

# Digital-marketing1



## Digital Marketing Notes

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### Module I—Fundamentals of Digital Marketing

#### ◆ Fundamentals of Digital Marketing & Its Significance

**Digital Marketing** is the promotion of products, services, or brands through digital channels and technologies — including the internet, mobile devices, social media, search engines, email, and other digital platforms. Unlike traditional marketing which uses physical mediums like print, TV, and radio, digital marketing leverages online platforms to reach and engage target audiences in a measurable, cost-effective, and highly targeted way. The significance of digital marketing in today's world cannot be overstated — over 5 billion people use the internet globally, making it the largest marketplace in history. Digital marketing allows businesses of all sizes — from small startups to multinational corporations — to compete on a relatively level playing field. It provides **real-time data and analytics**, allowing marketers to measure campaign performance, understand customer behavior, and optimize strategies instantly. Digital marketing enables **personalization at scale** — delivering the right message to the right person at the right time. Its global reach combined with local targeting capabilities makes it the most powerful marketing tool available today.

#### ◆ Traditional Marketing vs Digital Marketing

Understanding the differences between traditional and digital marketing helps businesses make informed decisions about their marketing investment and strategy. **Traditional Marketing** uses offline channels — television commercials, radio ads, newspaper/magazine print ads, billboards, direct mail, and cold calling. It has broad reach but limited targeting capability — a TV ad reaches everyone watching, not just your ideal customer. Traditional marketing results are difficult to measure accurately — you cannot know exactly how many people saw your billboard or how many purchases resulted from a newspaper ad. **Digital Marketing** uses online channels and provides precise targeting based on demographics, interests, behavior, location, and more. Every digital marketing action is trackable — you know exactly how many people saw your ad, clicked it, visited your website, and made a purchase.

Digital marketing is generally more **cost-effective** — you can start with a small budget and scale based on results. The feedback loop is much faster — you can see results within hours and adjust campaigns in real time, whereas traditional campaigns are difficult and expensive to modify once launched.

Aspect	Traditional Marketing	Digital Marketing
Reach	Local to global, broad	Precisely targeted
Cost	Generally higher	Flexible, scalable
Measurability	Difficult	Highly measurable
Interaction	One-way	Two-way engagement
Speed	Slow to launch/change	Instant launch & adjustment
Personalization	Limited	Highly personalized
Examples	TV, Radio, Print, Billboard	SEO, Social Media, Email, PPC

## ◆ Evolution of Digital Marketing

The evolution of digital marketing is a fascinating journey that mirrors the development of the internet itself. In the **1990s**, digital marketing began with the first clickable web banner ad displayed on HotWired.com in 1994, and the launch of early search engines like Yahoo and AltaVista. Email marketing emerged as one of the first digital marketing channels. In the **2000s**, Google AdWords (now Google Ads) launched in 2000, revolutionizing paid search advertising. Social networks like LinkedIn (2003), Facebook (2004), and YouTube (2005) emerged, creating entirely new marketing channels. SEO became a critical discipline as businesses competed for search engine rankings. In the **2010s**, the smartphone revolution transformed digital marketing — mobile-first strategies became essential. Content marketing, influencer marketing, and video marketing exploded. Big data and marketing automation enabled unprecedented personalization. In the **2020s**, AI and machine learning are transforming digital marketing through predictive analytics, chatbots, programmatic advertising, and hyper-personalization. Voice search, augmented reality, and the metaverse represent the next frontiers of digital marketing evolution.

## ◆ Digital Marketing Landscape

The **digital marketing landscape** refers to the complete ecosystem of channels, tools, technologies, and strategies that make up modern digital marketing. It is a vast and constantly evolving environment that marketers must navigate effectively. The landscape includes **Search Engine Marketing (SEM)** — both organic (SEO) and paid (PPC/Google Ads). **Social Media Marketing** across platforms like Facebook, Instagram, Twitter/X, LinkedIn, TikTok, and

Pinterest. **Content Marketing** — blogs, videos, podcasts, infographics, and ebooks. **Email Marketing** — newsletters, automated sequences, and promotional campaigns. **Affiliate Marketing** — partnering with publishers who promote your products for a commission. **Influencer Marketing** — collaborating with social media personalities to reach their audiences. **Display Advertising** — banner ads, rich media ads across websites. **Mobile Marketing** — SMS, app-based marketing, and mobile-optimized experiences. **Analytics and Data** — Google Analytics, social media insights, CRM systems. Understanding how all these channels work together in an integrated strategy — rather than in isolation — is what separates effective digital marketers from beginners.

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## ◆ Key Drivers of Digital Marketing

Several powerful forces drive the rapid growth and increasing importance of digital marketing in today's business environment. **Internet Penetration** — the explosive growth of internet users worldwide (5+ billion) creates an enormous addressable audience for digital marketers. **Smartphone Adoption** — mobile devices have made the internet accessible anytime, anywhere, fundamentally changing how consumers discover and interact with brands. **Social Media Growth** — platforms with billions of active users have created unprecedented opportunities for brand building, community engagement, and targeted advertising. **Data Availability** — the digital world generates massive amounts of data about consumer behavior, preferences, and purchase patterns — enabling highly informed marketing decisions. **Declining Traditional Media Effectiveness** — consumers increasingly use ad blockers, skip TV commercials, and ignore print ads, forcing brands toward digital channels where engagement is higher. **E-commerce Growth** — the shift to online shopping makes digital marketing directly tied to sales conversion. **Cost Effectiveness** — digital marketing's measurability and flexibility allow businesses to optimize spending for maximum ROI, making it attractive for businesses of all sizes.

