



# FREELANCING & DIGITAL MARKETING COURSE

## Class # 1

“*Do it because they said you couldn't.*”



# What is Marketing?

**Marketing** is the **activity, set of institutions and processes** for **creating, communicating, delivering and exchanging offerings that have value** for **customers, clients, partners, and society** at large.

1. activity, set of institutions and processes
2. creating, communicating, delivering and exchanging
3. offers that have value
4. customers, clients, partners, and society





# 4 Core Parts of Marketing Definition

1. Marketing is the activity, set of institutions and processes



2. Creating, communicating, delivering and exchanging



**Marketing**

3. Offers that have value



4. Clients, customers at large





# Purpose of Marketing to deliver



**Offers**



**Values**



**Clients**



# Why do we need Marketing?

Marketing is essential for your business because it helps you reach potential customers, build brand awareness, and communicate the value of your products or services.





## Heavy Machines



## Factories



## Franchises



## Hire the Staff







# Evolution of Marketing

Journey of Marketing like this

## 1. Mela





# Evolution of Marketing

Journey of Marketing like this



## 2. Printing Technology







# Evolution of Marketing

Journey of Marketing like this



## 3. Radio Technology





# Evolution of Marketing

Journey of Marketing like this



## 4. Television TV



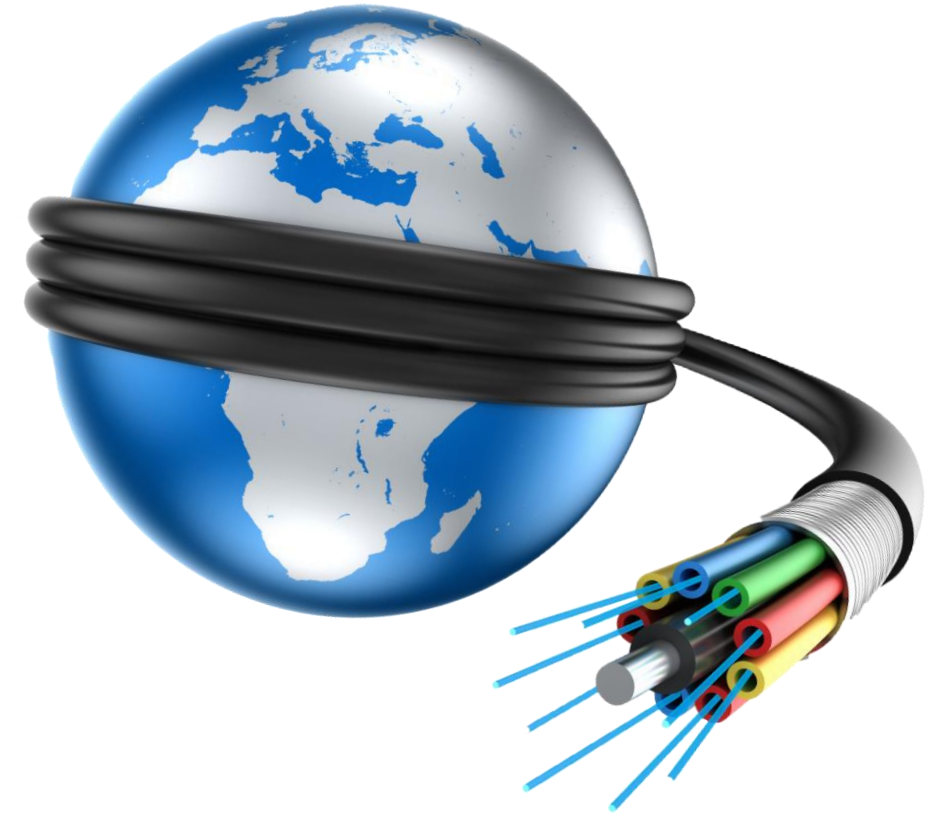




# Evolution of Marketing

Journey of Marketing like this

## 5. Digital Tools & Internet





# Evolution of Marketing

Journey of Marketing like this



## 6. Ai Artificial Intelligence

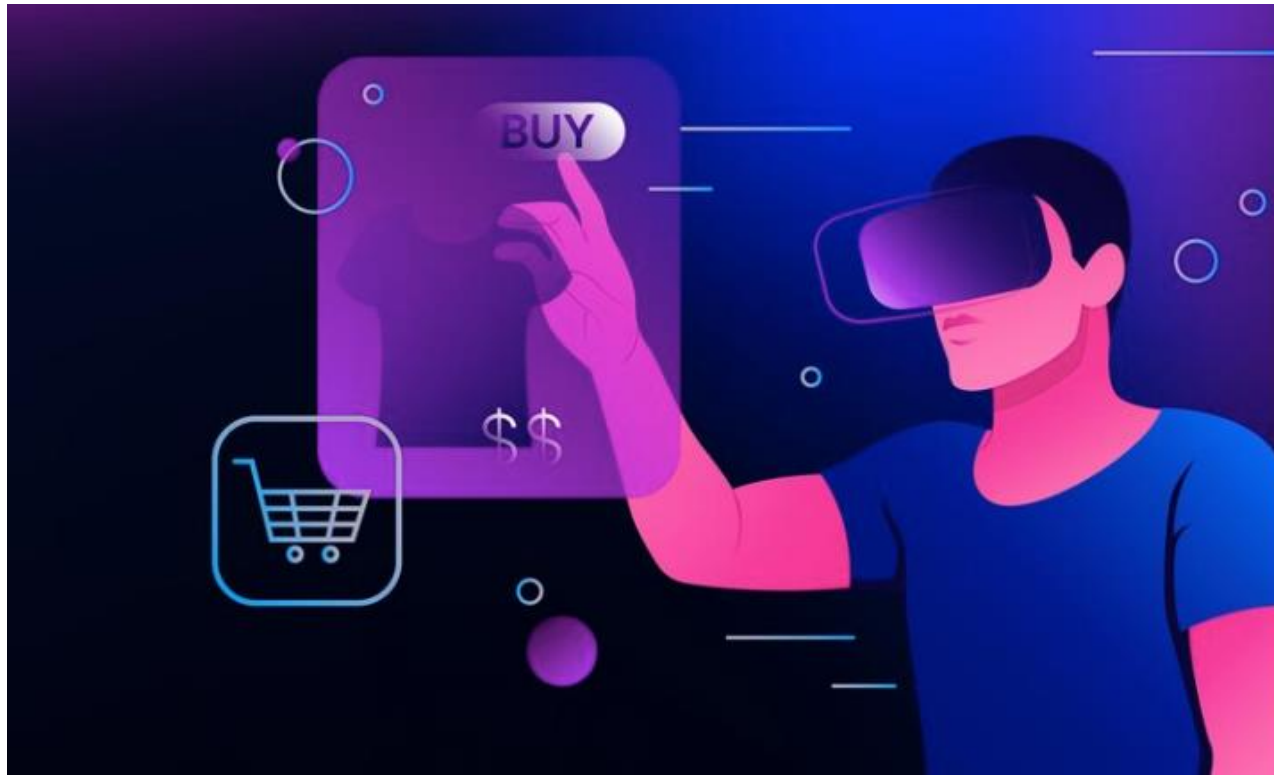






# Evolution of Marketing

Journey of Marketing like this



## 7. Metaverse





# Digital Marketing



# Traditional Marketing





# What is Digital Marketing?

"All the marketing that we do on Digital Devices is what we call Digital Marketing."

Devices like on mobile phones, laptops, tables, digital TVs, digital bill boards, and computer systems.





## 3 Marketing Techniques

### ATL (Above the Line)

- Mass Media Techniques
- Uncountable Audience/Clients
- Examples are TV Ads, Radio Ads, and on Social Media

### BTL (Below the Line)

- Focused group of people
- Countable Audience/Clients
- Examples are call centers, physical marketing on business shop

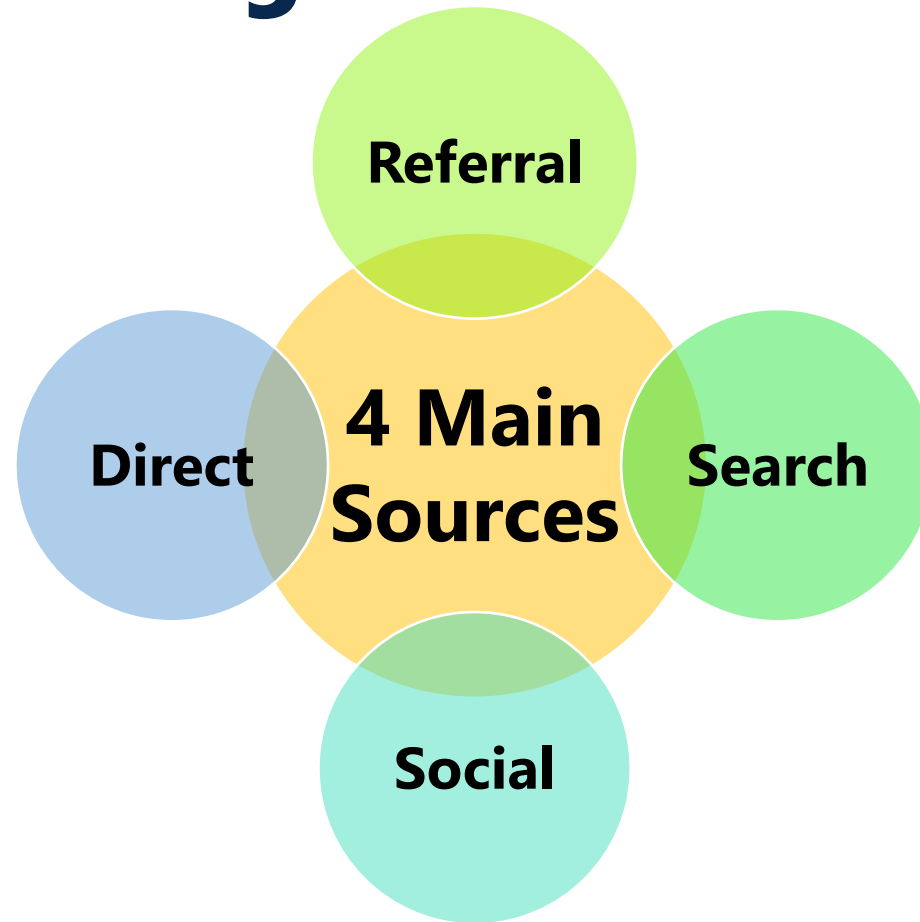
### TTL (Through the Line)

