

Module-1

Introduction to Digital Marketing:

Digital Marketing is a term defined to **achieve your business objectives and goals using the online channels** that include but are not limited to search engines, social media platforms, content creation & advertising in order to educate, engage & market your product or service to potential buyers.

Just a decade ago, if a business wanted to reach out to target customers they would promote using traditional marketing mediums such as TV, radio, print. Simply because that's where the potential customers' used to spend their time. However as humans evolved our technology advanced giving rise to a digital revolution. To simply state, **people started spending more time on online platforms such as Google, Facebook, Instagram, YouTube etc to stay acquainted with news, entertainment and commerce.** Hence, today our lives run on a click.

But does that mean TV, print, radio don't work any more? No, not at all! We cannot say that traditional marketing efforts do not have any impact. Rather, it goes hand in hand with digital marketing and the distribution has evened out.

Digital has become a part of our existence. **From shopping apparel to groceries, furniture & getting laundry delivered everything is online.** With this new shift, marketers did not waste anytime and quickly adapted to use social media & other digital tools to push & pull the consumer which gave birth to Digital marketing.

Definition of Digital Marketing

Digital marketing is the act of promoting products and services through digital channels, such as social media, SEO, email, and mobile apps. Any form of marketing that involves electronic devices is considered digital marketing.



BENEFITS OF DIGITAL MARKETING

1. Digital marketing is cost-effective

One of the biggest benefits of online marketing is that it is cost-effective. Digital marketing helps you save money and obtain more leads. With traditional marketing methods, it's difficult for small-to-mid-size businesses to compete with larger companies. Big businesses have the money to allocate for TV ads, radio spots, and more. This makes it hard for small businesses to compete with these larger companies.

Digital marketing, however, puts businesses on the same playing field. It is an affordable way to market your business to interested consumers. Many digital marketing and advertising methods are budget-friendly. With this method, however, the amount you spend will affect your campaign's success.

The most significant cost of digital marketing is time.

It can take time to implement strategies and develop results from those strategies. The results, however, are well worth the investment of your time. When you invest in a strategy like PPC, you'll reap this advantage of digital marketing.

2. Digital marketing is measurable

When you invest money into a marketing campaign, you want to track the results of the campaign. It's important to know if a strategy is driving results that help your business grow. One of the most significant benefits of a digital marketing strategy is the ability to measure your results. While traditional methods can be extremely effective, it's hard to measure that effectiveness. There is no clear way to track the origin of leads with traditional methods without asking every person that visits your business. With digital marketing methods, you can accurately track the results of your campaign. Each type of campaign has a tracking system. From social media to search engine optimization (SEO), you'll be able to track the results of your campaigns. You can track various metrics with each campaign.

3. Digital marketing allows you to target ideal customers

To have an effective marketing campaign, you must reach the right people. You have to reach people interested in your business and that want to hear from you. Out of all the perks, the most significant advantage of online marketing is the ability to target people specifically. Targeting people with traditional marketing methods is difficult.

Generally, your message goes to everyone in hopes of reaching people interested in your business. It's a challenge to obtain enough leads to justify your marketing costs.

With digital marketing, you reach people interested in your business. You can specifically target consumers with interest in your company, services, or products. It's a level of depth that

traditional marketing can't match. It allows you to spend your budget more effectively and obtain more valuable leads for your company.

4. Digital marketing allows you to reach people at the start of the buying journey

When shoppers start looking for a product, it's crucial that you make an impact early. You want them to get familiar with your business and choose your company over the competition. The benefits of [digital marketing](#) include being able to help you reach people at the start of the [buying journey](#).

People often turn to the Internet at the start of the buying journey.

They begin to research and look for a product or service that fits their needs. If you offer the product or service they want, it's the right time to make a positive impact.

Your audience is looking to learn more about products or services to educate themselves. By utilizing online marketing, you can direct these users to your page to provide them with the information they need.

In doing this, you build brand exposure.

These users find your profile and learn more about your business. Whether it's through your social account or content, you'll expose people to your company and brand.

Even if leads don't convert right away, they will remember your business. It will make an impact on them early in the buyer's journey.

When they get closer to the conversion stage, they will remember your company and choose your business over the competition.

This advantage of online marketing can help businesses like yours compete with competitors and grow.

5. Digital marketing enables you to make changes as you go

One of the biggest benefits of digital marketing is that you can make changes as you go. This is unique to digital marketing.

With traditional methods, you can't make changes once you've committed. Once your flyers or your billboard is up, you can't alter the ad until the end of your campaign.

This is hard on your budget because you can't change your campaign when it's live to drive better results.

When you invest in online marketing, you have the power to make changes whenever.

You can update your PPC campaigns, tweak your social media ads, optimize your SEO campaigns, and update your content as you need. This means you can adapt your campaign to drive the best results.

Challenges of digital marketing

TECHNOLOGY SKILLS

To be successful today, all companies should embrace new technologies. They are still business that do not have an website and online presence at all. Adoption of new technologies ca not be done without any support. A good example is machine learning and AI.



BUDGET

How much business should spend on digital marketing? This is important question. Small business usually do not have budget for digital marketing.



CONTENT CREATION

No doubt that content is the king. To create a content for your market target can be challenging. Many business are struggling to deliver the right content for their audience.



BRANDING PROCESS

What successful companies have in common ? They are establish brands. The branding process can be long and difficult. All your efforts should be focussed on branding as your marketing approach.



TRAFFIC AND LEADS

All digital marketing efforts are channeled to get leads. After all ,successful digital marketing campaigns are measured by the number of sales that are driven to every business. A business without sales is not a business.



Real Marketing Vs Digital Marketing:

Real Marketing	Digital Marketing
Communication is unidirectional in traditional/real marketing, which means, an organization communicates about its services with its audiences.	Communication is bidirectional in Digital Marketing as businesses can communicate with customers and customers can ask queries or make suggestions to businesses as well.
Medium of communication in traditional/real marketing is generally phone calls, emails, and letters.	Medium of communication is more powerful and involves social media websites, chats, apps and Email.
Campaign in Traditional/real marketing takes more time as designing, preparing, and launching are involved.	Digital marketing campaigns can be developed quite rapidly and with digital tools, channelizing Digital Marketing campaigns is easier.
It is best for reaching local audience	It is very effective for reaching global audiences.
It is almost impossible to measure the effectiveness of a traditional/real marketing campaign.	Digital Marketing lets you measure the effectiveness of a digital marketing campaign through analytics.
Often expensive	Most cost effective
Non-Versatile	Versatile
Lack of Realtime Results	Instant Realtime results
Delayed Communication	Instant Communication

Digital Marketing Channels**1)Search engine optimization (SEO)**

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO is about making improvements to your website's structure and content so its pages can be discovered by people searching for what you have to offer, through search engines. SEO is what you do to rank higher on Google and get more traffic to your site.

People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them.

Importance of SEO:

- **More website traffic:** When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness.
- **More customers:** To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic.

- **Better reputation:** Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you.
- **Higher ROI:** You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it.

2) Social Media Marketing:

In Social Media Marketing, we increase traffic, and thus ranking of sites through social media sites such as Facebook, Twitter, LinkedIn, and Google+. These sites offer an online platform to interact with other people and build a social network throughout the world. Each of the social media sites has different features and offers you lots of ways to drive traffic to your website and promote your business and services. Let us know about some of the popular social media sites:

i) **Facebook Marketing:** Facebook marketing is a new form of marketing that allows you to promote your business, product, services, etc., on Facebook. Facebook is an online social media platform that offers you an online platform to invite and connect with other people, which can be your family members, friends, colleagues, etc.

Facebook offers you plenty of ways to promote your business. Some of the commonly used Facebook features for marketing are as follows: Facebook Business Page, Facebook Group

ii) LinkedIn Marketing:

LinkedIn is a professional networking site that allows you to interact with professionals and build a professional network. You can share industry news, your profession or job-related ideas, and requirements like job openings. Today, it is widely used to promote businesses, products, brands, which is called LinkedIn marketing.

iii) Pinterest:

Pinterest is a social media network that acts as a virtual online pinboard. It allows you to create your own virtual online boards, where you can pin images, videos, and share them with other users. The users interact through visuals, they can't share ideas, thoughts, etc., without using an image or video. When you post visuals like images or videos to your own or other boards (a collection of pins), it is called pinning on Pinterest.

iv) Twitter:

Twitter is another online media platform. It is a micro-blogging tool that allows users to read, write, and share messages that are up to 140 characters long. These short messages are called tweets. Twitter was created by Jack Dorsey in 2006. Today, it has become a popular social media site with a huge user base. **What is Twitter marketing:** Twitter marketing refers to using twitter to promote or advertise your business, product, services, and drive traffic to your website.

