



Introduction To Digital Marketing

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Offerings Of This Course

01

What is Digital Marketing?

02

Why Digital Marketing?

03

How To Do It?

04

Types Of Digital Marketing



What Is Digital Marketing?

What Is Digital Marketing?

Use of electronic Medium or Digital Media or in simple words the internet to market your products for business is as called Digital Marketing



*Understand Your
Customers*

*Reach Out To Them
Online*

Some Numbers

2 million likes on FB

20 million emails

600 Websites

2 lakh sales



Why Digital Marketing?

Why Digital Marketing?

Before Digital Marketing

Now?

What Do you Think Has Changed?

How Do You Do It?

How do you do Digital Marketing?



*Ask Why?
(Problem Statement)*

For Whom?

*What Platforms can You
Use?*

Use Cases



Does Any One Remember This?

Use Cases



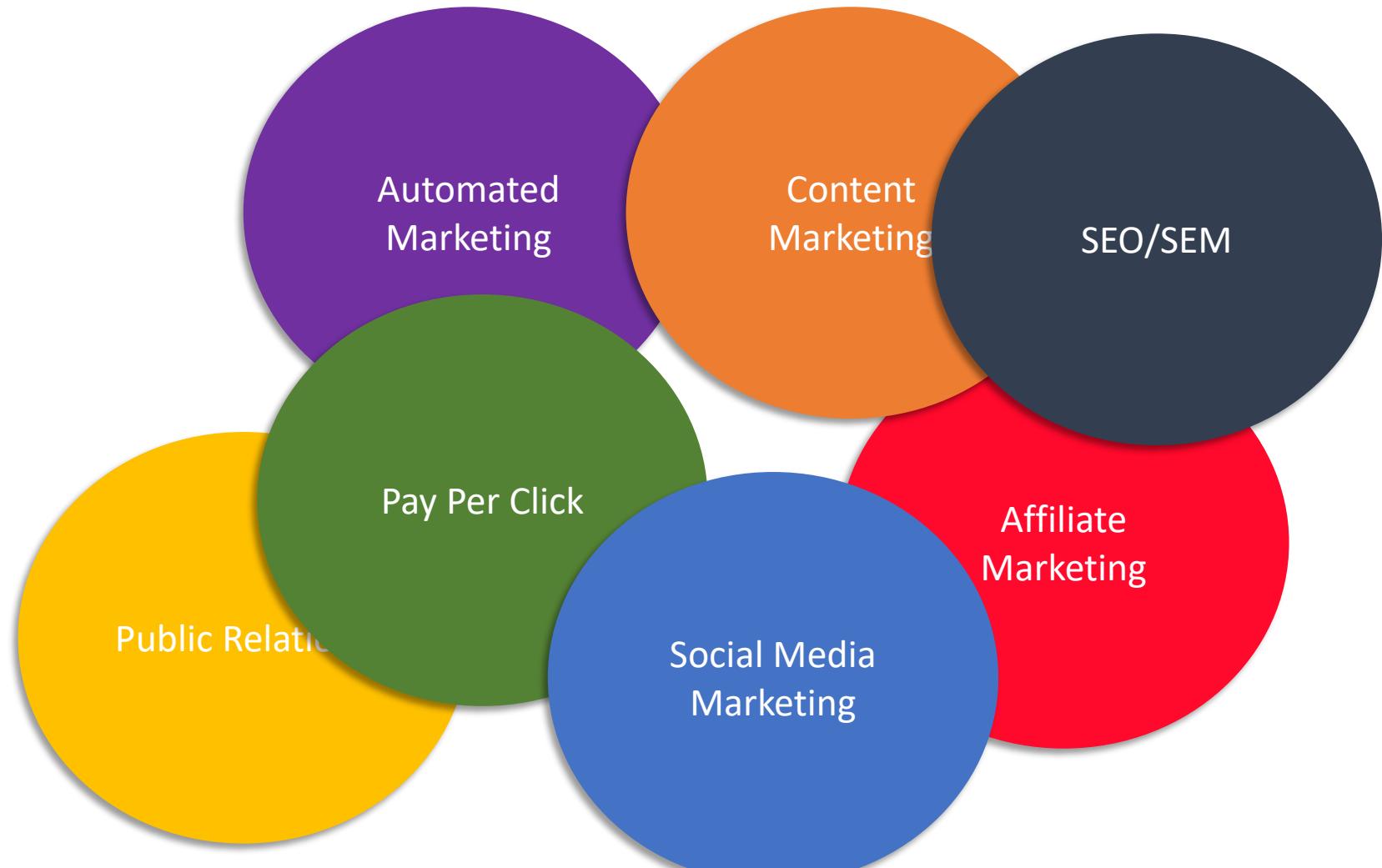
TOMS

The TOMS logo is displayed in a large, bold, black sans-serif font. It consists of the word "TOMS" in all caps, with each letter having a thick stroke. The logo is centered on a white background, which is framed by two horizontal blue bars: a light blue bar above and a medium blue bar below.

One for One

Types Of Digital Marketing

Types Of Digital Marketing



Content Marketing

Content Marketing



Can be a tweet/song sung etc

Videos/Written/Audio

Content Is the king

SEO/SEM

SEO/SEM



SEO/SEM

Should You Pay for it?

Off Page/ On Page

How do you make it rank?

Social Media Marketing

Social Media Marketing



Instagram

Twitter

Facebook

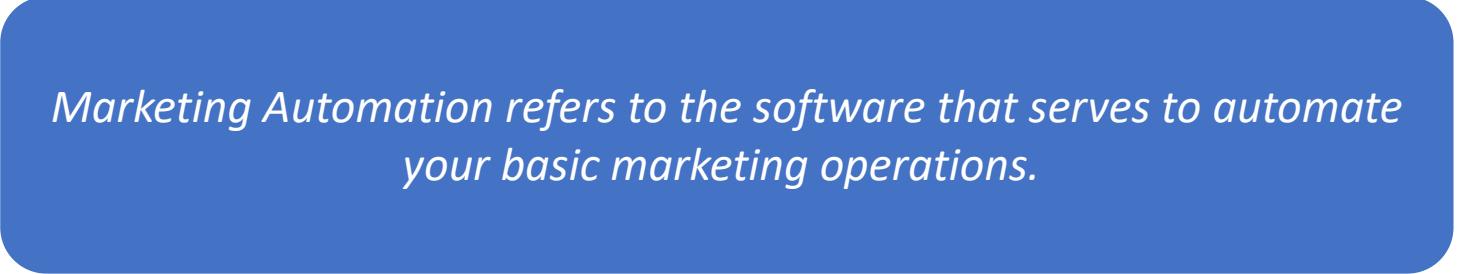
Pinterest

Affiliate And Automated Marketing

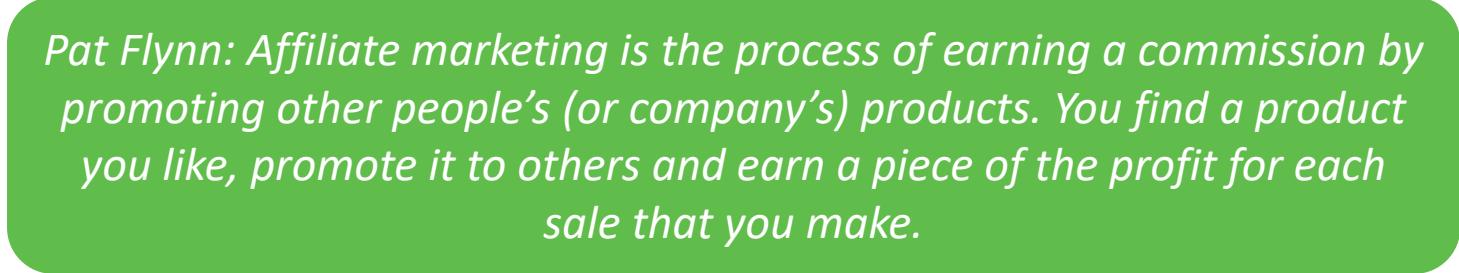
Automated and Affiliate Marketing



Automated
Marketing



Marketing Automation refers to the software that serves to automate your basic marketing operations.



