

Digital Marketing



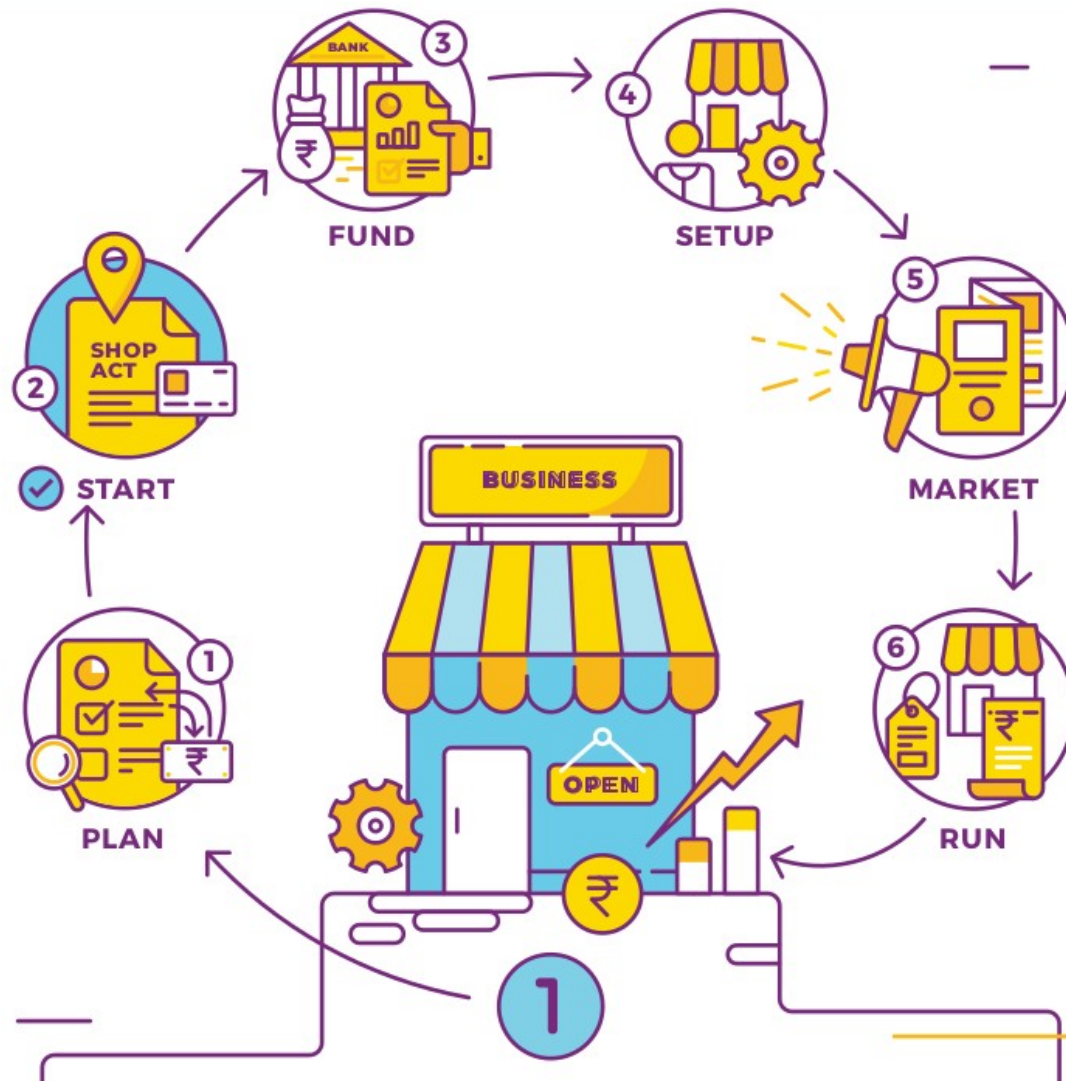
Unit-1

- Introduction to Digital Marketing
- Digital Marketing Plan
- Web Hosting

INTRODUCTION

- Digital marketing encompasses all marketing efforts that use an electronic device or the internet.
- Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.
- This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'.
- In simple terms any form of marketing that exists online is called as **digital marketing**.

INTRODUCTION



WHAT IS DIGITAL MARKETING?

