

## Course Objective –

The core objective of this course is to aware you about the new medium to increase brand awareness via digital methods known as digital marketing which is the most effective marketing method in this era. This course is designed for individual, students or any person who willing to learn about how digital media help to promote business and market product/service in between target niche. Hope you will learn lot about new things here and never stop learning.

## Preface –

This is the first edition of book in your hands. This book provides an introduction about digital marketing and its fundamentals to start your career as digital marketer or can learn these concepts to build your own business brand presence. Although the basic structure book is maintained, we drive your attention bit on case studies to interact more with real world example. This book is divided in two parts – first half to get you familiar with digital marketing and in second half we dive deep with methodology, marketing methodology, campaign planning and much more, second half of this book is still under development with new case studies. As soon as we complete second half of this book we inform you about updates in edition on our website. Learn with LearnInCreation

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## Before You Start –

In this course of digital marketing we assume you are little creative with your ideas and flexible with your thoughts, this course doesn't need any kind of pre required knowledge about digital marketing but skills like – good communication, business structure, use of internet etc. are also required when you go with your business or brand, we assume you know about this or you are focus on these additional skills also.

## Table of Content –

- Introduction
- The Online Opportunity – Case Study 1
- Business Objective
- Increase Business Awareness
- Marketing and Promotion
- Online Sale – Purchase
- How to Build Web Presence
- Various Ways of Building Web Presence
- The Business Presence
- Be Online – Case Study 2
- Be Social - Case Study 3

## INTRODUCTION

Welcome to this Fundamental course of Digital Marketing, where we learn about fundamentals of digital marketing with case study and learn to promote business/product or service on Digital media with the help of various digital marketing tools.

As the name describe itself - Digital Marketing is all about - Market your business on Digital Media (on Internet) via digital medium - like via your website/app, via help of Google SEO (search engine optimizations), via social media (known as social media marketing) via e-mails (known as E-mail marketing) and much more methods to promote your product or service or to aware people about your business (for Brand Awareness).

## Why to Promote via Digital Media?

In 21<sup>st</sup> century, where digital media is now the new platform of living, out of 10 every 8<sup>th</sup> person is in active on digital media, people spend time more on various digital platform then on television or print media.

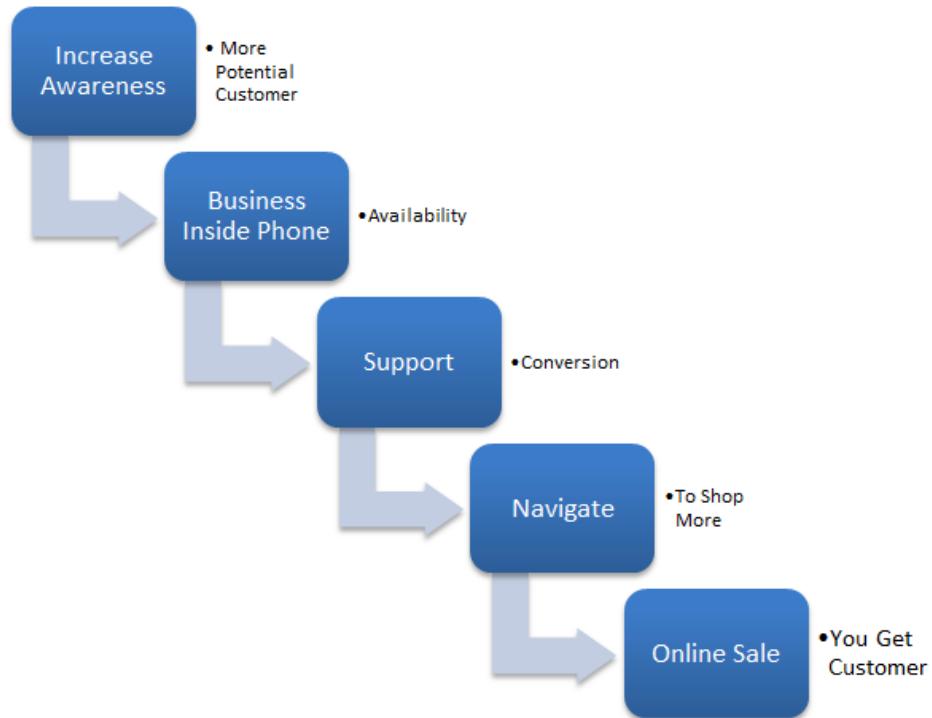
Now a day every 3<sup>rd</sup> person out of 5 spends more than 6 hours on Internet. So where there is people, there is possibility to market them or aware them about your business or product. That's why many tech companies like Google, Facebook, and Instagram are more on advertisement business then being on tech. business and using digital marketing for itself.

