

# **B.Tech 7<sup>th</sup> SEMESTER – Data Science Engineering**

## **HUM 4168 Digital Marketing**

### **Academic Session – Aug 2023 to Dec 2023**

**Module Leader :**

**Dr. Narayan Prabhu;**

**Associate Professor : Sales & Marketing, WGSMA, Manipal**

**Email: [narayan.prabhu@manipal.edu](mailto:narayan.prabhu@manipal.edu)**

# Course Outline

## 1. Introduction to Digital Marketing

- Meaning of Digital Marketing
- Importance of Digital Marketing in today's business landscape
- Understanding the customer journey in Digital Marketing
- Overview of various Digital Marketing channels

## 2. Search Marketing

- Basics of Search Marketing – Organic & Paid Search Results
- Overview of Google Ads
- Keyword Research and Analysis
- Tracking the success of SEM
- Search Engine Optimization Techniques
- On-page & Off-page Optimization
- Setting-up a Search Ad Campaign

## 3. Display Advertising

- Different kinds of Display Marketing
- The Display Marketing Ecosystem
- Retargeting & Dynamic Retargeting
- Setting-up a Display Ad Campaign

## 4. Social Media & Content Marketing

- Different Social Media Channels
- Building a robust Social Media Strategy
- Content marketing: Storytelling in Social Media
- Measuring Social Media ROI
- Setting-up a Social Ad Campaign

## 5. Mobile Marketing

- How to increase an app's engagement through in-app advertising
- In-app messaging
- Push notifications
- Creating copies
- App store optimization
- Analyze app metrics
- Increase app installations
- Strategizing & planning to increase app installations and promotions

## 6. Analytics and Reporting

- Introduction to Analytics and Reporting
- Google Analytics and other analytics tools
- Understanding website traffic and user behaviour
- Measuring campaign effectiveness
- Reporting and data visualization

# Topics Covered

- What is Digital Marketing?
- Digital Marketing Evolution
- Key Components of Digital Marketing
- Advantages of Digital Marketing

## What is Digital Marketing

Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.



Marketing through the internet or electronic devices (i.e. social media, search engine, email, etc.)



Offline marketing tactics (i.e. print, broadcasts, direct mail, telephone, billboards, and flyers.)