- In simple terms, digital marketing can be called as the process of promoting brands or products using the electronic media.
- It mainly takes place on the Internet.
- Other platforms include mobile phones, digital displays and any other digital medium. As the name suggests, it makes use of the digital technologies.
- The primitive way of marketing included business owners to publicize their services or products on print media like radio and TV ads, hoardings, business cards and in numerous other comparable ways where Internet or online networking sites were not utilized for promotional activities.

WHAT IS DIGITAL MARKETING?

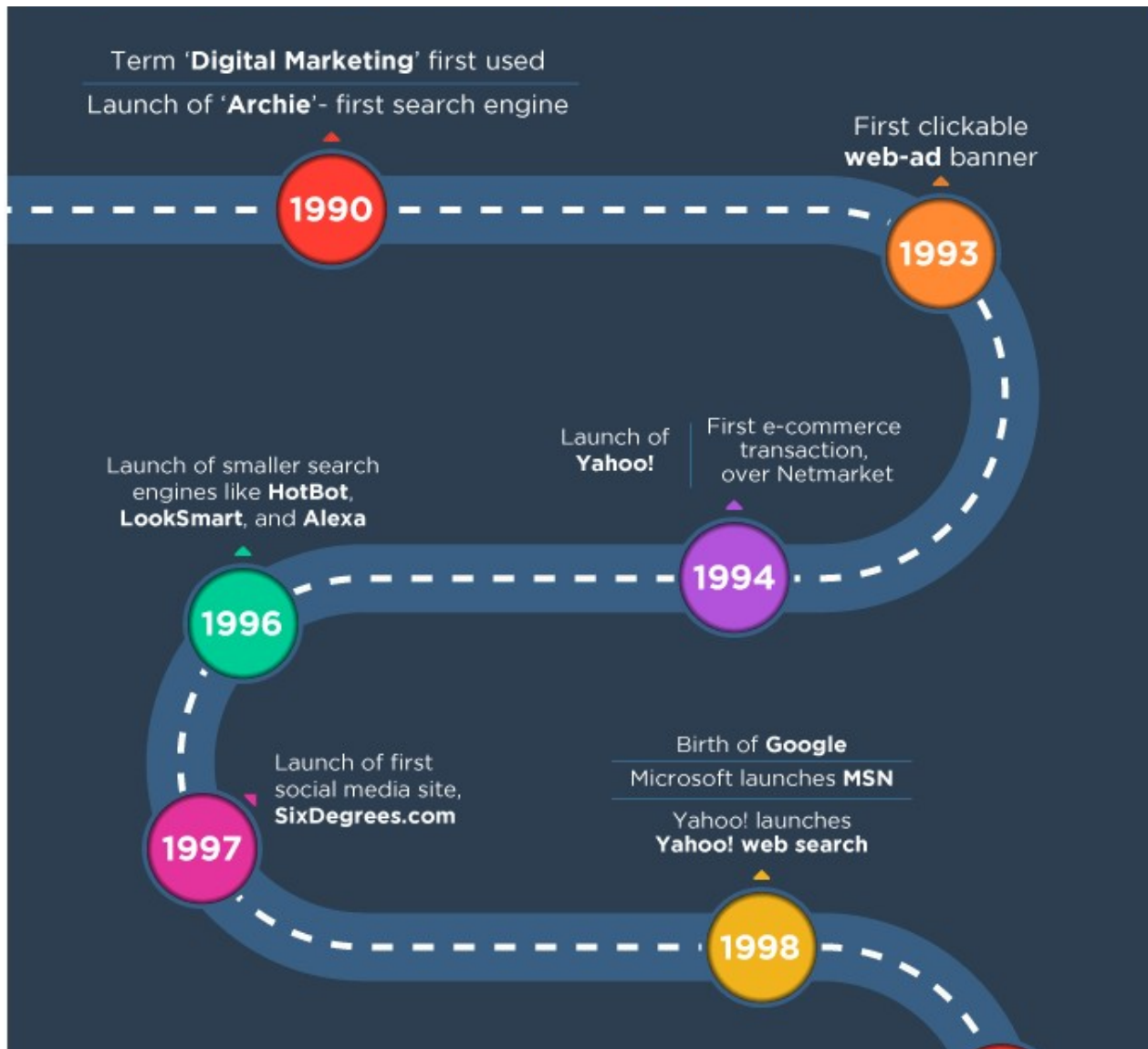
- Traditional marketing strategies had constrained customer reach-ability and extent of driving customers' purchasing pattern.

