

BUS 401 Digital Marketing



Dr Muhammad Towfiqur Rahman

Assistant professor

Department of Computer Science & Engineering

University of Asia Pacific Bangladesh

What is digital marketing?

“Digital marketing” is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.



There are many benefits of digital marketing Over traditional marketing.

- ✓ Puts the consumer in control
- ✓ Provides convenience
- ✓ Increases satisfaction
- ✓ Drives brand loyalty
- ✓ Reduces the selling cycle
- ✓ Reduces the cost of sales
- ✓ Builds your brand
- ✓ Provides targeted results
- ✓ It is measurable
- ✓ Cost effective



Internet Vs. Traditional Marketing Communications

Basis of difference	Traditional Marketing	Digital /Internet Marketing
1.Direction of communication	Uni-directional communication(company communicates with its customers about its products or services in on direction way).	Bi-directional communication(business can communicate with customers and customers can ask queries or make suggestions to business as well.
2.Medium of Communication	TV ad , bill board , news paper etc.	Social media websites, chats , apps and e-mail etc.

<p>3. Campaign</p>	<p>Time consuming for preparation , designing and launching etc.</p>	<p>Rapid campaign and can be launched within no time</p>
<p>4.Reach</p>	<p>Best way to reach local audience</p>	<p>Effective way to reach local audience as well as international customers also.</p>

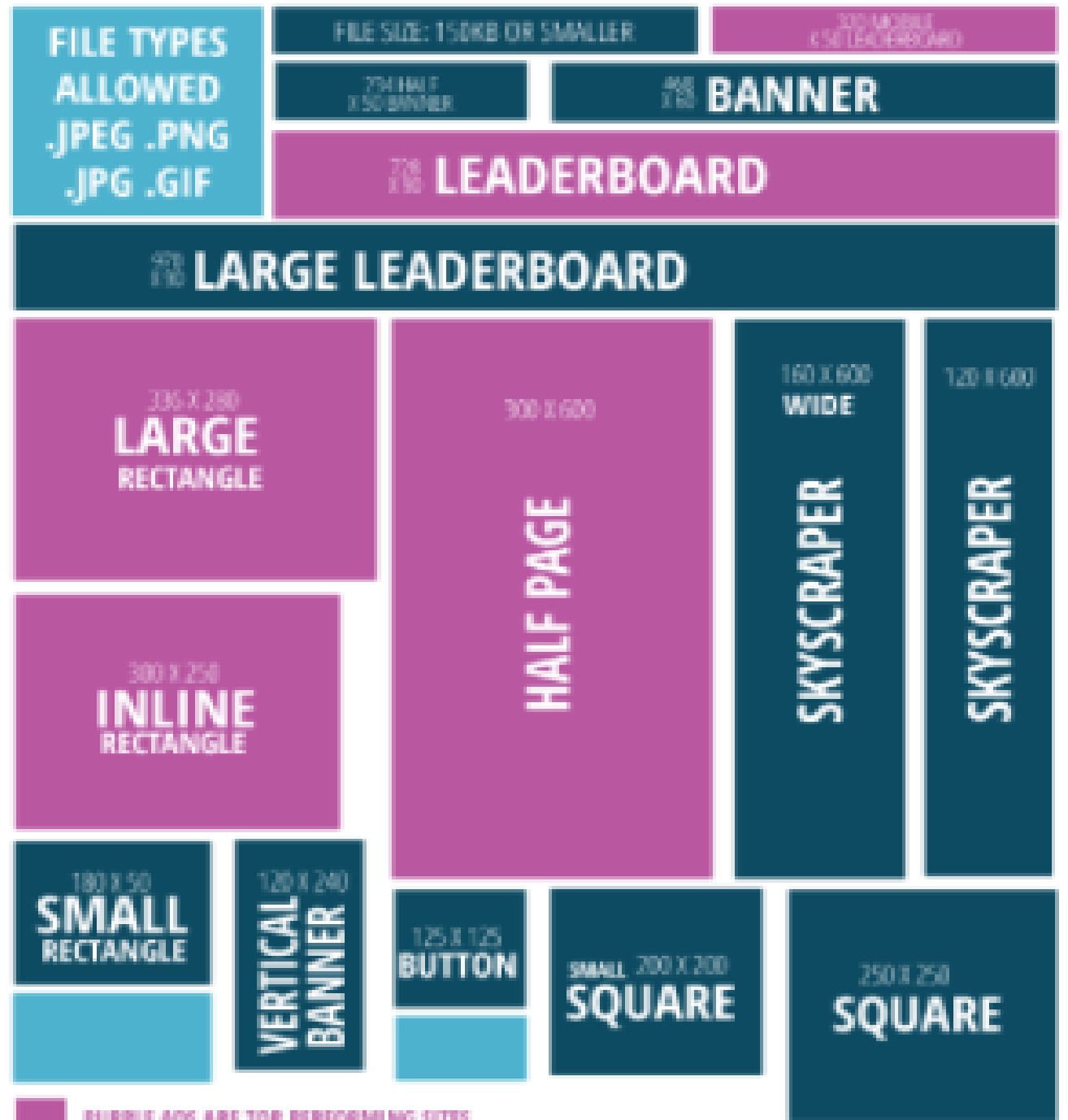
What does digital marketing consist of?

