

DIGITAL MARKETING

DEFINITION OF DIGITAL

- IT INVOLVES STORING AND TRANSFERRING DATA IN MACHINE-READABLE LANGUAGE BY CONVERSION INTO BINARY VALUES OF ZERO AND ONE.
- Digital helps in improving efficiency of operations and transfer data from one place to another at low cost.

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- Institute of direct and digital marketing:- “ the *management and execution* of marketing using electronic media such as the web, email , interactive TV, wireless media in conjunction with digital data about customers characteristics and behavior

Traditional Marketing	Digital Marketing
Can reach a large audience from Cities and Villages	Has less reach compared to traditional media
Cannot target the audience groups effectively	Can target the audience very effectively
Personalized advertising is not possible	Can customize the advertising as per user interests
Can take a long duration to implement a campaign	Can be implemented very fast and easily
Huge Budget is required to execute the campaign	Very cost effective and in some scenarios its Free
Can generate a positive ROI based on product	Very high ROI compared to advertising cost
Static Ads and mostly non engaging/interactive	Can create highly engaging and interactive ads
Measuring the campaign results is difficult	Can easily measure the campaign metrics and data

ZERO MOMENT OF TRUTH

- ▣ **There moments of truth :-** first moment of truth is point of sale,
- ▣ the second moment of truth is when customer bought the product
- ▣ and third when the customer used the product.
- ▣ **Now zero moments :-**
- ▣ customers looks for information reviews about a product or services on a search engine, social network, websites and forums before visiting to store.

POEM MODEL

- One useful way to organize media for planning purposes has been called the **POEM model** – paid, owned and earned media.
- Paid :- sponsored advertisements in different channels of digital marketing.facebook , linked in
- Owned :- is like asset of the company. Example website and youtube channels.

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- ❑ **EARNED MEDIA:-** IS ORGANIC AND UNPAID, PUBLICITY GENERATED THROUGH RECOMMENDATION, INCLUDES SOCIAL MEDIA ENGAGEMENTS SUCH AS LIKES AND DISLIKES.

WHY WE USE DIGITAL MARKETING

- 1. Audience targeting:- know which audience to target and why ,with specific pre designed message.
- 2. COST LEVERAGE :- COST EFFECTIVE FOR MESSAGING ACROSS LARGE NUMBER OF AUDIENCE.
- 3.Actionable reporting :- qualitative feed back is obtained from customers.

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- **4. location based messaging** :- message can be made as per their interest(customers).
 - **5.multi channel reach**:- it integrates data , communication across multiple platforms , making it finest form of integrated marketing.
 - **6. instant customer interaction**

PUSH AND PULL MARKETING:-

- Push marketing focuses on taking the product to the customer, and putting the product in front of the customer at the point of purchase.
- This type of marketing strategy hopes to minimize the amount of time between a customer discovering a product and buying that product.

PUSH MARKETING

- To accomplish this, companies use aggressive and wide-reaching ads to make the biggest and most immediate impact they can. on customers

PULL MARKETING

- Pull marketing is any method a company uses to generate demand for a product. This is contrasted with “push” marketing
- **Modern pull marketing uses various media channels to generate interest about a product or company, encouraging customers to seek out the product or company on their own. This is especially popular and effective within Internet marketing,**

SEARCH MARKETING

- WHICH INVOLVES PROVIDING A TECHNOLOGY PLATFORM TO CONSUMER TO **HELP THEM EXPRESS THEIR INTENT TOWARDS FINDING A PARTICULAR PIECE OF INFORMATION AND BUILDING A PUSH MARKETING BASED**

DISPLAY ADVERTISING

- ▣ BUILD ON PULLING DATA FROM CONSUMERS READERSHIP INTEREST ON PARTICULAR WEBSITE , DISPLAY ADV. ARE NEXT TO THE CONTENT BEING READ FOR CUSTOMERS TO INTERACT
- ▣ CLICK AND BUY ON LANDING PAGES.

TYPES OF DISPLAY ADVERTISEMENT

- It based on two factors:-
- Size and format
- On the bases of format display ads can be grouped into three categories.
- 1. Image adv:- static images realeted to your product and services. No effects.