HISTORY OF DIGITAL MARKETING

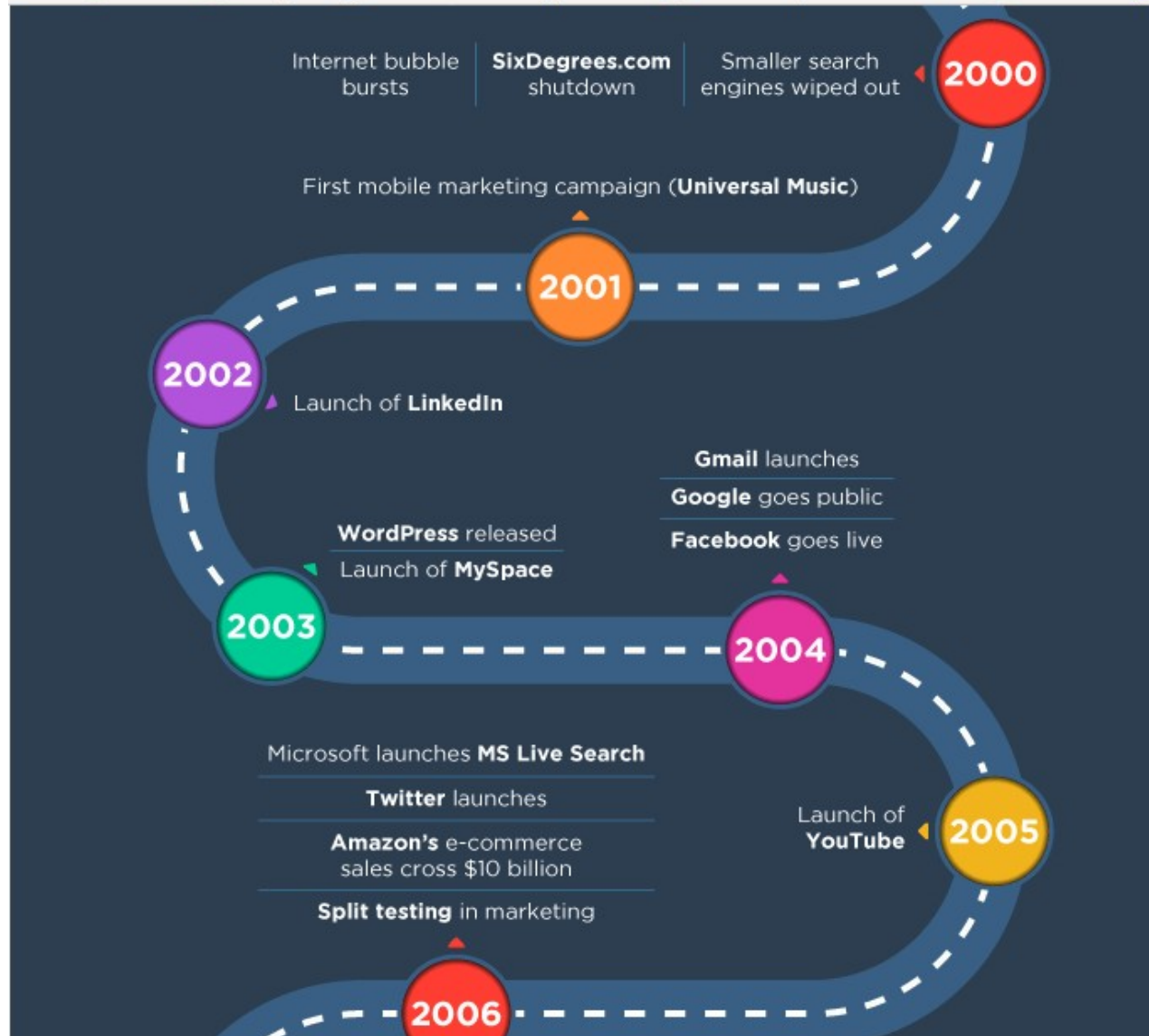


EVOLUTION OF THE DIGITAL ERA : FUTURE OF MARKETING

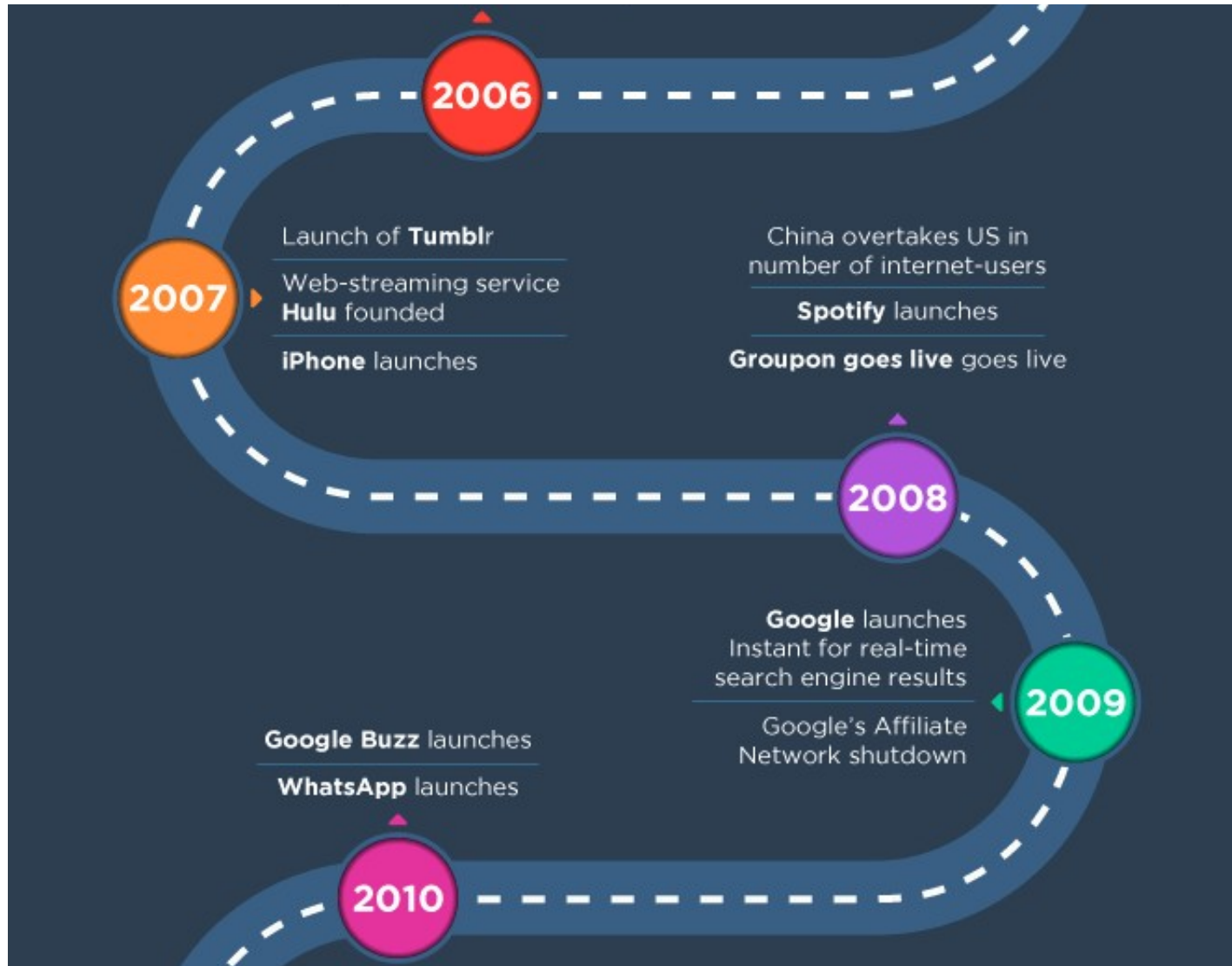
HISTORY



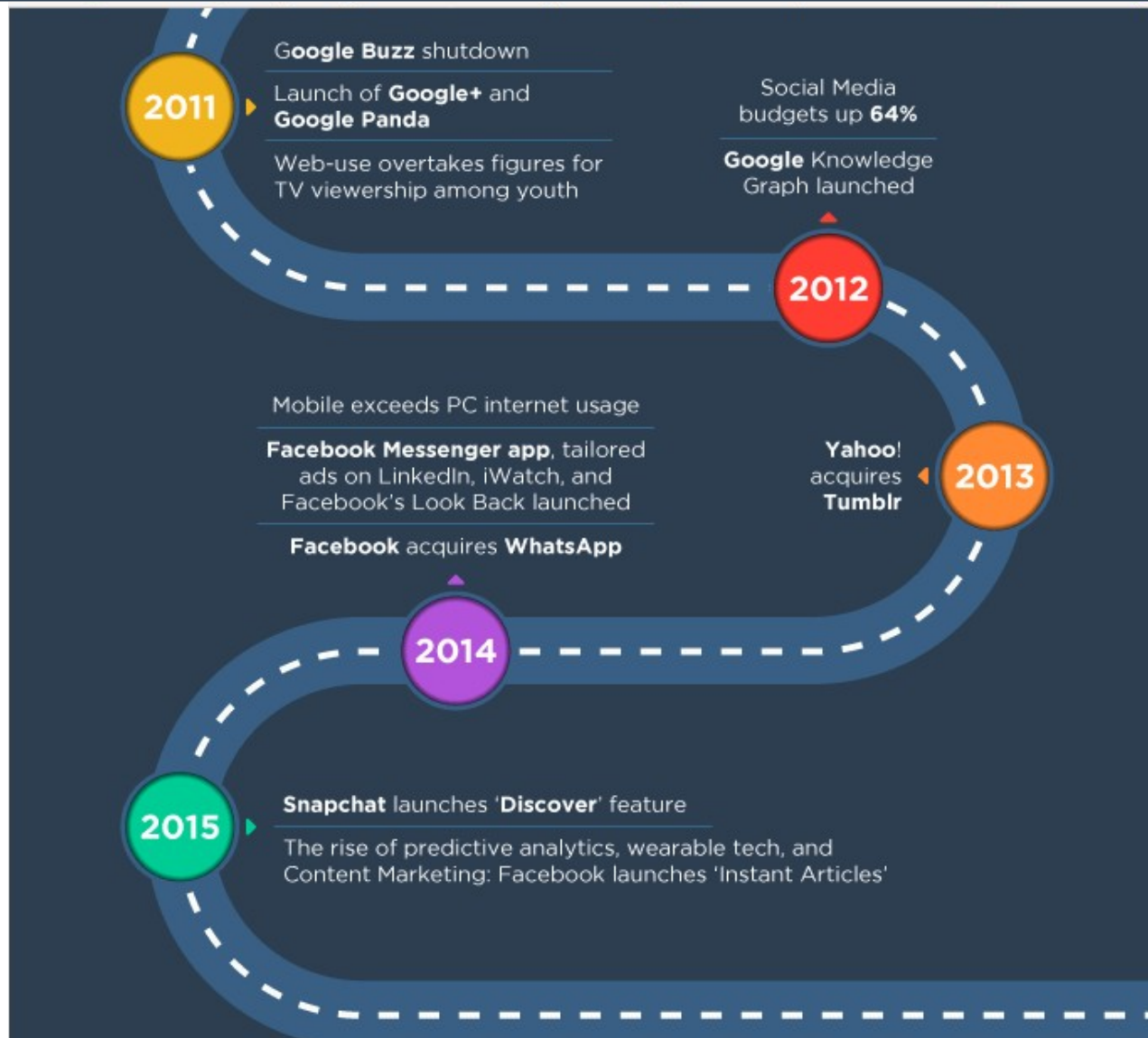
HISTORY



HISTORY



HISTORY



DIGITAL MARKETING

- Oct. 27, 1994: Web Gives Birth to Banner Ads



TRADITIONAL MARKETING

- Traditional Marketing is the process of marketing used in traditional ways without the help of digital technologies like web, social media, etc.
- It was adversely implemented before the evolution of technology but it hasn't been totally extinct.
- We can still see some of the traditional marketing methods utilized in our days like Hoarding board, Poster advertising, Billboards and Transits like bus, trains, etc.

