

Module **1**

Digital Marketing and its Significance

1

Digital Marketing and its Significance

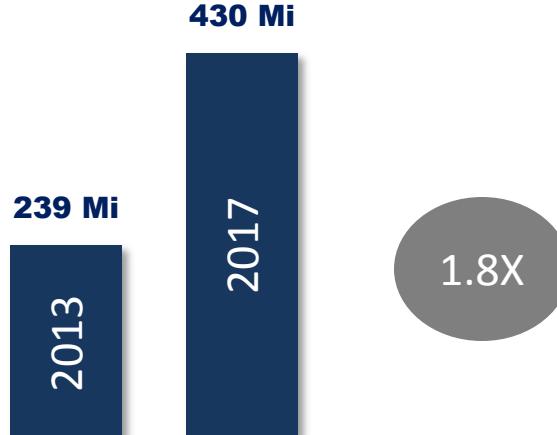
Learning Objectives

1. To discuss the digital marketing scenario in India
2. To explain the concept of Digital Marketing
3. To understand the domain of Digital Marketing
4. To discuss the significance of Digital Marketing

Internet and Mobile Phones



Digital India has Taken off Dramatically



BCG and Google
2018

Number of Internet Users

2nd
Largest Country in the world

Source:www.internetworkworldstats.com

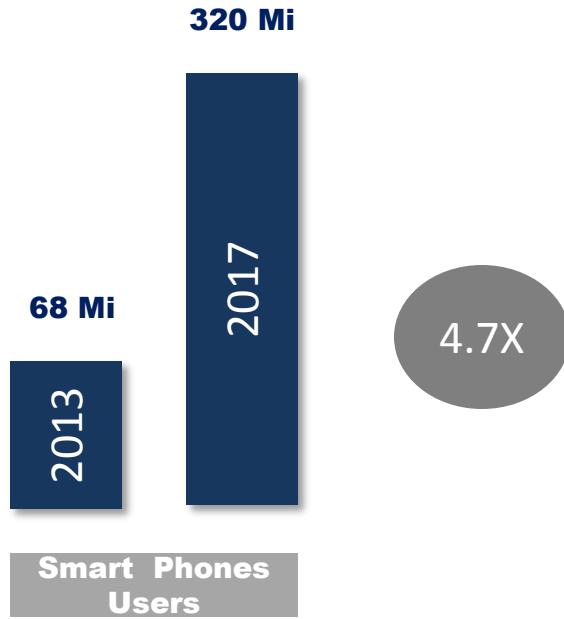
Digital India has Taken off Dramatically

59%

Indian Population will be
using internet by 2021

Cisco Visual Networking Index

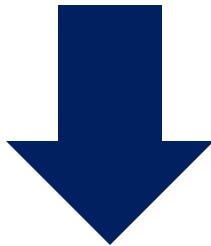
Digital India has taken off dramatically



Smart Phone Users in India

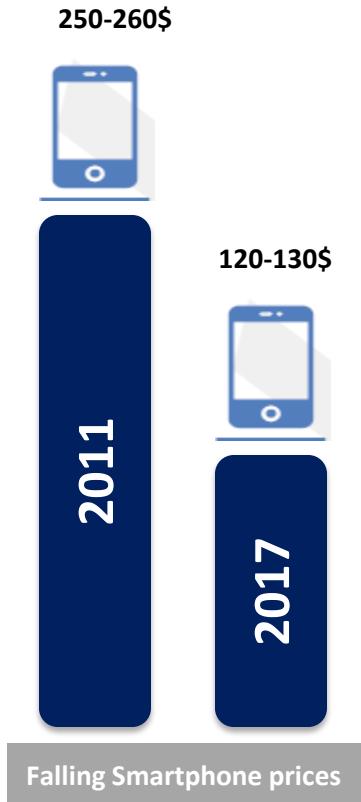


High Growth of Smart Phone users in India



Many Factors

Huge data unlock is along the way



Declining Prices of Mobile Phones



Mobile Phones are

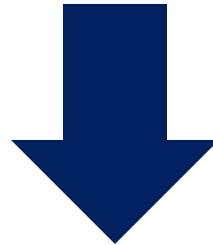
**1
st**

Preference of Internet Access





Huge Data Unlock

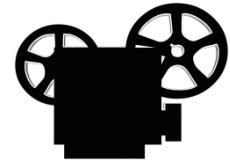
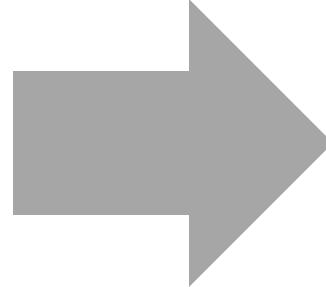
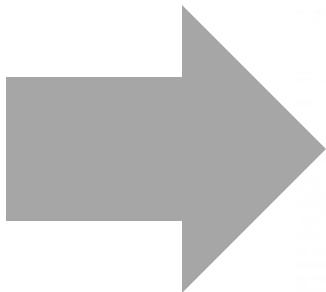
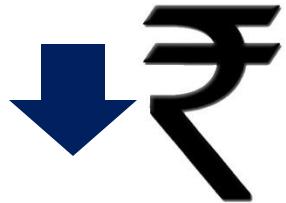
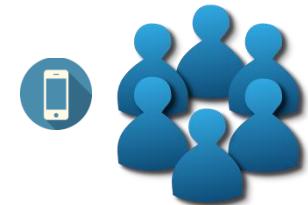


Data Consumption Increased

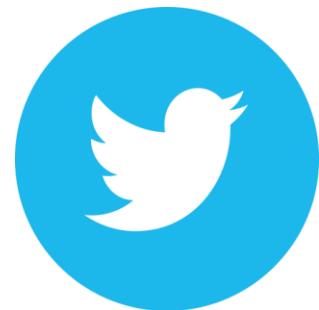
Huge data unlock is along the way



Tariffs per GB of data as a % of GNI per capita

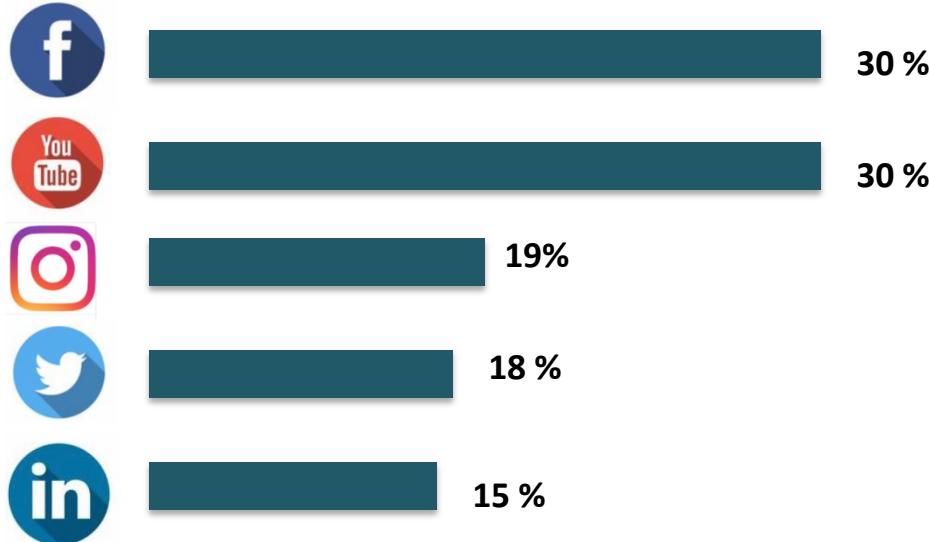


Social Media Platforms



We are also becoming Social

Social Media penetration (3rd Quarter 2017)



Statista, 2017

Module 1

Digital Marketing and its Significance

(Part: II)

Internet and mobile phones have impacted the Traditional Marketing in a Big Way

Digital Marketing

What is Digital Marketing ?

“Digital marketing is the practice of promoting products and services using digital distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner”

(Reitzin, 2007)

Digital Marketing is the process of **MARKETING** of
Products and services by using internet and digital devices
like computers, tablets, mobile phones etc

Digital Marketing is the process of MARKETING of Products and services by using internet and digital devices like computers, tablets, mobile phones etc

What is Marketing



Marketing is a process of identifying customers' needs and satisfying those needs by delivering the products or services by creating the value for customers as well as for the business

Key Points

- Identification of needs
- Satisfaction of needs
- Delivering Products or Services
- Creating value for customers
- Creating value for customers

Example

Developing a MOOC course on Digital Marketing

Companies/Businesses → Needs of Customers → Satisfaction of Needs

Pricing

Product

Promotion

And Many
More...

Marketing

Example

Developing a MOOC course on Digital Marketing

Pricing

Product

Promotion

And Many
More...



Digital Marketing

Example

Developing a MOOC course on Digital Marketing

Pricing

Product

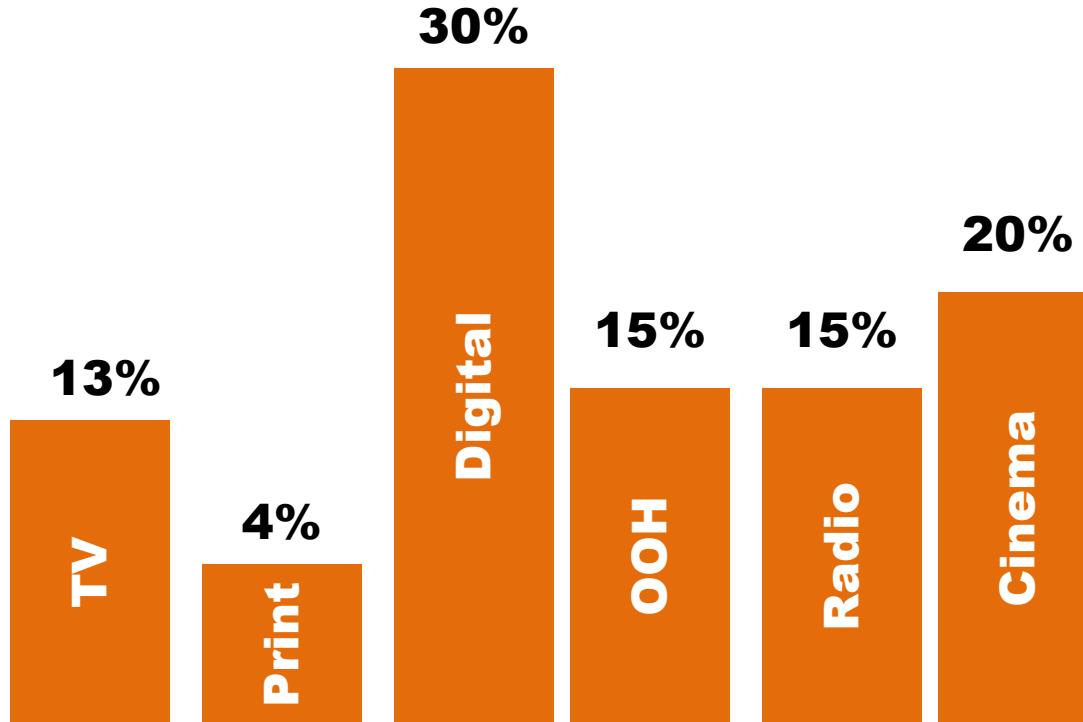
Promotion

And Many
More...



Digital Marketing

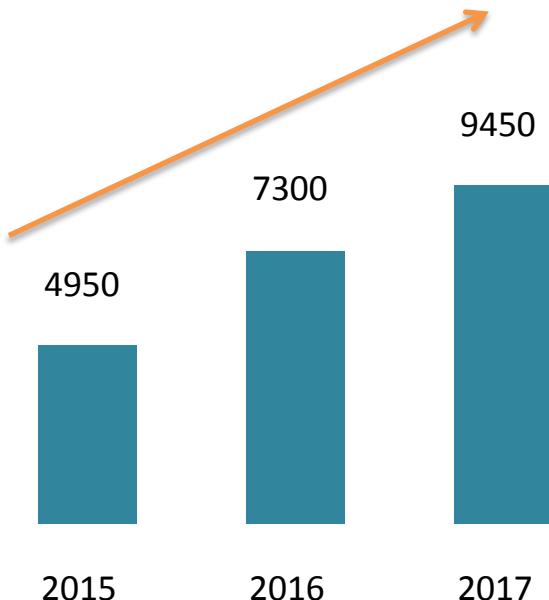
India's Digital AdSpend Rising in 2018



Projected Change in % from 2017-18

Source :Group M

India's Digital AdSpend Rising in 2018



90%
Indian brands spend up to
15%
of their annual marketing budget
on social media

EY,2018

Digital Advertising Expenditure in Rs.Cr.

GroupM,2016

Module 1

Digital Marketing and its Significance

(Part: I)

Points Discussed so far in Module -I

Recent Development in the Digital Era

Growth of Internet users

Growth of Smart Phone Users

Penetration of Social Media

Concept of Digital Marketing

Recent trend in Digital Ad Expenditures

Domain of Digital Marketing



All the Activities which are performed as a part of digital marketing process

Domain of Digital Marketing

Domain of Digital Marketing

Website
Planning and
Development

Search Engine
Optimization
(SEO)

Search Engine
Marketing

Display
Advertising

Social Media
Marketing

Email-
Marketing

Content
Marketing

Mobile
Marketing

Affiliate
Marketing

WEB Analytics

Online
Reputation
Management

Digital
Marketing
Strategy



Website Planning and Development







- X** Don't know about HTML
- X** Don't Know about Computer
- X** No Knowledge of Coding

Add
clip

Website Planning and Development

**Developing a website is very important as
we will learn all digital marketing
techniques through our website e**

Website
Planning and
Development

**Website is the backbone of digital marketing
and it plays a very significant role in all digital
marketing activities.**

CMS: Content Management System





Search Engine Optimization

What is Search Engine Optimization (SEO)



SERP
Search Engine Result Page

SERP: Search Engine Result Page

A screenshot of a Google search results page for the query "MBA Admission". The results include several organic search results and one AdWords result from mba.sjtu.edu.cn.

