

Digital Marketing



KEYPOINTS:

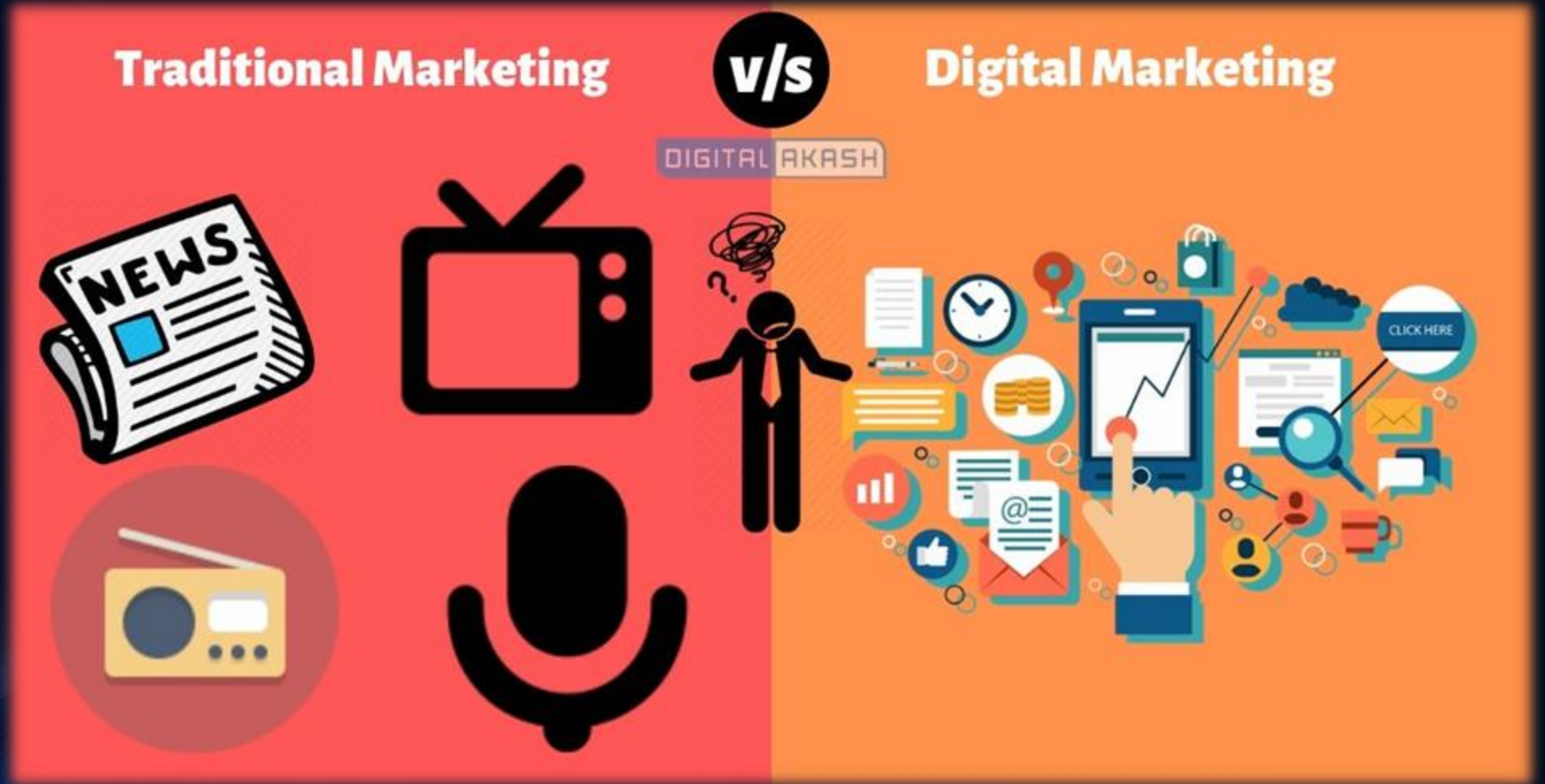
- What is Digital Marketing?
- Benefits of Digital Marketing
- What does Digital Marketing consist of?
- Facts about Digital Marketing