Higher Level of Customer Engagement

Little Interaction

Ease of Measuring Results

Poor Campaign Measurement

Bigger Audience Range

Limited Customization Options

Less Expensive & More Effective

Higher Costs & No Control Over Timing

More Customizable Which Makes Them Less Risky

Cannot Be Easily Updated Which Makes Them More Risky

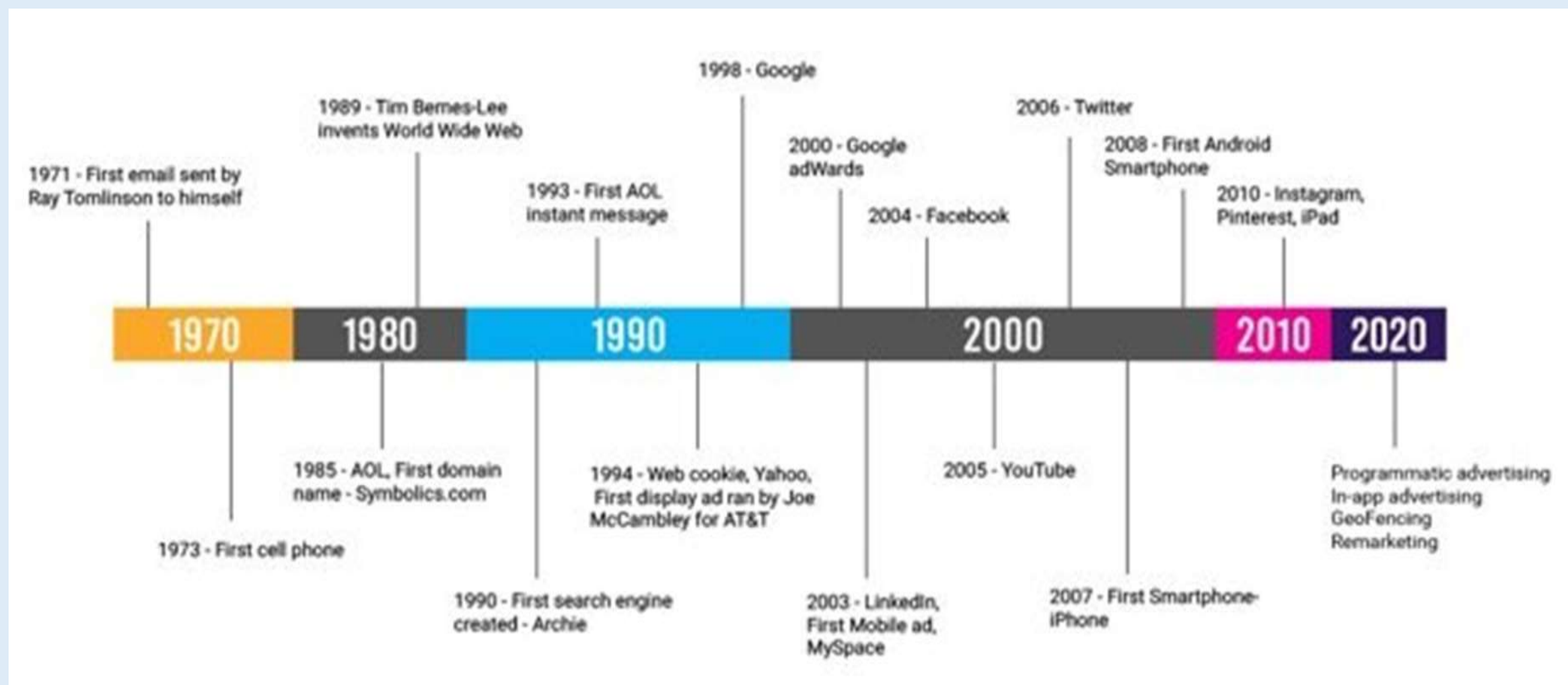


**MANIPAL**  
ACADEMY of HIGHER EDUCATION  
(Institution of Eminence Deemed to be University)

## DIGITAL VERSUS TRADITIONAL

COMPARING THE 2 TYPES OF MARKETING

# EVOLUTION OF DIGITAL MARKETING



## Key Components of Digital Marketing





# Advantages of Digital Marketing



- Easy to Communicate with Customers to gain Loyalty
- Engage with Customer at Every Stage
- Easy to Target the Right Audience
- Generate Leads Consistently
- Optimized and Better Conversion Rates
- Easy and Accurate to Measure All Results
- Gain Brand Reputation
- Less Marketing Expense
- Global Brand Recognition and Target Global Audience
- Generate More Revenue



# Topics Covered

- The Changing Consumer Behaviour
- Reach and Accessibility
- Data-Driven Decision Making
- Personalization and Customer Engagement
- Building Brand Awareness and Authority

## How the Digital Revolution has Impacted Consumer Behaviour



## The Changing Consumer Behaviour

## Time it took for selected online services to reach one million users



\* one million backers    \*\* one million nights booked    \*\*\* one million downloads