Google search results for "MBA Admission":

- Get a top mba | SH Jiao Tong University | sjtu.edu.cn**
Ad mba.sjtu.edu.cn ▾
ranked 77th in Financial Times, 1st in salary increase
International Exchange · Overseas Study Tour · Dual Degree Programs
- MBA Admissions 2018: Last Date to apply | MBAUniverse.com**
www.mbauniverse.com/mba-admissions-2018 ▾
Apr 16, 2018 - **MBA Admission** 2018 is open in almost all the well-known MBA colleges in India located in preferred MBA destinations like Delhi, Bangalore, ...
- MBA admission 2018 in Delhi NCR: Top 10 MBA colleges with ...**
www.mbauniverse.com/article/id/10641/mba-admission-2018-in-delhi-ncr ▾
Feb 7, 2018 - **MBA admission** 2018 in number of top MBA colleges in Delhi NCR is still open although FMS, MDI, IMI, IMT, IIT, LBSIM have closed their MBA ...
- MBA Admission in Delhi 2018: List of Top Colleges where Admission ...**
www.mbauniverse.com/article/id/10697/mba-admission-in-delhi-2018 ▾
Mar 28, 2018 - Only CAT/XAT accepting colleges closed **MBA admission**. **MBA admission** process in such MBA colleges in Delhi NCR who accept only CAT or ...
- Direct MBA Admission Without Entrance Exam | MBAUniverse.com**
www.mbauniverse.com/direct-mba-admission-without-entrance-exam ▾
Direct **MBA admission** without entrance exam can be offered by many good MBA colleges without entrance score requirement. However it is not possible to get ...
- Top MBA Colleges Admission 2018: Last Date extended ...**
www.mbauniverse.com/article/id/10645/top-mba-colleges-admission-2018 ▾
Feb 14, 2018 - Delay in declaration of CMAT 2018 and XAT 2018 result has provided an extended **MBA** ...

In -Organic Results

Organic Results

[All](#) [News](#) [Images](#) [Maps](#) [Videos](#) [More](#)[Settings](#) [Tools](#)

Page 2 of about 24,10,00,000 results (0.49 seconds)

[SH Jiao Tong University | Get a top mba | sjtu.edu.cn](#)

Ad [mba.sjtu.edu.cn/](#) ▾

ranked 77th in Financial Times, 1st in salary increase. Overseas Study Tour.

[MBA Admissions | TopMBA.com](#)

<https://www.topmba.com/admissions> ▾

MBA admissions information and advice for every part of the application process: essays, interviews, the GMAT and more.

[UBS MBA Admissions - 2018 - Panjab University Online Admission](#)

ubsadmissions.puchd.ac.in/ ▾

Mar 28, 2018 - UBS MBA Admissions - 2018, M.Ed., MBA, CET, UBS MBA, PCM, PCB, Law, UILS, University Business School, Official Website of Panjab ...



[MBA Admissions Open for 2018, Select Course & Apply Now - UPES](#)

<https://www.upes.ac.in/upes-programs/mba.php> ▾

★★★★★ Rating: 88% - 20 votes

UPES University is one of the top business schools in India that offers best management courses like MBA in Human Resources Management, Oil & Gas, Power, ...

[MBA Admission in Maharashtra 2018, Selection & Admission Procedure](#)

<https://www.sarvgyan.com/articles/mba-admission-in-maharashtra-2018> ▾

Check details for MBA Admission in Maharashtra 2018. Get latest updates about selection & admission procedure. Also check entrance exams & top MBA ...

[MBA Admission in Pune 2018, Dates and Selection Procedure](#)

<https://www.sarvgyan.com/articles/mba-admission-in-pune-2018> ▾

[All](#)[News](#)[Images](#)[Maps](#)[Videos](#)[More](#)[Settings](#)[Tools](#)

Page 3 of about 24,10,00,000 results (0.51 seconds)

[Get a top mba | SH Jiao Tong University | sjtu.edu.cn](#)

[mba.sjtu.edu.cn/](#) ▾

leading business, with world-class teachers. International Exchange. Overseas Study Tour.

[Admission Process - The NUS MBA](#)

[mba.nus.edu/en/admissions/admission-process/](#) ▾

Admittance into the double degree programmes is conditional on the applicant getting an **admission** offer from both NUS and the partner university. Applicants ...

[Admissions Process | MBA Program | IESE Business School](#)

[https://mba.iese.edu/admissions-fees/](#) ▾

By following our step-by-step **admissions** guide, we'll find out more about you while you decide if the **IESE MBA** fits your goals.

[NIIT University MBA Admissions | Comprehensive MBA Programme](#)

[https://www.niituniversity.in/admissions/mba/](#) ▾

NU MBA is an innovative programme designed to create leaders of the knowledge economy who are capable of providing distinctive contribution to their ...

[NIBM Online MBA Admission Procedure | How to Apply? - NIBM Global](#)

[www.nibmglobal.com/admission.php](#) ▾

Application form can be downloaded and sent to the Institutes Chennai office along with photo copy of relevant certificates and DD (towards the fee drawn in ...

[All](#)[News](#)[Images](#)[Maps](#)[Videos](#)[More](#)[Settings](#)[Tools](#)

Page 4 of about 24,10,00,000 results (0.49 seconds)

[Distance Education Admission| MBA, BBA, BCA, MCA, MSC IT, BSC ...](#)

<https://smude.edu.in/smude/admission.html> ▾

SMU-DE offers **MBA**, BBA, B.Sc. ... (IT), MCA, BCA courses. ... All **admissions** continue to take place directly at Directorate of Distance Education, Sikkim Manipal University, Gangtok.

[Global MBA - MBA - ESSEC Business School](#)

www.essec.edu/en/program/mbas/global-mba/mba_admissions/ ▾

Fast track your career with a one-year **MBA**. ... **Admission** rounds. Online application closing date, Reference form due, Anticipated **admissions** results. Round 1 ...

[Admissions Open | SVKM's NMIMS](#)

www.nmims.edu/admissions/ ▾

Post NMAT Handout (**MBA** / **MBA HR** / **PGDM**) - 2018 · Post NMAT Handout (**MBA** Pharma.) - 2018 · Information Handout (**MBA** / **MBA HR** / **PGDM**) - 2018.



[MBA Admission through CAT Score - IMNU - Nirma University](#)

www.nirmauni.ac.in/IMNU/AdmissiondetailsFT ▾

Get **admission** in **MBA** course through CAT (Common **Entrance** Test) score. Find more details regarding **admission** at IMNU.

[How to Apply - MBA Admissions 2018 | Amrita Vishwa Vidyapeetham](#)

<https://www.amrita.edu/admissions/asb-2018/how-to-apply> ▾

MBA Admissions Open for the Academic Year 2018 - 2020 at Amrita School of Business (ASB). Read the instructions carefully before filling up the online ...

How to Bring Website to the first page of Google SERP





MBA Admission



All News Images Maps Videos More

Settings Tools

About 28,70,00,000 results (0.45 seconds)

Get a top mba | SH Jiao Tong University | sjtu.edu.cn

Ad mba.sjtu.edu.cn ▾

ranked 77th in Financial Times, 1st in salary increase

International Exchange · Overseas Study Tour · Dual Degree Programs

MBA Admissions 2018: Last Date to apply | MBAUniverse.com

www.mbauniverse.com/mba-admissions-2018 ▾

Apr 16, 2018 - **MBA Admission** 2018 is open in almost all the well-known MBA colleges in India located in preferred MBA destinations like Delhi, Bangalore, ...

MBA admission 2018 in Delhi NCR: Top 10 MBA colleges with ...

www.mbauniverse.com/article/id/10641/mba-admission-2018-in-delhi-ncr ▾

Feb 7, 2018 - **MBA admission** 2018 in number of top MBA colleges in Delhi NCR is still open although FMS, MDI, IMI, IMT, IIT, LBSIM have closed their MBA ...

MBA Admission in Delhi 2018: List of Top Colleges where Admission ...

www.mbauniverse.com/article/id/10697/mba-admission-in-delhi-2018 ▾

Mar 28, 2018 - Only CAT/XAT accepting colleges closed **MBA admission**. **MBA admission** process in such MBA colleges in Delhi NCR who accept only CAT or ...

Direct MBA Admission Without Entrance Exam | MBAUniverse.com

www.mbauniverse.com/direct-mba-admission-without-entrance-exam ▾

Direct **MBA admission** without entrance exam can be offered by many good MBA colleges without entrance score requirement. However it is not possible to get ...

Top MBA Colleges Admission 2018: Last Date extended ...

www.mbauniverse.com/article/id/10645/top-mba-colleges-admission-2018 ▾

Feb 14, 2018 - Delay in declaration of CMAT 2018 and XAT 2018 result has provided an extended **MBA**

**Application of various SEO tools and techniques
helps a website to appear on the First page of
SERP against the search query**

Search Engine Optimization (SEO)



Search Engine Marketing

Search Engine Marketing

A screenshot of a Google search results page. The search bar at the top contains the query "hotel booking in chandigarh". Below the search bar are navigation links for "All", "Images", "News", "Maps", "Videos", "More", "Settings", and "Tools". The main content area shows search results starting with an advertisement for Amazon.in.

About 1,77,00,000 results (0.80 seconds)

Lodge at Amazon.in | Low Prices on Popular Products

Ad www.amazon.in/Lodge ▾

Explore vast selection of products from Top Brands. Pay on Delivery.

Easy Returns · Cash on Delivery · 100% Purchase Protection · Huge Selection · Free Shipping*

Types: Appliances, Books, Clothing & Accessories, Electronics, Furniture, Groceries, Health & Person...

Kindle · Computers & Accessories · Books · Big Savings - Electronics · Movies & TV Shows · Tablets

Book a Hotel in Chandigarh | 976 Hotels from ₹830 | trivago.in

Ad www.trivago.in/Book-Hotels/Chandigarh ▾

Find Your Ideal Hotel in Chandigarh - Compare over 200 Booking Sites Worldwide!

Compare 1,800,000+ Hotels · Ideal Hotels at Best Rate · Best Hotels in Top Cities

Types: Hotels, B&Bs, Guesthouses, Resort

Most Popular Hotels · Cheap Hotels up to -78% · Compare Prices & Save · All Accommodation types

Last Minute Deals - up to ₹ 3,000.00/day - Top Discounts · More ▾



How does Google Decide that an Ad will be visible in Search Results

Deciding Factors

Quality of Ads

Amount willing to pay

Selection of Key Words

Amount Competitor ready to pay

Search Engine Marketing



Display Advertising

progressing with each new smartphone. With all of these in mind, there are a lot of options to go through. Here, we give you a list of the best Android phones to buy in India, in 2018. These smartphones offer the right mix of performance and features. Click on each of the recommended top 10 smartphones to read their detailed reviews, and get more information on the best android smartphones in India.

advertisements

IFFALCON

Up To Rs. 8,000/- Off on Exchange
Sale On 25th May, 12 PM #OnlyOnFlipkart

Online Cell Phone 4G Phone Price Mobile Online Shopping

Samsung Galaxy S9+

The Samsung Galaxy S9+ is an extremely powerful smartphone, but unlike the S9, this one's meant for big screen lovers. It has a 6.2 inch QHD display and Samsung's AMOLED panels look as good as ever. It carries the same design as the Galaxy S8 and is the most ergonomic big screen smartphone today. To make a long story short, the Samsung Galaxy S9+ is the smartphone to buy if big screen and attractive looks are your priorities. All this makes the Samsung Galaxy S9+, the best among all the Android mobile phone in India.

MOBILE PHONES

Best Amazon Mobile Phones

Best Flipkart Mobile Phones

Best looking smartphones to buy in India right now

Best phones with IR Blaster

KNOW MORE READ REVIEW

4 Honor View 10

LYRICS

3 Easy Steps:

- 1. Click "Start Now"
- 2. Download on our website
- 3. Enjoy free directions

START NOW

0:22 / 5:43

HD

Display Advertising

Display
Advertising

Designing of display ads and targeting of the right audience

Display Advertising



Social Media Marketing

Social Media Marketing



How to Design and Target the Right Audience on Social media Platforms



Social Media Marketing



Email-Marketing

Email marketing refers to target your potential customers through mail

Email-Marketing

The image shows a screenshot of an email inbox with several messages from different providers:

- MailChimp:** Features a cartoon monkey logo and a deal for "Deals as irresistible as doughnuts!"
- Odrip:** Shows a 50% discount offer for "Member only deals".
- AWeber:** Displays their logo with a blue square icon.
- GetResponse:** Shows their logo with a blue smiley face icon.

Below the inbox, there are two small images representing international destinations:

- India:** An image of the Taj Mahal against a clear blue sky.
- Thailand:** An image of a traditional Thai temple (Wat Phra Kaew) surrounded by lush green trees under a dramatic sunset sky.



Content Marketing

Content Marketing

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action”

Content Marketing Institute, 2018

Digital Marketing is not possible without content. Content marketing is part of

- Social Media Marketing
- SEO
- PPC- Display Advertising
- SEM



**Digital Marketing is not possible without content.
Content marketing is part of**

- Social Media Marketing**
- SEO**
- PPC- Display Advertising**
- SEM**

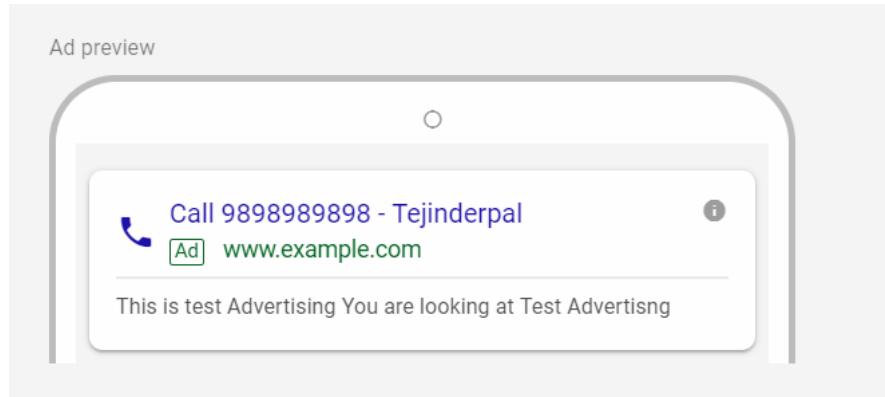


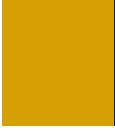
Mobile Marketing

Mobile Marketing

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.

Marketo, 2018





Affiliate Marketing

Affiliate Marketing

Affiliate marketing is the process of promoting the others business' and in return getting the commission . This promotion done usually through blogs, websites , emails or social media pages





WEB Analytics

Web Analytics

Measuring and tracking the performance of marketing efforts is very important part of digital marketing process



Google Analytics



Online Reputation Management

Online Reputation Management

- Online reputation management (ORM) is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the Internet.
- It helps drive public opinion about a business and its products and services.