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## ◆ Digital Consumer & Communities

The **digital consumer** is fundamentally different from the traditional consumer — they are highly informed, empowered, connected, and skeptical of traditional advertising. Digital consumers research products extensively online before purchasing — reading reviews, comparing prices, watching unboxing videos, and seeking recommendations from peers. They expect **personalized experiences** — generic, mass-market messaging is largely ignored. Digital consumers are also **content creators** — they share opinions, reviews, and experiences that influence other consumers, creating powerful word-of-mouth at scale. **Online Communities** are groups of people connected through shared interests, identities, or goals in digital spaces — forums (Reddit), Facebook Groups, Discord servers, LinkedIn Groups, and brand communities. These communities are powerful marketing assets — members trust peer recommendations far

more than brand advertising. Smart brands build and nurture their own communities to foster loyalty, gather feedback, and amplify word-of-mouth. **User Generated Content (UGC)** — photos, reviews, and posts created by consumers — is among the most trusted and effective forms of digital marketing content because it is authentic and peer-validated.

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- ◆ **Gen Y & Netizen's Expectation & Influence with respect to Digital Marketing**

**Generation Y (Millennials)** — born roughly between 1981-1996 — and **Gen Z** (born 1997-2012) are the dominant digital-native consumer segments that are reshaping digital marketing strategies worldwide. A **Netizen** (internet citizen) is someone who actively participates in online culture and communities. These groups have grown up with technology and have fundamentally different expectations from brands. They expect **authenticity** — they can immediately detect and reject corporate insincerity, preferring brands that stand for real values. They demand **instant responses** — 24/7 availability and rapid customer service through social media and chat. They value **experiences over products** — marketing must connect with their lifestyle and identity. They are **ad-averse** — they use ad blockers extensively and skip ads, requiring marketers to create genuinely valuable content. They trust **peer recommendations and influencers** far more than traditional celebrity endorsements. They expect **social responsibility** — brands must demonstrate commitment to environmental and social causes. **FOMO (Fear of Missing Out)** is a powerful psychological driver for this demographic — limited-time offers, exclusive drops, and live events are highly effective. Their influence as both consumers and content creators makes them the most important demographic for digital marketers to understand and engage authentically.

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## ● **Module II — Strategy, Social Media, SEO & More**

- ◆ **Digital Users in India**

India is one of the world's largest and fastest-growing digital markets, making it a critical landscape for digital marketers to understand. India had over **850 million internet users** as of 2024, making it the second largest internet user base in the world after China. **Mobile internet** dominates — over 95% of Indian internet users access the web via smartphones, driven by affordable data plans from Jio and other telecom providers that made mobile internet accessible to even rural populations. **Regional language content** is a massive growth driver — a large proportion of new internet users prefer content in Hindi, Tamil, Telugu, Bengali, and other regional languages rather than English. **YouTube** is the most popular platform in India with over 500 million users. **WhatsApp** is deeply embedded in daily communication with 500+

million Indian users, making WhatsApp marketing uniquely powerful in India. **Instagram and Facebook** are dominant social platforms for brand marketing. **Meesho, Flipkart, and Amazon India** drive massive e-commerce activity. Tier 2 and Tier 3 cities represent the next wave of digital growth as connectivity improves. Understanding India's unique digital behavior — voice search preference, regional content consumption, and UPI-driven digital payments — is essential for effective digital marketing in the Indian market.

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## ◆ **Digital Marketing Strategy — Consumer Decision Journey**

The **Consumer Decision Journey (CDJ)** is a modern framework that describes how consumers move from initial awareness of a product to final purchase and beyond — replacing the traditional linear marketing funnel. McKinsey introduced this concept to reflect how digital technology has fundamentally changed buying behavior. The journey has four key stages. **Initial Consideration** — the consumer becomes aware of a need and considers a small set of brands based on previous experiences, word-of-mouth, and advertising they've been exposed to. **Active Evaluation** — the consumer researches actively online — reading reviews, comparing products, watching YouTube reviews, asking social media communities — often adding or removing brands from consideration during this phase. **Moment of Purchase** — the consumer makes the buying decision, influenced by in-store experience, website UX, pricing, promotions, and social proof. **Post-Purchase Experience** — the consumer uses the product and forms opinions that fuel future purchases and word-of-mouth. Satisfied customers enter a **loyalty loop** — bypassing the initial consideration stage on their next purchase. Digital marketers must have strategies for each stage of this journey to maximize conversion and retention.