STATIC AD.



RICH MEDIA ADS.

- These ads includes other elements such as animation, GIF and other dynamic aspects.
- **Video ads.**
- **Videos are embedded in the ad.**

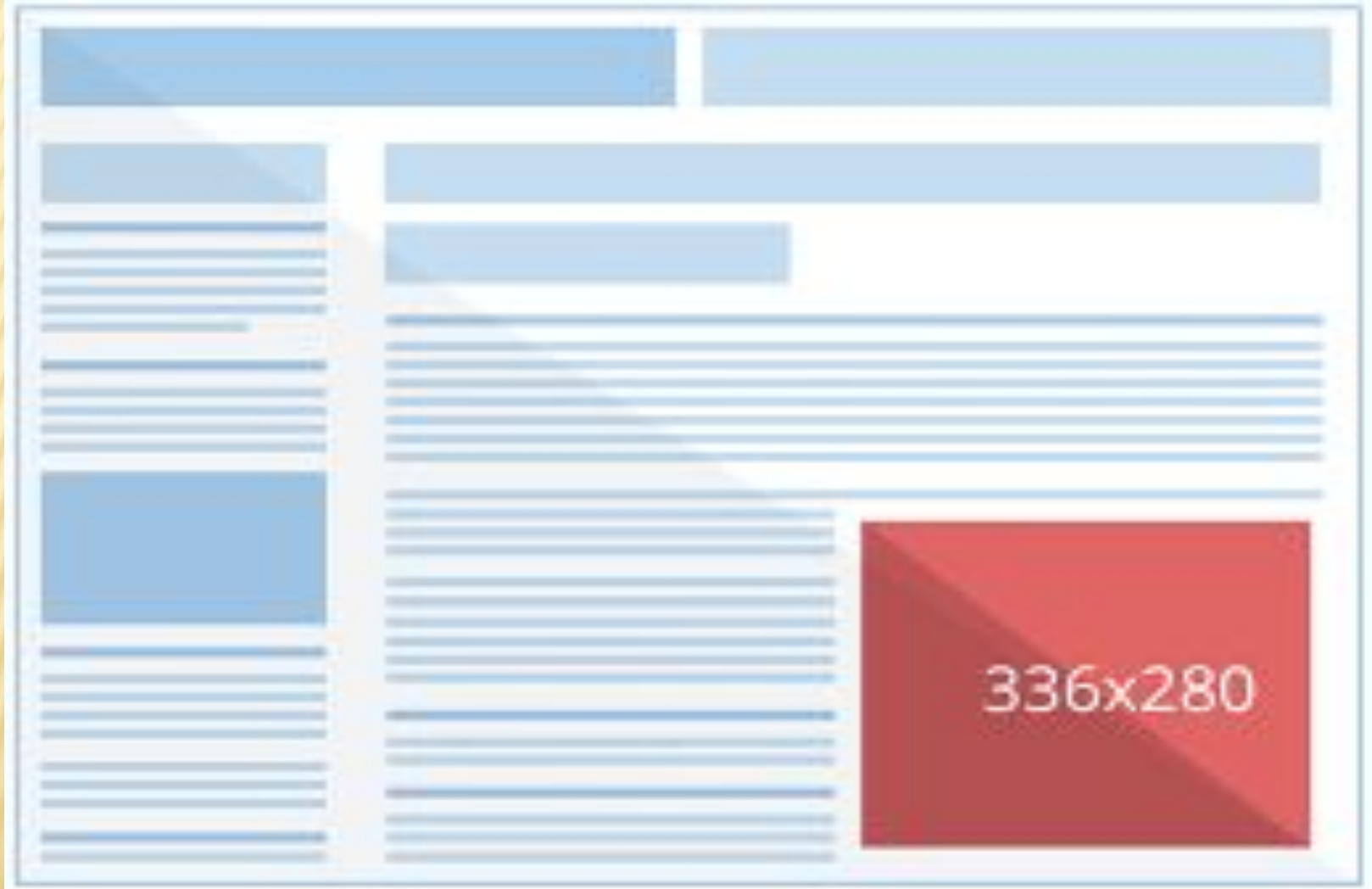
VIDEO ADS.