Techopedia,2018



4.0 out of 5.0 Stars



Digital Marketing Strategy

Website Planning and Development

Search Engine Optimization

Search Engine Marketing

Display Advertising

Social Media Marketing

Email-Marketing

Content Marketing

Mobile Marketing

Affiliate Marketing

WEB Analytics

Online Reputation Management

Digital Marketing Strategy

Module 1: Digital Marketing and its Significance

Presenter:

Dr. Tejinderpal Singh

Associate Professor

University Business School

Panjab University Chandigarh

**Learning Objectives:**

- To discuss the significance of Digital marketing
- To discuss the digital marketing scenario in India
- To explain the concept of Digital Marketing
- To understand the domain of Digital Marketing

Digital Marketing and its Significance:

With the world now shifting to the digital side of things, businesses around the world have recognized the need and importance of changing the way they market their products. Marketing now has transformed into Digital Marketing which has enhanced its scope. In simple words, digital marketing can be defined as the marketing or promotion of products or brands using various forms of digital media or in other words, electronic channels. There is a common notion that digital marketing is all about marketing using the internet. But this is not true. Though the internet is one of the most important media of digital marketing, it's not the only one. In the modern world where the customer is the king and marketing is the tool that aids the business to satisfy the needs of the king, digital marketing plays a very crucial role in the success of an organization.

Various points highlighting the significance of digital marketing are discussed below:

Affordable:

One of the main benefits of digital marketing is that it's super affordable. Marketing digitally costs much lesser than traditional marketing. Businesses have the option to invest according to their budget and still get the desired results. This typically helps small businesses to grow and cater to more people without having to go over their budget. Digital marketing has provided a level field to smaller organizations.

Ease of Monitoring:

Another important aspect of marketing through the digital medium is that the responses, reactions and results can be tracked and monitored easily. It helps the organization in saving the cost and time of conducting expensive customer research. It

also provides real-time data which helps the businesses in quickly adapting to changing consumer behaviours and in deciding the future course of action.

Widens Reach:

With more and more people now consuming content digitally, it has become very essential for businesses to have a strong digital presence. With a strong digital marketing game, organizations can take their products and services to places which would've been otherwise inaccessible. This widens the reach of the product or service as more people can now access information about the product easily using electronic media.

Greater Conversation Rates:

It has been observed in many research studies that businesses using digital marketing have a higher conversion rate than those using other mediums. Digital marketing can be used as a very effective tool to create new customers or converting non-buyers or prospective buyers into actual consumers. This is possible because digital marketing provides the option of customization to the organization. Marketing can be customized based on customers liking, preferences and needs in order to attract more customers.

Building Brand Loyalty:

Digital Marketing enables organizations to solve customer grievances, hear and respond to customer queries and suggestions in a fast and more effective manner. This helps in ensuring that the customer is not only satisfied with the product but also with other aspects relating to the organization. In this way businesses can use an effective digital marketing strategy to build brand loyalty and hence avoid the risk of losing customers as in today's era of cut-throat competition, the organizations focus more on retaining the existing customers.

Digital India – The Power to Empower Initiative

The digital transformation in India started with the campaign well known as “Digital India”.

Digital India is a campaign that was launched by the Government of India for the citizens to ensure the country and the citizens are technologically empowered, with high-speed Internet and the availability of Government services on the Internet.

The campaign consists of three components:

Development of secure and stable digital infrastructure,

Delivering government services digitally, and

Universal digital literacy.

Prime Minister Narendra Modi, launched the campaign on 1st July 2015.

There are nine ‘Pillars of the Digital India’ which targeted specifically by the Government of India.

Broadband Highway

Universal Access to mobile connectivity

Public Internet Access Programs

E-Governance, reforming Government through Technology

E-Kranti, the electronic delivery of services

Information for all

Electronics manufacturing

IT for jobs

Early Harvest Programs

The campaign received a huge amount of appreciation from the leaders of Silicon Valley. Mark Zuckerberg, CEO of Facebook, changed his profile picture to support the Digital India program and also promised to WiFi hotspots in rural areas in India.

The program being live for 5 years has brought in a lot of changes in the country.

Smart cities are being built to save the environment and use the existing technology and bring in more new technology into the country. The linkage of AADHAR to every service related to government document issued is the progress towards India being transformed digitally.

Since the birth of the program, the internet subscribers in India have increased to 500 million till April 2017.

Growth of Digital India

Usage of internet

As discussed, the growth of Digital India has been magnificent. The power to empower initiative has made many Indians to enable the facility of using their phones and increased the usage of internet, breaking the barrier of being physically present at a place to conduct any business, allowing them the accessibility at their fingertips. We noticed that there has been an increase of 1.8X since the initiation of the program, notifying us that there is a scope of growth.

The Government of India has taken all measures to bring in connectivity in the rural areas. Currently, there are around 800 million users of mobile devices in India, and about 430 have access to the internet, which is a third of India’s population. As

quoted by Ridham Desai, Head of India Research “ We believe Internet access will double in the next 10 years and we estimate that 915 million Indians will be on the Internet by 2026”.

Increase in smartphone users

India has the highest population of young people. It has the largest and fast-paced growing population of Internet users in the world. **India has the second internet population in the world, after China.**

As stated above there is an increase of 1.8X in the use of the internet. **The usage of internet in rural areas has touched 210 million by 2018.**

The young crowd of India will account to 54 per cent of the total number of citizens by 2018, up from 40 per cent in 2013. Rural areas will have an increase of 40-50 per cent by 2018 when compared to 2013.

Smartphone internet users are likely to constitute to 70-80 per cent of the total online population by 2019, as compared to 60-70 per cent in 2013. The advantage we miss here is that most of the rural areas access the internet through their smartphones.

Demonetization has brought in increasing usage of smartphones due to digital wallets, making cashless transactions easier and at the fingertips.

The decrease in Smartphone Prices

How is the price drop in smartphones, related to digitalization? This is because, as India move towards the journey of digital transformation, there is an increase in the demand of smartphones.

Generally, an increase in demand leads to an increase in supply and causes a price increase. But in the market of smartphones, when the demand and supply chain work the same way, the competition plays a major role. As there is competition in the market, this leads to a fall in prices, to be competitive in price range, offering the best features at the lowest value and making a profit form the product.

As the market grows there will be a reduction in prices, due to an increase in demand and supply and increase in competitors.

Tariffs per GB of data

There might be an increased use in of smartphones, but a smartphone today is useless without an internet connection. Though the prices of the smartphone might drop, there is an increase in the want of an internet connection.

India as a country lacks internet connectivity. This is because we don't have enough internet gateways in India. **There are only 4 gateways: Chennai, Mumbai, Agartala,**

and Kochi. The public demands the internet, but there is still a lack of public demand. The public demands high-speed internet at a cheaper rate, the cost of 100Mbps in India which is similar to that of US rate - \$100 per month. But the public doesn't want to pay for high rates for high-speed internet.

Thus, as we notice, there is an increase in demand and the tariff per GB will increase due to the monopoly in the market. We lack [NIXI \(National Internet Exchange of India\)](#). The internet in India is received through data centres in Singapore through submarine cables, which is exceptionally high. Unless the rate of transit doesn't lower the rate of the internet in India will not decrease.

Social Media Penetration – India

The graph presents social media penetration in India. It showcases the third quarter in India 2017; this was the most popular social media network were YouTube and Facebook having a 30 per cent penetration each. India ranks second when compared to other countries with the most amount of users on Facebook, in April 2017.

Social media is the easiest way to reach out to customers. From SMB's to huge enterprise firm are working on their social media awareness, for creating noise and building awareness.

When one thinks of going digital, the first instinct is starting a Facebook/LinkedIn /Twitter page.

The celebrities in India have also started believing in going social and being constantly active on them. Blog posts are being handled to create more relatable content. India is advancing in the place of social media platforms.

Internet and mobile phones have impacted Traditional Marketing in a Big Way

We have been talking about how the increase in demand for smartphones has led to an increase in demand for the internet.

Understanding this concept, we realize that mobile phones and the internet have changed the whole ballpark of traditional marketing.

Traditional marketing consists of advertisements running on television, radio, newspapers, magazines, etc. These mediums of advertising have not been entirely replaced, but have dropped their visibility due to the advancement in digital marketing.

Mobile phones have made it easier for everything to be available at one click.

The availability of the internet has made it effortless to reach out to the target audience, with the right set of advertisements.

Thus, challenging traditional marketing methods. Where the advertisement is showcased to the general public and is also very high on the pocket.

The rise in Digital Ad Spend – India, 2018

As per the statistical graph, we can see that digital ads are at 30 per cent, which is the highest. From this, we can derive that digital ads have picked up more relevance when compared to print and TV.

As discussed in the above topic, digital marketing has taken over traditional marketing.

Digital ads are ads that create awareness over the internet. The trend of digital marketing is working on the number of clicks and the ad being viewed, by the audience. The digital ads allow the businesses to bring in the right audience and target the correct set of audience. The digital ads not only help huge enterprises but also help small business units to create awareness about their services/products. Eg: homemakers can showcase their work through various social media platforms and put up advertisements to create awareness, start-ups can track the number of people visiting their sites using analytics tool and Google ad words.

As shown in the graph, **90 per cent of the Indian brands spend 15 per cent of their annual marketing budget on social media.** Businesses today know the impact of social media on their brand.

The domain of Digital Marketing

The different domains of digital marketing are:

- Website Planning and Development
- Search Engine Optimization
- Search Engine Marketing
- Display Advertising
- Social Media Marketing
- E-mail Marketing
- Content Marketing
- Online Reputation Management
- Affiliate Marketing
- Marketing Analytics
- Digital Marketing Strategy

Website Planning and Development

Website planning is the most crucial aspect of digital marketing. When a business is set up, the first thing that is inquired is whether you have a website, to showcase the range of products/services that you have to offer.

Website planning includes a process. Below are the steps for website planning

Information Gathering	On-site SEO, also referred to as on-page SEO, focuses on optimizing the elements within your website to improve search rankings. This involves things like creating high-quality content, optimizing title tags and meta descriptions, and ensuring your website is mobile-friendly.
Planning	
Design	
Development	Off-site SEO, on the other hand, involves efforts outside of your website that can influence your search ranking. Building backlinks from high-authority websites and promoting your content on social media are examples of off-site SEO strategies.
Testing and Delivery	
Maintenance	Both on-site and off-site SEO are important for a well-rounded SEO strategy. By optimizing both internal and external factors, you can increase your website's visibility and attract more organic traffic.

Search Engine Optimization (SEO)

It is the process of maximizing the number of visitors to the website by ensuring that the website is seen at the top of the list given by the search engine.

SEO is important in today's competitive market. The first place to search for anything and gather information is a 'search engine'.

Eg: when you type for a search in Google (or any other search engine) a set of algorithms is run in the background, which in return displays the first place, second place, etc of the websites.

There are two types of SEO:

On-site

Off-site

Search Engine Marketing

This marketing is the kind of marketing where one pays for the advertisement that appears on search engine results. The keywords on the site are set for bidding on services like Google or Bing, they might enter few keywords, that are related to certain products or services, which gives the adviser an opportunity to showcase their advertisements for such query.

These kinds of ads are generally known as pay-per-click ads. Few of these are small, text-based ads, visual graphics.

The biggest strength of search engine marketing is that it offers advertisers an opportunity to showcase their ads in front of their customers to motivate them to make a purchase when they are ready.

Display Advertising

Display advertising is a type of advertising that comes in various forms, including banner ads, rich media and more. Unlike, script-based ads, display ads rely on elements such as images, audio and video to communicate an advertising message.

In order to identify unique anonymous buyers, websites nowadays use cookies to track these users. Using these cookies, they release if the buyer has brought a product or service, or else they have just surfed it. As the advertisers collect data from the users' online activity, they combine the information to create a picture of the users' interest to deliver to the target audience with targeted advertising. This kind of advertising is known as behavioural advertising.

The ways to measure display advertising are:

- Reach
- Click through Rate
- Bounce Rate
- Conversion Rate
- Return on Investment

Social Media Marketing

Like, Share, Subscribe or Like, Follow, Repost. These are one of the most common words used in social media to gain more attraction. We all know when it comes to social media marketing the first thought of the social media sites pop-up, like, Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.

The main agenda of social media marketing is to create awareness and gain an audience, create a voice in the market, obtain brand awareness and visibility.

Social Media Marketing can be done in two ways:

- Active SMM Promotion
- Passive SMM Promotion

Active consists of the following: This type consists of content that derived the audience towards the website and social media networks.

- Facebook
- Twitter
- Google+
- LinkedIn
- Instagram
- YouTube

Pinterest

Passive consists of being constantly active by updating the users and being interactive. By updating statuses, images, live sessions, videos, articles, etc.

By Passive promotion, one can understand the problems of the users and solve the dissatisfaction.

E-mail Marketing

Remember those days where we would be like yes I received an email. Now with the amount of emails we get, most of us hardly try to check our mails.

E-mail marketing has been one of the initial ways to do promotion through the internet. Where the email id was asked to keep the customer updated with a new catalogue of products or service.

E-mail marketing is done to keep the audience updated on the current offering the brand has to offer to them. It is by either sending out an email blast or making them aware or by personally sending an email to make it customized.

Being able to send an e-mail, is same being invited to someone's house. You can only send an e-mail, once you receive the e-mail id you can send the e-mail and only at the request and permission of the user you can send the e-mail out, same as when you can enter the house once asked to enter.

Mobile Marketing

Mobile marketing is the kind of marketing, where advertisements need to appeal to mobile device users. Mobile marketing provides potential customers using a smartphone with their own personalized convenient time at their own comfortable location, according to their choice, to browse through the options they are entitled to, on the go.

In today's world, if one does not have mobile marketing, they should that the era of mobile has already arrived and its been a while.

Strategies of Mobile Marketing

App-based Marketing

In-game Marketing

QR Codes

Location-based Marketing

Mobile search ads

Mobile Image ads

SMS

Best Practices for Mobile Marketing

- Be clear and concise
- Optimize for Local
- Consider your Audience
- Experiment with Different Strategies
- Benchmark Your Results

Content Marketing

Content marketing is not just blog posts on social media, it is all about storytelling, to gather attention and bring in curiosity and interest.

There is a reason why few things pick up so well in the market because the content is well picked up and chosen to market very well.

This is a long-term strategy that focused on long-term relationships with the target audience by providing them with good quality content, which is relevant to them.

The 3-D model of content is:

- Mapping to pain Point
- Mapping appropriate content
- Mapping to buy cycle

Online Reputation Management

It is the process of controlling what the user looks at when they are online.

This includes negative feed, risky comments, anything that brings in bad name to the brand. Online Reputation Management helps us manage all of the above
ORM is important, because:

When one searches about the product/service of a particular brand, the users tend to make decisions based on what they see

No one is held accountable for false accusations

Everything online is protected and recorded. Which in term warns us to be aware as well. Having good content makes most people with knowledge.

Affiliate Marketing

It is the type of marketing where you promote other peoples products if you like it and for every sale, you make on the product, you receive a promotion.

There are three parties involved in this:

- Advertiser
- Publisher
- Consumer

Eg: Amazon is a host sit, which sells another product.

Digital Marketing Strategies

This is a series of actions that will help one grow using online marketing is called digital marketing strategies.

Steps to build a comprehensive digital strategy

Build your buyer personas

Identify your goals and the digital marketing tools you will need

Evaluate your existing digital marketing channels and assets

Audit and plan your own media

Audit and plan earned media

Audit and plan your paid media

Bring it all together

Case Studies of Digital Marketing In India

The last few years have been very energizing in terms of activity in the Indian social media scene. More brands small and big alike are adapting to the latest trends in digital marketing and most of them are reaping rich rewards.

Gionee

The fast-growing mobile brand launched its Gionee E7 model at the Buddha International Circuit with the theme of racing corresponding to its speed and efficiency. The hashtags, #RaceWithGionee and #MadeForShooting managed to create an overwhelming response while providing an opportunity for participants to be a part of the launch event at one of India's most iconic destinations.

Housing.com

The brand created a lot of optimism and a new wave of identity with its launch of the “Look Up” campaign bolstered by the usage of a logo which projected the same meaning. Many people shared their #lookupmoments and as a result, the brand generated a lot of interest and audience connect.

Vogue India

Vogue roped in one of the most famous faces in the Bollywood fraternity, DeepikaPadukone. #MyChoice became extremely popular with the launch of the video by DeepikaPadukone citing the need and choice for equality for women. It received appreciation and recognition from the rest of Bollywood including Amitabh Bachchan.

Star Sports

If you are a cricket fan, you would have surely come across the ‘MaukaMauka’ song launched at the time of the ICC Cricket World Cup 2015. The advertisement wittingly takes on every opposition India potentially faces in the World Cup. Although it brought some controversy, the song gave a boost to Star Sport’s TRP during the mega event.

Tata Motors

The hatchback model of Tata Bolt was launched in a very distinctive way of gathering social media influencers and making them to compete in a real event. These influencers had to acquire a digital key of the Bolt car to their glass cubicles by creating the most social media buzz and matter. The winner obviously, won the car and many other prizes.

Fevikwik

This controversial but smart ad was launched at the time when the emotions of Indians and Pakistanis were at a high during an India – Pakistan match. The #TodoNahiJodo campaign generated a lot of buzz during this period although it was not marketed extensively.

Paytm

Much of what Paytm is today is thanks to its digital campaigns such as #PaytmKaro and the ‘Seal of Trust’. It changed the scene of money transactions in India and they coupled it with strong and efficient customer support and service which had a great role to play in boosting their brand especially around the period of the demonetization.

ICICI

ICICI launched its own mascot called the Cashvenger who would go around teaching young people the benefits of going cashless and using debit and credit cards. The campaign #LiveWithoutCash also contained a series of creative images which generated a lot of interest among the youth and helped them garner more interest in going cashless.

Kingfisher Beer

What could be better for a beer lover if he/she is offered the drink free of cost? The #KFBeerup is held in a variety of cities where the first 50 – 80 Twitterati who register are given free beer with unlimited refills! It is easy to guess that this campaign went viral.

Conclusion

Digital Market is fast being adopted by small and large businesses alike in India. With the extensive support offered by the Government along with numerous successful campaigns springing up every now and then, it is tempting to start the next social media campaign really fast! But to gather most of its benefits, it is crucial to follow certain rules and tips. It is necessary to understand in depth the process which governs it and what makes it different in its diverse forms. Lastly, it is important to continually analyze any undertaken campaign to make it better and more impactful the next time it is executed.

- E-content: Module 3: Digital Marketing Process (unit?unit=4&lesson=19)
- Additional Readings/ Videos : Module 3: Digital Marketing Process (unit?unit=4&lesson=20)
- Quiz: Quiz-M3 (JAN-2024) (assessment?name=436)
- Summary of Week 1 (unit?unit=4&lesson=21)

Week:2 ()

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-1-M1 (JAN-2024)

Assignment submitted on 2024-01-25, 20:08 IST

Due date: 2024-04-30, 23:59 IST.

- 1) Which of the following country has maximum number of Internet users (2023) ?

1 point

- China
- India
- United States
- Brazil

2) According to Statista report, which of the following social media platform has highest **1 point** penetration in India ?

- Facebook
- Youtube
- Both a & b
- Instagram

3) Digital marketing aims to **1 point**

- Identify customer needs
- Targeting niche audience
- Use internet and digital devices
- Track the marketing efforts
- All of the above

4) India's digital ad spent is rising **1 point**

- True
- False

5) SERP stand for **1 point**

- Search engine result page
- Search engine rating page
- Search engine result programme
- Search engine repository page

6) Which of the following is a correct match ? **1 point**

- Search engine optimization -> In-organic results
- Search engine marketing -> Organic results
- Display Advertising -> banner and video ads
- Email marketing -> Fan Page

7) Ads are shown as a part of search results on any given SERP. It is **1 point**

- Search engine optimization
- Search engine marketing
- Display advertising
- Social media marketing

8) Which of the following is not an email automation platform ? **1 point**

- Mailchimp
- AWeber
- Getresponce
- Wordpress

9) Which of the following content management system is used for website development ? **1 point**

- Mailchimp
- AWeber
- Getresponce
- Wordpress

10) Google analytics is helpful in **1 point**

- Sending bulk emails
- Measuring Web traffic
- Developing Website
- Social media marketing

11) Which of the following is true **1 point**

- Display advertising is showing advertisement in google search results
- Search engine optimization brings website to the top in search engine results
- If you don't know HTML, you can't develop a website
- Social media marketing is all about showing ads on websites

You were allowed to submit this assignment only once.

Module 2

Digital Marketing Vs Traditional Marketing

Learning Outcome

To differentiate the digital marketing from traditional marketing by understanding the significance of digital marketing

What is Digital Marketing



Digital Marketing is the process of **MARKETING** of Products and services by using internet and digital devices like computers, tablets, mobile phones etc



What is traditional marketing?

From of advertising or marketing used by companies for years

Print	Newspapers, Magazines, Brochure, Newsletters
Broadcast	Radio, Television, on-screen
Direct mail	Fliers, postcards, brochures, letters, catalogs
Telemarketing	Calling and cold calling

Traditional Marketing



Digital Marketing



Type of Products

Resources

Skills

Type of Audience

Digital Marketing Vs Traditional Marketing

- | | |
|------------------------------|----------|
| 1. Wide Reach | Part-I |
| 2. Niche Marketing | Part-II |
| 3. Cost Effective | Part-III |
| 4. Measurement and Tracking | |
| 5. Generates Potential Leads | |
| 6. Performance Oriented | |
| 7. Real Time Results | |
| 8. Audience Control | |
| 9. Interactivity | |
| 10. Fair Play/Equity | |

1

Wide Reach

1

Wide Reach



Limited Reach



Internet is Ubiquitous

50% World Population
Internet Users

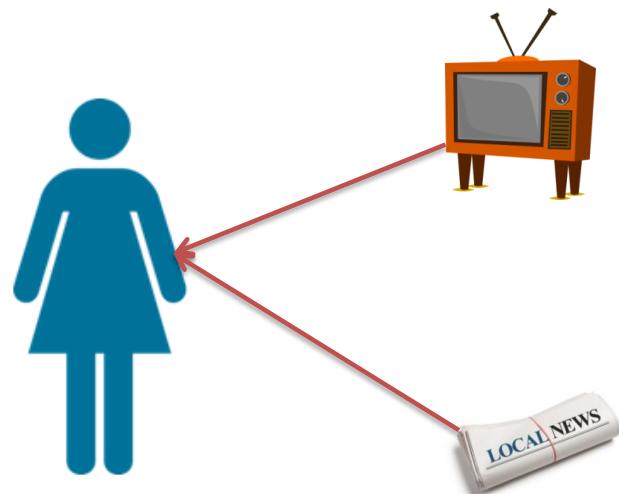
Source: Internet World Stats, 2018

Internet is used as Platform for digital Marketing Activities

Ignoring Digital Marketing is like opening a business but not telling anyone

2

Niche Marketing



Traditional media doesn't offers such control to the advertisers

Demographic	Age, Gender, Education
Location	Local, National, Inter-N.
Interest	Shoppers, Entertainment
Behavior	Remarketing, in-marketing

No

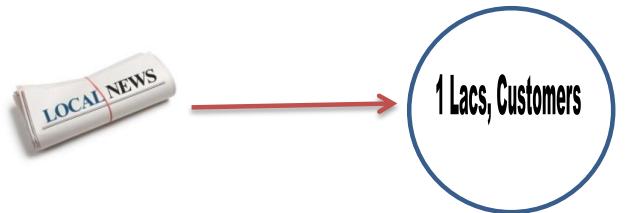
Retargeting of Customers



3

Cost Effectiveness

Digital marketing is cost effective as compared to the traditional marketing



**Now can you ask newspaper that you
should be charged for 30000 Customers
instead of 100000 Customers**



3

Cost Effective

No

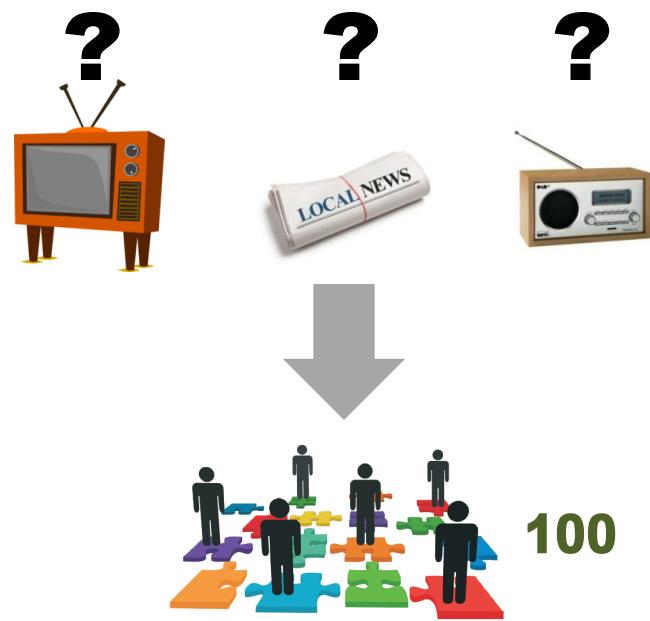
Model of Internet Advertising



Pay-Per-Click (PPC)

4

Measurement and Tracking



Traditional Marketing



It's nearly impossible

Digital Marketing



Measuring and Tracking Tools



Digital Marketing



5

**Generates Potential
Leads**

5

Generates Potential Leads

**Lead
Generation**

Initiation of customers' interest or inquiry in the product or services



5

Generates Potential Leads

Quick Lead generation Using Digital Platforms

Landing Pages

Sign-Up Forms

Call-to-Action

Call/ Missed Call

What is a Landing Page ?

Landing Page

A page of the website where customer lands after clicking on online advertisement or a link

Lead Form

Website Page

Product Page

What is a Signup Form?

Signup Form

An online form through which a user may supply the information to the businesses, if interested

Name

Mail ID

Mobile
Number

Any other
information

What is Call to Action (CTA)?

Call to Action

An Image or line of text usually appears on advertisement and prompts the customer to take the action

Subscribe
Now

Call Now

Learn More

Visit Website

6

Performance Oriented

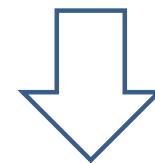
Digital Marketing



Return on Investment



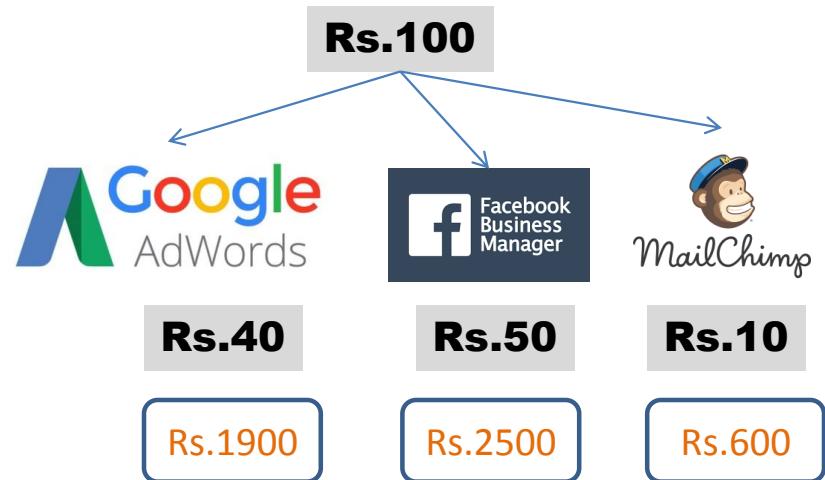
Traditional Marketing



Return on Investment



Possible to measure the return on investment



7

Real Time Results

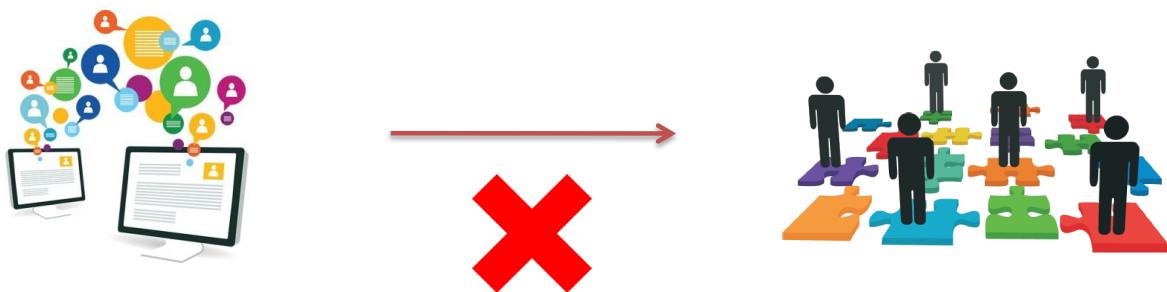
- How many visitors are there on website
- From which country they are
- What are their interests
- What is their Age



Google clip

8

Audience Control





When

Where

How



Website
Blog
Search
Social Media
Emails
Advertisements

Skip Ad ►

Opt-Out

Unsubscribe

Stop pop -ups

9

Interactivity

What is a Interactivity ?