3) Search Engine Marketing (SEM)

SEM is a digital marketing strategy that is different from SEO and SMO, as here you have to pay the search engines like Google for the marketing of your products and services on Search Engine Result Pages. The more you pay, the more are the chances of your ads to appear on the top of the search engine listings. So, it is the practice of marketing a business through paid advertisements such as Pay per Click ads (PPC) that appear on search engine result pages above the organic results.

In SEO, you don't pay Google for traffic and clicks; rather, you get a free slot in the search results based on the quality and relevancy of your content for a given keyword search.

SEM is also known by many names based on the Search Engine you are using for marketing. For example, Google ads.

What is Google Ads:

Google Ads, which was earlier known as Google Adwords, is a paid search engine marketing platform of Google. It is also known as PPC advertising or pay-per-click advertising. It offers PPC advertising, including banner, text, and rich media ads.

It allows advertisers to bid on certain keywords for their clickable ads to appear in Google's search results. Advertisers pay for these clicks, and this is how Google makes money. It is called PPC (Pay per Click) as you only pay once when someone clicks on your ad.

4)Affiliate Marketing:

Affiliate marketing is a type of digital marketing in which an affiliate earns a commission for marketing the products or services of a company or a seller, etc. The affiliate gets a part of the profit from each sale. So, the company compensates the third-party publishers, the affiliates, to generate traffic to company products and services.

It is a relationship between three parties: Advertiser, Publisher, and Consumer. Affiliate marketers join affiliate programs that relate to their websites or blogs and have reputable promotes to promote. The affiliate shares these products with their audiences and earns a commission when a product is purchased.

5)Email Marketing:

Email marketing is also one of the most profitable means of marketing, like SMO, PPC, etc. It refers to sending a commercial message to a group of people, usually potential customers using mail. In simple words, it is the use of emails for promoting products or services as well as developing and maintaining relationships with the clients.

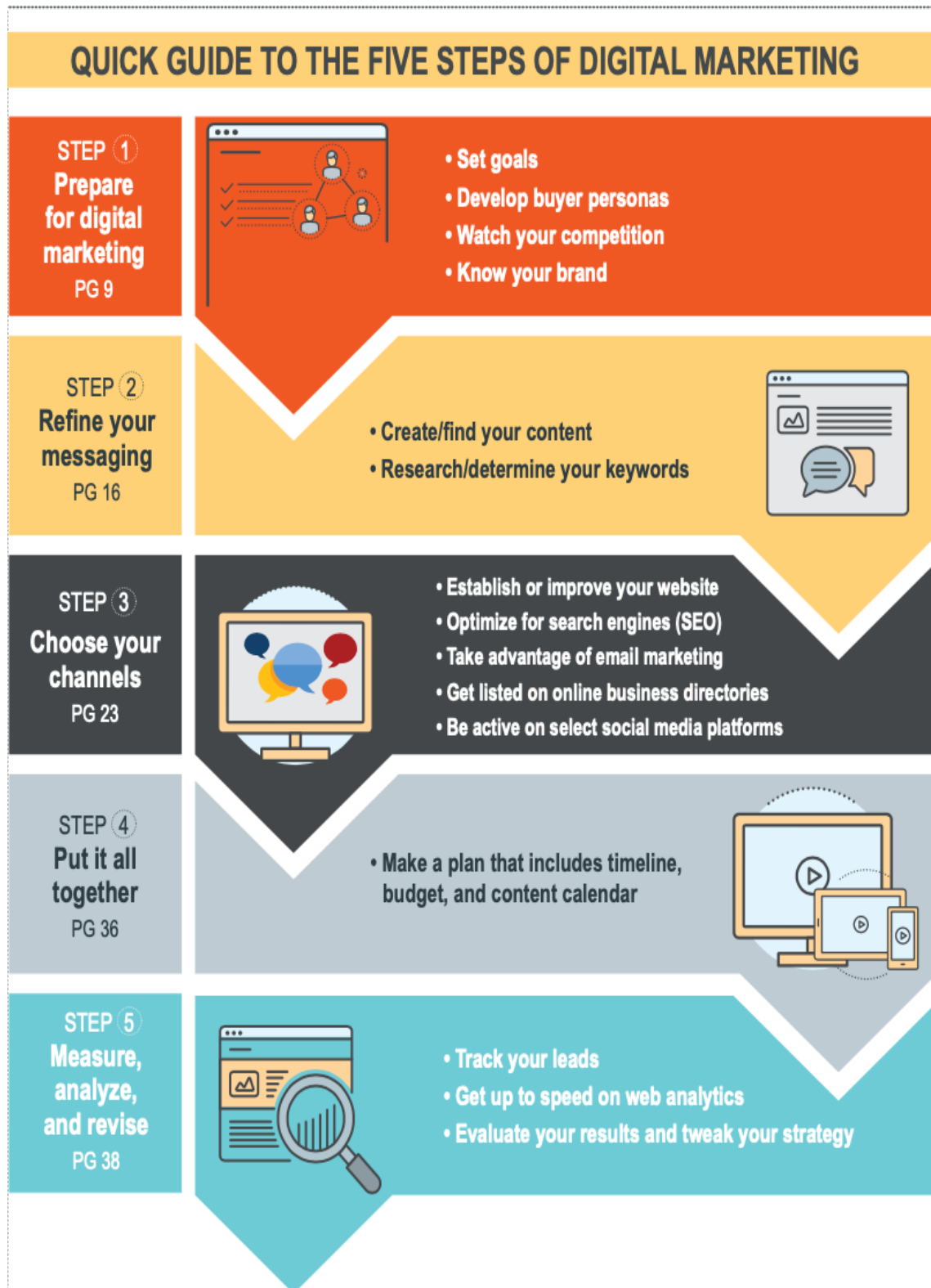
Common Goals of an Email Marketing:

- To increase new signups for your product and services
- To generate new leads for the sales department
- To reach to maximum attendees for your event, to attend the event
- To get donations for your cause

Benefits of Email Marketing:

- It helps increase Brand Awareness.
- It is a cost-efficient way of digital marketing.
- It allows you to create highly personalized messages or ads based on previous sales and purchases.
- It also provides you metrics to evaluate the performance of your Email Campaign.
- It has a larger reach.

Creating Digital Marketing Plan



1.Preparing for digital marketing

No matter if your company is B2B or B2C, big or small, selling locally or nationally, the next few steps are crucial to establishing a strong digital marketing foundation and solid online presence.

SET GOALS

Start by asking yourself, “What problem am I trying to solve?” This will help you determine the most effective digital marketing strategy for your needs. Some examples of problems could be:

- Lack of connections to or relationships with customers or others in the community.
- Not enough people know about your brand. Your goal might be to build brand awareness.
- Not attracting enough new customers. Your goal might be to aim for acquisition and lead generation.

Make your goals SMART: Specific, Measurable, Achievable, Relevant, and Timely. For example, if you currently get five new leads a month, setting a goal of obtaining 100 new leads in the next 12 months is more realistic than setting a goal of 2,000 new leads during the same time period.

Develop buyer personas

Clearly define your digital target by getting to know your audience. If you don’t understand enough about who you’re trying to reach, you’ll struggle to deliver a message that’s relevant enough to cut through. The good news is that you don’t have to have a customer research agency on retainer to select your target market(s). The easiest way to make sure you do not come up with a watery “general” campaign is to make your own buyer personas, also called avatars, which are fictionalized, general descriptions of your key customer groups.

- What types of articles, facts, and/or experiences that are relevant to your industry will your avatar find interesting?
- What content will entice your personas to keep visiting your website or to engage in social media?
- What information will increase social media users’ awareness of your company?

WATCH YOUR COMPETITION

You have likely spent time researching your competitors, but now is the time to research what they are up to *digitally*. Remember that your competitors are not just those who offer an identical product or service. You can think of your competition as the brands who offer the same products or services you do, brands that offer different products but compete with you in the mind of the customer, or those that might have a brand with a similar look and feel. Get inspired by your competitors’ wins and use your differences to highlight what is unique about what you offer or your competitive advantage.

KNOW YOUR BRAND

Your brand is how and why your customers choose you over your competitors. You can think of your brand as your company’s personality, and it is something worth clearly defining.

2.Messaging

Like branding, messaging is what you are conveying to consumers about your entity. The way you communicate to

the consumer regarding your company, services, and products can:

- Connect you and your company to a specific industry.
- Elicit emotion and build relationships with the members of your target market.
- Educate members of your target market about the benefits of your products/services.
- Serve as a call to action.

In regard to digital marketing, you can create and relay the messaging for your business by developing original, relevant content and using strategically determined keywords.