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## ◆ **POEM Framework**

The **POEM Framework** is a strategic model that categorizes all digital marketing channels into three types — **Paid, Owned, and Earned** media — helping marketers plan a balanced, integrated marketing strategy. **Paid Media** refers to advertising you pay for — Google Ads (PPC), Facebook/Instagram ads, display advertising, sponsored content, influencer payments, and YouTube pre-roll ads. Paid media provides immediate reach and precise targeting but stops working when you stop paying. **Owned Media** refers to channels your brand controls — your website, blog, mobile app, email newsletter, social media profiles, and YouTube channel. Owned media builds long-term brand assets and audience relationships. **Earned Media** refers to organic exposure generated by others — customer reviews, social media shares, press mentions, word-of-mouth referrals, and viral content. Earned media is the most credible but hardest to control. The most effective digital marketing strategies use all three in combination — Paid media drives awareness, Owned media converts and nurtures, Earned media builds trust

and amplifies reach. A strong content strategy on Owned media naturally generates Earned media, while Paid media accelerates initial discovery.

Type	Examples	Control	Cost	Trust
Paid	Google Ads, Facebook Ads, Influencer	High	Direct spend	Lower
Owned	Website, Blog, Email, App	Full	Time/resources	Medium
Earned	Reviews, Shares, PR, Word-of-mouth	None	Indirect	Highest

## ◆ Segmenting & Customizing Messages

**Market Segmentation** is the process of dividing a broad target audience into smaller, more defined groups (segments) based on shared characteristics, so that marketing messages can be tailored to resonate more deeply with each group. There are four main segmentation bases — **Demographic** (age, gender, income, education, occupation, family size), **Geographic** (country, region, city, climate), **Psychographic** (lifestyle, values, personality, interests, attitudes), and **Behavioral** (purchase history, usage frequency, brand loyalty, benefits sought, buying occasion). **Message Customization** means crafting different versions of your marketing message for different segments — the same product might be promoted with entirely different angles, visuals, and copy for a 20-year-old student versus a 45-year-old professional. Digital marketing makes segmentation and customization technically straightforward — Facebook Ads Manager allows creating separate ad sets with different creative for different demographic segments. **Email marketing automation** platforms like Mailchimp allow sending different email sequences to subscribers based on their behavior and interests. **Dynamic website content** shows different messages to different visitors based on their location, referral source, or past behavior. Effective segmentation dramatically improves campaign relevance and conversion rates.

## ◆ Digital Advertising Market in India

The **Indian digital advertising market** has been growing at an exceptional pace, driven by smartphone proliferation, affordable internet, and the rapid digital transformation of Indian businesses. The Indian digital ad market was valued at over **₹35,000 crore (approximately \$4.2 billion)** in 2023 and is projected to reach ₹50,000+ crore by 2025. **Google** commands the largest share of digital ad spend in India through Search, YouTube, and Display Network. **Meta** (Facebook and Instagram) is the second largest platform for digital advertising. **Programmatic advertising** — where ad inventory is bought and sold automatically through real-time bidding — is growing rapidly and now accounts for a significant share of display ad spending. **Video advertising** is the fastest growing segment, driven by YouTube, Instagram Reels, and OTT platforms like Hotstar and Netflix. **E-commerce advertising** on Amazon and Flipkart is

emerging as a powerful channel as brands reach consumers at the point of purchase intent. **Vernacular digital advertising** in regional languages is growing as platforms develop better tools for targeting non-English speaking audiences. The shift of advertising budgets from traditional media (print, TV) to digital continues to accelerate as measurement and targeting capabilities improve.

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## ◆ Skills in Digital Marketing

A successful digital marketing professional needs a diverse blend of creative, analytical, and technical skills. **SEO Skills** — understanding how search engines work, keyword research, on-page optimization, link building, and technical SEO. **Content Creation** — writing compelling copy, creating engaging videos, designing graphics, and developing content strategies that attract and retain audiences. **Data Analytics** — using tools like Google Analytics, Search Console, and social media insights to interpret data, identify trends, and make data-driven decisions. **Social Media Management** — understanding platform algorithms, content calendars, community management, and paid social advertising. **Email Marketing** — crafting effective campaigns, building and segmenting lists, automation sequences, and A/B testing. **PPC Advertising** — managing Google Ads and Meta Ads campaigns, keyword bidding strategies, ad copywriting, and conversion optimization. **Basic Design Skills** — using tools like Canva, Adobe Photoshop, or Figma for creating marketing visuals. **CRM and Marketing Automation** — using platforms like HubSpot, Salesforce, or Mailchimp. **Communication Skills** — presenting ideas clearly, writing persuasively, and collaborating across teams. **Adaptability** — the digital landscape changes constantly, requiring continuous learning and willingness to experiment with new platforms and technologies.

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## ◆ Digital Marketing Plan

A **Digital Marketing Plan** is a comprehensive document that outlines an organization's digital marketing strategy, goals, tactics, budget, and measurement framework for a specific time period. Creating an effective plan follows a structured process. **Situation Analysis** — assess the current digital presence using SWOT analysis, competitor analysis, and audience research to understand where you stand. **Define Goals** — set SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) — e.g., "Increase website organic traffic by 40% in 6 months." **Identify Target Audience** — create detailed buyer personas based on research. **Choose Digital Channels** — select the channels (SEO, social media, email, PPC) most relevant to your audience and goals. **Content Strategy** — plan what content to create, in what formats, and at what frequency. **Budget Allocation** — distribute the budget across channels based on expected ROI. **Implementation Timeline** — create a content calendar and campaign schedule. **KPIs and Measurement** — define key performance indicators and set up tracking (Google Analytics, conversion tracking). **Review and Optimize** — regularly analyze

performance against KPIs and adjust the strategy. A good digital marketing plan is a living document that evolves based on performance data and changing market conditions.