Interactivity

Companies can interact with potential customers or vice versa *in real time by using various Modes*

Face Book
Page

Blog
Comments

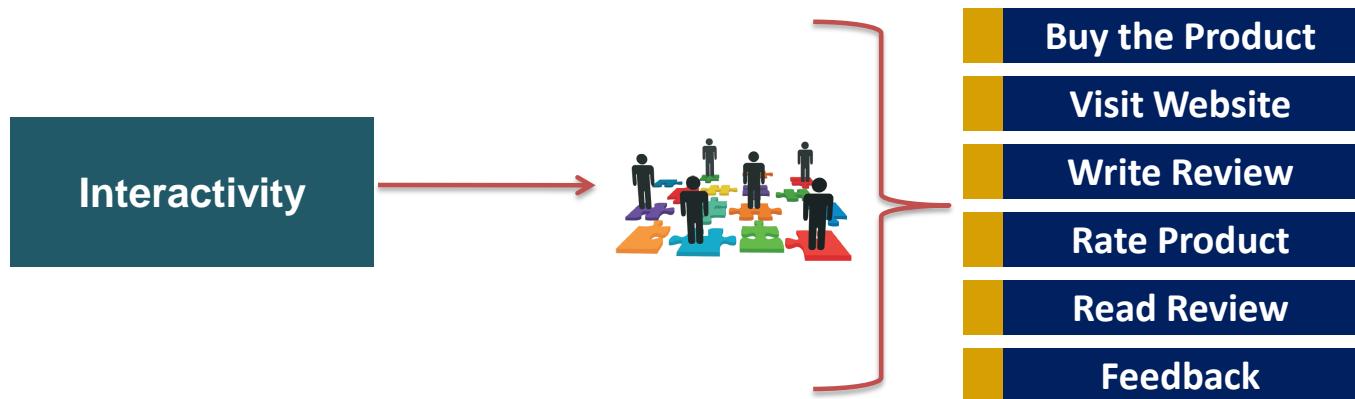
Online
Reviews

Live Chat

You Tube
Channel

Many more





Facebook Page

Blog Comments

Review

Live Chat

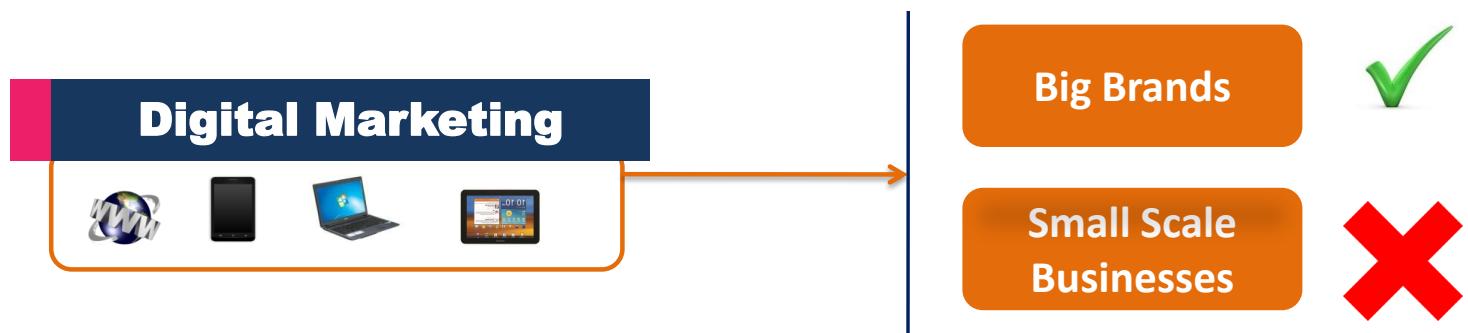
YouTube Channel

Many More

10

Fair Play/ Equity

Misconception



Any business can contend with their competitor irrespective of the size with sound digital marketing strategy and skills of digital marketing

Module 2: Digital Marketing Vs Traditional Marketing.

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Learning Objectives

1. **To differentiate digital marketing from traditional marketing by understanding the significance of digital marketing**

To begin with, let us first discuss the two concepts or ways of marketing, i.e., digital marketing and traditional marketing.

Traditional marketing refers to the strategy where a business organization uses conventional tools of marketing such as promotion and advertisement in magazines, newspapers, billboards, flyers, posters, radio, television etc., to achieve their desired objective. The traditional concept of marketing mainly comprises of 4 key elements (also known as marketing mix), popularly known as the 4 Ps of marketing. They are:

- I. Product:** The product which is a bundle of utilities constitutes the most important element of the marketing mix. The product mix is built up through the integration of a few product groups.
- II. Price:** The exchange value of goods and services in terms of money at any level of marketing is called price. It is the amount a customer pays for the product.
- III. Promotion:** Promotion implies that such type of activities on the part of producer or sales personnel that makes it possible to increase the sales volume. It has four distinct elements: advertising, public relations, personal selling and sales promotion.
- IV. Place:** Place represents the location where a product can be purchased. It is often referred as the distribution channel. It includes any physical store as well as virtual stores on the internet.

This makes it evident that the traditional concept of marketing mainly focuses on the needs of the seller i.e., it is seller-oriented. But with the passage of time, this seller-oriented approach had become redundant and gave way to the development of the Modern Concept of Marketing,

which takes into account the needs of the consumers and hence is a more consumer-oriented approach towards marketing. The consumer is regarded as the "king" in the modern concept of marketing.

In line with the more consumer-oriented approach, Robert F. Lauterborn proposed a 4 C's model in 1990, as an alternative to the 4 P's model. The 4 C's are as follows:

- a. **Consumer:** The product part of the Four P's Model is replaced by Consumer, shifting focus to satisfying consumer needs.
- b. **Cost:** Price is replaced by Cost, reflecting the total cost of ownership. Many factors affect cost.
- c. **Communication:** Promotions feature is replaced by Communication which represents a broader focus than simply promotion. Communication can include advertising, public relations, personal selling, viral advertising, emails, and any form of communication between the organization and the consumer.
- d. **Convenience:** Place or distribution is replaced by Convenience. With the rise of internet and hybrid models of purchasing, the place is becoming less relevant. Convenience takes into account the ease of buying the product, finding the product, gathering information about the product and several other factors.

With the world now shifting to the digital side of things, businesses around the world have recognized the need and importance of changing the way they market their products. Marketing now has transformed into Digital Marketing which has enhanced its scope. In simple words, digital marketing can be defined as the marketing or promotion of products or brands using various forms of digital media or in other words, through electronic channels.

The developments in digital marketing have totally transformed the marketing landscape. Digital marketing comprises of various methods like— content marketing, search engine optimization (SEO), influencer marketing, emails, social media marketing, campaign marketing, data-driven marketing, e-commerce marketing etc.

There is a common notion that digital marketing is all about marketing using the internet. But, in fact, this is not true. Though the internet is one of the most important mediums of digital

marketing, it's not the only one. Digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones, callback, and on-hold mobile ring tones.

The battle of digital marketing vs traditional marketing is a though and interesting one. Though both have their own advantages and disadvantages, it is fair to say that, in this technologically oriented world, digital marketing has an edge over traditional marketing strategies. Following is an in-depth comparison between the two:

Reach or Exposure:

One of the inherent limitations of traditional marketing strategies is that they are somewhat restrictive in nature. Traditional forms of marketing strategies, like newspapers, radios, billboards, television, can only cover a certain area or population. Whereas, digital marketing strategies, like social media marketing, search engine optimization, emails, have the ability to reach out to a widespread population. One of the most important advantages of digital marketing strategies is that it enhances the reach of the organization opening it up to new markets which were otherwise not possible to tap into. With the correct digital marketing strategy, one can take his or her business to every nook and corner of the world. This opens the door for endless opportunities for the business to grow. Digital forms of marketing have no doubt played a pivotal role in turning the world into a global village, a one big market place, where big companies, as well as start-ups, can take advantage of the global exposure by applying the suitable marketing technique. In spite of this massive advantage that digital marketing offers to its users, it was revealed in Smart Insights, Managing Digital Marketing Research Report, 2017 that an astonishing 49% of organizations do not have a clearly defined digital marketing strategy.

Cost-Effective:

Marketing is one of the most expensive functions undertaken by a business organization. The traditional tools of marketing such as newspapers, television advertisements involve huge expenditure and often form a financial burden on the organization. Though big organization are able to manage this burden and still achieve desired results, the small organizations often succumb to such burden and it hampers the efficiency of their day to day operations. This is where digital marketing steps in and comes to the rescue of small businesses. The tools used in digital marketing are way cheaper in comparison to traditional marketing tools. This saves small

organizations from the financial burden of maintaining a traditional marketing program. It's not only the small organizations that are benefited from digital marketing, but it also helps the big corporate houses in reducing cost and thereby increasing the profit margins. The digital marketing tools can be used to create the same, if not more impact, by spending a much lower amount compared to traditional tools of marketing. Hence, digital marketing offers a more affordable alternative to traditional marketing. As the cost of marketing via a digital medium is cheaper it encourages more and more people to invest in their marketing program. This eventually leads to the growth of marketing as a sector or industry. For example: businesses can now advertise about their products and services on popular social media platforms such as Facebook and Instagram at a cost as low as \$1. In this way even small start-ups founded by college going students can do effective marketing about their products or services, even out of their savings. Not to forget, marketing is one of the biggest employment providing sectors. Increase in investment in the marketing industry will mean the generation of new jobs in the economy. This not only implies that the rate of unemployment will reduce but it would also lead to an increase in the standard of living of the people and economic growth and development in the long run. As per a survey conducted by Statista, a leading research and survey organization, the global digital marketing share is projected to grow to 46.30% in 2020, from 31.50% in 2015. The global digital ad spend is also expected to reach 335.5 billion U.S. dollars in 2020. In conclusion, we can say that the low cost of digital marketing helps in expanding the scope of marketing across the boundaries of finance.

Measurement of Results

Measurement or tracking is one of the most crucial aspects of marketing. It is very important for a business organization to have an effective tracking mechanism in place which provides real-time and reliable information about the results of the marketing activities conducted by the organization. It is equally important for a new organization as well as a well-established one to be able to track their marketing activities. For new organizations, tracking helps them to decide which tool or medium of marketing is working for them and which one is not. On the other hand, tracking enables large businesses to evaluate whether the tools adopted by them are giving the expected return or do they need some modification. This helps the businesses to learn and

simultaneously adapt to various changes taking place in the marketing and business environment. It is very difficult for organizations adopting traditional marketing strategies to measure their Return On Investment (ROI) or to know how much the business has profited from the traditional tools. For example, it is extremely difficult for a business organization to know that how many people watched their advertisement on the television or read it in the newspaper and actually went on to purchase their product or book their services. Whereas, digital marketing has much more precise measuring tools which use a lot of consumer-related data, indicators and scientific methodologies to give the organization real-time results of their marketing operations. This makes it relatively easier for the organizations adopting digital marketing strategies to calculate their Rate On Investment (ROI). The information provided by such measuring tools is scientific and highly reliable and can be effectively used for formulating future plans for the organization. For example: HubSpot is a tool which provides all in one digital marketing solutions ranging from tracking the number of visitors, their level of engagement, comparing the organization's performance with that of the competitors to providing simple Search Engine Optimization (SEO) tools which help the organizations to monitor their rankings on popular search engines. Whereas, Google Analytics is a free tool which makes it incredibly easy to monitor and report on the basic metrics i.e., bounce rates, page views, conversions etc. It helps the organization to understand whether its digital marketing activities are thriving or running out of steam. Digital marketing tools make the organizations feel confident about their strategy by enabling them to calculate their ROI. As per HubSpot, 72% of the organizations that calculate ROI say that their marketing strategies are effective. Clearly, an organization employing digital marketing strategies can understand its marketing policy and program better than an organization using the traditional channel. This implies that such an organization is likely to have a higher increase in ROI compared to other organizations not using digital tools.

Niche Marketing

According to the Economic Times, niche marketing is defined as channelling all marketing efforts towards one well-defined segment of the population. It is further said that niche does not exist naturally, but is created by smart marketing techniques and identifying the needs, choices, tastes and preferences of the consumers. Niche marketing involves targeting consumers based on

various characteristics, such as demographics, gender, location, hobbies, interests etc. So, it is also known as target marketing as it is deployed to target a specific market segment which is unique. It has often been seen that niche marketing focuses on market segments which are poorly targeted or not targeted at all. By tapping into untapped markets businesses get the first-mover advantage and also the advantage of having almost no competitor in that particular market segment. Businesses often enjoy price monopoly due to this. In order to create a well-defined niche market, the organization needs to have the ability to create a very personalized campaign with greater appeal and proper execution. A niche market by no way means a small market, but it involves a specific target audience with a specialized offering. Niche marketing also helps in removing the barrier of entry that may exist in some market segments. It is often argued that traditional marketing is a better option when it comes to targeting a specific audience. This is only partially true because traditional marketing can only work in case of targeting an audience locally, but to target an international audience or segment the organization needs to adopt a digital marketing strategy. In other words, traditional marketing is only useful while doing basic segmentation, but when it comes to advanced segmentation; it is only digital marketing that can be used. Traditional marketing fails to find a way to transcend beyond its restrictive nature and help the organization to target a specific market segment globally. Though it is still very effective when it comes to targeting a local market segment. With an effective digital targeting strategy, an organization can easily become the market leader in that particular segment. Further, as the organization operates within a specific segment it helps in creating a strong relationship between the organization and the consumer. Niche businesses are often high margin business. Customers within the niche do not mind paying more for the goods or services used by them. Digital marketing allows a business to establish a strong niche market which results in more profitability and eventually to the growth of business at a rate higher than that of the competitors.

