

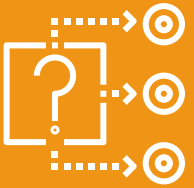


# Digital Marketing

Engineer your Career as Digital Marketer  
*Signature Training by Qasim Nadeem*

Problem identification requires critical thinking,  
But solving a Problem just requires creative thinking\_

## What is Course About?



Digital Marketing is like breath to the businesses today, so its understanding gives you the highest place in the business world. Training is carefully designed to meet all the requirements of the Digital Marketer job role in the current marketplace.

The course also addresses the ECommerce trends so the digital marketer can help businesses to sell their products over the Internet. And the addition of WordPress let you fly solo in the freelancing market





# Meet the Instructor



- Microsoft Certified Professional in Web and Cloud Technologies
- Started Professional Life in **1989-90** and spent 7 years in Low Level Software Engineering
- A Decade in Networks i.e. MCSE CCNA CCNP
- Last Decade in Web & Software Engineering i.e. MEAN & MERN Stack (Node.js, ExpressJS, ReactJS, NextJS, Angular, MongoDB), PHP - Laravel, ASP.Net, C#, Java, Android, SQL Server, HTML, CSS, Javascript etc.
- Digital Marketing (SMO, SMM, SEO, Affiliate Marketing, Blogging)
- Running a Software House that delivers various products i.e. Ecommerce Portals, Job Portals, LMS, Corporate Websites etc.
- Consultant to Ecommerce & Web Industry
- Working in capacity of Principal Technologist & eCommerce Expert



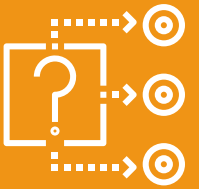


# In-demand Skills for the Role of Digital Marketer

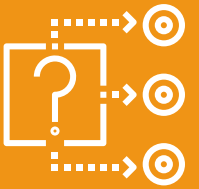
- Understanding of Marketing Concepts
- Digital Marketing [Social Media, Emails, etc]
- Graphics Designing
- Videos & Video Editing
- Web Design / WordPress
- Social Media Marketing
- Email Marketing



# Course Content



# Let's Start with Marketing







# The Marketing

"The art of telling stories so enthralling that people lose track of their wallets". *The New York Times* '2017

Marketing refers to activities a company undertakes to promote the buying or selling of a product, or service.



# Marketing Process

Offering: Product or Service

*Value Creation: Process through which company knows what customer needs and making product or delivering service accordingly*