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## ◆ Terminology Used in Digital Marketing

Digital marketing has its own extensive vocabulary that practitioners must master. **Impressions** — the number of times an ad or content is displayed. **Reach** — the number of unique people who see your content. **Click-Through Rate (CTR)** — percentage of impressions that result in a click ( $\text{Clicks} \div \text{Impressions} \times 100$ ). **Conversion Rate (CVR)** — percentage of visitors who complete a desired action (purchases, sign-ups). **Cost Per Click (CPC)** — amount paid each time someone clicks your ad. **Cost Per Mille (CPM)** — cost per 1,000 impressions. **Cost Per Acquisition (CPA)** — cost to acquire one customer or conversion. **Return on Ad Spend (ROAS)** — revenue generated per dollar of ad spend. **Bounce Rate** — percentage of visitors who leave after viewing only one page. **Engagement Rate** — interactions (likes, comments, shares) divided by reach. **Landing Page** — a dedicated page designed to convert visitors from a specific campaign. **A/B Testing** — comparing two versions of content to see which performs better. **Funnel** — the stages a customer goes through from awareness to purchase. **Remarketing** — showing ads to people who previously visited your website. **Lead Generation** — attracting potential customers and capturing their contact information.

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## ◆ PPC and Online Marketing Through Social Media

**Pay-Per-Click (PPC)** is an online advertising model where advertisers pay a fee each time their ad is clicked — essentially buying visits to your website rather than earning them organically. **Google Ads** is the largest PPC platform — ads appear in Google search results when users search for relevant keywords, capturing high-intent audiences actively looking for products/services. PPC campaigns involve keyword research, ad copywriting, bid management, quality score optimization, and conversion tracking. **Social Media Advertising** is a form of PPC where ads appear within social media feeds and interfaces. **Facebook and Instagram Ads** (managed through Meta Ads Manager) offer unparalleled targeting based on demographics, interests, behaviors, and custom audiences (remarketing to website visitors or customer lists). **LinkedIn Ads** are powerful for B2B marketing, targeting by job title, company, industry, and seniority. **Twitter/X Ads** target based on interests and keywords. **YouTube Ads** target based on viewing behavior and demographics. The key advantage of social media PPC over search PPC is the ability to reach people based on **who they are** rather than just what they're searching for — enabling awareness campaigns for products people don't yet know they want.

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## ◆ Social Media Marketing

**Social Media Marketing (SMM)** is the use of social media platforms to connect with audiences, build brand awareness, drive website traffic, and generate leads or sales. Effective SMM requires a platform-specific strategy since each platform has unique audiences, content formats, and algorithms. **Facebook** — best for community building, long-form content, events, and targeted advertising to 25-55 age group. **Instagram** — visual storytelling through photos, Reels (short videos), Stories, and influencer collaborations — ideal for lifestyle, fashion, food, and travel brands. **Twitter/X** — real-time conversation, news, customer service, and thought leadership. **LinkedIn** — B2B marketing, professional networking, recruitment, and industry thought leadership. **YouTube** — long-form video content, tutorials, product reviews, and brand storytelling. **TikTok** — short-form viral video content reaching younger demographics. Key SMM activities include creating a **content calendar**, maintaining **consistent posting frequency**, **community management** (responding to comments and messages), **hashtag strategy**, running **contests and campaigns**, **social listening** (monitoring brand mentions), and **influencer partnerships**. Success is measured through **engagement rate**, follower growth, reach, website referral traffic, and conversion attribution.

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## ◆ SEO Techniques

**Search Engine Optimization (SEO)** is the practice of optimizing websites and content to rank higher in organic (unpaid) search engine results pages (SERPs), driving more free, targeted traffic. SEO is divided into three main areas. **On-Page SEO** involves optimizing individual web pages — keyword research and strategic placement in titles, headings, content, and meta descriptions, creating high-quality comprehensive content that satisfies search intent, optimizing images (alt tags, file names, compression), internal linking structure, and URL structure. **Off-Page SEO** involves building authority through external signals — primarily **link building** (earning backlinks from other reputable websites), social signals, brand mentions, and guest posting. Backlinks remain one of the most powerful ranking factors. **Technical SEO** ensures search engines can crawl and index your site effectively — page speed optimization, mobile-friendliness, HTTPS security, XML sitemap, robots.txt, structured data markup (schema.org), fixing crawl errors, and Core Web Vitals optimization. **Local SEO** optimizes for location-based searches — Google Business Profile optimization, local citations, and location-specific content. SEO is a long-term strategy — results typically take 3-6 months to materialize but provide sustainable, compounding returns unlike paid advertising.