Equity or Level Playing Field

Traditionally it was the big corporate houses and businesses which got the most benefit out of marketing and the comparatively smaller businesses often missed out. The big organizations made all the profit and continue to grow whereas the smaller organizations even struggled to break even. But this scenario has now changed thanks to the rapid development in technology.

The traditional strategies of marketing inherently favoured big cash-rich organizations. But, the digital techniques of marketing don't have this kind of inherent bias. The reach and effectiveness of traditional marketing campaigns depend heavily on the number of investments made, on the other hand, the reach and effectiveness of digital marketing strategies do not depend on the budget of the organization. The digital tools and technique gives a small business an equal chance to thrive and makes no distinction between small and large organizations. It gives a relatively smaller organization the chance of broadening its reach by providing quality content that can go viral, at no extra expense. Any business can compete with any competitor irrespective of the size with a solid and well-crafted digital marketing policy. With digital marketing strategies being so affordable, competing with big organizations has become easier than ever. Even small organizations with limited budgets and 20-30 employees can gather consumer-related information, establish long-distance strategic partnerships, advertise anywhere in the world using electronic means such as the World Wide Web, e-mail, social media platforms etc. The cost of entry in digital marketing is low and it has the ability to reach both near and far distances equally. Digital marketing also levels the playing field when it comes to presentation. Smaller businesses may not be able to afford expensive graphics and other designing materials as compared with cash-rich organizations but digital marketing tools and techniques enable them to easily create a clean and attractive website that enhances customer experience and helps the organization to grow. Therefore we can conclude that digital marketing strategies have created a level playing field for small organizations, and especially for start-ups.

Interactivity And Control

No marketing strategy can yield the desired results without interacting with the consumers. If marketing is the heart of an organization then the interaction is the heartbeat. With traditional marketing, the organization cannot really interact with the target audience. A lot of time is wasted in waiting for responses to come so that the next step can be planned. This makes marketing a long and tedious process. Whereas, digital marketing allows the organization to engage with the targeted market in real-time using various platforms. With the development of modern communication technology organizations can now engage using social media platforms like Facebook or Instagram by opening a page or profile dedicated to their business or by

creating a channel on YouTube fully dedicated to the promotion of its products. By using these mediums organizations can get real-time feedback on their activities and it becomes faster for them to plan the future course of action. Another revolutionary change that digital marketing has brought into the arena of marketing is that it has given the consumer the power to choose what they want to see. Unlike traditional marketing which is often accused to be intrusive, digital marketing puts the choices and preferences of the consumer first. For example, people buying newspapers or magazines do not buy them to read about advertisements. Similarly, people watching television do not like to be disturbed frequently by commercials. So it is fair to say that, to an extent, traditional marketing strategies end up annoying people. With digital advertising on the other hand the consumers have the choice to whether watch a certain advertisement or a YouTube video or not. Consumers have the choice to subscribe to newsletters or emails of a specific organization and also have the option to unsubscribe later if they do not find it productive or appealing enough. This transfer of power from the organization into the hands of the consumer goes a long way in satisfying the needs of the consumer. This also helps in building a better brand image as it has been quite evidently seen that organizations which tend to be less intrusive garner more customer support and loyalty. Hence in the battle of digital marketing vs traditional marketing, it is safe to conclude that, digital marketing provides the power to the customer and speeds up the whole process of marketing by providing quick interaction with the consumer. Whereas, traditional marketing often ends up annoying the consumers and also delays the decision-making process in the organization as responses take time to reach through the traditional channel.

In a nutshell: How Digital Marketing Is Better? With Real-Time Examples

Having compared the two forms of marketing, let us now analyze to see which one is better and under what situations can they be successfully implemented to generate better leads.

Marketing a product or a business often needs days and even months of brainstorming sessions. The arrival of new technologies and the support they provide have changed the scene in marketing bringing forth an emerging trend where companies regardless of their nature adopt digital marketing strategies over the traditional ones. But the question yields, is the implementation worth it?

Lower Costs

Marketing is one of the most expensive sectors of investment in a company's financial budget. It is possible for a big company to shell out money for putting up large banners or promoting traditionally through newspapers and magazines but for small businesses and startups, the cost of these might even be bigger than their overall budget! Digital marketing offers a wide variety of affordable alternatives and the impact they create is comparable and in some cases, even greater than the traditional marketing methods.

For instance, a startup just starting out its social media handles can immediately start promoting its handle on Facebook and Instagram by using their in-website paid apps options. These advertisements start as low as INR 40 and can go all the way up to lakhs. They can be tuned according to any budget and you have all the control to decide how many days it should run and to what kind of customers it should be shown to. As a result, it provides flexibility and more control for companies depending upon their ever-changing financial terrains.

High Return on Investment

The biggest goal for any business is to gather the expected return on every investment it makes and in the advertising domain, this return is even more crucial. Digital Marketing methods are customizable to fit the size of the company's budget and they are relatively cheaper while reaching out to a larger audience on the Internet. As a result, the exposure gained per ad post is much greater and provides greater engagement than publishing the ad in a newspaper for example.

If you are familiar with using Facebook or Instagram Ads, every advertisement is accompanied by Analytics which offer engagement and click statistics. For an average advertisement which is even moderately framed, the click cost can vary anywhere from INR 4 – INR 8 which is still much cheaper than printing and publishing banners. Also, a click ensures that the customer has fully engaged with the advertisement and is exposed to the product. So there lies the reliability.

Measurable

With traditional methods, one would have to wait for weeks or even months to receive reports on the performance of the advertisement campaigns and analyze whether it was worth the money or not. But, this scene has been changed by digital marketing methods which now provide real-time

analysis and all the essential data in your mobile screens while the advertisement is being executed.

For instance, an email marketing campaign immediately sends the performance of emails sent to its recipients and provides real-time numbers of how many times they have been clicked and how much time have the readers spent engaging with the mail. With the advent of Google Analytics, it is now easier than ever to measure specific goals to be achieved with a website or a blog.

Brand Enhancement

The digital world is no less than a universe in its own with almost the entire world engaging with it in one form of an activity or another. Websites and social media handles are the first things people see of the company and if they are beautifully designed and are highly interactive with good customer service, it can boost the brand of the company by miles.

According to a survey by Espresso Digital, 91% of the customers have visited a store because of their online presence and clear information to the customers about the service and products they provide.

Improved Share-ability

Any online product or piece of information can be shared with people in their circles who would also be interested. As a result, the repeated sharing creates a multiplier effect which tremendously and automatically exponentiates the exposure and sales curve of the business. As more followers or customers follow the brand, the greater will be the multiplier effect and the sales would further boost.

Fashion retail outlets like Max, Splash and Landmark India repeatedly share beautiful photographs of their new launch products on platforms like Instagram and tempt the customers to share it with their friends/relatives who would love that piece of clothing. Because of this, the customers are even socially encouraged to go out for shopping the product and in that process explore the other collections of the store as well.

Deep Focus

The approach of traditional marketing can be compared to spray and paint where the ad is shown to thousands of people at once with the hope that a few will like, follow and convert that into a

lead. In this process, extra money is shelled out for people who did not show interest in the product. But with the case of digital marketing, it is possible to tune ads to a specific audience filtered on the basis of their interests, the locality they are based in and even their following and liking trait on Social Media. If one has in-depth knowledge about customer demographics for their product, implementing social media strategies is a piece of cake.

A social media handle of a popular and higher-end café would only be interested to show its new launch of drinks to people who like their page, who live around the places where its branches lie and to those who are in the youth age group. As a result, they concentrate their budget only to those customers who are most likely to consume their product. If you ever scroll through your social media, you are most likely to find advertisements and sponsored ads of products/brands you are using or have used. This is made possible by the extremely smart algorithms of social media and the accuracy with which they provide data to the businesses.

Some Numbers To Crunch: Digital Marketing Statistics

- According to eMarketer, the budget for advertisement on mobiles will account for 72% of the digital advertisement budget (overall) by 2019.
- Venture Beat says that the mean ROI on CRO is a whopping 223% as on 2017.
- Video Advertisements fare even better than plain textual content, with 4.8% conversion rate there compared to the 2.9% of textual content as quoted by Adelie Studios.
- Marketing Profs has revealed that 72% of marketers worldwide consider the right content to be the most effective SEO strategy.
- According to Demand Metric, Marketing through content is 62% cheaper than traditional marketing and generates approximately thrice the amount of leads.

Conclusion

Digital Marketing is way ahead of its game as compared to traditional marketing. It is essential to evolve businesses around the ever-changing and tricky strategies of digital marketing to make the best use of the online space.

- E-content: Module 3: Digital Marketing Process (unit?unit=4&lesson=19)
- Additional Readings/ Videos : Module 3: Digital Marketing Process (unit?unit=4&lesson=20)
- Quiz: Quiz-M3 (JAN-2024) (assessment?name=436)
- Summary of Week 1 (unit?unit=4&lesson=21)

Week:2 ()

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M2 (JAN-2024)

Assignment submitted on 2024-01-25, 20:15 IST

Due date: 2024-04-30, 23:59 IST.

1) In a given situation, which of the following platform has the highest reach ?

1 point

- Television
- Radio
- Internet
- Newspaper

2) Which of the following is not true ?

1 point

- Digital marketing helps you to target your niche audience
- Digital marketing is cost effective
- You can measure result of your digital marketing efforts
- Digital marketing is non-interactive

3) Re-targeting of customers is possible through

1 point

- Newspaper
- Television
- Google Adwords
- Radio

4) Which of the following is not a correct match ?

1 point

- Print media- traditional marketing
- Pay per click- Internet advertising model
- Generating leads- landing pages
- Real time results- television advertising

5) Which of the following are advantage(s) of digital marketing over traditional marketing ? **1 point**

- Digital marketing is performance oriented
- Targeting of audience on the basis of user's interest is possible in digital marketing
- Digital marketing offers customer inter activity
- All of the above

6) What are the demographics on the basis of which you target your audience in digital marketing ? **1 point**

- Age
- Gender
- Education
- All of the above

7) Which of the following is not a platform for generating sales leads ? **1 point**

- Landing pages
- Sign up forms
- Call to action
- Online reviews

8) A landing page is **1 point**

- Home page of a website
- The first page on which users land, after clicking an online ad
- Page from where user exit the website after visiting more than one page
- A page on which a user spent the maximum time

9) Which of the following is not a tool of measuring and tracking audience ? **1 point**

- Google analytics
- Facebook pixels
- Google Adwords
- Wordpress

10) PPC in online advertising stands for **1 point**

- Pay per click
- Pay pal commission
- Pay per cost
- Pay per citation

11) In a given situation, if advertising budget is allocated across search engine marketing, display advertising and email marketing equally, it is possible to calculate the return on investment (ROI) each platform (search engine marketing, display advertising and email marketing) **1 point**

- True
- False

12) We can assess quickly under digital marketing whether your marketing efforts are successful **1 point**

- True
- False

13) Customer interactivity is possible through

1 point

- Live chat
- Reviews
- Blog comments
- All of the above

14) Facebook page is an example of

1 point

- Earned visibility
- Paid visibility
- Owned visibility
- None of the above

You were allowed to submit this assignment only once.

Module 3

Digital Marketing Process

Digital Marketing Process

Digital marketing process is a comprehensive way to promote the business online using various digital marketing tools and to expand its wings across the world



Digital Marketing Process

Steps in Digital Marketing Process

Developing Digital Marketing Strategy
Creating Visibility of your Brand
Generating Traffic to your Business
Engaging the Traffic
Traffic Conversion into Leads
Lead Conversion
Measurement and Tracking
Retention

STEP 1

Developing Digital Marketing Strategy

45 %

Adversely affect the Success of
Digital Marketing

**Business Don't have
Cleary defined Strategy**

| *Source : Smart Insight*

What is Digital Marketing Strategy



Digital Marketing Strategy is a **series of actions** that a company takes to achieve its **marketing goals** by carefully selecting and planning for **Digital Marketing tools**

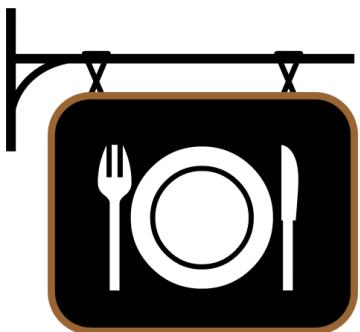
Right Questions at the right time

1. What are your short term and long term goals?
2. What challenges are you facing now ?
3. What challenges are you expected to face in future?
4. Who are your prospects and how to attract them?
5. Who are your competitors?
6. How much you should invest in marketing programme?
7. What is your expected Return on Investment ROI ?



STEP 2

**Creating Visibility of
your Brand**



?



Visibility

?