Digital media transforms the way of marketing. In a traditional way you use general methodology to market your business. There is high cost of TV advertisement, print media like newspaper , magazine cover etc. while some affordable method like printing flyer , pamphlet, board-sign are not much effective with customer, while in digital media - you can approach people , community or individuals in a more effective manner and can also analysis about what your customer wants from you.

Digital marketing not only make your marketing more effective but also specific with your target Niche. You spend money only on your potential customer, which turn to money added benefits via low cost of customer acquisition and effective results.

In this Digital Marketing Fundamental Course, we will learn more about Digital marketing, Building your Business Web Presence on various platform to go digital with your business.

In this 21<sup>st</sup> century, where whole world is now switch to digital world, there is no reason to resist your Business Online or Digital Presence.



Info graphic Diagram to show how digital world can helps your business with digital marketing

## The Online Opportunity - CASE STUDY 1

Albert and Gorgie are two good friends, having their small shop in town. Both have their own shop space to help the consumer with the goods they have. With the period of time, both are doing well with their business until Albert start thinking about Online Opportunity of doing business.

As they are good friend Albert decided to talk to Gorgie about this online opportunity of doing business in 21st century. Both friends decided to meet at evening to discuss Albert Idea in details. Gorgie (after reaching on the destination) raise hand and greet the Albert and they both goes inside the cafeteria space to discuss the idea.

I am going to switch my business to Online Mode! – Albert started conversion.

How? Gorgie asked, you own a small shop in a township, how you suppose to sell your service and goods to people Online. This is not for us buddy!

Gorgie added in his statement and pick-up his coffee mug while laid back on chair with cross leg.

Dear Gorgie, You can use online opportunity as many ways as you want, I read about this and now I make my mind. Albert replied.

But How you suppose to do this all? Explain me - Gorgie asked.

Albert orders one more coffee for both and started –

Listen my Dear friends Gorgie, we are doing well with business, and we own a shop and earn good in a month. But via online opportunity we can earn efficiently and more with minimum effort or right effort.

Explain me more – said Gorgie.

Ok Listen, Albert started – How many hours you're open with your business?

8 hours – Gorgie replied, or sometimes 10-12 hours – Gorgie added based on market but why? – He asked

Albert started – The number of hours you open your Shop is the exact time you can earn with it. Right Gorgie? You can't earn with closed shop! Right?

– He added

Right! Gorgie replied while thinking.

So that's why I decided to switch my business to online mode as it will increase the opening hours of my business and I can earn more, as I didn't shut down my shop Shutter. – Albert replied confidently.

Gorgie looks surprise and before he going to asked more about this – Order arrived.

Waiter – Here is the Order sir! Anything else sir?

Albert replied to No and bends towards Gorgie and say – Look its simple, we need to enter into customer shoe. We need to open our shop inside customer mobile.

A business on Internet can be open from anywhere, at any time from anyone. So we have potentially more consumer leads we just need to aware more people about our business service and goods, more awareness leads more customers.

I didn't get this properly – Gorgie replied with raised eyebrows and look surprised.

Look we have a shop in Town, mostly those who knows us visit our store, Right? Albert asked

Yes. Gorgie replied.

The outer area of town doesn't know us! In fact, inside a town people who comes to market place only those know about us, those who didn't often comes to market can purchase service and goods from anywhere. We are not even popular in our town, so what about expansion on other nearby township?

Yeah that's right! Average calculation says that most of the township people don't know about us. But why to do this all? We are going good buddy! Gorgie replied with relaxation.

Business is all about customer service Gorgie, and now I want to delight my customer with the Online version of shops, we aware them, awareness leads more potential customer, we leads aware potential customer to our online shop, so they can know what I offer just by clicking on internet.

In 21st century when customer already spends more than 5 hours in a day with phone – I thought its good idea to be inside on Customer Mobile with my Online Store.

Awareness leads customer and customer is welcome 24 x 7 via online switch. Later if they are interested they visit my store to purchase the goods or I started to take order placement Online. We mentioned our office hours, office address and thus we can leads our online aware customer to our store! Albert finished with his explanation.

So, you sell goods online? Gorgie asked

No, I decided to first aware more people, and trying to showcase them what I did. That's a first step

Later? Gorgie asked

Look Gorgie I just tried to make customer more delightful, he or she can visit our store online and can see what service and product I offer to them, right now when they come to market place then only they have idea about what I did. So first step is to aware them, and then later I decided to sale my service online and also it's not necessary that every business need to sell on Internet, its business dependent.

“You can sell sugar, tea leaves , ginger online via your Online general store but delivering delicious hot Tea at door step in minimum hours is quite difficult to do, here you can aware more people about your tea stall so that they visit your store.

It's all about business type.” - Gorgie

Oh! I got it! – Gorgie replied, but what you do? What a plan? Albert – Gorgie added

I am first decided to build an Online Presence of my Business then I decided to promote it. Can I also switch to Online? Gorgie asked

Yes! anyone can switch their business on Online, two weeks ago I didn't know about this cafeteria place, and look today we had a coffee here , just because one of my friends visit this place last week and so here we are just because he mentioned the place on his Facebook Story.

I see more pic of this cafeteria in their Facebook Page and can reads their Menu items directly from their Website on Google. As I see price – I decided to visit this place as they are affordable and then via Google Map we can navigate to this place without any problem and also just because Cafeteria Owner is smart he mentioned his business on Google Map.

Well did you like coffee? Albert asked

Yeah! Sure, delicious – Gorgie Replied

So that's an online mode of business my dear Gorgie, We didn't come to this place as this is not much popular in town market but due to Online opportunity now we know one best place to drink Coffee with family as this place is clean and calm with better customer service.

Yeah Right! Gorgie added – I can see the opportunity now! Gorgie added with smile and confidence.

Let's go buddy we need to Build Online Presence – Albert navigate Gorgie towards cars and they went home.

So from this case study you may got idea about Online Opportunity, next we go further with upcoming topic – How to Build Online Presence?

## Business Objective

But before you go with setting up your online presence – first set your “Online Aim”. What you plan to do with online opportunity or wish to get as an result, you must be clear about your objective before you spend money or effort to setup Your Business Online Presence.

Some of the common objective likes –

- Want to promote business to more People?
- Want to make your Business Online customer support?
- Want to aware more people about your business?
- Want to Expand your Business Reach?
- Want to Sell Online?
- Want New Customer to visit your Store or Shop?

These are some common aim or objective which business owners have in their mind as they start but you need to focus about your aim before you start – as if you know what exactly you want – you can put effort in right direction.



Info graphic representation about business objective

Above mentioned Objective is quite similar to each other, but basically you can choose any one, two or three objective to start –

1. Increase Brand Awareness
2. Marketing and Promotion
3. Online Sale / Purchase of Good

You can choose your objective based on your business type and start with Online Business Presence or you can start with all three objectives. But one thing keeps in mind, Online or Digital world is not a magical world – things take effort and time with your dedication.

## Increase Brand Awareness

Objective Define – Here we learn more about business objective individually and try to understand better what these objective defines

### ***1. Increase Brand Awareness –***

This is the First things you should do with other two objectives or as independently, as increasing awareness about your business is first things to do. Until they don't know you, you are not exists for them. The term "Brand Awareness" defines itself –

Business Name + Awareness

That's why most of the Global Companies still continue to spend on their Brand Marketing which leads to Brand Awareness which on repetitions turn to Brand Recall Value.

### ***Think About it –***

You are starving and in rush as you want to continue your video games, so as you are in hurry, you quickly think to put jam on a bread slice with the help of knife and get a cut on your index finger.

So the question is – What will you do with now?

If you come-up with answer as Dettol but not with Lux or Dove, it's because of these product "Brand Marketing" which aware you that Dettol is for Medical purpose and Kill 99.9% germs while on other hand Lux or Dove is product for cosmetic use, which in depth work more specific with your customer demographic for instance.

If that starving person is consider as male then its obvious he doesn't use dove or Lux as bathing soap but he know it's for female (using women on ads and specific beauty defines women word silently) - so he didn't came with

answer like “I should Wash hand with Lux! Or with Lizol (that’s also kills 99 % germs but it’s not for body wound)”.

That’s because of Dettol Brand Awareness – You know what it is. You may be don’t go for buying goods on shop but you know and if you go for shop you buy it, (may be you don’t need it right now but you buy) because you know there is a product called Dettol use for cutting wounds.

That’s what Brand Awareness did which turns to Brand Recall Value after repetitive methods.

That’s Why Dettol and Lux both continue advertise their Product on television, print media or in Digital Media. But tell me one thing –

***Did you know company name who manufacture Dettol?***

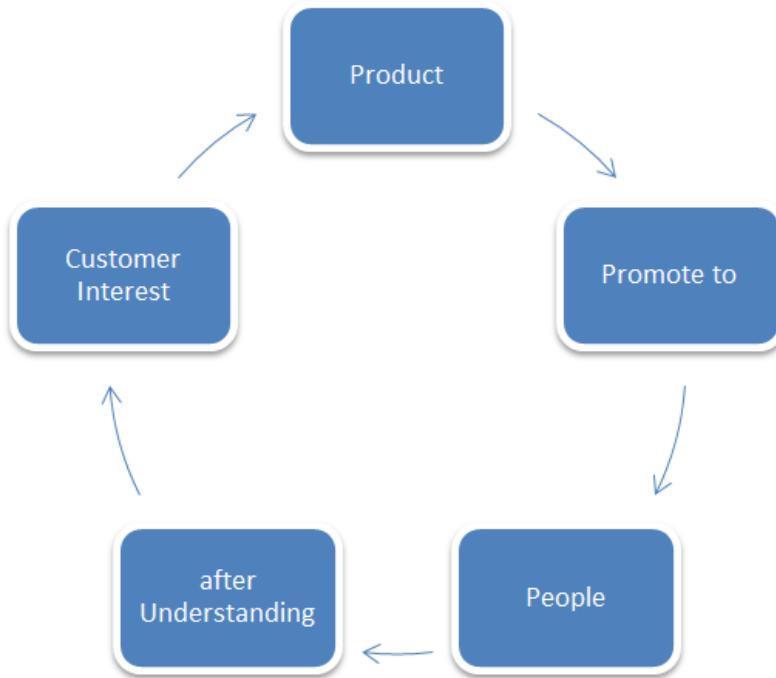
That’s what Brand Awareness does, which make it first essential step to take with your business objective, aware them about your business brand, about your service or products.

People only buy when they know, if they don’t know you- you are not exists for them. It’s like those questions who you didn’t attempt in exam which makes your grade decrease.

## **Marketing And Promotion - The Second Objective**

Once you aware your audience, next is to appeal them continuously, be in their reach and analyzing your customer need with the respect of their demographic or interest.

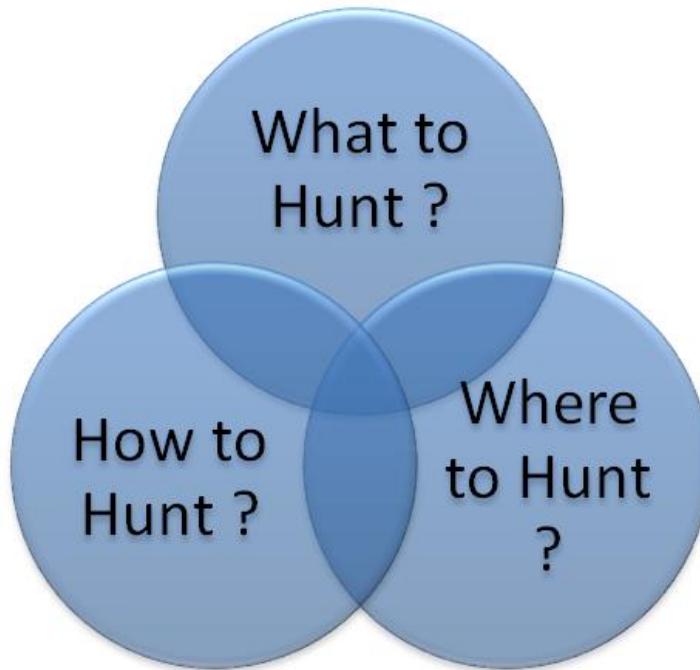
The repetitive cycle of this process is terms as – Product Promotion or Product Marketing or Marketing in general word.



Info graphic representation of product promotion cycle

It's continues process as you will see advertisement of different product on different places or medium, but with respect of factor and time they change their marketing strategy or story line.