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## ◆ Keyword Advertising

**Keyword Advertising** is a form of online advertising where ads are triggered and displayed based on the keywords users type into search engines. It is the foundation of **Search Engine**

**Marketing (SEM)** and platforms like Google Ads and Microsoft Advertising (Bing Ads). Effective keyword advertising starts with thorough **keyword research** — identifying the terms your target audience uses when searching for your products or services, using tools like Google Keyword Planner, SEMrush, or Ahrefs. Keywords are categorized by **match type** — **Broad Match** (shows for related searches, maximum reach), **Phrase Match** (shows when query contains the phrase in order), and **Exact Match** (shows only for exact query, maximum precision). **Negative keywords** prevent ads from showing for irrelevant searches, improving efficiency. **Keyword intent** is crucial — **informational** (researching), **navigational** (looking for a specific brand), **commercial** (comparing options), and **transactional** (ready to buy) keywords require different ad strategies and landing pages. **Quality Score** (1-10) assigned by Google measures ad relevance and landing page quality — higher scores lead to better ad positions at lower costs. **Long-tail keywords** (3+ word phrases) have lower search volume but higher intent and lower competition, often delivering better ROI for smaller budgets.

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## ◆ **Google Webmaster and Analytics Overview**

**Google Search Console** (formerly Google Webmaster Tools) is a free tool provided by Google that helps website owners monitor, maintain, and troubleshoot their site's presence in Google search results. It shows which queries bring users to your site, your average position in search results, click-through rates, index coverage (which pages Google has indexed and any errors), mobile usability issues, Core Web Vitals performance, backlinks pointing to your site, and manual action penalties. Submitting your XML sitemap through Search Console helps Google discover and index your pages faster. **Google Analytics** is the world's most widely used web analytics platform — it tracks and reports website traffic and user behavior in detail. Key metrics include **Sessions** (visits), **Users** (unique visitors), **Pageviews**, **Bounce Rate**, **Session Duration**, **Traffic Sources** (organic, direct, social, referral, paid), **Conversion Goals**, and **E-commerce transactions**. **Google Analytics 4 (GA4)** is the current version — it uses an event-based data model rather than session-based, provides better cross-device tracking, integrates machine learning insights, and works without cookies. Together, Search Console and Analytics give digital marketers a complete picture of organic search performance and user behavior on their websites.

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## ◆ **Affiliate Marketing**

**Affiliate Marketing** is a performance-based marketing model where businesses (merchants) reward third-party publishers (affiliates) with a commission for driving traffic, leads, or sales through the affiliate's marketing efforts. It is essentially outsourced, performance-based marketing — you only pay when results are delivered. The ecosystem has three key players — the **Merchant** (brand/advertiser who has the product), the **Affiliate** (publisher/blogger/influencer who promotes it), and the **Consumer** (end buyer). Affiliates promote products through blog

reviews, YouTube videos, social media posts, email newsletters, and comparison websites using unique **affiliate tracking links**. When a consumer clicks the link and makes a purchase, the affiliate earns a commission (typically 5-30% depending on the industry). **Affiliate Networks** like Commission Junction, ShareASale, Amazon Associates, and Flipkart Affiliate act as intermediaries connecting merchants and affiliates. For merchants, affiliate marketing is low-risk (pay only for results) and scalable. For affiliates, it is a popular way to **monetize content** — top affiliate marketers earn lakhs to crores monthly. Proper **disclosure** of affiliate relationships is legally required in most countries for transparency with consumers.

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## ◆ Email Marketing

**Email Marketing** is one of the oldest and most consistently high-ROI digital marketing channels — for every ₹1 spent on email marketing, average returns of ₹36-42 are reported. It involves sending targeted, personalized emails to a list of subscribers to build relationships, nurture leads, and drive conversions. Building an **email list organically** (through opt-in forms, lead magnets like free ebooks/webinars) is crucial — buying email lists is ineffective and often illegal under regulations like GDPR and India's PDPB. Key types of email campaigns include **Welcome Series** (onboarding new subscribers), **Newsletters** (regular content updates), **Promotional Emails** (offers, discounts, product launches), **Abandoned Cart Emails** (recovering potential lost sales), **Re-engagement Campaigns** (winning back inactive subscribers), and **Transactional Emails** (order confirmations, shipping updates). **Email Marketing Platforms** like Mailchimp, Klaviyo, HubSpot, and Sendinblue provide list management, template builders, automation workflows, A/B testing, and detailed analytics. Key metrics include **Open Rate** (percentage who open the email), **Click Rate** (percentage who click links), **Unsubscribe Rate**, and **Conversion Rate**. **Subject line** and **send time** optimization are among the highest-impact improvements for email performance.

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## ◆ Mobile Marketing

**Mobile Marketing** encompasses all marketing activities designed to reach consumers on their smartphones and tablets — it is no longer optional given that mobile devices account for over 60% of global web traffic. **SMS Marketing** involves sending promotional text messages to opted-in subscribers — it has exceptional open rates (98% vs ~20% for email) but requires strict permission and concise messaging. **In-App Advertising** shows ads within mobile applications — banner ads, interstitials (full-screen), rewarded videos (users watch for in-app rewards), and native ads blended with app content. **Push Notifications** are messages sent to users who have installed your app — highly effective for re-engagement, time-sensitive offers, and personalized alerts. **Mobile Search Advertising** targets users searching on mobile — with features like click-to-call buttons and location extensions particularly relevant for local businesses. **WhatsApp Business Marketing** is uniquely powerful in India — businesses use

WhatsApp Business API for customer service, order updates, and promotional messages to opted-in contacts. **App Store Optimization (ASO)** is the mobile equivalent of SEO — optimizing your app listing to rank higher in App Store and Google Play searches. A **mobile-first design approach** is essential — all websites, emails, and landing pages must be optimized for mobile screens to avoid high bounce rates.