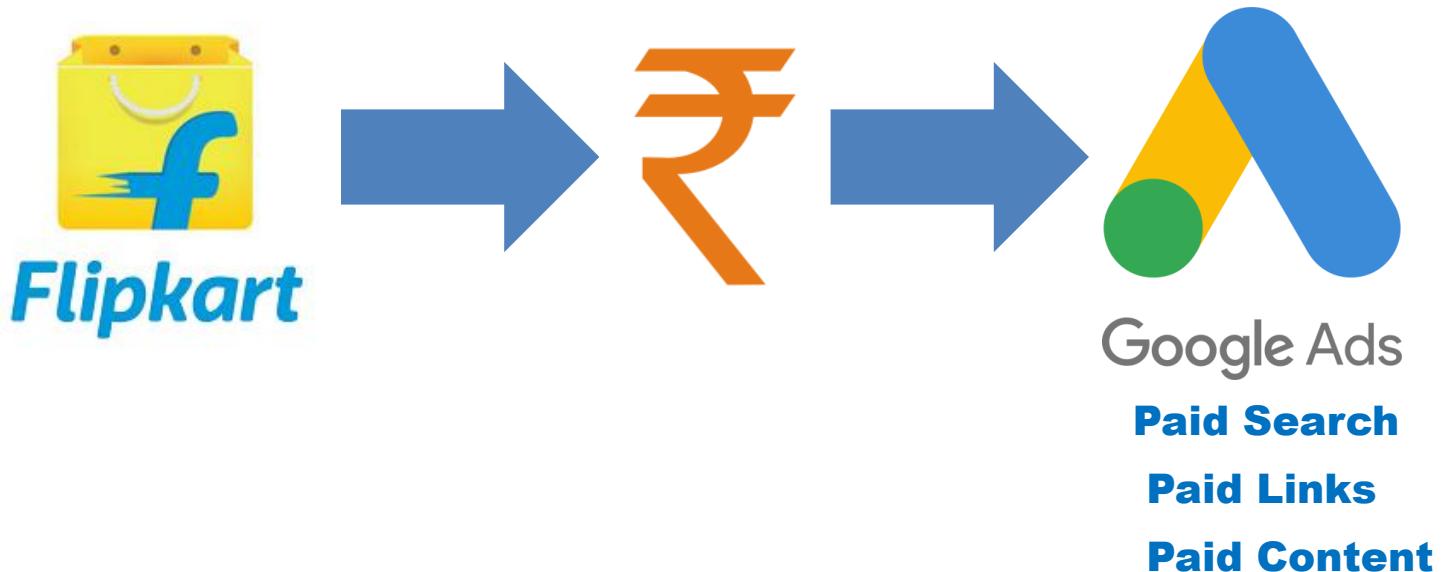
Visibility

Visibility is reaching out to your **potential customers** and telling the potential customers that you are on the internet

Forms of Visibility**1 Owned Visibility****2 Paid Visibility****3 Earned Visibility**

1. The platform is owned by the business
2. Business has full rights to edit and delete the platform content

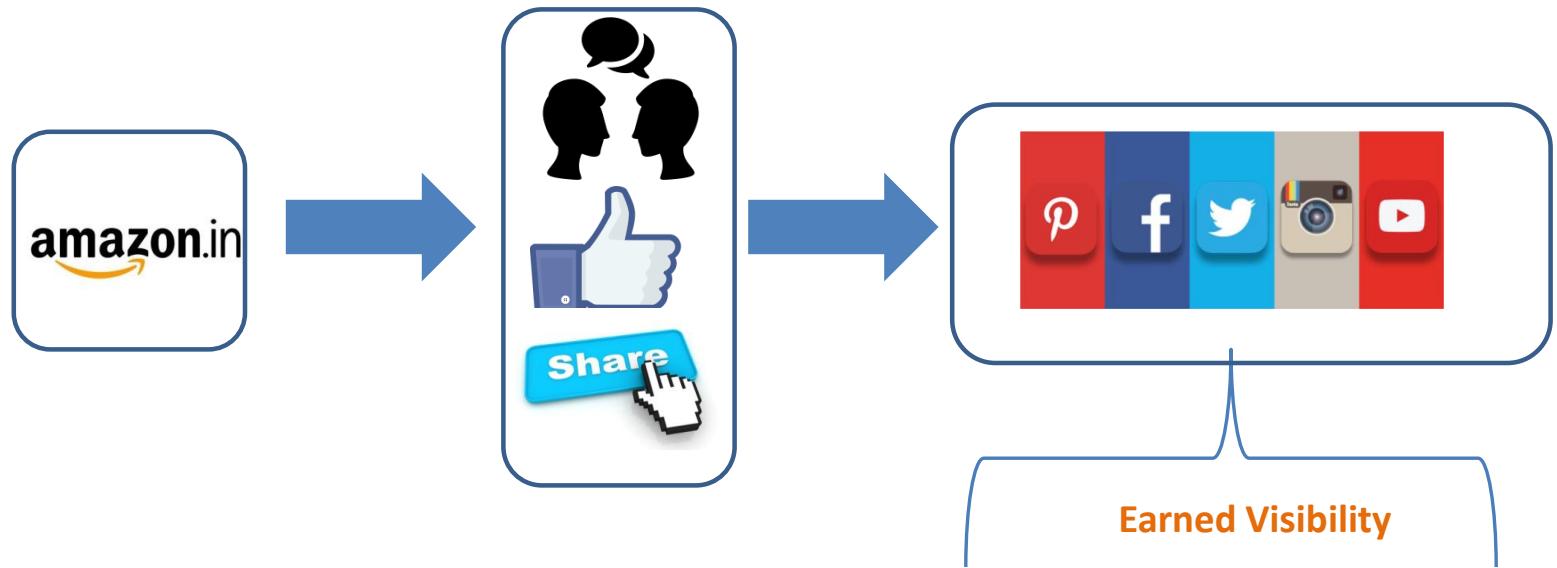
2 Paid Visibility



A

Video

3 Earned Visibility



Free of Cost

1 Owned Visibility

Websites, Blogs, Videos, Social Profile (FB, L,T)...

2 Paid Visibility

Paid Ads, Paid Search, Paid Links, Paid Content.

3 Earned Visibility

WOM, SERP Ranking, Viral Marketing ...

Which approach to create visibility one
should choose?

STEP 3

Generating Traffic to your Business

Bring Quality Traffic to your website increases the chances of turning the visitors into leads and final conversions

- Blogs
- Social Media Optimization
- Search Engine Optimization
- Pay Per Click Ads

Blogs

Bring **42 %** more traffic!

**300% more indexed pages are produced by
blogging**

Source: emarkable.ie

A blog is an informational website, displaying information in the reverse chronological order with latest posts appearing first. At this platform information is shared by individuals or groups of individuals on a specific theme

Most of the reputed brand have their own blogs

Social Media Optimization

Nearly **3/4 internet** users regularly use a social network

Businesses see **63% increase** in marketing effectiveness when using social media.

Source: emarkable.ie

Search Engine Optimization

46% of daily searches are for info on products or services

20% of monthly Google searches are for local business

Source: emarkable.ie

Pay Per Click

**Pay per Click Campaigns drive additional traffic
Optimization of Pay Per Click Advertisement**

Source: emarkable.ie

STEP 4

Engaging the Traffic

“The Rule of 59 Seconds”

Most of the users stick around the web site

Less than 59 Seconds

If interest is not generated they are going to leave your website

Nielsen Norman Group

**Instead of pushing them for sale you
have to engage them**



What is online engagement ?

Engagement is making your visitor to do some activities on your website

Download PFD book, Signup for newsletter, free case study, Browsing of web Information etc.

STEP 5

Traffic Conversion into Leads

Convert the traffic to potential leads by creating appealing offers and Call to Action

A sales lead refers to a person or business who may eventually become your customer in the near future

1. Building of Landing Page
2. CRM integration
3. Placing “Call to Action”

What is Call to Action?

What exactly do you want that a visitor should do while she is on your landing page



AUGUST 6-7, 2019
HARTFORD, CT

THE MOST IMMERSIVE, HIGH-ENERGY LEARNING EXPERIENCE FOR INBOUND MARKETERS & BUSINESS LEADERS

ALL ACCESS

\$ 599

VIP

\$ 999

REGISTER NOW



MARCUS
SHERIDAN



MARI
SMITH



DAVID
CANCEL



DAVID MEERMAN
SCOTT

Drive when you want
Earn what you need



Download the free ebook.

Read "Growing your online business" to learn how you can:

- Boost your search rankings to attract more customers to your site.
- Reduce cart abandonment with a streamlined checkout.
- Bring shoppers back to your site with remarketing.
- Expand your market to reach international customers.

First Name*

Last Name*

Email*

Website*

Company*

By providing this contact information, you consent to PayPal sending you promotional emails. For more information, please see our [Privacy Policy](#).

[Download Now](#)

© 1999–2017 [Privacy](#) [Legal](#)

STEP 6

Lead Conversion

A conversion is an activity on your site that is important to the success of your business

Micro Conversion

Macro Conversion

Micro Conversion

Micro conversions are activities that users frequently engage in before purchasing. Sites commonly have several kinds of micro conversions which include

- ✓ **Email signup**
- ✓ **Created account**
- ✓ **Browsed site extensively**
- ✓ **PDF Download**

Macro Conversion

Macro conversions are primarily attributed to main product/ service of the website the

Example: Sales transactions

STEP 7

Measurement and Tracking

Tracking and measuring the performance of marketing efforts

100%



What to Measure

What to Measure ?

- ➔ Traffic Behavior
- ➔ Return on Investment
- ➔ SEO Success
- ➔ Social Media Campaign Performance
- ➔ PPC Campaign Success

STEP 8

Retention

Retaining of visitors and Customers for the future business

Vertical Retention

Horizontal Retention

Module 3: Digital Marketing Process

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Learning Objectives

Understanding, how digital marketing process operates under a given ecosystem

Digital culture is trending nowadays. But digital marketing is a tedious process. This process could facilitate businesses to enjoy benefits from digital storytelling using various social tools available. Integration of a good digital marketing plan could act as a bridge between traditional resources and digital media and bring out.

In this technologically motivated environment, organizations cannot simply make profits by adopting digital marketing strategies for the products and services offered by them. In order to have a fully functional and effective marketing program, it is very important for any organization to have a clearly designed marketing plan. The relationship between a marketing plan and marketing program is that between oxygen and fire. Just as without oxygen it is impossible to lit fire, in the same way without a clear-cut marketing plan it is impossible for an organization to set the market on fire, obviously by its performance.

Therefore, developing an actionable digital marketing plan is critical to the success of the business. Businesses with a good digital marketing plan have 2x the revenues per employee. They are also 2x more likely to be growing. The real challenge with digital marketing is gaining expertise in the field. But an organization should at no cost ignore this very significant function.

Few points that can help a business develop an effective digital marketing plan:

Thinking Beyond The Website: It's time that businesses think beyond the basic website. Organizations should look to focus more on developing a digital marketing system, which has a wider scope than the website. A website should merely be a part of a larger digital marketing system. Various metrics can be used to develop an effective digital marketing system:

Traffic: It is very important for a website to measure the amount of traffic on the website on a real-time basis. Traffic can be effectively monitored using Google Analytics. It has a free as well as a paid feature.

Contacts: Merely ensuring traffic on the website doesn't guarantee the success of the organization. What's most essential is converting traffic into contacts.

Customers: This metric can be effectively traced using the organization's accounting system and customer relationship management.

Steps in the digital marketing process flow as follows:

- Making the digital strategy
- Creating the visibility of the brand
- Bringing the traffic to websites and social media platforms
- Converting traffic into the potential leads
- Lead Conversion
- Measuring and tracking
- Retention

Step 1 - Making the digital marketing strategy:

If you don't know where we are heading, we will never reach, that's why a good strategy for digital marketing decisions developing, integrating and balancing the digital marketing strategies is the first step of the digital marketing process. An ideal digital strategy aligns with the vision of the business or any other entity dealt with.

The key determinants for making a digital marketing strategy are:

- 1) Long term and short term goals
- 2) Challenges being faced currently
- 3) Challenges which are likely to arise in future
- 4) Futuristic prospects and mechanism to attract those prospects
- 5) Competitors and policies used by them
- 6) The budget for the digital marketing program
- 7) Expected ROI (Return on Investment)

Step 2 - Creating the visibility of the brand:

Visibility can be defined as the degree to which something has attracted attention or prominently seen. Being noticed by the audience is the motive behind the application of digital marketing tools. Brand awareness is very necessary for the success of any business or blog. Develop the content in such a manner that the brand visibility of a brand is enhanced.

We can let masses know or see us by:

1. Websites
2. Mobile Apps(Android and Ios)
3. YouTube channels
4. Blogs
5. Accounts or pages on various social media handles like Facebook, Instagram, Twitter, LinkedIn and others
6. Emails

Note that the websites should not only have great content on desktop version but must be fully compatible with mobile devices. The audience expects consistent and coherent data along with smooth accessibility.

The paid, owned and earned media has to be selected according to specific needs.

- Owned Visibility: Websites, Blogs, Videos, Social media profiles(Facebook, Twitter, Instagram, LinkedIn etc.)
- Paid Visibility: Paid Ads, paid search, paid content, paid links
- Earned Visibility: Viral marketing, SERP(Search Engine Results Page), Word of Mouth

But the choice must be very judiciously. One study found that 18-34-year-olds mostly ignore online banner and digital ads. As per estimates, 54% of internet users are most likely don't click on banner ads as they don't trust them (eMarketer, 2014)

"When building a brand online, too many people rush to buy ads and acquire traffic to drive revenues by brute force. Small efficiency improvements in conversion rates, email capture and retargeting can pay huge dividends-tighten up the mouse trap first, then buy eyeballs. You'll acquire and retain customers more cost-efficiently and keep money in your coffers for higher-risk marketing strategies." Tony Delmercado, co-founder and COO of Hawke Media

Step 3 - Bringing traffic to your business's websites and social media platforms:

Digital marketing could only be used to fullest when we could use the strategies towards getting traffic. Check what drives traffic for you and whatnot. Quality traffic could be further converted to leads and final conversions. Some crucial tools for this are:

- *Display Advertising:* Display advertisements are definitely an eye-catching mechanism for getting prospective customers. Display Ads are two types: 1) Retargeted Ads 2) Informative Ads
- *Pay Per Click Advertising:* Pay Per Click Advertising is a good mechanism to generate traffic. Pay Per Click advertisements should be optimized. Be on top of the minds.
- *Email Marketing:* Emails work better than mobile notifications as they are free of cost for consumer class and some mobiles have space constraints for text messages. Rates of
- **The number of email users worldwide is forecasted to rise to 2.9 billion by 2019 (Word Stream,2018).** Businesses should expand and refine their email distribution to reach out audience on a larger level.
- *Search Engine Optimization:* SEO (Search Engine Optimization) is has a tremendous effect on the reach of the targeted audience. **On a monthly basis, 20% of Google searches are for local business and 46% are for products or services.** Industry experts state that Google updates its algorithm,500 times a year. It is very important to check for keywords which gain or lose traction in search engine operations. Keep updating and auditing SEO regularly to stay searchable and discoverable consistently.
- *Social Media Optimization:* Most excellent venue to reach masses is social media. People are more responsive when others like or comment positively on your businesses. Out of every 4, 3 are active users of social media platforms. Edelman Trust Barometer (2018) found that 63% of businesses' marketing improved with help of social media. 67% of people use social media for customer service inquiries (JD Power, 2015). So we can say that social media is the best way for online presence. Facebook is good for B2C businesses and Twitter is a great platform to share ideas and giving new content. It is always advisable to schedule your posts according to best times reflected in insights to engage more people.
- *Blogging:* Blogging gives a marketing standing to the brand. In other words, blogging gives a voice to the brand it is associated with. 91% of masses said that they are likely to

purchase from a brand with authenticity rather than a generic one. Blogs are estimated to attract 42% more of what normal traffic a website has. 300% more indexed pages are produced as an outcome of blogging.

- High-quality webinars and live events: Working on a bigger picture, webinars and live events play an advantageous role.