Digital Marketing

- Marketing using digital technologies
- Transmit product value to consumer through digital networks
- Targeting a group of people with similar psychology



Benefits of digital marketing



COMPETITOR ANALYSIS

TV Ads &
BANNERS

60%

TARGET



NEWSPAPERS

48%

TARGET



MOUTH TO
MOUTH
MARKETING

23%

TARGET



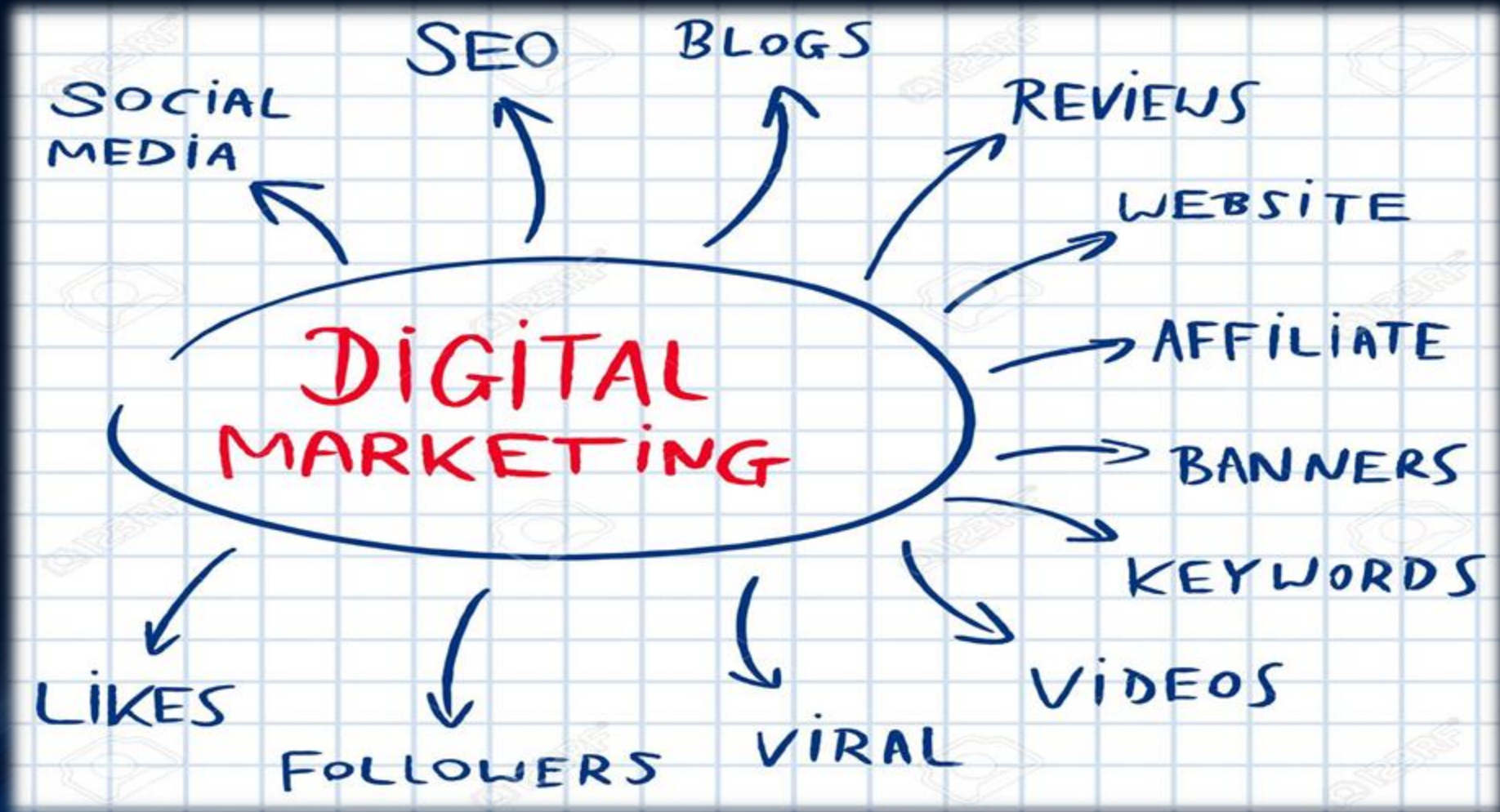
DIGITAL
MARKETING

82%

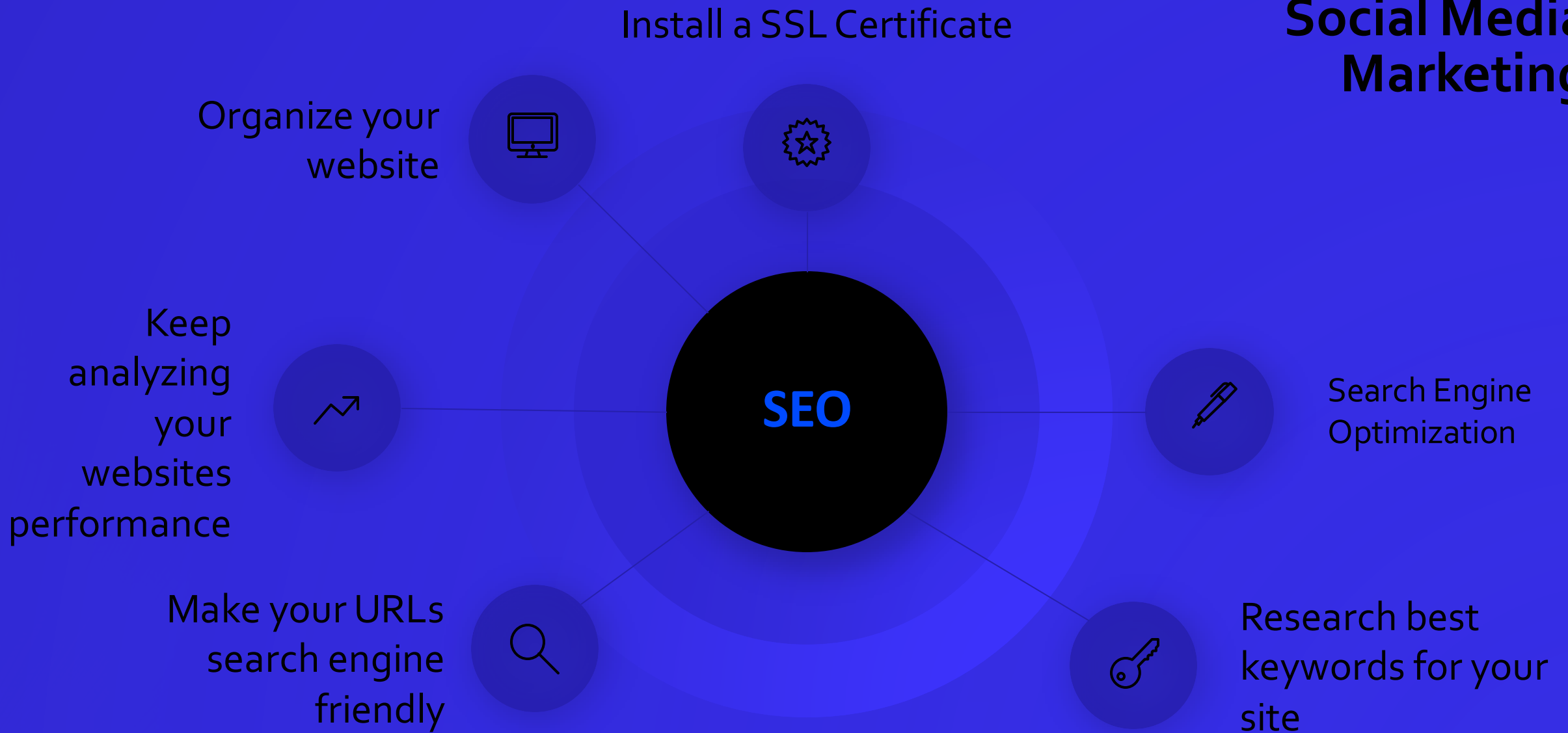
TARGET



Digital Marketing Consists Of:



Social Media Marketing



Social Media Marketing



PINTEREST



YOUTUBE

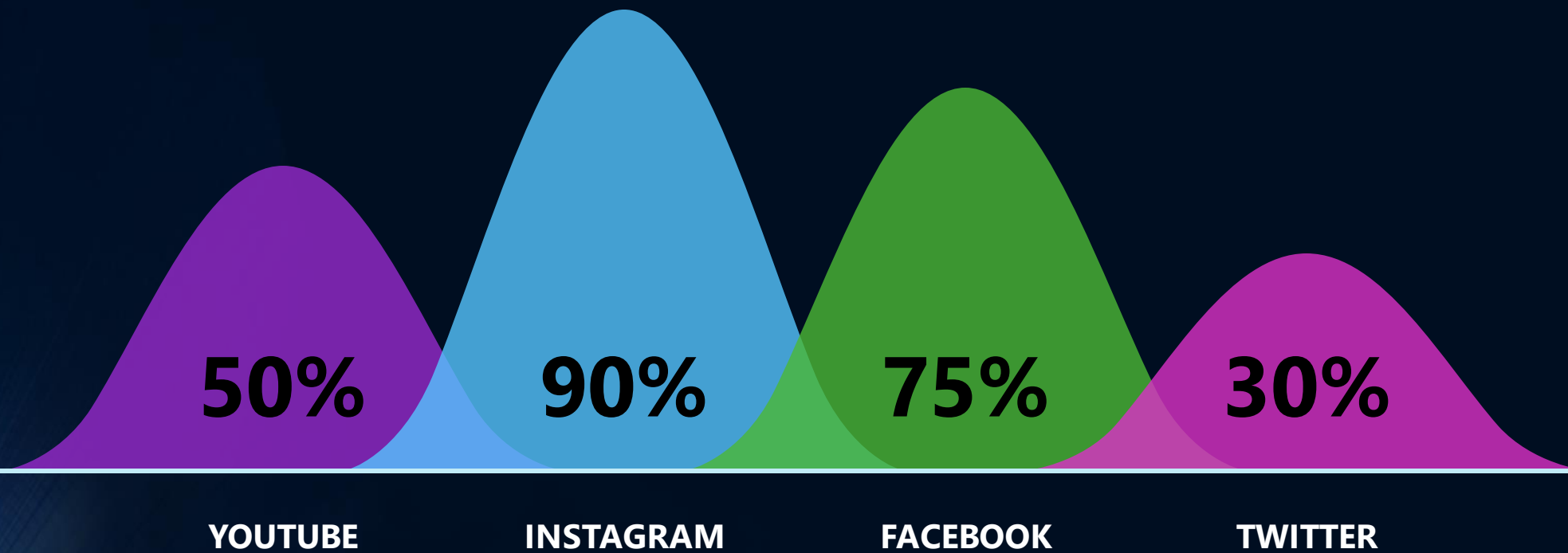


FACEBOOK

INSTAGRAM



SOCIAL MEDIA GROWTH



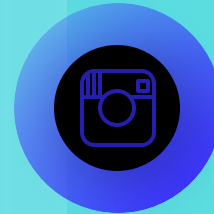
ADVANTAGES OF SMM



Increase brand awareness
More inbound traffic.



Improved search engine rankings
Higher conversion rates.



Better customer satisfaction
More brand authority.

FACTS



The Current digital marketing industry is worth \$560 billion

A Video is shared 1200% more
Than both links and text combined

Google is responsible
For 96% of Smartphone
traffic

61% of companies name
"growing SEO" as their
Biggest priority in 2019

Google mobile Ad
Spending to reach
\$247 billion by 2020

ANY QUESTIONS?



THANKYOU

- SRINIVAS
- NAAGDEEP
- MUAZ
- SHIVRAJ
- SIDDHANT