Promotion is the continues process but changes in strategy or in storyline is comes after analysis or research studies which you do with your customer data like – Customer demographic, Product positioning, Customer interest, Place, Product or Pricing and much more data.



Knowing this is not enough you have to exactly know where and how to promote your business unless you are like a man – Who trying for hunt for food, but don't know –

- What to hunt?
- Where to hunt?
- How to hunt?

And then, after spending whole day with starving he said – Tomorrow I will definitely hunt, and also I wake up earlier so that I can hunt for more hours which may be gives me one hunt till nights, as he knows – **Hardwork is the Key of Success.**

That's not things works, you must have detail knowledge before you think you can hunt. Or If you think You can Hunt then learn to hunt in detail first then go for it.

**“Choice is yours.”**

This is the second objective which gives you market place to promote your business, product or services, besides this there is one more objective to be known.

## Online Sale - Purchase

Once you know how to promote brand and increase Brand Value or Brand Recall Value then you can navigate your online customer to your Office Place or Store or Shop or you can make a medium of exchanging goods.

Sale is an end result of your effort which is a simple process of delivering goods and taking cash. As in traditional way people comes to your store, looks for goods, make their mind, buy or reject.

If they buy – You both exchange goods with money. If you can able to automate this process or can able to make a medium with the help of Website, where your potential customer (which now aware about you and comes in your target niche) can see your product, service details, pricing or contact line so you can either navigate them to your store or you can make it easy to shop directly from mobile without even coming to store.

That's what Amazon doing from last more than 2 decades and that's a simple e-commerce business, which need website or app or your Business Online Presence.

Depends on what is your business type and what is your objective to do with this online opportunity you can classify your goal and start with “Your Business Online Presence”.

## How to Build Web Presence

Albert and Gorgie both has a place (business place – their shop in town) to do business in market place where people comes with possibilities of being your customer in that market crowds.

Sales take place where possibilities is, so when we talk about Digital or Online Business or Marketing , we refer to the medium of doing business on internet where people are spending their time or they are present (active in other words) this will give birth to Digital Marketing –

Market people (possibilities) digitally on digital medium (on Internet.) like on Google, Facebook or Social Media or on any other platform via building Online Presence.

You can build your business online presence via different ways like –

- Business Presence on Internet - Your Own Website / App
- Business Presence on Google
- Business Presence on Social Media (community) – Facebook, Instagram, Twitter
- Business Presence on other review website – Just dial, India mart etc.
- Business Presence on Other Platform – Google PlayStore, YouTube, Appstore



Now in next lessons we will discuss each medium individually and dive deep into these medium and how they are useful in business presences.

## Various Ways to Build Business Online Presence –

### 1. Business Presence on Internet -

Your own website/app is consider as a good idea, building your own website or (personal blog, professional or business dependent website) to serve your customer. You can do multiple things with your business or personal website or app. Every business now a day has their own website as it perform various tasks and also a best business tool to grow in digital world.

### 2. Business Presence on Google –

Here in this, you make your business easy to search for your potential customer. You submit your website on search engine like Bing, Google etc. or submit your app on app store like – Google Play Store or on Apple App store. That's make your business easy to search on Internet.

### 3. Business Presence on Social Media -

Business is never done in alone, you need community or peoples to exchange your goods or service with money, so digital platform like social media website are best to promote your business among your town people or globally with target community.

### 4. Business Presence on other review website –

If you don't go with your own website or digital presence you can use website like JustDial or IndiaMart to list your service and product on their portal and you give them rental service to shows your shop presence on their portal. But this method is like asking for milk to other while you can own the whole diary.

### 5. Business Presence on Other Platform –

Business presence on other platform is did only when you can use that portal as your cross promotion.

For instance many tech company including *Google, Apple, Johnson & Johnson* has channel on YouTube to share content, inside story, news with their audience just to do cross promotion between their website and YouTube.

That's how business presence on Internet helps you to reach more people, increase your potential reach, break the geographic barrier of doing business and build your brand awareness with more customer leads.

## The Business Presences –

From previous meeting now both Albert and Gorgie decided to go with their online business presence, but for Gorgie it is still a challenge to start with business presences so he decided to ask Albert for help, and went to meet Albert.

Hey Albert! How you doing bro? Gorgie greet Albert on roadside.

Albert notice Gorgie and raise hand in air and welcome Gorgie, I am searching for you? I need little help with this online business presence? Where to step first?

Gorgie asked to Albert with little confused and curious face.

Let's first take a bus, and then we talk about this in Office. Is it alright? – Albert said

Yeah sure! , Gorgie added and both take a bus and reached to Albert office

So what make you confused my dear friend? Albert asked

How to start? Albert - Gorgie replied with his confused expression.

Before you start with your business online presence, you need to know about this Digital or Online World. Tell me how did we reach office from market? Albert asked

That's not make sense to ask, via bus as we did every time. – Gorgie replied

Yeah! Bus, Gorgie - The Bus!

If you know the name of place where you want to go, you can use bus to take to your destination point. In digital world if people know about my shop name, they can reach my website via Google – A bus on internet!

Albert end this words

Does I need website for my store? Gorgie asked

Website is a business tool in digital world which act like my own shop on internet with my business name address on internet (domain name – url in general) so that everyone who know my domain name can visit my online digital shop (website) where we give all information about ourselves, including product image or service with contact or office address. – Albert explained to Gorgie

## Be Online - How Google helps Business - CASE STUDY 2

So, why we need Google then? Gorgie asked

If you want to visit my office, so to reach here you need to know first about my address and second a medium which can help you to reach my office if you don't have your own vehicle like we travel via bus. – Albert remind to Gorgie

Yeah! Agree – Gorgie replied

So in digital world your shop is your website or mobile app where your customer can able to learn about you but to reach on your website he must aware about your company name or domain name (web address). If they know web address they can directly visit us via typing our domain name.

For example – “my-business-name.com” or my-businesss-name.co.in

(URL pattern doesn't support the character ‘-’, we used this for demonstration purpose.)

But in second scenario - if they don't remember my domain but they are familiar with my company name so that they can reach to my website via Google search, that's what Google did on internet. – Albert explained deeply and continues –

Google, Bing, Yahoo are all search engine on Internet which have a list of website in their system which act like bus if you know the name where you want to reach. Google doesn't show you answer, its show you various website where you can find answer.

For instance – In earlier days you search Facebook on Google and then from Google search result you reach to Facebook, but later you remember that typing facebook.com on address bar makes your approach direct.

That where Google help if you don't have Brand recall value like Facebook, until your user able to memorize your url and approach direct to you. Also as Google is dominate over search engine, everyone search on Google to search almost everything's, you must consider Google as a required place to be present with your website or business presence. – Albert completes his explanation.

So first I need Website and then Website presence on Google, so if someone searches for my name – they can reach to us via Google search result, Right? – Gorgie asked

Not only when they search for your name, even when they search for service or product relate to you, they are able to see your domain as in Google search result. – Albert replied.

I didn't think it's so easy to understand Internet working! – Gorgie laughed

## Be Social - The Third Step - CASE STUDY 3

It's not end here, you must need to know about How Website is beneficial for your business presence; you need to know about submitting your business website on Google, Building business presence on Google. Then you can also build your business presence on Social media or on other beneficial platform.

Did you heard about Social Media Marketing, Gorgie? – Albert asked a question after explaining a lot to Gorgie.

Yeah! But why we need to go for social media when we are now on internet with our online shop and also people can reach to us via Google. – Gorgie asked

Leads my dear friend Gorgie, Leads – Awareness – Albert replied

People only search for you when they know you, if they don't know you they don't search your name on Google, also people buy only when they Trust.

If they know you but not aware about you in a right direction you might lose your potential customer because of lack of trust, so you need to aware people and need to approach them with more right information about your brand and build a relation which can be done where is the people is so we use social media like Facebook, Instagram, Twitter to aware more people about our service and collect more leads via efficient effort as now a day people spend 6-8 hour on digital platform you need to adapt the new marketing method. Gorgie!

– Albert completes himself, any other question? Gorgie – Albert added

Nope! Now I got lot about building online presence on Internet via using various digital platforms to get a potential customer. Gorgie smiled confidently.

Great bro! Now it's a time to call LearnInCreation to learn more about website development! – Albert said before leaving his office.

Here, we complete the Fundamentals of Digital Marketing Course and learn its entire basic concept. We still developing Part - 2 of this course with more case study and in-depth knowledge of Digital Marketing, until keep learning with LearnInCreation Geeks.