- ❑ Videos are embedded in the ad.
- ❑ Display Ad size are of various shapes and size :-
- ❑ **Medium rectangle :-** A **Medium Rectangle** is an advertising space that measures 300-pixels-wide by 250-pixels-high (300×250). **Medium Rectangles** are big and noticeable and appear on the right side of our pages

MEDIUM RECTANGLE AD.



LARGE RECTANGLE AD.



LARGE RECTANGLE AD.

- ❑ Large rectangle has more ad space when compared to the medium rectangle and thus can be communicate better.
- ❑ available only in the desktop mode.

LEADER BOARD

- THIS AD IS GENERALLY ABOVE THE MAIN CONTENT AT THE TOP OF THE PAGE.



HALF PAGE

- THIS IS THE BIGGEST OF ALL AND COVERS MOST PART OF THE WEBPAGES.
- AVAILABLE IN DIFFERENT SIZES. IT PROVIDES RICH ENGAGEMENT.



LARGE MOBILE BANNERS

- The **large mobile banner** is designed to fit the width of **mobile** device screens while occupying twice the height of the standard 320 x 50 **mobile** leaderboard **banner**. That gives advertisers twice the space to send a compelling message that encourages clicks.

BANNERS & BUTTONS

728x90

(Leaderboard)

468x60

(Full banner)

234x60

(Half banner)

320x100

(Large mobile banner)

120x90

(Button)

125x125

(Square button)

320x50

(Mobile leaderboard)

120x60

(Button 2)

88x31

(Micro bar)

120x240

(Vertical banner)

LARGE FORMAT ADS.

- ❑ **Covers a large part of the screen.**
- ❑ **They expand on hovering also called expandables.**

SOCIAL MEDIA MARKETING

- ❑ POWER OF SOCIAL NETWORKS
COMING TO INTERNET BASED
HERE MARKETER NOT ONLY
USES THIS INFORMATION BUT
MARKETER USE THIS
INFORMATION BACK FOR
ADVERTISEMENTS.

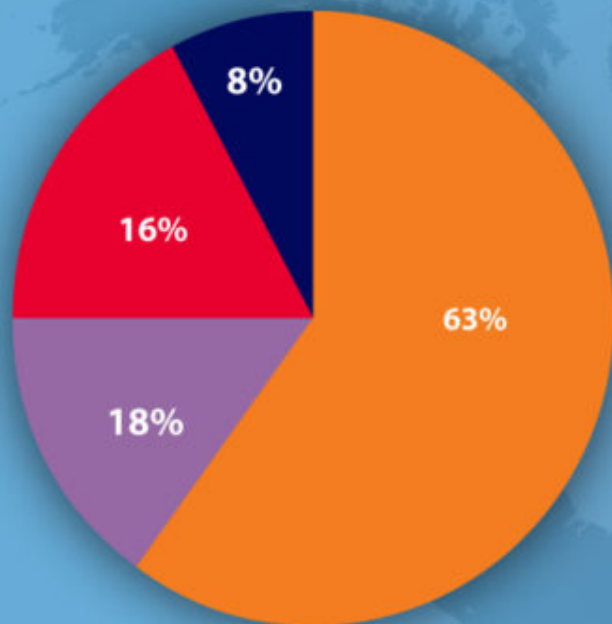
DRIVERS OF NEW MARKETING ENVIRONMENT

- ▣ 1. INVENTION OF INTERNET.
- ▣ 2. RISE OF GENERATION Y:- (BORN DURING 1980-1990). RAPID RISE OF SOCIAL NETWORKING.
- ▣ 3. TECHNOLOGY ADVANCEMENTS:- INVESTMENTS IN HARDWARE, INFRASTRUCTURE HAS MADE FEATURE RICH PLATFORMS LIKE MOBILE , TABLETS FOR INTERACTION AND COMMERCE .

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- ❑ CONSUMERISM RISING GLOBAL ECONOMIES:-
 - ❑ **RISE OF EDUCATION LEVEL .**
 - ❑ **INCREASE IN LEVEL OF INCOME
OF MIDDLE CLASS.**
 - ❑ **SO INCREASE IN NET RAPIDLY.**

TOOLS AND TECHNIQUES OF DIGITAL MARKETING

Primary Marketing Goal for 2017



● Customer Acquisition ● Brand Awareness
● Customer Retention ● Others


Top 3 Digital Marketing activities in India in 2016



A central pink oval with the text "SOCIAL MEDIA MARKETING" in white, bold, uppercase letters. Surrounding this central oval are various icons related to social media and technology, including a Wi-Fi symbol, a person with a plus sign, a share icon, a megaphone, a speech bubble with a lightning bolt, a magnifying glass, a globe, a cloud with arrows, a musical note, a basketball, a heart, a smartphone, a location pin, a Facebook 'f' logo, a Twitter bird, a speech bubble with a phone icon, a speech bubble with an envelope icon, a speech bubble with three dots, a speech bubble with lines, a heart, a camera icon, a paper plane, and a speech bubble with a heart and the number 498. The background is a yellow surface with a subtle diagonal line pattern.

Definition of Social Media Marketing

Definition of Social Media Marketing:



Social media marketing is an interdisciplinary and cross-functional concept that uses social media (often in combination with other communications channels) to achieve organizational goals by creating value for stakeholders. On a strategic level, social media marketing covers an organization's decisions about social media marketing scope (ranging from defenders to explorers), culture (ranging from conservatism to modernism), structure (ranging from hierarchies to networks), and governance (ranging from autocracy to anarchy).

➔ That is: Social Media Marketing is **not** (just) advertising via Facebook!

Source: Felix, R.; Rauschnabel, P.A.; Hinsch, C. (2016), Elements of Strategic Social Media Marketing: A Holistic Framework. Journal of Business Research, forthcoming

EMAIL MARKETING

EMAIL MARKETING

A form of direct marketing that uses electronic mail as a means of communicating commercial messages to an audience.

SEO Definition

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's unpaid results - often referred to as "natural," "organic," or "earned" results.



Definition

- ▶ Search engine marketing (SEM) is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages(SERPs) through optimization (both on-page and off-page) as well as through advertising (paid placements, contextual advertising, and paid inclusions).

Definition

- Mobile marketing is broadly defined as the use of the mobile medium as a means of IMC communication. It distributes any form of promotional or advertising messages to customers predominately through wireless networks.

REAN MARKETING ENGAGEMENT

- Model is developed in 2006 by Xavier blanc .
- (Reach, engage, activate & nurture) a plan stage is added before the four stage.(creating and planning of the marketing material).

BEAN MODEL

- And termed as “ MARKETING FUNNEL”.
- AND TO EXPLAIN CONSUMPTION
SIDE A SMALL FUNNEL IS ALSO
CREATED CALLED AS “
CONSUMER FUNNEL”.



REAN Model

REAN (which stands for Reach, Engage, Activate, Nurture) was first coined by Xavier Blanc in 2006. It helps you plan ahead and analyze the complex marketing activities that are needed to build and nurture customer relationships. REAN stands for:

- **Reach**: Marketing activities needed to raise awareness of your brand, product, or service. Off-line and online, from SEO to TV ads.
- **Engage**: The gradual, often multi-channel set of activities needed to engage prospects. In analytics, measures the click depth and time spent interacting with your website.
- **Activate**: The actions your prospects should and do take (i.e., defined and tracked calls to action)
- **Nurture**: The activities needed to nurture relationships, such as the use of CRM, email newsletters, offers to come back to the site, etc.

CONSUMER FUNNEL



CONSUMER FUNNEL

- ▣ INTENT :- WHEN A PERSON STARTS GENERAL ONLINE SEARCH.
- ▣ AWARENESS:- ACTIVE AND REAL TIME SEARCH, VISITS BLOGS AND MEDIA PAGES.
- ▣ INTEREST :- PRODUCT SITE INTERACTION.
- ▣ ACTION:- PURCHASE COMPLETED AND PRODUCT DELIVERED.
- ▣ FOLLOW:- POSITIVE FEEDBACK OR FALLOUT.

DIGITAL MARKETING ACTIVITIES

- ❑ INTENT BASED MARKETING :- (SEARCH MARKETING) based on search engine queries.
- ❑ BRAND MARKETING:- USING ADV. ACROSS WEBSITES FORMATS FOR MARKETING.
- ❑ CONTENT-MARKETING :- STORY BASED ELEMENTS TO SHARE MARKETING MESSAGES IN A TARGET FASHION.
- ❑ COMMUNITY BASED MARKETING:- SOCIAL COMMUNITIES AND NETWORK TO CONDUCT MARKETING.

Content Marketing Model



Attract Visitors

- Blog Posts
- Articles
- Web Content
- Videos



Gather Contact Info

- E-newsletters
- Webinars
- Ebooks
- White Papers



More Interaction

- Phone Consultations
- Assessments



Request A Proposal

CONTENT MARKETING

is the practice of creating, publishing, and sharing content with the goal of building the reputation and visibility of your brand.



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- ❑ **PARTNER MARKETING:- INVOLVES THIRD PARTY SITES FOR MARKETING INCLUDES SPONERSHIP.**
 - ❑ **COMMUNICATIONAL CHANNEL MARKETING :- INVOLVES ALL MARKETING PLATFORMS.**
 - ❑ **PLATFORM BASED MARKETING:- INTEGRATE MARKETING IN THE DEVICE**

DIGITAL MARKETING APPLICATIONS

- **Enhance of revenue**
 - **Potential to increase revenue**
 - **Even marketing manager do not know**
- **Brand amplification**
 - **Old methods requires more cost and efforts to reach new customer**
 - **Digital takes less time to reach and amplify multiple times the brand**
- **Support information seeking**
 - **Validate his purchase decision through comments and thought from multiple online sources**
- **Customized form of consumption**
 - **Creation of low cost applications, rated articles on interest blogs, it is way marketer engages customer**

- **Mixing multiple digital channels**

- **Integration of twitter with e commerce companies to place orders in e cart by including of special hash tag in their tweets.**

- **Instant response generation (feedback)**

- **If customers is not able to feel good about products , companies by this mechanism can take back their goods**

BENEFITS

- ❑ **1. Provides a playing level for small and medium business.**
- ❑ **2. Cheaper in campaign.**
- ❑ **3. Reach easy to customers.**
- ❑ **4. Easier to measure effectiveness.**
- ❑ **5. viral affect makes strong concept to reach to mass.**
- ❑ **6. provides greater engagement with imagery, content , information & customer support.**
- ❑ **7. acts as medium to better understand customer segments and actions.**

INTERNET BASICS

- ❑ **Intranet :-** An internal only network local network that uses internet technologies and creates a localized version of the internet. WHEN CONNECTED TO INTERNET INTRANET REST BEHIND A FIREWALL.
- ❑ **EXTRANET :-** AN EXTENSION OF THE COMPANY'S INTRANET, A NETWORK SET-UP TO BE ACCESSED BY A SELECTED SET OF EXTERNAL USERS.

CLIENT AND SERVER MODEL

- ❑ **IMPORTANT PART IS THAT HOW A REQUEST IS PLACED AND INFORMATION PACKETS ARE SENT BACK TO THE RECEIVER.**
- ❑ **WHEN ANY ONE LOGS ON INTERNET WE SEEING WEB THIS IS KNOWN AS (CLIENT).**
- ❑ ***CLIENTS ARE THE DEVICES THAT REQUESTS AND RENDER WEB CONTENT , REQUEST IS EXECUTED FROM ANY DEVICE INTO A BROWSER IS CALLED CLIENT LAYER.***

CLIENT AND SERVER MODEL

- ON THE OTHER SIDE OF CLIENT LAYER IS *SERVER LAYER*.
- *SERVERS ARE APPLICATIONS THAT DELIVERS WEB CONTENTS OR SERVICES TO CLIENTS.*
- *THERE IS A LAYER IN BETWEEN CLIENT AND SERVER CALLED THE INTERNET LAYER.*