Engage your employees

If employees are enthusiastic about your digital marketing efforts, your customers will more quickly embrace your new strategies. Employees are the trendsetters in this case. Get your employees engaged in thinking about ideas for blog and video topics and possibly writing content.

KEYWORDS

What are keywords?

Keywords are topics and ideas that define what your online content is about. They are the words and phrases that people enter into search engines such as Google when looking for a product, service, or information. If you boil all of the content on your website—all the images, video, copy, etc.—down to a few simple words and phrases, these are your primary keywords. Using appropriate keywords in all of your content and on your website is a central element of effective Search Engine Optimization (SEO). As Google and other search engines have evolved, the focus of your keywords and phrases needs to be relevant to the content, answering the question of “what are my potential customers searching for.”

As a content creator and website owner, you want the keywords on your pages, blogs, and videos to be relevant to what people are searching for, so they have a better chance of finding your content among the results.

3.Channels

After setting goals, making decisions to establish a brand, researching the industry and competitive environment, and considering messaging to relay, you can determine which digital marketing channels are likely to be the most effective for your company. This section provides a brief overview of:

- Websites and search engine optimization (SEO).

- Email marketing.
- Online business directories.
- Social media: Facebook, Instagram, LinkedIn, Twitter, Pinterest, and YouTube.

4.Putting it all together MAKE A PLAN

Making a plan will help you begin to develop a successful digital marketing strategy. You want to determine the amount of time and money that you can realistically commit to digital marketing on a consistent basis. Mark time off on your calendar, even if it is only a few hours a week to start with. You should determine a budget that includes specifics about how funds will be allocated. Initially your budget might only include a few software tools to help you create and post content; later it might grow to include paid ads or marketing campaigns. Remember to start with a few action items and be consistent!

5.Measure, analyze, and revise

Digital marketing efforts do not end when campaigns begin. Another crucial part of implementing a successful digital marketing strategy is analyzing your results. Initially, there will be trial and error to fine-tune channel selection and strategy. By tracking leads, analyzing results, and monitoring analytics, a company can decide what is working and what is not. This, in turn, should result in heightened brand awareness, cost savings, and greater overall return through increased sales.

The process of digital marketing is an ongoing process of testing, measuring to see which efforts get results, and continuing to refine. Which messages are most effective with your target audience? Which social media platform obtains the best results for your business? Are there particular topics that drive more traffic than others?

SWOT Analysis

Digital Marketing is an ever-changing field. The speed at which technology is transforming calls for a disciplined approach to tackling business challenges.

In order to get your business started and then stay ahead of the competition, conducting a **SWOT Analysis** is absolutely necessary.

It is a method of structured planning that can be applied to a business, a product, industry, place or even an individual for that matter.

In the field of Digital Marketing, applying SWOT analysis while starting your business or assessing a product could help you understand where you stand and how to capitalize on the vast amount of opportunities within your industry.

SWOT analysis needs to be done even before you consider spending any money on a marketing campaign. In fact SWOT analysis can be applied not only for Businesses or Digital Marketing Agencies, but at an individual level as well.

SWOT analysis stands for **Strengths, Weaknesses, Opportunities, and Threats**. It is the strategic planning of your company, product, business, or industry by listing down these four characteristics.

These 4 characteristics are divided into two factors – Internal and External.

Internal Factors

Internal factors are the **strengths and weaknesses** of your business, product or service. It could be the quality of your product, its unique selling proposition, the strength of your team, your marketing strategy and so on.

You need to list down the strengths and weaknesses in those specific columns. It is up to you to decide as to what you consider strengths and weaknesses during your analysis.

The internal factors are something that we have direct control over. These are things that can be improved or changed as it applies internally to us.

External Factors

Opportunities and threats come under the external category of the SWOT analysis. These are things that you may not have direct control over however by understanding the opportunities and threats in your market, you could indirectly affect your business by making the necessary changes in your approach.

Opportunities and threats could be the amount of competition that you have in the industry or the need for services that no one is currently providing that you possess.

How to Conduct SWOT Analysis

Strengths

What is the USP of my business?

In which areas are we better than our competitors?

What have our success stories been so far that has made us stand out from the crowd?

Weaknesses

What are we lacking compared to our competition?

What resources do we require?

What sort of skills do we need to work on?

Opportunities

Is there something that our target audience is looking for that we can provide?

Are there any potential market areas that we haven't reached yet?

Threats

What are our competitors doing that we are not?

Are there any government regulations that could hamper our business?

Do we have all the technologies in place to keep up with the ever-changing market?