

ALL ABOUT MARKETING...?

What is Marketing....?

Promoting a Product or a service to the consumer or people is called Marketing

What is Digital Marketing...?

Promoting Product or services by using Online Platforms

- INSTAGRAM
- FACEBOOK
- LINKEDIN
- SNAPCHAT
- TWITTER

Why Digital Marketing is Important In this ERA....?

If you Want to Promote any service or any product, a Digital Marketing is Important
Because it reaches to wide range of people across the Globe

TRADITIONAL MARKETING vs DIGITAL MARKETING

TRADITIONAL MARKETING

I want Promote a "CRICKET BAT"

- TV ADS - 3000/-
- PAPER ADS - 2500
- PAMPLETS - 3000
- FLEX & HORDINGS - 1500/-

- How many Sales Happend....?
No DATA
- How Many People Seen the Ad...?
No DATA
- How many Sales Happend....?
No DATA
- How Many People Seen the Ad...?
No DATA
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Assume That 5 sales
Cost of the Bat = 750/-
Total Sales = 5
Profit = 3500
Loss = 6500

My budget is 10,000/
Cost of My Cricket Bat 750/-

Age Group = 12 - 30 years

DIGITAL MARKETING

FACEBOOK
I Can Show My Add According to age group
I Can show my ad to the Different Gender
I can show my ad in any location
I can have a control on my budget
I can Turn off my ad at any given point of time
I can Track the Results
How many people are seeing my ad
How many people are clicking on my ad
How many people are purchasing my ad
From which location more no of people are seeing
From which location More no. of people are purchasing
Lot of people purchase a product or a Service by Watching the Reveiws , Ratings & Feedback

HOW MANY TYPES OF MARKETINGS ARE THERE....?

- CONTENT MARKETING
- SOCIAL MEDIA MARKETING
- SEARCH ENGINE MARKETING
- E MAIL MARKETING
- MOBILE MARKETING
- AFFILIATE MARKETING
- INFLUENCER MARKETING
- VIDEO MARKETING
- GUERILLA MARKETING