- ✓ Website design
- ✓ Search engine optimization (SEO)
- ✓ Pay per click (PPC)
- ✓ Social media marketing (SMM)
- ✓ Email marketing
- ✓ Display advertising (banner ads)
- ✓ Affiliate marketing
- ✓ Content marketing
- ✓ Online reputation management (ORM)



Most Common AdWords Display Ad Sizes:

- 250 x 250 – Square
- 200 x 200 – Small Square
- 468 x 60 – Banner
- 728 x 90 – Leaderboard
- 300 x 250 – Inline Rectangle
- 336 x 280 – Large Rectangle
- 120 x 600 – Skyscraper
- 160 x 600 – Wide Skyscraper



Types of Digital marketing

1. SEM(Search engine marketing)
2. SEO(Search engine optimization)
3. PPC(Pay Per click)
4. Content marketing
5. Email-marketing
6. Social media marketing
7. Affiliate marketing

Digital marketing objectives

One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

- ✓ Reaching the right audience
- ✓ To engage with your audience
- ✓ To motivate your audience to take action
- ✓ Efficient spending on your campaign
- ✓ Return on investment (ROI)



Digital marketing goal

Digital marketing is about generating sales and/or capturing leads from customers that are searching on the Internet for answers.

How digital marketing evolved over the years

Back in the day, it was all about search engine optimization – (organic search)

- ✓ Build a website
- ✓ Apply the art of on and off page SEO to your website, you build links, you build more links, and you build even more backlinks, focus on the meta-tags, content, etc.
- ✓ You hope it shows up in Google someday
- ✓ You hope it displays on the results with the right keywords (what people are typing in when they search)
- ✓ It was like fishing and hoping you will get a catch.

With SEO, PPC was born – (paid search)

- ✓ Google's AdWords (3 line ads that show up on the right/top of search engine results)
- ✓ Microsoft's AdCenter
- ✓ Yahoo's search marketing (Overture)
- ✓ Build ads around keywords and pay for everyone that clicks the ad and visits your site



16 Components of Digital Marketing

- Digital Marketing Fundamentals
- Website Planning and Maintenance
- Keyword Planning and Mapping
- Search Engine Optimization
- Local Business Listing
- Pay Per Click Advertising
- Social Media Optimization
- Social Media Marketing
- Web Analytics
- Content Marketing
- Online Reputation Management
- E-Commerce Marketing
- Mobile Marketing
- Video Marketing
- Affiliate Marketing
- AdSense and Blog Marketing

DIGITAL MARKETING



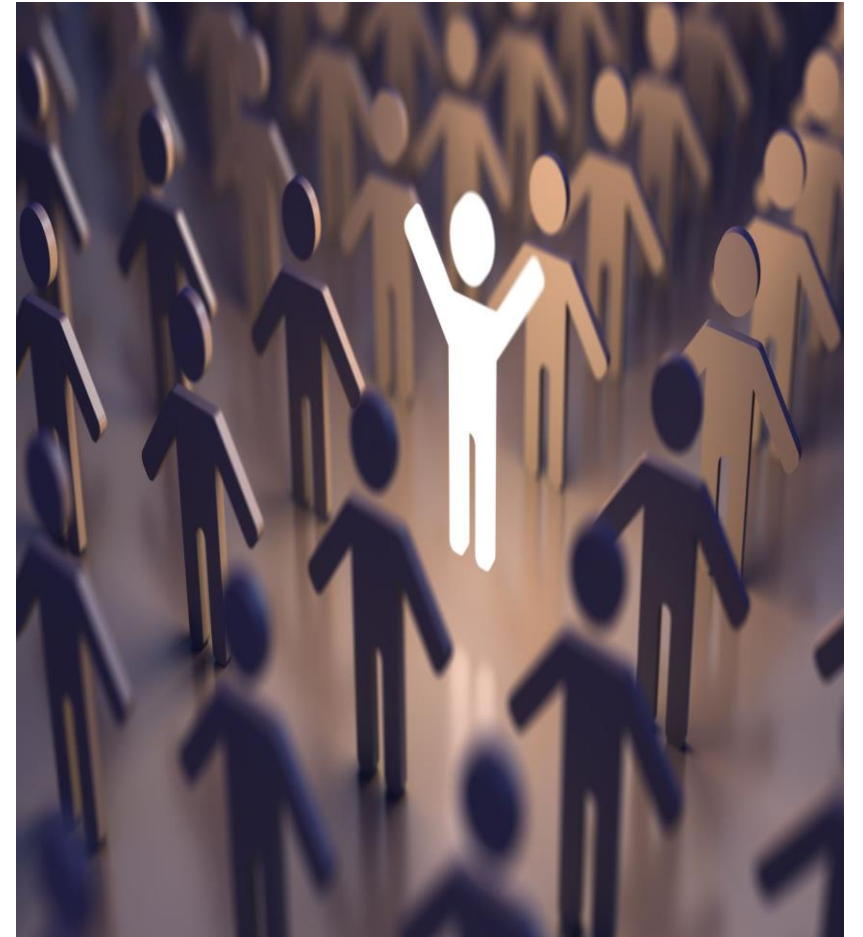


Digital Marketing Strategy

- Marketing or promoting your products, online stores or service to the audience online via a variety of marketing channels is known as E-commerce marketing.
- It is essential to create dynamic digital marketing strategies with the ever evolving e-retail industry and the audiences.
- With the professional help of the available best e-commerce Development Company in India, picking the right strategy and customizing it to achieve the best ROI rates would not be difficult for you.

5 best Marketing Strategies to boost your sales

- 1. Content Marketing Strategy**
- 2. SEO and SEM Strategy**
- 3. Influencer Marketing Strategy**
- 4. Social Media Marketing Strategy**
- 5. Email Marketing Strategy**



The Marketing Mix. (7 P's) in online context



The marketing mix element as shown below and ask following questions:

- **Products/Services:** How can you develop your products or services?
- **Prices/Fees:** How can we change our pricing model?
- **Place/Access:** What new distribution options are there for customers to experience our product, e.g. online, in-store, mobile etc.
- **Promotion:** How can we add to or substitute the combination within paid, owned and earned media channels?
- **Physical Evidence:** How we reassure our customers, e.g. impressive buildings, well-trained staff, great website?
- **People:** Who are our people and are there skills gaps?
- **Partners:** Are we seeking new partners and managing existing partners well?.

Internet as a communications tool

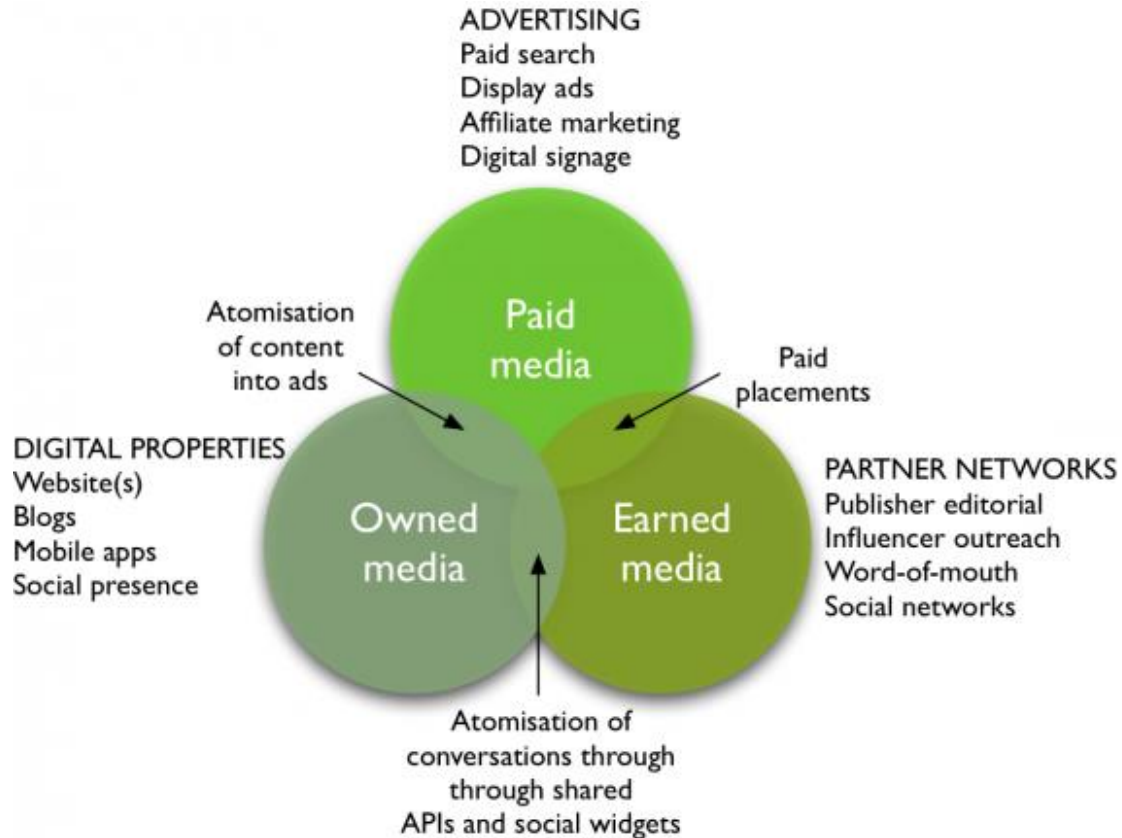


Figure Categories of media: paid, owned, earned

Inbound marketing

→ Pull mechanism: in Digital marketing, the contact with the brand is initiated by the customer



Good visibility from companies in search engines is essential

Content marketing

1. Content engagement value
2. Content media
3. Content syndication
4. Content participation
5. Content access platform

Inbound Marketing

- Informative digital content targeted at specific audiences, written to help solve consumers' problems
- Content comes in interactive forms, such as social media posts, blogs, reports, webinars, etc.
- Messaging is tailored to specific consumers
- All-encompassing strategy across multiple channels
- Measurable through digital marketing software

Outbound Marketing

- Non-digital content designed to capture any consumer's attention and written to sell products
- Content is displayed in direct mail, magazine ads, billboards, on TV, etc. and is meant to be passive
- Messaging must stand out among millions of other ads consumers see each day
- Linear strategy with limited channels
- Difficult to measure attribution from physical advertising

The following are common digital marketing career options:

Digital Marketing Specialist

Content Marketing Specialist

SEO Specialist

Online Marketing Specialist

Inbound Marketing Specialist

Search Engine Marketing Specialist

Social Media Marketing Specialist

Email Marketing Specialist

Conversion rate optimizer

Copywriter

Digital marketing strategy

E-strategy

- Crystal clear objectives —————> What you want to achieve online
- Target markets, positioning and propositions
- Optimum mix of tactical e-tools —————> Web site, banners ads, etc
- Evolutionary stage —————> What stage you want to be at
- Online marketing mix —————> Particularly service levels
- Dynamic dialogue —————> Ongoing with the customer
- Integrated database —————> Recognize and remember each customer whether via web or telephone

Web Marketing Strategies

- **Marketing mix**
 - Element combination to achieve goals
 - Selling and promoting products and services
- **Marketing strategy**
 - Marketing mix with elements defined

Product

Brand: customers'
product perception

Price

Customer value:
benefits - total cost

Promotion

Any means to spread
word about product

Place (distribution)
right products right
places right time

Product-Based Marketing Strategies

- Web presence must integrate with image and brand
- Managers often think in terms of physical objects
 - Useful design when customers use product categories
 - Web site examples: Home Depot, Staples, Sears ???
 - Not useful when customers look to fulfill a specific need
- Meet individual customer needs
 - Customer groups sharing common characteristics
 - identify subgroups- Example ???
 - customer-based marketing elements
 - Offer alternative shopping paths

- ★ DEALS UNDER 1999
- 👔 MEN'S FASHION
- 👗 WOMEN'S FASHION
- 📱 PHONES & TABLETS
- 📺 TV, AUDIO & GAMING
- 💻 COMPUTING
- 🔌 APPLIANCES
- 🏠 HOME & LIVING
- 🏃 SPORTS & FITNESS
- 💄 BEAUTY & HEALTH
- 👶 BABY, KIDS & TOYS
- 📁 OTHER CATEGORIES



- PAYMENT ON DELIVERY
Pay cash at your doorstep
- EASY RETURNS
Within 7 days
- WORK WITH DARAZ
Get a sales consultant



DEALS OF THE DAY



BRANDS OF THE WEEK

Infinix

FASHION BRANDS

SONY

ELECTRONICS BRANDS

SAMSUNG

MOBILE BRANDS



GENERA

SMARTWATCH

SMARTWATCHES

1000+58% OFF

Communicating with Different Market Segments

- Communications media selection to carry message
 - Physical world
 - Uses building construction and floor space design
 - Online firm- No physical presence
 - Customer contact made through image projected through media and Web site
 - Communications media selection: critical
 - Online firm challenge
 - Obtain customer trust with no physical presence

Market Segmentation

Children's cartoons

Daytime dramas

Late-night talk shows

Golf tournaments

Baseball and football games

Documentary films

- Companies try to:
 - Match messages
 - Build sales environment

The screenshot shows the homepage of porjotok.com.bd, a travel agency. The header includes the logo and navigation links: Destination, Activity, Interest, Packages, Tour Packages, and Contact Us. A search bar is prominently displayed with fields for Destination, Hotel Name, Check-in, Check-out, and Nights. Below the search bar, there are filters for Room type (1, 2, 3) and Age (12+ yrs, 3-12 yrs). A large image of a scuba diver is featured, with the text 'Oceanic Scuba Dive' above it. At the bottom, there is a 'We Accept bKash' logo and a phone number '01706 643280'. A small text block at the bottom right mentions 'In Saint Martin Island you can enjoy Scuba Dive. This island is not very well becomes very popular here. Scuba diving in Bangladesh is still relatively a Center in Saint Martin Island, basically a Bangladeshi Leading Commerce operator in Bangladesh. To experience the beauty of underwater, scuba divers have previous Scuba Dive experience you can take the opportunity.'

Geographic segmentation

Demographic segmentation

Psychographic segmentation

Behavioral segmentation

Purchase/ usage occasion

Benefit-Sought

Attitudinal segments

Other types of consumer segmentation

Generational segments

Cultural segmentation

Market Segmentation on the Web

- Limitations of physical retail stores
 - Floor and display space
 - Must convey one particular message
- Web stores
 - Present different store environments online
 - Separate virtual spaces for different market segments

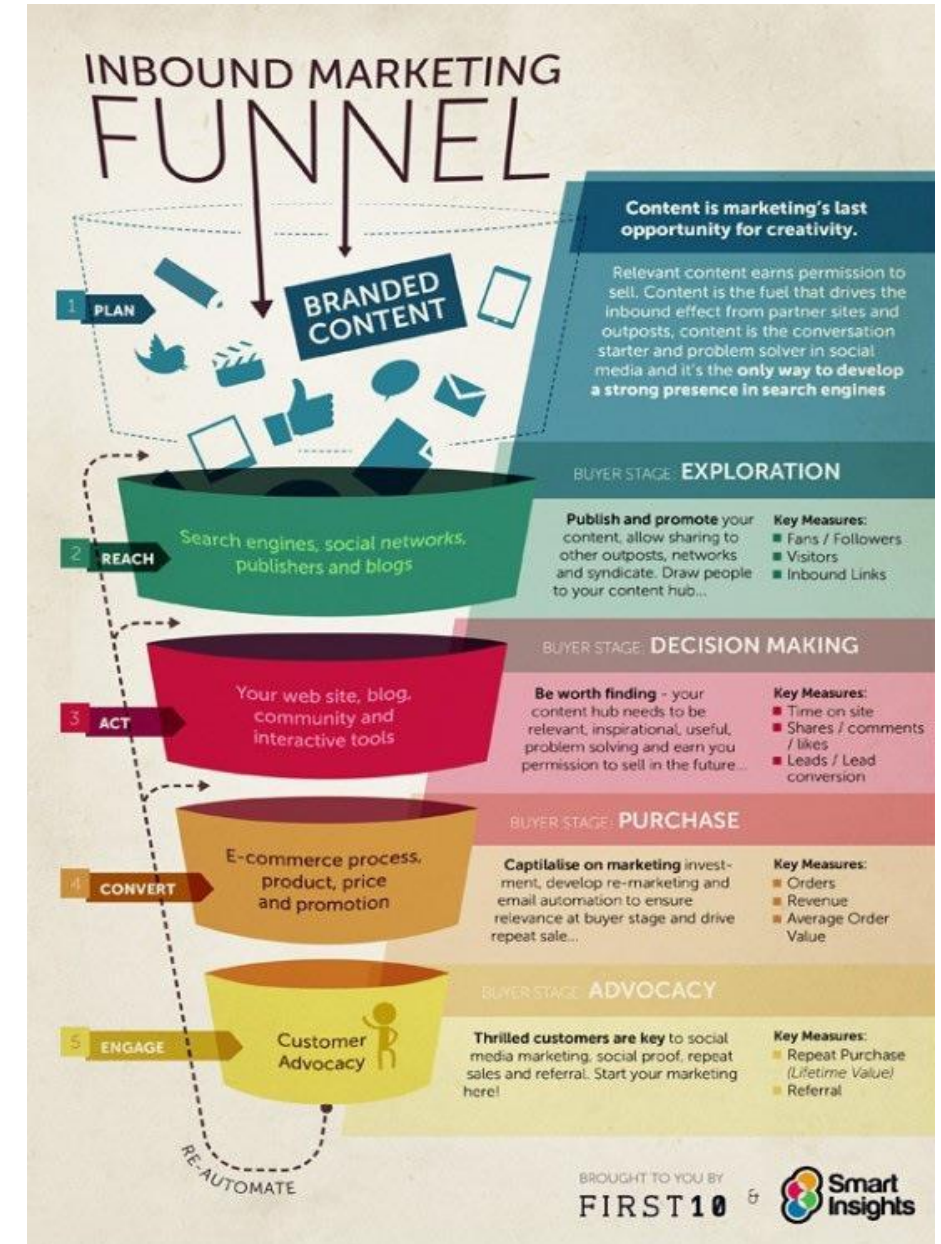
Tactics, Action and Control

Tactics are the details of strategy.

Tactical e-tools include the web site, opt-in email, banner ads, virtual exhibitions and sponsorship.

Actions include *project planning* and *implementation*, while control involves assessing the results against objectives.

Control also includes *competitive intelligence*.



Segmentation Using Customer Behavior

- Same person- different occasion
 - Behavioral segmentation based on things happening at a specific time or occasion
- Online world single Web site design
 - Easier to meet needs of different behavioral modes
 - Can include elements appealing to different behavioral segments
- Usage-based market segmentation
 - Customizing to match the site usage behavior patterns of each visitor or type of visitor
 - Browsers, buyers, and shoppers

Segmentation Using Customer Behavior (cont'd.)

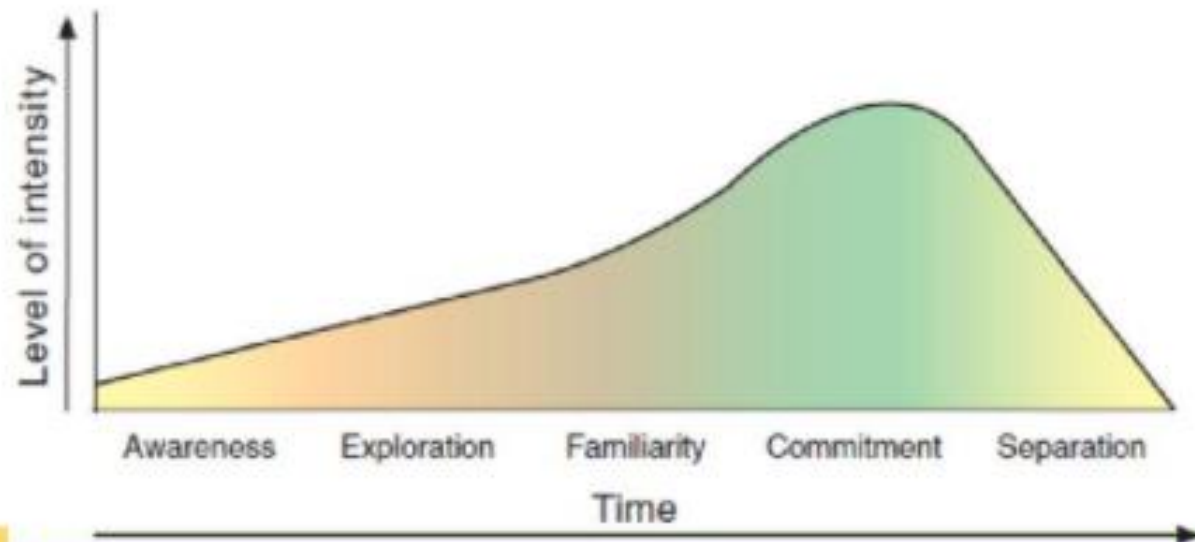
- Browsers
 - offer something to pique visitors' interest
 - **Trigger words**
 - Prompt visitor to stay
- Have links to site explanations, instructions
- Include related content
 - Leads to favorable impression (bookmark)
- Buyers
 - Ready
 - Offer direct route
- Shopping cart
 - Keeps track of selected items for purchase
 - Page offers link back into shopping area
- Primary goal: get buyer to shopping cart as quickly as possible

Segmentation Using Customer Behavior (cont'd.)

- Alternative models
 - McKinsey & Company's six behavior-based categories
 - Simplifiers (convenience)
 - Surfers (find information, explore new ideas, shop)
 - Bargainers (search for good deal)
 - Connectors (stay in touch with other people)
 - Routiners (return to same sites over and over)
 - Sportsters (spend time on sports, entertainment sites)
- Must identify groups and formulate ways of generating revenue

Customer Relationship Intensity and Life-Cycle Segmentation

- One-to-one marketing
 - Strengthen companies' relationships with customers
- Good customer experiences
 - Create intense loyalty feeling (first 4 stages below)

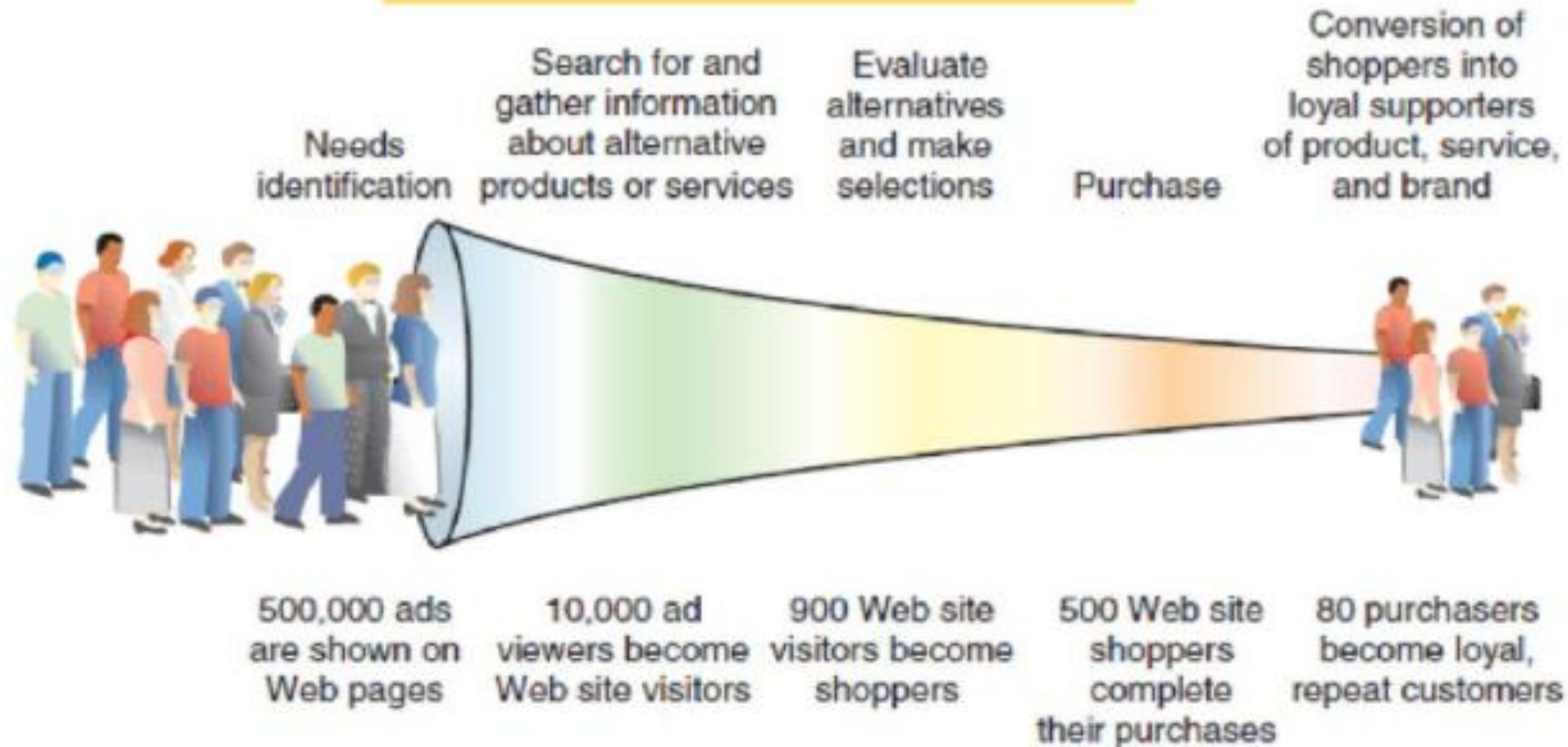


Acquisition, Conversion, and Retention of Customers

- Goal- Attract new visitors to a Web site
- **Acquisition cost**
 - Total amount of money site spends for one visitor
- **Conversion cost**
 - one visitor to make a purchase, sign up for a subscription, or register
 - May be greater than profit earned on the average sale
- Retention costs
 - Costs of inducing customers to return and buy again
- Measuring these costs to [Managerial Control]
 - Strategies, lifecycle

The Funnel Model

Clear structure for
evaluating specific strategy
elements and comparison
across strategies



Advertising on the Web using Five-stage customer loyalty model

helpful in creating advertising messages

- Awareness stage
 - Advertising message should inform
- Exploration stage
 - Message should explain how product, service works
 - Encourage switching brands
- Familiarity stage
 - Message be persuasive, convince customer to buy
- Commitment stage
 - Customer sent reminder messages
- Separation stage
 - Customer not targeted

Text Ads

- Short promotional message
 - No graphic elements
- Deceptively simple but very effective
- Example: Google
 - Initially criticized for including unobtrusive ads on its pages Now clearly labels ads (to prevent confusion)
- **Inline text ad**
 - Text in stories displayed as hyperlinks

Online Advertising Cost and Effectiveness

- Measuring Web audiences (complicated)
 - Web's interactivity
 - Value of visitor to an advertiser
- **Cost per thousand (CPM)**
- **Visit**
- **Trial visit-** First time
- **Repeat visits**
- **Page view:** each page loaded by a visitor
- **Ad view:** occurs if page contains an ad
- **Impression:** each time banner ad loads
- **Click (click-through)-** visitor clicks banner ad

E-Mail Marketing

- Can be a powerful element of advertising strategy
 - Used to announce new products or features
 - Used to announce sales on existing products
- Key element:
 - Obtain customers' approvals
- **Conversion rate**
 - Percentage of recipients responding to an ad
 - Ranges from 10 percent to more than 30 percent
- **Opt-in e-mail**
 - sending e-mail messages to who request information
 - Part of marketing strategy: **permission marketing**

Technology-Enabled Customer Relationship Management

- **Clickstream:** the information gathered about visitors
- **Technology-enabled relationship management**
 - information on customer behavior
 - Set prices, negotiate terms, tailor promotions, add product features, customize customer relationship
- Also known as:
 - **Customer relationship management (CRM)**
 - **Technology-enabled customer relationship management**
 - **Electronic customer relationship management (eCRM)**

Professional Requirement Features

Search Engine Optimization (SEO)
Ecommerce SEO
Affiliate Marketing
Service Website SEO
WordPress Customization
Social Media Marketing (SMM)
Facebook Marketing
YouTube Marketing
LinkedIn Marketing
Instagram Marketing

Keyword Research (Ad Sense, Affiliate, Service)
Competitor Analysis & Website Audit
On-Site Optimization.
On-Page Optimization
Article Writing Strategy
Google Webmaster Tool & Analytics
Off Page SEO
Facebook Advance Audience Targeting
Facebook Ads Quality Maintenance
Facebook Paid Campaign
Facebook Pixel & Retargeting
YouTube Competitor Analysis
YouTube Channel & Video Optimization
YouTube Monetization
LinkedIn Keyword Research And Targeting

Creating and Maintaining Brands on the Web

- Branded products
 - Each product >Easier to advertise and promote
- Value of trusted major brands
 - Far exceeds cost of creating them
- Three key brand elements
 - Product differentiation
 - Relevance (utility)
 - Perceived value (key element)
- Brands can lose their value (Is this bad?)
 - Environment changes



Emotional Branding vs. Rational Branding

- Emotional appeals
 - For passive mode of information acceptance
 - Difficult to convey on Web
 - Active medium controlled by customer
- **Rational branding**
 - Offer to help Web users in some way
 - In exchange for an ad
 - Relies on cognitive appeal of specific help offered

Brand Leveraging Strategies

- Yahoo!
- Amazon.com

Brand Consolidation Strategies

- Market intermediary

Affiliate Marketing Strategies

- One firm's Web site (affiliate site)
 - Includes descriptions, reviews, ratings, other information about a product linked to another firm's site
- Affiliate site receives commission
 - For every visitor following link from affiliate's site to seller's site
- Affiliate saves expenses- Handling inventory ...
- **Cause marketing**
 - Affiliate program benefiting charities
 - Visitor clicks makes donation

Affiliate commissions

- **Pay-per-click model**

- Affiliate earns commission
- Each time site visitor clicks link, loads the seller's page

- **Pay-per-conversion model**

- Affiliate earns a commission
- Each time site visitor converted from visitor into qualified prospect or customer

- **Affiliate program broker
(clearinghouse or marketplace)**

- Sites running affiliate programs
- Sites wanting to become affiliates



Thanks