Day 2: Core Digital Channels: Websites, Content, and Paid Ads (Unit I)

Lesson Goal: Detail the three core pillars of digital marketing—the website as the hub, content as the magnet, and PPC as the targeted driver.

1. Website Marketing: The Digital Hub

The website is the **centerpiece of all digital marketing activities**.

- **Purpose:** It is a powerful channel on its own, and it is the medium needed to **execute a variety of online marketing campaigns**.

- **Representation:** It should represent a brand, product, and service in a **clear and memorable way**.

- **Technical Requirements:** For optimal performance, a website **should be fast, mobile-friendly, and easy to use**.

2. Content Marketing: Reaching Customers with Value

Content marketing is the strategy of **reaching potential customers through the use of content**.

- **Strategy:** Content is usually published on a website and then **promoted through social media, email marketing, SEO, or even PPC campaigns**.

- **Tools/Formats:** Common tools of content marketing include **blogs, eBooks, online courses, infographics, podcasts, and webinars**.

3. Pay-Per-Click (PPC) Advertising: Precision Targeting

PPC advertising enables marketers to reach internet users through **paid ads** on various digital platforms. The advertiser pays a fee **each time one of their ads is clicked**.

- **Platform Diversity:** Campaigns can be set up on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook. The most popular PPC platforms are **Google Ads** and **Facebook Ads**.

- **Targeting Capabilities:** PPC campaigns can **segment users** based on their **demographic characteristics** (age or gender), **particular interests or location**.

4. Modern Digital Marketing Trends

Two major trends are shaping modern digital strategy:

- **Omnichannel Marketing:** This is an approach that uses **different digital mediums** to promote, engage, and serve customers. It helps in **attracting new customers**, **increasing trust and loyalty**, and **boosting sales**.

- **Artificial Intelligence (AI):** AI is the process of developing smart computer systems. Companies use AI to **gauge customer needs** and demands, find patterns in buying behaviour, and formulate marketing strategies. AI applications can also be used for **content creation and ad monitoring**.