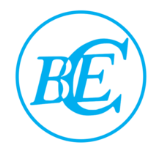
**COLLEGE OF BUSINESS EDUCATION**

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**BACHELOR IN INFORMATION TECHNOLOGY**

**E-BUSINESS**

**INDIVIDUAL ASSIGNMENT**

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| **NAME** | **REGISTRATION NUMBER** |
| SHADRACK J MBALLAH | 03.3443.01.01.2020 |

**QUESTION**

1. Explain digital marketing.
2. Explain in details with examples the meaning of the following:
3. Credit card
4. Debit card
5. Smart card
6. Virtual auctions

DIGITAL MARKETING.

This is the form of marketing which uses internet and digital based technologies to promote products and services, but it also connects a business with potential customers. As digital platform and digital devices increasingly become mostly potential to people around the world, then instead of going physically to the shops people uses their digital devices to access and request for different products and services.

Digital marketing employs the combination of the Search Engine Optimization, Content Marketing, content automation, data-driven marketing, social media marketing, e-mail direct marketing, display advertising, e-books and also games. But digital marketing extends to non-internet channels that provide digital media of communication such as television, mobile phone (SMS and MMS) callback, and on-hold mobile ring tones.

Due to the rise in digital marketing companies started to prefer the online techniques in promoting and reaching their customers, so they start to use database marketing, meaning they store all the potential customers information’s. Databases allowed companies to track customer’s information more effectively and transform the relationship between the buyer and seller. Then this step led to the need of having the server-client architecture known as **Customer Relationship Management (CRM).** This application became the most significant in digital marketing technology, then after having this application and the rise of internet usage among people, led to first clickable **banner ad in 1994.**

Later on marketing automation was developed as it was used to automate the conventional marketing processes and replace the salesperson.

The main key objective of modern digital marketing is to raise Brand Awareness, this defines to which extent did the customers and general public are familiar with the brand of your product or service. The importance of brand awareness among the customers has impact in brand perception and customer decision making. Instead of going physical to the shop and find themselves without proper decision.

The following are the digital marketing channels that may lead to maximum two-way communication between customer’s and the business.

* **Affiliated Marketing:** is a digital marketing tactic that lets someone make money by promoting another person’s business. It works using a revenue sharing model. If you're the affiliate, you get a commission every time someone purchases the item that you promote. If you're the merchant, you pay the affiliate for every sale they help you make.
* **Display Advertising:** this includes the wide range of advertisement like advertising blogs, networks, interstitial ads, contextual data, ads on search engines classified or dynamic advertisement.
* **Email marketing:** this is considered one of the cheapest channel of digital marketing as its simplest way of reaching the potential customers but if not used effective and in most useful way it may be considered the bothersome to customers, emails may have the more inviting feel to customers by using the visual appeal and styles that can please a customer and feel welcomed and enjoy the service or product.
* **Search engine marketing:** 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) primarily through paid advertising. SEM may incorporate [Search engine optimization](https://en.wikipedia.org/wiki/Search_engine_optimization), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.
* **Social media Marketing:** Here the products and services are being promoted using the most known social media’s such as WhatsApp, Instagram, Twitter, Pinterest and so on, the aim is either to direct customers to a certain websites by placing the links in there or to allow them reach the salesperson and choose their products or services they desired.
* **Social networking services:** these are online platforms which people use to build social networks or social relations with other people who share similar personal or career interests activities backgrounds or real-life connections, thus allow digital marketing to come in between by promoting their businesses and services through ads and so on.
* **In-game advertising:** inclusion of products or brands within a digital game, this may have good perception to customers if and only if the game is enjoyable otherwise it means also the customers will have negative perception to the advertisement that included in the game.
* **Video Advertising:** Online Video Advertising usually consists of three types: Pre-Roll advertisements which play before the video is watched, Mid-Roll advertisements which play during the video, or post-Roll advertisements which play after the video is watched. Example of this form of digital marketing channel is most popular in YouTube. This may also help to reach more customers.
* **Inbound Marketing:** a market strategy that involves using content as a means to attract customers to a brand or product. Requires extensive research into the behaviours, interests, and habits of the brand's target market.
* **SMS marketing:** Although the use and popularity of this way of digital marketing is decreasing but still have the most significant effect in reaching most customers and bring in their attention to the products and services.

**BENEFITS OF DIGITAL MARKETING**

* Access of any information that is needed at any time or place.
* Help the business to understand the potential needs of their customers in terms of their categorizations. Example based on age, location, interests and education.
* Also, digital marketing allows customers to have better and proper choices of service and products even before approach the buying process.
* Help business to reach, inform, engage, offer, sell service and products to customers.

**CREDIT CARDS**: