

ONLINE MARKETING

An overview of marketing using the Internet and digital technologies.



KEY DIGITAL CHANNELS

- Email Marketing
- Search Engine Marketing (SEM/PPC)
- Display/Banner Ads
- Social Media
- Blogging



EMAIL & CONTENT MARKETING

Email: Personalized, measurable outreach.

Blogging: Builds brand authority, SEO, and user engagement.



PAY-PER-CLICK (PPC)

Advertisers pay when users click their ads. Highly targeted and measurable but budget-sensitive.



SOCIAL MEDIA MARKETING

Use of Facebook, Instagram, Twitter to engage audiences, increase traffic, and brand awareness.



VIRAL & DISPLAY ADVERTISING

Campaigns designed to go viral or use visual ads to attract attention across platforms.



MARKETING FUNNEL (AIDA)

A – Awareness

I – Interest

D – Desire

A – Action

Describes customer journey from exposure to conversion.



PUSH VS PULL MARKETING

Push: Direct promotion (emails, ads).

Pull: Inbound (SEO, blogs, social media content).



ADVANTAGES

- One-to-one marketing
- Cost-effective
- Wide reach
- Real-time tracking



CHALLENGES

- Spam & fraud
- Infrastructure dependency
- Data privacy concerns



INDUSTRY EXAMPLES

Brands: Vodafone, Samsung, Coca-Cola

Markets: India, US

Tools: Google Ads, Mailchimp, Facebook Ads



CONCLUSION

Digital marketing is essential for modern business growth—versatile, data-driven, and scalable.



MARKETING MIX



WHAT IS MARKETING MIX?

It is a widely accepted strategic marketing tool that combines the original 4Ps with the additional 3Ps in formulating marketing tactics for a product or service.

Under the Marketing Mix are the 7Ps of marketing, which are the product, place, price, promotion, people, packaging, and process.



7PS

It is about finding the right combination that will mostly effectively serve the customers needs and wants at the same time achieve the profitability objective.

4 Ps (originals)

- were used in marketing products or physical goods only, however these are not applicable to marketing services.

3 Ps (additional)

- Also applicable in marketing products were introduce.

The 7Ps model is use to the following:

- conduct a situation analysis to set objectives

- conduct a strength, weaknesses, opportunity and threat (SWOT) analysis

- to come up with marketing strategies and tactics.

A challenge to a budding entrepreneur is to ask the following key questions onset:

➤ **Product**

- What location is best suited for the business?
- Where are the places that has more potential customers?
- Can they conveniently transact on-site or online?
- How is the process of distribution of products or performance of service?

➤ **Price**

- What is the most appropriate price?
- What pricing strategies will be used for the target customers?

➤ Promotion

- What is the most effective advertisement or combination of advertisement?
- Which advertising tool should be used to drive awareness and increase sales?

➤ People

- What type of people used to be hired?
- What are the basic skills needed for the job?
- What leadership style will be applied by the entrepreneur?

➤ Packaging

- What is the best packaging for the product that is attractive enough to customers and co-efficient at the same time?

What physical evidence does the entrepreneur need to

➤ Processing

- What is the most compelling feature of the product or the business that will make difference in the lives of the customers?
- What sets the product or service from the rest?



7 P'S OF ONLINE MARKETING:



7ps Of Marketing PPT Download

Place

Lorem ipsum is simply dummy text of the typesetting industry.

Product

Lorem ipsum is simply dummy text of the typesetting industry.

Physical environment

Lorem ipsum is simply dummy text of the typesetting industry.

Process

Lorem ipsum is simply dummy text of the typesetting industry.



Price

Lorem ipsum is simply dummy text of the typesetting industry.

Promotion

Lorem ipsum is simply dummy text of the typesetting industry.

People

Lorem ipsum is simply dummy text of the typesetting industry.

7 P's Of Online Marketing

```
graph TD; Root(( )) --- Product; Root --- Price; Root --- Place; Root --- Process; Root --- Promotion; Root --- People; Root --- PhysicalEvidence; Product --- P1[• Software]; Product --- P2[• Content]; Product --- P3[• Services]; Price --- P4[• Free]; Price --- P5[• One-Time]; Price --- P6[• Subscription]; Place --- P7[• Website]; Place --- P8[• Marketplace]; Place --- P9[• Online Store]; Process --- P10[• Analytics]; Process --- P11[• Performance]; Process --- P12[• Validation]; Promotion --- P13[• Advertising]; Promotion --- P14[• PR]; Promotion --- P15[• Organic]; People --- P16[• Personnel]; People --- P17[• Customer Support]; PhysicalEvidence --- P18[• Social Media]; PhysicalEvidence --- P19[• Brand Design]; PhysicalEvidence --- P20[• Engagement];
```

Product

- Software
- Content
- Services

Price

- Free
- One-Time
- Subscription

Promotion

- Advertising
- PR
- Organic

Place

- Website
- Marketplace
- Online Store

People

- Personnel
- Customer Support

Process

- Analytics
- Performance
- Validation

Physical Evidence

- Social Media
- Brand Design
- Engagement

The 7 P's:

Product: What you're selling (goods or services) in the digital space. Consider features, quality, design, and branding.

Price: How you price your offering online (pricing strategies, discounts, etc.).


Place/Platform: Where your target audience is online (social media, websites, etc.).

Promotion: How you advertise and market your product/service online (SEO, social media, email marketing, etc.).

People: The individuals involved in the marketing process, both internally (marketing team) and externally (customers).

Process: The steps customers take to interact with your business online (website navigation, checkout process, etc.).

Physical Evidence: Everything customers see and experience online (website design, social media presence, online reviews, etc.).



Need for Emails:

Direct and personalized communication with customers.

Build relationships and loyalty.

Promote products, offers, and content.

Drive traffic to your website.

Types of Emails:

Welcome Emails: Sent to new subscribers.

Promotional Emails: Announce sales, discounts, new products.

Newsletters: Share company updates, industry news, and valuable content.

Abandoned Cart Emails: Remind customers about items left in their carts.

Transactional Emails: Confirmations, shipping updates, etc.

Email Advertising Options:

Banner Ads: Displayed within email newsletters.

Sponsored Emails: Emails from other companies promoting your product.

Email List Rentals: Renting email lists from other businesses.



The Development of Marketing Mix

McCarthy	Booms & Bitner	Lauterborn	Shimizu
1960s	1980s	1990s	
Product	People	Consumer	Commodity
Price	Process	Cost	Cost
Place	Physical Evidence	Convenience	Channel
Promotion	Performance	Communication	Communication

Product

- In an online marketing mix, the product has to be 100% online, meaning the product has no physical features. For example, selling traditional products on an online store won't be good enough.
- We have to look at the online product as something scalable in nature, which processes all revolve around being online such as:
 - The creation and management of the product
 - The pricing of the product
 - Distribution of the product
 - What is the online brand of the created product?
 - Does the online product have a product line or a set of products in a range?
 - What are the extra services around the product?
 - How would the end cycle of the online product look? Is it upgradeable, or is it update-based, for example?
 - What are the guarantees of the said online product?
 - How to design your online delivery?
 - How to design an online product?
 - What features to include?
 - The quality of the online product?
- Answering all the questions above, you're closer to producing a high-quality online product to modify your business model.

Price

Price in an online marketing mix refers to the cost of a product your customer will pay. In the price, we need to include secondary factors, for example, what is the customer's perceived value of an online product and consider how much time it takes for a customer to acquire a product.

Including customers, time spent on acquiring your products in the pricing strategy helps you develop more accurate pricing for your products. We associate online products with being instant in the acquisition, but in most cases, there are multiple steps involved for the customer.

For example:

Pre-registration and registration

Onboarding


Checkout and purchase process length

Download times

A long acquisition time increases the cost for the customers, which leads to a loss of sales.



Place

- Place in the online marketing mix means the place where and how you provide your customers access to your products. In online marketing, there are many options for you to sell on a wide range of platforms and methods.
 - Social media platforms (Either by selling directly (Facebook Shop) or by referring traffic to another owned channel)
 - Dedicated online store (Shopify, WooCommerce), landing pages with purchase features.
 - Online marketplaces (Amazon, eBay, Etsy, other niche marketplaces)
- 

Promotion

Promotion in the online marketing mix is the use of online marketing communication tools to reach your target audiences. Promotion includes the use of online advertising, public relations, direct communication, and sales promotions to reach and influence an audience.

Methods Of Online Marketing Promotion For Consideration:

[Search Engine Marketing \(Google, Bing\)](#)

[Search Engine Optimization \(SEO\)](#)

[Content Marketing](#)

Online PR

Social Media Advertising

[Youtube](#)

[Pinterest](#)

[LinkedIn](#)

[Facebook](#)

[Email Marketing](#)

[Partnerships](#)

[Learn more marketing channels](#)

People

- People as a marketing decision in the online marketing mix is crucial. Great products and businesses require people that are involved in the online distribution and personnel who are in direct contact with customers.
- There are many options and combinations of online support you can introduce into your business workflow. For example, at the most basic, you can integrate social media as a channel for customer support or utilize online reviews (like [Google My Business](#)) as well.



Process

- The process as a marketing decision in the online marketing mix defines the needed procedures and its optimization of delivering online products and the core experiences of it. What tasks are necessary for a product to provide its core experience for its users.
- Process optimization relies on collected data and measuring the data with key performance indicators (KPIs) in mind. To have an optimized process, a constant need for tracking the success of your operations in your marketing mix is essential.



Physical Evidence (Online Evidence)

- In the extended marketing mix, physical evidence refers to the different elements of service experience, such as facilities, interior designs, livery, and post-purchase artifacts (souvenirs).
- In an online setting, these pieces of evidence will not have a physical element to them. However, the digitalization of this physical evidence is still possible, and an important marketing decision to have.
- Online brand awareness across multiple channels is an excellent example of online evidence. How well these channels expand service experiences, for instance, through the number of followers, likes, and other social engagement metrics.



Conclusion

- Including the model of 7 P's of online marketing into a company's marketing decisions flow will develop a better marketing strategy for your business.
- The benefits of marketing decisions around product, price, place, promotion, people, process, and physical evidence are vast. Businesses that understand how to connect all the pieces can improve their competitiveness in the marketplace through marketing.