WIRELESS NETWORKS

- ❑ WIRELESS IS THE TRANSFER OF INFORMATION BETWEEN TWO OR MORE POINTS THAT ARE CONNECTED BY AN ELECTRICAL CONDUCTOR.
- ❑ WLAN WIRELESS LOCAL AREA NETWORK SERVES THE SAME PURPOSE AS THE WIRED ONE WHICH IS TO LINK A GROUP OF COMPUTERS. THIS IS IMPORTANT BECAUSE IT COVERS VARIOUS TYPES OF FIXED, MOBILE AND PORTABLE APPLICATIONS.

WIRELESS TECHNOLOGY

- ❑ BEHIND IT IS THE RADIO FREQUENCY (RF) ,WIRELESS NETWORK IS A DEVICE KNOWN AS AN ACCESS POINT (AP).
- ❑ MULTIPLE BUSINESS INTERACTIONS:-
- ❑ 1. INDIVIDUAL TO INDIVIDUAL :- ONE TO ONE ECOMMERCE.
- ❑ 2.INDIVIDUAL TO SMBs:- HOME MADE PRODUCT DELIVERED TO SMALL BUSINESS TO MARKET AND THEN TO BIS CORPORATES.

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- ▣ **3. Individual to NGO:- PROFESSIONAL SERVICES TO CREATE BLOGS AND PROMOTIONAL MATERIAL FOR NGO EVENTS.**
 - ▣ **4.SMB TO INDIVIDUAL:- MANY SMBS ARE PROFESSIONALLY DEPLOYING GOOGLE ADVERTISING TO SELL TO INDIVIDUAL CUSTOMERS AND CUSTOMIZE SERVICE ESPECIALLY TO THEIR TASTE.**

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- ▣ **5. SMB TO SMB :- SMALL CONCERNS ARE IN BUSINESS OF PROVIDING VALUE ADDITION TO RAW PRODUCT TO REFINE THEM FOR USE BY OTHER ENTERPRISES.**
 - ▣ **6. LARGE BUSINESS TO INDIVIDUAL:- LARGE BRANDS ARE USING REAL TIME ADVERTISING TECHNIQUES TO TARGET CUSTOMERS ON ECOMMERCE SITES BASED ON THEIR PREVIOUS BUYING**

OPPORTUNITIES OF INTERNET MARKETING:-

- ❑ 1. REACHING OUT NEW SET OF PROSPECTS.
- ❑ 2. IMPROVING CUSTOMER CONNECT.
- ❑ 3. increase availability.
- ❑ 4. multiple pricing options.
- ❑ 5. reaching international markets.

CHALLENGES OF INTERNET MARKETING

- ❑ **1. Investment** :- Invest in IT is the biggest challenges. MARKETING IS CONCERNED AS COST CENTER.
- ❑ **2. ADOPTION**:- AS INVESTMENT IS FINALIZED NOW THE BIGGEST CHALLENGE IS ABOUT FORMING A CLEAR STRATEGY.
- ❑ **3. Resource** :- right kind of training.
- ❑ **4. integration** :- big challenge is to integrate marketing functions with all departments.
- ❑ **5.ROI** :- ESTABLISHING COST AND EFFECT RELATIONSHIP IS DIFFICULT

ASCOR DIGITAL MARKETING FRAMEWORK

- **ASCOR STANDS FOR :-**
- **1. Assessment phase :- ASSESSMENT OF INTERNAL AND EXTERNAL MARKET PLACE ENVIRONMENT. To ascertain current digital presence**
- **a. external analysis :-** refers macro and micro environment(which surrounds and influence the firm, products & operations , opportunities.

ASCOR STANDS FOR :-

- ▣ B. Internal analysis :- FACTORS WHICH ARE INTERNAL TO *COMPANY WITH IN COMPANY'S CONTROL.*
- ▣ C. DIGITAL PRESENCE ANALYSIS:- IT IS 2 INTO 2 MATRIX HELP FIRMS IDENTIFY PRESENT DIGITAL STATE THROUGH COMBINED ANALYSIS OF EXTERNAL AND INTERNAL FACTOR.