*Communication: Effectively passing your message to customer*

*Deliverability: Delivering the product or service to customer*

**Value Exchange:** Customer is getting product or service and we are getting financial resources.

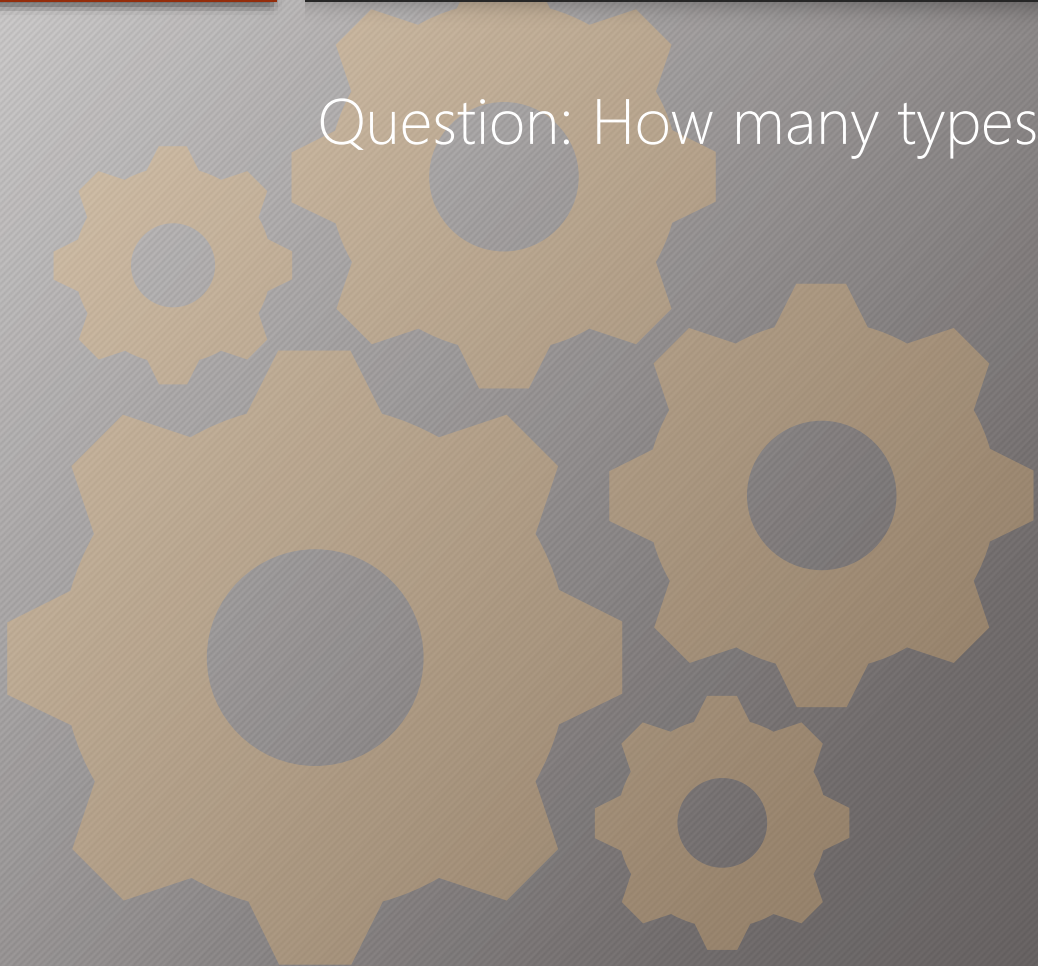
Marketing





# Types of Marketing – Question?

Question: How many types of Marketing do you know?





## Traditional

- Print Media
  - Newspaper
  - Flyers
  - Magazines
- Hoarding/Insignia
- Event Marketing
- Radio & TV Ads

## Digital

- Email Marketing
- SMS Marketing
- Social Media M.
- Search Engine M.
- Content Marketing
- Influencer Marketing
- Call to Action – CTA
- Tele Marketing
- Affiliate Marketing

## Most Effective?





# Facts about Digital Marketing?

Vast Reachability

Insights/Tracking

Personalization

Greater Influence on Purchasing Decision

Re-targeting

Feedback



# Inbound & Outbound Marketing

**Inbound Marketing** is a business methodology that attracts customers by creating valuable content and experiences tailored to them.

Ways: Social Posts & Articles, Blogs, Infographics, eBook, Whitepaper, Podcast, Video Series, and Most in-demand **SEO**.

**Outbound Marketing** also referred as “interruption” or “push” marketing, uses tactics that get a message to a large number of people in an effort to make a sale.

Ways: Print/TV/Radio Advertising, Cold Calling, Direct Mail, Mass Emails, Outdoor Signage, Radio Spots, Social Media Ads etc.