- Combination of ATL+BTL
- Countable/Uncountable Audience/Clients
- Example are TV, Radio, Call centers, Social Media





# How to measure Digital Marketing?





# Search Media Marketing

Marketing or people traffic that comes to you through various search channels on the internet is what we call **Search Media Marketing**.





# Social Media Marketing

Marketing on all social media applications and driving customers to your business from there is called **Social Media Marketing**.

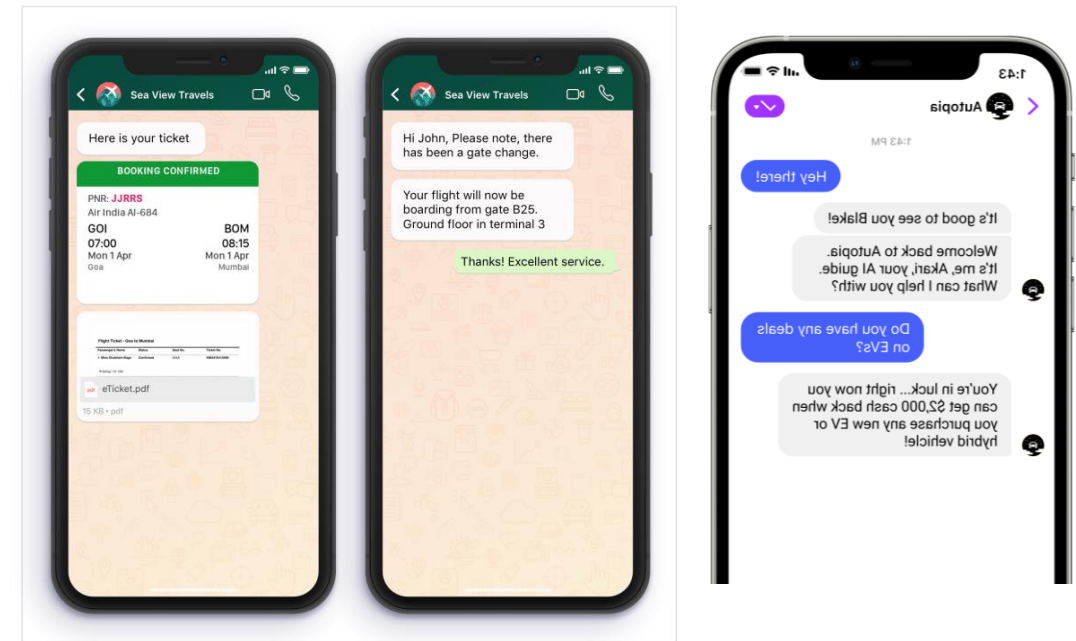




# Direct Marketing

This is the type of marketing in which the relationship between us and the customer is direct. This means that if we want to reach the customer, we must have their email and phone number. Likewise, if we have the customer's number, we will message or call them directly and is called **Direct Marketing**.

It includes Email Marketing and SMS Marketing.







# Referral Marketing

This is called word of mouth marketing in traditional marketing.

But in Digital Marketing, giving reviews, testimonials, star, rating and feedbacks about any product is what we call **Referral Marketing**.

Nowadays **Influencer Marketing** is a modern term coined. In which a person is presented on his social media in front of his millions of followers by making a review video on a specific product and that person is called **Social Media Influencer**.