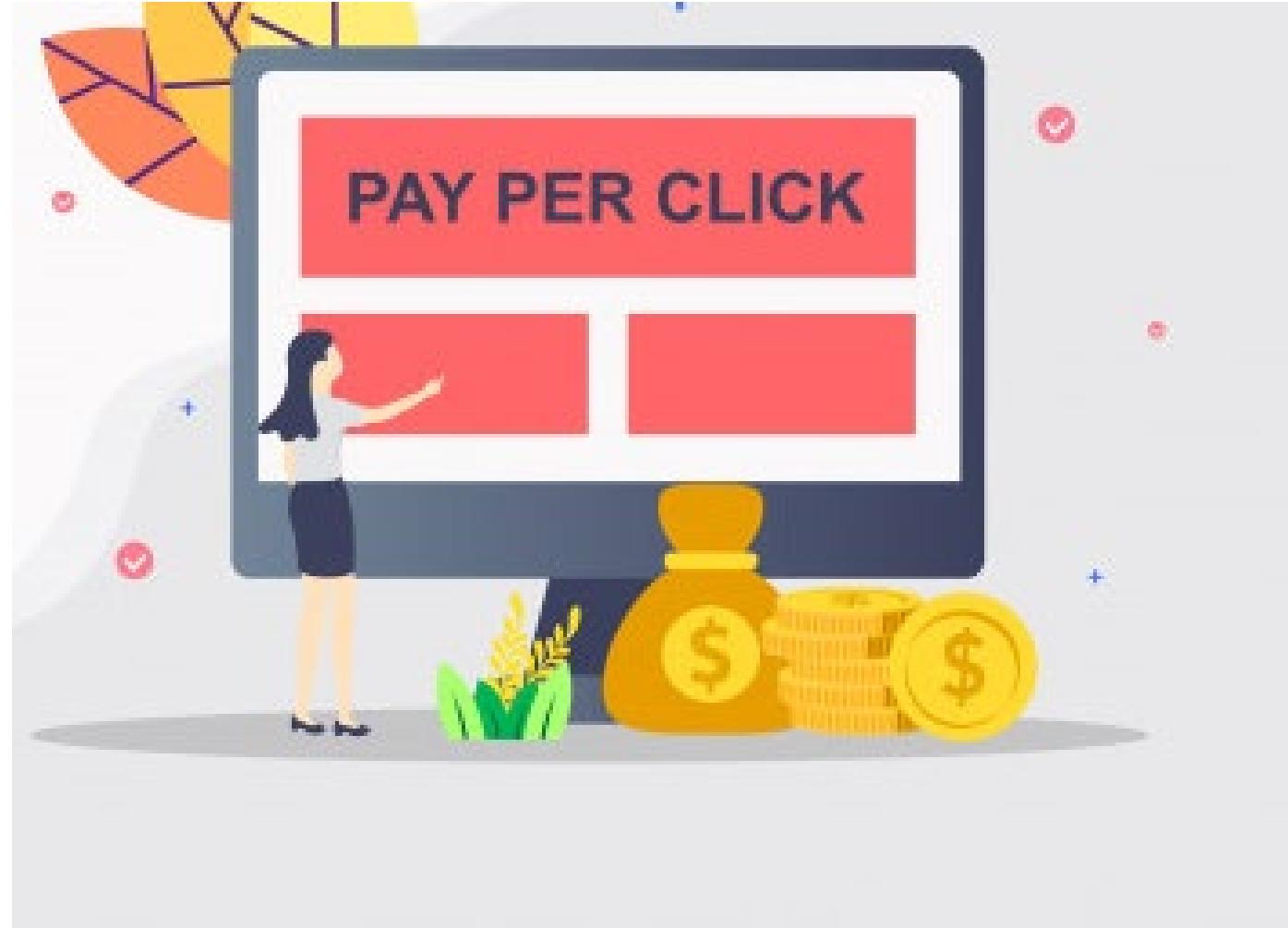
Pat Flynn: Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the profit for each sale that you make.



Affiliate
Marketing

Pay Per Click

Pay Per Click



Public Relations

Demo

Public Relations



Summary

In this course we have covered:

- Why Digital Marketing?
- What is Digital Marketing?
- Types of Digital Marketing

Thank You