Source for estimates: emarkable.ie

Step 4 - Engaging the audience:

After identifying the target audience, the next step is to engage the audience. Use the data got from the business houses, social media platforms, websites and other sources in targeting audience in the digital marketing campaigns. According to Nielsen Norman Group, the majority of the people who visit any website, stick only if their interest gets generated in the first 59 seconds. In simple words, online engagement is when the audience does any desired activity, buy a product, download a PDF or any other media file, browse information, sign up for membership or newsletter, read a free case study and various other actions. Engagement is not only crucial for current customers but also past customers so that they could be retained.

Step 5 - Converting the traffic into leads:

Converting traffic into potential needs is a basic requirement of companies targeting a large customer base. We need to use digital to make customers search, review, engage, buy and do other desired actions. The transition of traffic to leads could be done by incorporating the appropriate call to action and appealing offers.

Call to Action is the activity which we desire from our visitor or audience when a person visits the landing page.

- 1)Building of landing page
- 2)CRM Integration
- 3)Placing "Call to Action"

Step 6 - Lead Conversion:

Lead conversion is of two kinds:

- Micro Conversion
- Macro Conversion

Micro Conversion: Micro conversions refers to various activities through which the audience engages before the final purchase of any goods or services. Examples of micro-conversions are PDF download, subscription of any newsletter, signup for membership or email, browsing extensive information or creation of an account.

Macro Conversion: Macro conversions are primarily ascribed to the product or service of the website. Example sales transactions

Step 7 - Measuring and tracking:

The next step is to design measurement and analytics. There are tools and testings available for measurement of the effectiveness of the digital marketing strategies to achieve the goals. Improvisation is impossible unless the performance is tracked and reviewed.

Key factors to be tested and measured are:

- Behaviour of traffic
- SEO Success
- Social Media campaign performance
- Pay Per Click (PPC) campaign performance
- Return on investment

Traditionally, this was a challenge. But nowadays but now there are various tools to gather data and measure the impact of the initiatives taken while the digital marketing process.

Google Analytics gives all the information from the number of visitors, time spent, the source of arrival on the landing page, demographic details and other data relevant for evaluating the results of strategies used.

Step 8- Retention:

Retention can only make sure that digital marketing stays fruitful to your businesses. If customers or visitors leave, all step by step efforts of digital marketing strategy will go in vain.

Retention is of two basic types:

- **Horizontal Retention:** When a consumer goes up and down the range of products for purchases, it is called horizontal retention.
- **Vertical Retention:** When a consumer purchases the same chain of goods and services offered, it is called vertical retention.

Research showed that a 5% increase in customers retained, could generate up to 125% of profits.

According to Bain and Co. (a global management consultancy), the cost of attracting new

customers amounts 7 times of what it costs to retain the old ones. Therefore, if a retention plan is set well in digital marketing or digital communications process, revenues will increase leading to the long-term profitability of the business. Also, referral marketing strategy is not just relevant to the scope of new business, but every business.

Now let's have a look at the case of Cisco's digital marketing funnel for better understanding.

"It's no longer digital marketing, it's marketing in a digital world," says Joseph Puthussery, vice president, digital marketing at Cisco. "The world has transformed, and every marketer has to think about how expectations have changed."

This comment comes at a time when Cisco is in the middle of a digital transformation. Puthussery further stresses the changing environment how this change is disrupting various business models, by citing examples of the hotel and taxi industry.

"The best customer experience anywhere sets the bar for customer experience everywhere," says Puthussery, speaking at the ANA's Masters of B2B Marketing conference in Chicago. It is quite clear that the global giant is taking the process of digitizing its marketing program very seriously and rightly so.

Next week, the company is going to host 30,000 people at Cisco Live. But, as Puthussery notes, he has 30,000 people visiting Cisco.com every day. "We might have 30,000 people in the room [in Orlando], but we might have more than 100,000 online at any given time watching the keynotes, and we need to make that experience come together."

Puthussery has further outlined 5 pillars of digital transformation for Cisco:

Customer Experience: Puthussery highlights the importance of connecting with the customer at every touchpoint and not only through the website. Social, advertising and digital all have to work together with live events. "We need to combine data and keep the journey going in an omnichannel experience," he says.

Content Marketing: With the change in both business and marketing environment the job of content writers has also evolved. Rather than concentrating on 30-page white papers, writers should be focused on content that will create a social conversation and create engagement. "You need to identify personas and create the content that will take the customer on the desired journey," he says.

Analytics and Insights: “We have 30 billion records of data,” he says. It should be noted that there is no point to having huge amounts of data unless it cannot be used. It has been one of the biggest investments of Cisco to be able to connect every single touchpoint back to data to understand the overall customer experience.

Performance Marketing: “We’re good at looking at the bottom of the funnel—it’s easy to look at pipeline and bookings, but the real question is what do you do at the top of the funnel,” Puthusser notes. Cisco is aiming to study harder metrics to improve its marketing operations through an engagement score that takes different touchpoints into account to score each customer interaction.

Automation: Cisco has built a strong technological foundation comprising of systems to manage the video, search and other marketing strategies. The company is also focusing heavily on machine learning. “We’ll augment as we go,” Puthusser added.

Some essentials to keep in mind while creating a digital marketing process in 2018:

Targeting the Right Customers with the Right Option: This is the first step in process of development of an effective marketing plan. The marketing plan should focus on the target audience. The organization should look to deliver more value to this target group of consumers. There are a number of ways by which an organization can select their target audience:

Segmentation: This is the most popular way of selecting the target group of customers, in order to achieve the desired results. Factors like a number of competitors, the average profitability of the segment should be considered before selecting a segment. The market (consumers) can be divided into segments on the basis of behaviour, demographics, company-specific information, psychology, and geography.

Personas: Personas somewhat aim at creating a fictional picture of the target consumer by identifying how they act, their goals, skills, attitudes and environment. This helps the organization to engage with the consumers at a more personal level.

Jobs or Work To Be Done: This method of dividing the consumers not only helps the organization is assessing their needs and preferences but also helps them to know which job is hardest and most important.

Ensuring that it is Easier for the Customers to Find the Business: All the marketing efforts of the organization shall reap no result unless the consumer is able to find and reach the business easily. It is the responsibility of the organization to ensure that prospective consumers don't find

any difficulty in reaching the business. In order to connect well with the customers, the business needs to be a part of their world. This can be done in many ways by using techniques like influencer marketing, social media marketing, retargeting, advertising etc.

Using Right Technology: It is very crucial for the organization to select the right technology. This selection depends on the maturity of the marketing program of the organization. For a new organization that is just getting started, it is logical to use simple and low-cost tools like Squarespace, whereas large and more established organizations having a higher budget can opt for a more integrated platform like HubSpot.

Digital Storytelling: The Next Big Thing?

A story is the most interesting thing that one person can say to the other provided it is worth hearing. It can be told in a variety of ways and it is up to the brands to create the story so that people can interpret it the way they want to. Roping in a traditional storyline for promoting a brand with the conventional sequence of introduction, rising action and climax is going to be inefficient because the people online have much shorter attention spans. Any video which says a story must grab the attention of the audience within three seconds else it is a fail. It may be noted that the channel or medium through which you say the story also plays a role in grabbing the interest of the audience. It is much different to view a video on YouTube as compared to one on Instagram. More time must be devoted to developing the essential elements of video storytelling that grab the different senses of people. Interestingly, an effective story is a collective effort on developing each of the following elements to its mature maximum:

Humour

Humour is as contagious as it can get. Most of the viral videos nowadays are content which is funny, and thus are shared amongst friends and peers. If a dark matter is brought to light through humour, it plays a greater impact to create a positive image of the brand on the viewer. Essentially, an effective story must combine humour, a great social message and explain how the brand is influencing it; all these with the greatest executional skills.

Morals

Arguably, connecting with the audience by plugging in with their emotions and morals is the best thing ever a brand can do. Developing common feels of issues, odds facing against you, a sense of un-fulfilment and making it relatable with the audience can actually make them ‘become friends’ with your brand. This in turn results in deeper reach and more leads.

Food for thought

Another dimension in which a good story operates is providing something for the audience to think about, discuss about and perhaps even debate about. The best brands play with your mindsets and make you alter the way you have been thinking about something. Storytelling is the art of grabbing the common pulse of thought amongst the viewers and synthesizing them for a thought which can ultimately force them to connect with your brand.

What's the right amount for the companies to spend on Digital Marketing?

Finding published data about company budgets for digital marketing is not a big task with the advent of the Internet. But it is essential to know in a nutshell the patterns of investment by companies so as to predict the areas of digital marketing a future company will need to invest in. Note that the following information is specifically for B2B marketing.

Clearly, digital marketing is fast becoming the major sector in the overall pie of digital marketing expenditure. In fact, it is predicted by eMarketer that, digital marketing spending will account for 45% of the total amount spent on marketing strategies.

In digital marketing, according to Hanapin Marketing, Adwords and Mobile is a key area in which businesses want to increase their budgets. Out of the number of companies interviewed, the stats revealed that 75% of them wanted to amp up their budget on Adwords and Mobile thanks to the every sustaining power of Google and the increasing consumption of portable media on the go. Also, a CMO survey has reported that spending on mobile digital marketing will increase by 118% in the period of the next three years. As of today, the mobile may not really be the dominating source of traffic but the rate at which it is growing, it is set to surpass any desktop and web traffic within the next half a decade.

Another CMO Survey has reported that companies (B2B) spend on an average 6% - 9% of their annual budgeting on marketing. Service providing businesses usually form the lower regions of that scale whereas companies inclined to produce products dominate the higher ends of that scale.

The biggest issue though, that B2B companies face is garnering the expected ROI from the marketing expenses. After reviewing hundreds of companies worldwide, the issues which stem this are two-fold

One, companies fail to ensure that the marketing staff is strong and efficient. They often do not stress on goals and deadlines making marketing a more flexible undertaking than what is necessary.

Two, companies fail to allocate the right amount of money towards marketing. This can arise from having incomplete data and skilled personnel on board who fail to either understand the necessity of marketing or have simply no clue on how to handle any amount of budget allocated. In short, for any B2B business to work, it has to seamlessly move from the traditional methods of marketing by getting the right power onboard to guide through the different strategies and tricks involved in digital marketing.

How is Digital Marketing Evolving as a Culture?

Digital Marketing is all about riding the wave at the right time. Companies, who catch it at the perfect time and the perfect spot, reap rich rewards. But here are the major drivers for digital marketing which are continually shaping it every single day:

- Companies have got more exposure to real-time data. Earlier, they had to wait for months to get an estimate of the revenues, the sell-in and targeted analysis results corresponding to a marketing trend. But companies now have more number of parameters and greater data available at hand. Having the right skill set to make sense of the data is one thing which all companies tirelessly look for in its hires.
- Marketing is no longer a one-time relationship. Brands nowadays have started to connect morally with its consumers and aim to provide benefits for a lifetime to them in return for staying loyal with their brand. For instance, purchasing a pizza through the Domino's store will entitle you to receive discounts and other offers, sometimes personalized all for years together.
- Marketing processes are quick. It is now easier for companies to implement the A/B strategy while marketing since it has become incredibly simple to create digital products for the same. Also, the route to implementation of them has become extremely user-friendly and companies now no longer have to wait for days to have their ad or poster printed on a newspaper or telecasted on the TV.

Digital Marketing: Another Case Study

A simple loyalty program helped a brewing brand connect better with customers. A global brewing company through its smartphone app launched a loyalty program wherein any customer that purchases a beer is given credits which can be utilized at bars, pubs and even restaurants.

The benefits of this turned out to be two-fold. One, the company knows its most loyal customers, their behaviours and methods of spending and redeeming and now the company can create consumer-specific marketing plans. Two, it also knows the outlets which now accept their credits; as a result, they can target location-specific for promoting their brand.

Using the continuous amount of data supplied to them and testing and retesting the marketing strategies, the company finally adopted the near-perfect parameters to ensure the maximum leads. Through this, the company managed to cut – off the 20% customer drop off through the application and overall reduce the ratio of consumer inactiveness.

Conclusion

The process of Digital Marketing is a complex one and it is certainly not something that works on a trial and error principle. Although, this error can be undertaken if the proper amounts of data are available at the disposal. Every company who aspires to excel in marketing has to follow a systematic series of steps to first identify the parameters essential to creating the right plan and must ensure a near-perfect team to execute that.

- E-content: Module 3: Digital Marketing Process (unit?unit=4&lesson=19)
- Additional Readings/ Videos : Module 3: Digital Marketing Process (unit?unit=4&lesson=20)
- Quiz: Quiz-M3 (JAN-2024) (assessment?name=436)
- Summary of Week 1 (unit?unit=4&lesson=21)

Week:2 ()

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M3 (JAN-2024)

Assignment submitted on 2024-01-26, 19:24 IST

Due date: 2024-04-30, 23:59 IST.

1) Which of the following is an example of owned visibility

1 point

Website

Online review

Paid ads

Viral marketing

2) Earned visibility is

1 point

Paid ads

Free of cost

Paid search

Paid reviews

3) Which of the following is not an example of paid visibility?

1 point

Google ads

Facebook ads

Facebook page

Youtube ads

4) Which of the following technique will help you to bring the quality traffic to your website?

1 point

Search engine optimization

Social media optimization

Pay per clicks

All of the above

5) CTA stands for

1 point

Call to action

Call to ad

Call to amount

Come to action

6) Which of the following is micro conversion

1 point

A sign up form was filled

PDF book was downloaded

A newsletter was subscribed

All of the above

7) Which of the following is not a correct match? **1 point**

- Retention- vertical
- Earned visibility- Word of mouth
- Macro conversion- Sales
- Paid visibility- search engine optimization

8) What helps in making a visitor to do some activities on your website? **1 point**

- Search engine optimization
- Engagement
- Retention
- Conversion

9) What are the activities that users frequently engage in before purchasing? **1 point**

- Macro conversions
- Micro conversions
- Engagements
- Sale leads

10) Which of the following is an example of macro conversion? **1 point**

- Sales
- Downloading catalogue
- Subscribing to newsletter
- Downloading brochure

11) A single approach to have visibility always works **1 point**

- True
- False

12) What exactly do you want that a visitor should do while he is on your landing page? **1 point**

- CTA
- PPC
- SEO
- SEM

13) Sponsored link is an example of

1 point

- Earned visibility
- Paid visibility
- Owned visibility
- None of the above

14) Facebook page is an example of

1 point

- Earned visibility
- Paid visibility
- Owned visibility
- None of the above

You were allowed to submit this assignment only once.