption and secure data storage.

Responsibly Targeted Advertising: Businesses use targeted advertising responsibly, ensuring that ads are relevant and not intrusive.

Unethical digital marketing practices

Invasive Tracking: Some businesses track user data without their knowledge or consent, collecting data on everything from browsing history to location data.

Misleading Advertising: Some businesses use misleading advertising to trick users into clicking on their ads or purchasing their products.

Spamming: Sending unsolicited marketing emails or messages to users is an unethical practice that can annoy and frustrate users.

Deceptive Advertising: Some businesses may use deceptive advertising tactics, such as hiding key details about their products or services in fine print or using fake reviews.

Aggressive Targeted Advertising: Businesses can also use targeted advertising in an aggressive manner, such as showing users the same ad repeatedly or using pop-up ads that interrupt their browsing experience.