ASCOR STANDS FOR :-

- **2:- PHASE 2- STRATEGY :- SECOND PHASE INVOLVES ROAD MAP KEY SATEGES ARE :-**
- **A. DIGITAL STRATEGY DEFINITION:- BUSINESS STRATEGY FOR FIRM GOING DIGITAL INVOLVES ALIGNMENT OF FIRM'S CORE COMPETENCIES**
- **B. CUSTOMER DEVELOPMENT STRATEGY (STP 2.0) :- DEVELOP NEW (SEGMENTATION , TAGETING & POSITIONING) BASED STRATEGY.**
- **C. DIGITAL MARKETING MIX:- IT INVOLVES CLASSSSIC 4P'S(PRODUCT , PRICE, PROMOTION , PLACE) NEW P'S (PEOPLE, PROCESS, PROGRAMS AND PERFORMANCE).**
- **D. 6S DIGITAL MARKETING IMPLEMENTATION FRAMEWORK:- 6S (SCOPING, SHADOW, SET-UP, STABILITY, SCALE-UP, SPECTRUM)**

ASCOR STANDS FOR :-

- ❑ **PHASE 3- COMMUNICATION AND CHANNEL MIX**
- ❑ **A. digital media planning :-** developing The strategy towards a media plan, taking in mind present product life cycle.
- ❑ **B. communication program design :-** helps create an implementation plan towards developing the communication message.
- ❑ **C. channel mix development :-** involves positives one channel to another .
- ❑ **D. budget allocation for channel mix :-** involves communication objectives and the nature of returns expected from each channel.

ASCOR STANDS FOR :-

- ❑ **Digital marketing operations :-** deployment stage for digital operations and involves planning , implementation, monitoring and optimization for getting maximum profit from campaign.
- ❑ **Activities involves :-**
- ❑ **a. digital campaign planning** aligning resources and developing campaign objectives .

ASCOR STANDS FOR :-

- B. multi channel campaign set up :- actual operation work for setting up the campaign across multiple channels.
- C. campaign execution :- activities performed by campaign manager right from the time of start.
- D. campaign monitoring and tracking:-starts receiving daily and weekly data points and metrics so that data can be effectively analyzed & monitored.

ASCOR STANDS FOR :-

- Phase-5 refinement :- strategies for future digital marketing activities.
- A. IMPLEMENTING WEB ANALYTICS.
- B.DEFINING MEASUREMENT FRAMEWORK:-
- HELPS IN GENERATING QUANTATIVE AND QUALITATIVE ANALYTICS.
- C.MARKETING IMPLEMENTATION ROI:- CALCULATES EXPENSES ON ALL MARKETING CHANNELS.
- D. DIGITAL MARKETING REFINEMENT :- AS FINAL STEP OVER ALL DIGITAL MARKETING STRATEGY USING FIVE STEP MODEL DEFINE , MEASURE , ANALYZE, ACTION AND IMPROVE.

CRITICAL SUCCESS FACTORS FOR DIGITAL MARKETING

□ 6i model

- **A. intent –based:-** actionable information from visitors and customers helps in product development cycle and to get information on customer preferences.
- **B. INTERACTIVE :- RESPONSE AND ACTION**
(IMPRESSION/CLICK)VOLUNTARY SHARING OF PERSONAL INFORMATION, KEEP CUTOMERS ENGAGED WITH PRODUCT.

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- **C. IMMERSIVE :-DIGITAL COMMUNICATION CREATED TO APPEAL TO OUR SENSES WITH STRONG DESIGNS.**
 - **D. IMMEDIATE :- 24 BY SEVEN ACTIVITY IS THE KEY ANY TIME SEARCH AND BUY.**
 - **E. INTERESTING :- MULTIPLE WAYS CONTENTS ARE RUN FOR BRANDS , EXPERTS SHARE THEIR VIEWS, WEBINAR CONDUCTED, VIRAL CAROON VIDEOS**

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