TRADITIONAL MARKETING



TRADITIONAL MARKETING

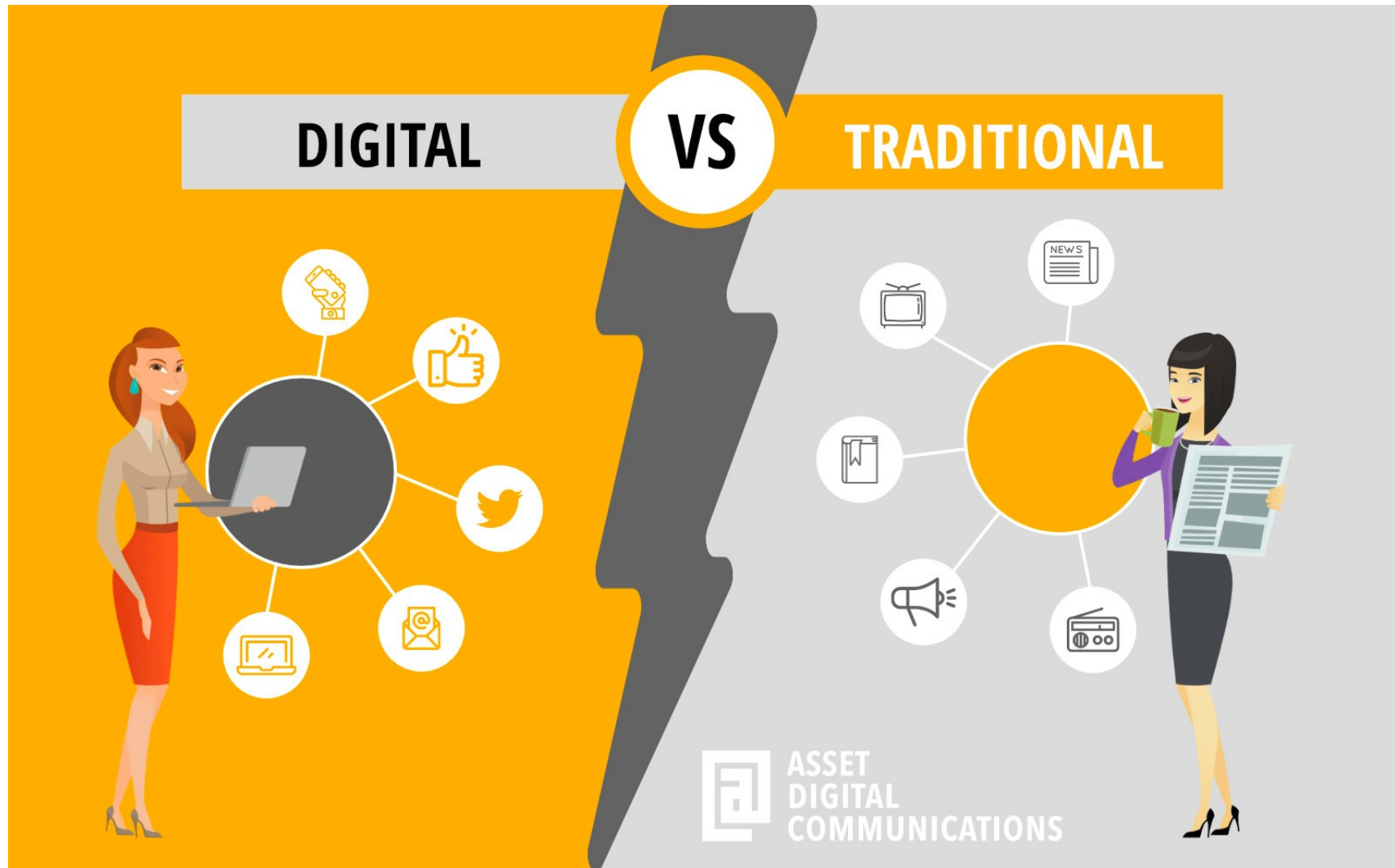
Some of the example of Traditional Marketing are:

- TV Advertising
- Radio Advertising
- News Paper Advertising
- Direct Mail Marketing

Benefits of traditional marketing:

- Easy to reach local audience
- It's familiarity makes it easy to understand
- Promotional materials can be kept and recycle
- Builds immediate brand awareness

TRADITIONAL v/s DIGITAL MARKETING



TRADITIONAL v/s DIGITAL MARKETING

	Digital Marketing	Traditional Marketing
Meaning	Communication through digital channels.	Communication through offline channels.
Ways	Social media, Web, Mobile, LinkedIn, etc	Television, Radio, Newspaper, Billboards, Flyers, Signposts, Magazine Ads.
Communication Gap Capacity	Highly interactive and in real time	Very little interaction
Costs	Not costly	Very costly
Results	Can easily be measured.	Cannot be easily measured.

TRADITIONAL v/s DIGITAL MARKETING

	Digital Marketing	Traditional Marketing
Customization	Can be customised and targeted towards specific audiences	Cannot be customised towards specific audiences
Ideal Target Market	Here we can choose our own target market.	As it's a generic, we cannot choose our own target market
Exposure	Broad and widespread across the globe	Limited and focused in a particular zone, area.

Digital Marketing Plan



Digital Marketing Plan

- A digital marketing plan is an essential map to achieve the objectives of your brand.
- It is, therefore, a tool with which all marketing teams have to work day by day.
- But just making a plan does not guarantee the results we seek.
- To be truly effective, a digital marketing plan must include all the necessary information and be practical in guiding our actions.
- If we dedicate time, care and resources, the results will be worth it.

Digital Marketing Plan

- The digital marketing plan is a document that includes, at least, the following information:
- The environment of the brand, both internally and externally.
- The objectives that are intended to be achieved and that will always have to be coordinated with the general business goals of the company. Some companies choose to include the online marketing plan as a section of the general plan and others work with separate departments, but it is important that they are always coordinated.
- The strategies and actions that we are going to carry out to achieve those objectives (temporary planning, description of the campaigns, tasks, etc.).
- How are we going to measure the results of the actions?

Steps of Digital Marketing Plan

- 1) Analysis and starting point
- 2) Objectives
- 3) Buyer person
- 4) Content Plan
- 5) Keywords
- 6) Platforms
- 7) KPIs and measurement strategy
- 8) Contingency plan

Steps of Digital Marketing Plan

1) Analysis and starting point

- The first step is to see in detail in what scenario we are in.
- Therefore, an effective online marketing plan always starts with a research phase.

Following questions:

- What are the products and services we offer? What is the unique selling proposition of the company?
- What have we done so far in our online marketing and what results have we obtained with it? Is there talk of us in the networks?
- How is our website? Are there aspects that we need to improve?
- What is the competition doing? How does our brand compare and what can we learn from them?

Steps of Digital Marketing Plan

2. Objectives:

- Specific: the objectives must be detailed and concrete. Try to answer the basic questions of what, who, where, when, how and why.
- Measurable: if we can not concretely measure an objective, it will be impossible to know if we have reached it. Therefore, you should think about what KPI you will use and how you will define success.
- Achievable: goals that are too easy or too ambitious do not work for us.
- Realistic: that is, that it takes into account our previous resources and achievements.
- Time-bound: finally, we will have to specify a deadline for our goal.

Steps of Digital Marketing Plan

3. Buyer Person:

- The buyer person is a portrait of our ideal client, which helps us to focus our product and service offer and guide all the segmentation of the brand.
- A buyer person must include:
 - Demographic information: age, gender, occupation, income level, place of residence ...
 - The user's online and work behavior.
 - Customers current relationship with your brand
 - What their aspirations and needs in relation to the brand.

Steps of Digital Marketing Plan

4. Content Plan

- What kind of content we are going to create and how we are going to distribute it among our target.
- Here we can define different formats and create a content calendar that helps us in planning.

Steps of Digital Marketing Plan

5. Keywords

- The keywords are the backbone of our SEO and SEM efforts and all the content that we are going to create.

We have to take into account these parameters:

- The relevance of the keyword for our brand.
- The intention of the user searching for this keyword
- The volume of searches.
- The level of competence.

Steps of Digital Marketing Plan

6. Platforms

- The world of social media offers many options to promote our brand, but it is always better to focus on those that are more adapted to the objectives and define well for what we are going to use each of them.

Steps of Digital Marketing Plan

7. KPIs and measurement strategy

- For each key metric, we can set a monthly goal.
- Key Performance Indicators(KPI)
 - Set Goals
 - Design your marketing strategy
 - Define the KPIs

Steps of Digital Marketing Plan

8. Contingency plan

- What will happen if the objectives are not met?
- For each one of the KPIs that we have defined in the previous section, we need to think about a response plan before different scenarios

Creative Marketing Ideas