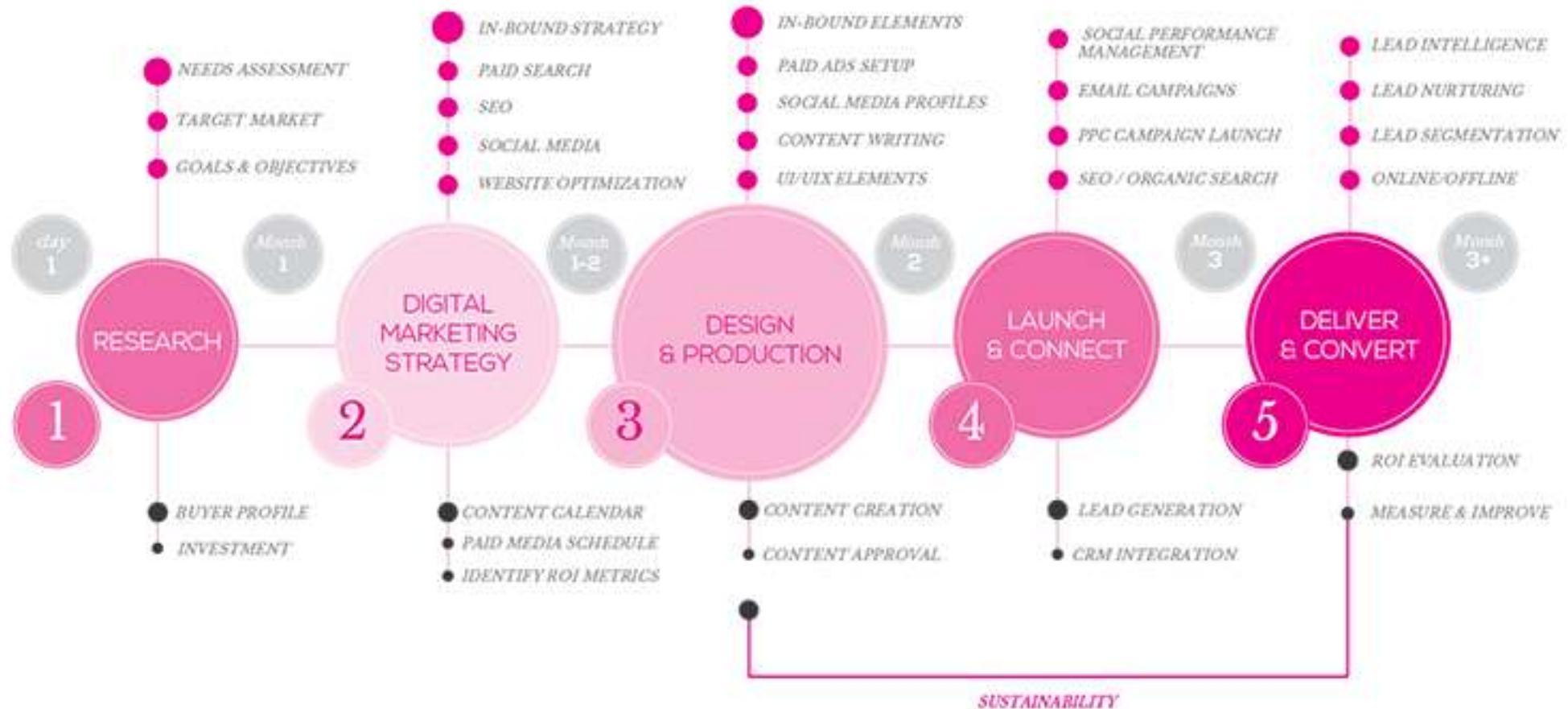


# Why Choose Digital Marketing? Prove!

<input type="checkbox"/>		Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	<input type="checkbox"/>	[01/17/2021] Promoting Interact	— Purchase	1,443	1,550	— Per Purchase	Rs539.28	Jan 18, 2021
<input type="checkbox"/>	<input type="checkbox"/>	[01/16/2021] Promoting Products for RedSig...	1 Purchase	3,200	3,375	Rs1,460.72 Per Purchase	Rs1,460.72	Jan 17, 2021
<input type="checkbox"/>	<input type="checkbox"/>	Post: "All you need to do to enter is:"	1 Purchase	1,069	1,167	Rs399.58 Per Purchase	Rs399.58	Jan 15, 2021
<input type="checkbox"/>	<input checked="" type="checkbox"/>	RS-CatalogSales6Feb21	— Purchase	—	—	— Per Purchase	—	Feb 9, 2021
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[02/03/2021] Promoting RedSignal.pk	105 Page Likes	2,011	2,284	Rs4.74 Per Page Like	Rs497.18	Feb 4, 2021
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AwarenessCampaign29-31Jan2021	6,410 Estimated Ad Recall ...	84,368	94,805	Rs0.12 Per Estimated Ad Re...	Rs792.02	Jan 31, 2021
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AwarenessCampaignJan2021	5,000 Estimated Ad Recall ...	64,401	68,289	Rs0.10 Per Estimated Ad Re...	Rs508.45	Jan 25, 2021



# Marketing Campaign Process





Jazak'Allah

