

Chapter 10

Digital Marketing

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∴ Techniques and tools

- **Digital marketing** is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online.
- The best digital marketers **have a clear picture** of how each digital marketing campaign supports their overarching goals.
- Depending on the goals of their marketing strategy, marketers can **support a larger campaign** through the free and paid channels at their disposal.

.: Techniques and tools (cont.)

9 Digital Marketing Techniques:

- Social Media Marketing. A strong presence on social media platforms is the most important digital marketing tool
- Search Engine Optimization
- Email Marketing
- Content Marketing
- Video Marketing
- Web Advertising
- Affiliate Advertising
- Overall Personalization
- Creating an app

**Customer Loyalty
Programs**

Lead Generation

Automation

Direct Mail

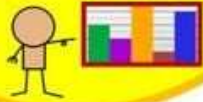
Video

Advertising

**Event
Marketing**

SEO =
Search Engine Optimization

**Marketing
Tools**



**Media
Monitoring Tools**

Event Marketing

**Classified
Ads**

SEO

Social Media

Surveys

**Google
Analytics**



.: Marketing strategies through online platform and social media

- **Online Marketing** is the process of creating, delivering & communicating the value of a product or service and making it relevant to customers so that they are compelled to consider buying a product or a service when they encounter your brand online
- It also the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers
- **Social media marketing** is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals

A successful social media marketing strategy **will look different for every business**, but here are the things they will all have in common:

- **Knowledge of your audience**: What platforms they use, when they go on them and why, what content they like, who else they're following, and more.
- **Brand identity**: What is the message you want to convey to your audience? How do you want them to feel when viewing your content?
- **Content strategy**: While there is a level of spontaneity on social, you'll need a structured content strategy to be able to have a consistent voice and produce quality content regularly.

- **Analytics**: Quantifiable insights will inform your strategy, including who you're reaching, the right content to share, the best times to post, and more.
- **Regular activity**: Social media is a real-time platform. If you want to use it to grow your business, you need to post regularly, stay on top of engagements with your business, engage back, keep up with trends, and maintain accurate profiles.
- **Inbound approach**: Don't use social media to pitch your business. Focus on adding value through useful and interesting content and building up those around you. This, in turn, will organically promote your business and others will promote it for you.

Some of the **specific benefits** of social media marketing

- **Humanize your business:** Social media enables you to turn your business into an active participant in your market. Your profile, posts, and interactions with users form an approachable persona that your audience can familiarize and connect with, and come to trust.
- **Drive traffic:** Between the link in your profile, blog post links in your posts, and your ads, social media is a top channel for increasing traffic to your website where you can convert visitors into customers.
- **Generate leads and customers:** You can also generate leads and conversions directly on these platforms, through features like Instagram/Facebook shops, direct messaging, call to action buttons on profiles, and appointment booking capabilities.

- **Increase brand awareness:** The visual nature of social media platforms allows you to build your visual identity across vast audiences and improve brand awareness. And better brand awareness means better results with all your other campaigns.
- **Build relationships:** These platforms open up both direct and indirect lines of communication with your followers through which you can network, gather feedback, hold discussions, and connect directly with individuals.

∴ Digital marketing process

- A digital marketing process is a broad term to explain any number of steps you take **to achieve a digital strategy**.
- You might have a digital marketing process to curate content, schedule posts, and engage with your audience **as part of your social media strategy**



- **Digital marketing strategy** involves an assessment of specific goals that are achievable through online channels.
- In an era when many consumers transact business on their mobile devices, a well-executed digital marketing strategy **can be crucial** to organizational success

Top 10 Growing Remote Jobs for Marketers (Past 6 Months)

1. Digital Marketing Specialist
2. Copywriter
3. Digital Marketing Manager
4. Search Engine Optimization Specialist
5. Content Writer
6. Social Media Manager
7. Marketing Manager
8. Media Buyer
9. Social Media Marketing Specialist
10. Account Manager



*Thank
you!*