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## **Module III — Display Advertising & Programmatic Digital Advertising**

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### ◆ **Display Advertising**

**Display Advertising** refers to visual-based online ads — banners, images, rich media, and video ads — that appear on websites, apps, and social media platforms across the internet. Unlike search advertising which targets users actively searching for something, display advertising reaches users while they are browsing content unrelated to your product — making it primarily an **awareness and remarketing** tool. Display ads appear on millions of websites through ad networks like the **Google Display Network (GDN)**, which reaches over 90% of global internet users across 2 million+ websites, apps, and Google properties. Display ads can be targeted based on **demographics** (age, gender, income), **interests and affinities** (users interested in fitness, travel, technology), **in-market audiences** (users actively researching purchase decisions), **contextual targeting** (ads placed on websites with relevant content), **geographic targeting**, and **remarketing** (reaching previous website visitors). Display advertising is measured primarily through **impressions, CTR, view-through conversions, and brand lift**. While CTRs are typically low (0.1-0.3%), display advertising's power lies in its massive reach and ability to build brand awareness and recognition over time through repeated exposure.

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### ◆ **Buying Models in Display Advertising**

Display advertising inventory can be purchased through several different buying models, each with distinct advantages depending on campaign goals and budget. **CPM (Cost Per Mille/Thousand Impressions)** — you pay a fixed rate for every 1,000 times your ad is displayed regardless of clicks or conversions. Best for brand awareness campaigns where reach and visibility are the primary goals. **CPC (Cost Per Click)** — you pay only when a user actually clicks your ad. More efficient for driving traffic since you only pay for engaged users. **CPA (Cost Per Acquisition)** — you pay only when a user completes a specific action (purchase, sign-up, form fill) after clicking your ad. Lowest risk for advertisers but requires significant historical data for the ad platform to optimize effectively. **CPV (Cost Per View)** —

used for video ads, you pay when a user watches a minimum portion of your video (e.g., 30 seconds on YouTube). **Fixed/Flat Rate** — paying a fixed price to display an ad on a specific website for a set time period — common for direct publisher deals. **Programmatic RTB (Real-Time Bidding)** — automated auction where the winning bid is determined in milliseconds as each page loads. Each buying model suits different campaign objectives — brand awareness favors CPM, performance campaigns favor CPA.

Model	Full Form	Pay When	Best For
CPM	Cost Per Mille	Per 1,000 impressions	Brand awareness
CPC	Cost Per Click	User clicks ad	Traffic generation
CPA	Cost Per Acquisition	Desired action completed	Conversions
CPV	Cost Per View	Video watched	Video campaigns
RTB	Real-Time Bidding	Auction win	Programmatic buying

## ◆ Different Types of Ad Tools

The digital advertising ecosystem is supported by a rich set of specialized tools that help advertisers create, manage, optimize, and measure their campaigns effectively. **Google Ads** is the most comprehensive advertising platform offering search, display, shopping, video, and app campaigns in one interface. **Meta Ads Manager** manages Facebook and Instagram advertising with powerful audience targeting and creative tools. **Google Display & Video 360 (DV360)** is Google's enterprise-level **Demand Side Platform (DSP)** for programmatic advertising — used by large advertisers and agencies for buying display, video, and connected TV inventory programmatically across multiple exchanges. **Campaign Manager 360** is Google's ad server for trafficking, targeting, and measuring display campaigns. **Adobe Advertising Cloud** is another enterprise DSP for cross-channel programmatic buying. **Canva** and **Adobe Creative Suite** are used for creating display ad creatives. **Google Web Designer** creates HTML5 animated display ads. **SEMrush** and **SpyFu** allow competitive intelligence — seeing what display ads competitors are running. **Hotjar** and **Crazy Egg** provide heatmaps and session recordings to understand how users interact with landing pages reached through display ads. **UTM parameters** in URLs track which ads drive traffic in Google Analytics.

## ◆ Display Advertising Terminology

Understanding display advertising requires fluency in its specialized vocabulary. **Ad Impression** — one instance of an ad being displayed on a screen. **Ad Server** — technology that stores, delivers, and tracks digital ads. **Ad Exchange** — digital marketplace where publishers sell ad inventory and advertisers buy it, typically through real-time auctions. **Supply**

**Side Platform (SSP)** — technology used by publishers to manage and sell their ad inventory programmatically. **Demand Side Platform (DSP)** — technology used by advertisers to buy ad inventory programmatically across multiple ad exchanges. **Data Management Platform (DMP)** — collects and organizes audience data from multiple sources for targeting. **Ad Network** — aggregates ad inventory from multiple publishers and sells it to advertisers (e.g., Google Display Network). **Viewability** — whether an ad was actually visible on screen (IAB standard: 50% of pixels visible for 1+ second for display, 2+ seconds for video). **Frequency** — number of times the same user sees the same ad. **Frequency Capping** — limiting how many times one user sees an ad to prevent overexposure and ad fatigue. **Ad Fatigue** — declining ad performance when an audience has seen it too many times. **Brand Safety** — ensuring ads don't appear next to inappropriate or controversial content. **Click Fraud** — invalid clicks generated by bots or competitors to drain ad budgets.

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## ◆ Types of Display Ads

Display advertising encompasses a wide variety of ad formats designed for different placements, devices, and campaign objectives. **Banner Ads** are the most traditional format — rectangular image or HTML5 ads in standard sizes like Leaderboard (728×90px), Medium Rectangle (300×250px), Half Page (300×600px), and Mobile Banner (320×50px). **Responsive Display Ads** automatically adjust their size, appearance, and format to fit available ad spaces — you provide headlines, descriptions, images, and logos, and Google automatically generates the best combination. **Rich Media Ads** are interactive ads with advanced features — expandable panels, video players, games, or dynamic content that responds to user interaction. **Video Ads** appear before (pre-roll), during (mid-roll), or after (post-roll) video content on YouTube and other video platforms. **Native Ads** are designed to match the look and feel of the surrounding content — they appear as recommended articles, sponsored content, or in-feed social ads and are less intrusive than traditional display ads. **Interstitial Ads** are full-screen ads that appear between content pages or during app transitions. **Dynamic Ads** automatically personalize ad content based on user data — showing products a user previously viewed on an e-commerce site (remarketing).

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## ◆ Ad Formats

Digital advertising supports a diverse range of formats optimized for different platforms and marketing goals. **Static Image Ads** — simple JPG, PNG, or GIF files — are the most basic format, easy to create but limited in interactivity. **Animated GIF Ads** add movement to capture attention without requiring video infrastructure. **HTML5 Ads** use web technologies to create animated, interactive ads that work across devices without plugins — the current standard for rich display advertising. **Video Ad Formats** include **In-Stream** (skippable after 5 seconds or non-skippable), **Bumper Ads** (6-second non-skippable), **Out-Stream** (plays in article content),

and **In-Feed Video** (appears in YouTube search results and feed). **Carousel Ads** (on Facebook/Instagram) show multiple images or videos in a swipeable format — excellent for showcasing multiple products or telling a sequential story. **Collection Ads** (Facebook/Instagram) feature a hero image/video with product thumbnails below — clicking opens an instant experience. **Stories Ads** are full-screen vertical format ads on Instagram, Facebook, Snapchat, and YouTube Stories. **Playable Ads** (for app promotion) give users a mini interactive demo of the app before downloading. Each format requires specific creative dimensions, file sizes, and design considerations.

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## ◆ Ad Placement Techniques

**Ad Placement** determines where your ads appear — it is a critical factor in campaign performance as the same ad can perform vastly differently depending on placement context and audience. **Automatic Placements** allow the ad platform's algorithm to determine optimal placements based on your campaign objective — Google and Meta both offer this as the default and recommended option for most campaigns. **Manual Placements** give you explicit control to select specific websites, apps, YouTube channels, or sections where your ads appear. **Contextual Targeting** places ads on pages whose content is relevant to your keywords — a cooking blog for food brand ads. **Audience Targeting** places ads based on who the user is rather than what content they're viewing. **Topic Targeting** targets entire categories of websites (sports, technology, health). **Placement Exclusions** are as important as inclusions — excluding irrelevant or brand-unsafe websites improves quality. **Above the Fold** placements (visible without scrolling) command premium prices but deliver higher viewability. **In-Content** placements within article body text typically have higher engagement than sidebar or header placements. **Mobile App** placements require special consideration as user intent and behavior differs significantly from web browsing. Regular **placement performance reports** should be reviewed to exclude underperforming placements and invest more in high-performing ones.

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## ◆ Important Ad Terminology

Beyond the basics, several important terms help digital marketers communicate precisely and optimize campaigns effectively. **Quality Score** (Google Ads) — a 1-10 rating of ad relevance, expected CTR, and landing page experience — higher scores mean lower costs and better positions. **Ad Rank** — determines your ad's position in search results, calculated from bid × quality score. **ROAS (Return on Ad Spend)** — revenue generated per rupee/dollar spent on advertising — a ROAS of 4 means ₹4 revenue for every ₹1 spent. **Attribution Model** — determines how credit for a conversion is assigned across multiple touchpoints in the customer journey — Last Click, First Click, Linear, Time Decay, and Data-Driven are common models. **Lookalike Audience** — a targeting feature on Meta and other platforms that finds new users who share characteristics with your existing customers or website visitors. **Customer Lifetime**

**Value (CLV)** — the total revenue expected from a customer over their entire relationship with your business — helps determine how much you can afford to spend on acquisition.

**Retargeting/Remarketing** — showing ads to users who have previously interacted with your brand online. **Dayparting** — scheduling ads to show only during specific hours or days when your target audience is most active. **Ad Scheduling** — controlling when campaigns run based on business hours or peak performance times.

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## ◆ Programmatic Digital Advertising

**Programmatic Digital Advertising** is the automated buying and selling of online advertising using technology, data, and algorithms — replacing the traditional manual process of negotiating and purchasing ad placements directly with publishers. Programmatic uses **Real-Time Bidding (RTB)** — when a user loads a webpage, an auction takes place in milliseconds (literally faster than the blink of an eye — ~100ms) where multiple advertisers bid for the impression, the highest bidder wins, and their ad is served to the user. This entire process happens before the page finishes loading. The programmatic ecosystem involves several key components — **Publishers** make their inventory available through **SSPs (Supply Side Platforms)**, **Advertisers** bid through **DSPs (Demand Side Platforms)**, and **Ad Exchanges** facilitate the real-time auction between them. **DMPs (Data Management Platforms)** provide audience data to inform bidding decisions. Programmatic allows unprecedented precision — you can target a specific type of user (say, a 25-35 year old woman in Mumbai who has visited fitness websites in the last 30 days) wherever they browse across millions of websites, rather than buying space on specific websites and hoping the right people visit. This audience-first approach makes programmatic far more efficient than traditional display ad buying.

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## ◆ Types of Programmatic Buying

Programmatic advertising is not just one buying method — it encompasses several distinct transaction types with different levels of automation, exclusivity, and pricing. **Open Auction (RTB)** — the most common form — ad inventory is made available to all buyers in a public real-time auction. Provides maximum scale and efficiency but less control over placement. **Private Marketplace (PMP)** — invitation-only auctions where premium publishers offer inventory to a select group of advertisers, typically with price floors. Offers better brand safety and quality than open auction. **Preferred Deals** — a one-to-one arrangement where a publisher offers a specific advertiser first right of refusal on inventory at a negotiated fixed price before it goes to auction. No guaranteed volume. **Programmatic Guaranteed** (also called Programmatic Direct) — replaces traditional direct buys with automation while maintaining the certainty of guaranteed impression volumes at negotiated fixed prices between publisher and advertiser. Combines the efficiency of programmatic with the certainty of direct deals. **Header Bidding** is an advanced programmatic technique where publishers offer inventory to multiple ad exchanges

simultaneously before calling the ad server, increasing competition and publisher revenue. Understanding these buying types helps advertisers choose the right approach based on their need for scale, quality, price certainty, and brand safety requirements.

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## ◆ Advantages and Challenges of Programmatic Advertising

**Advantages of Programmatic Advertising** are numerous and compelling. **Efficiency** — automation eliminates the time-consuming manual negotiation and insertion order process, allowing campaigns to launch in hours rather than weeks. **Precision Targeting** — ability to reach specific audiences based on rich behavioral, demographic, and contextual data across millions of websites. **Scale** — access to billions of ad impressions across virtually every website and app simultaneously. **Real-Time Optimization** — algorithms continuously adjust bids, placements, and creative based on performance data. **Transparency** — detailed reporting shows exactly where ads appeared, what was paid, and what results were achieved. **Cost Efficiency** — paying only for relevant impressions to targeted audiences eliminates waste. However, programmatic also faces significant **challenges**. **Ad Fraud** — estimated 20-30% of programmatic ad spend is wasted on bot traffic and invalid clicks. **Brand Safety** risks — ads may appear next to inappropriate content despite brand safety tools. **Viewability** concerns — many programmatic impressions are never actually seen by humans. **Data Privacy** — regulations like GDPR and India's PDPB restrict data collection and targeting. **Ad Blocking** — significant portions of internet users block all display ads. **Complexity** — the programmatic ecosystem is technically complex, requiring specialized knowledge and technology. **Walled Gardens** — platforms like Facebook and Google keep their data and inventory separate, limiting cross-platform audience insights.

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## ◆ Future of Digital Marketing

The future of digital marketing is being shaped by several powerful technological and behavioral trends that will fundamentally transform how brands connect with consumers. **Artificial Intelligence and Machine Learning** are already transforming digital marketing through predictive analytics, automated bidding, content personalization at scale, chatbots, and AI-generated content — this will accelerate dramatically. **Generative AI** tools like ChatGPT and Claude are changing content creation, with AI assistants helping marketers produce copy, images, and video at unprecedented speed. **Cookie-less Future** — third-party cookies are being phased out, requiring new approaches to audience targeting through first-party data strategies, contextual targeting, and privacy-preserving technologies. **Voice Search Optimization** is growing as smart speakers and voice assistants become ubiquitous — conversational, long-tail keyword strategies are increasingly important. **Augmented Reality (AR) Marketing** allows consumers to virtually try products before buying — IKEA's AR furniture placement and beauty brands' virtual try-on are early examples. **Short-Form Video** (Instagram

Reels, YouTube Shorts, TikTok) will continue to dominate content consumption and advertising. **Connected TV (CTV) Advertising** is growing rapidly as streaming platforms develop ad-supported tiers. **Sustainability and Purpose-Driven Marketing** will become increasingly important as consumers, especially younger generations, expect brands to demonstrate genuine social and environmental responsibility.

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