Source: Company announcements via Business Insider/LinkedIn

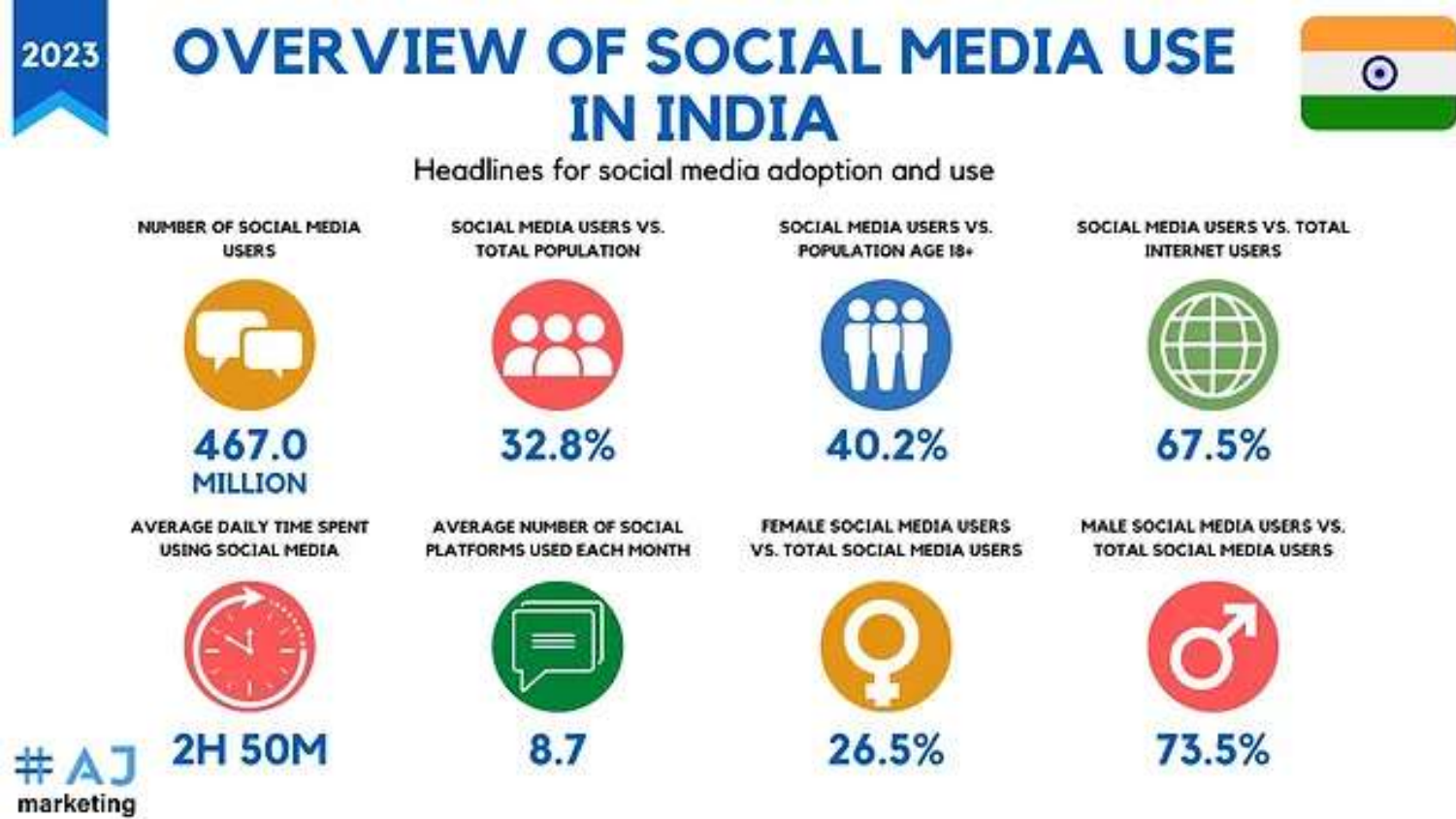


**MANIPAL**  
ACADEMY of HIGHER EDUCATION  
(Institution of Eminence Deemed to be University)

## The Changing Consumer Behaviour

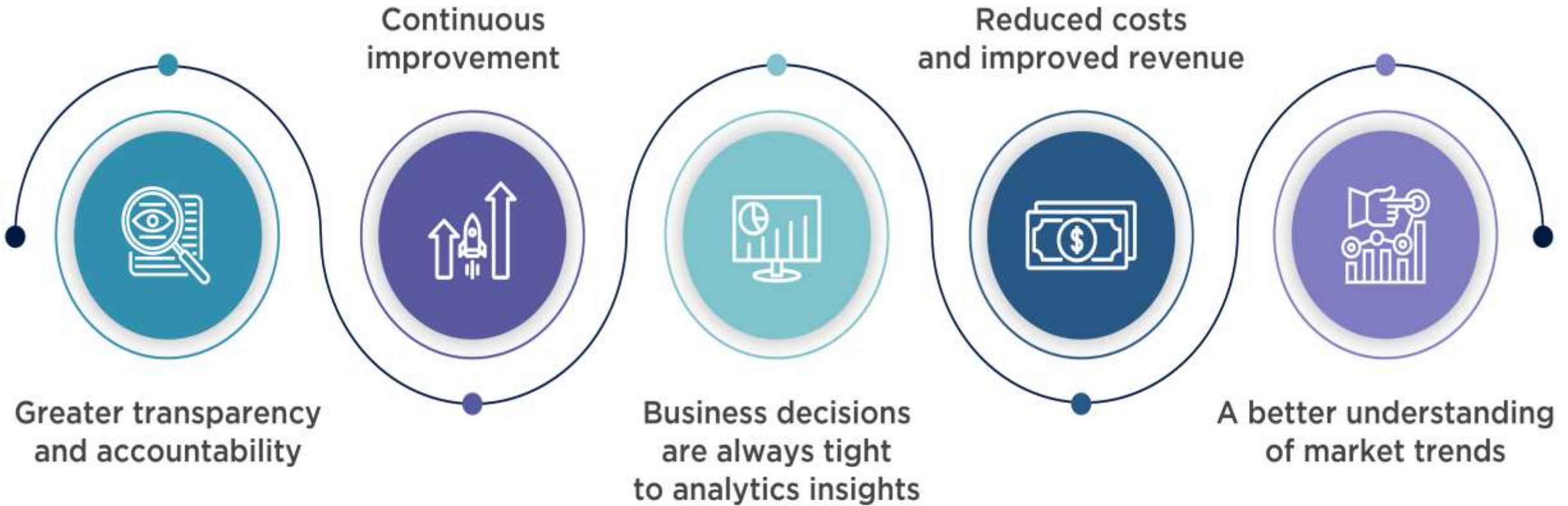






## Reach and Accessibility

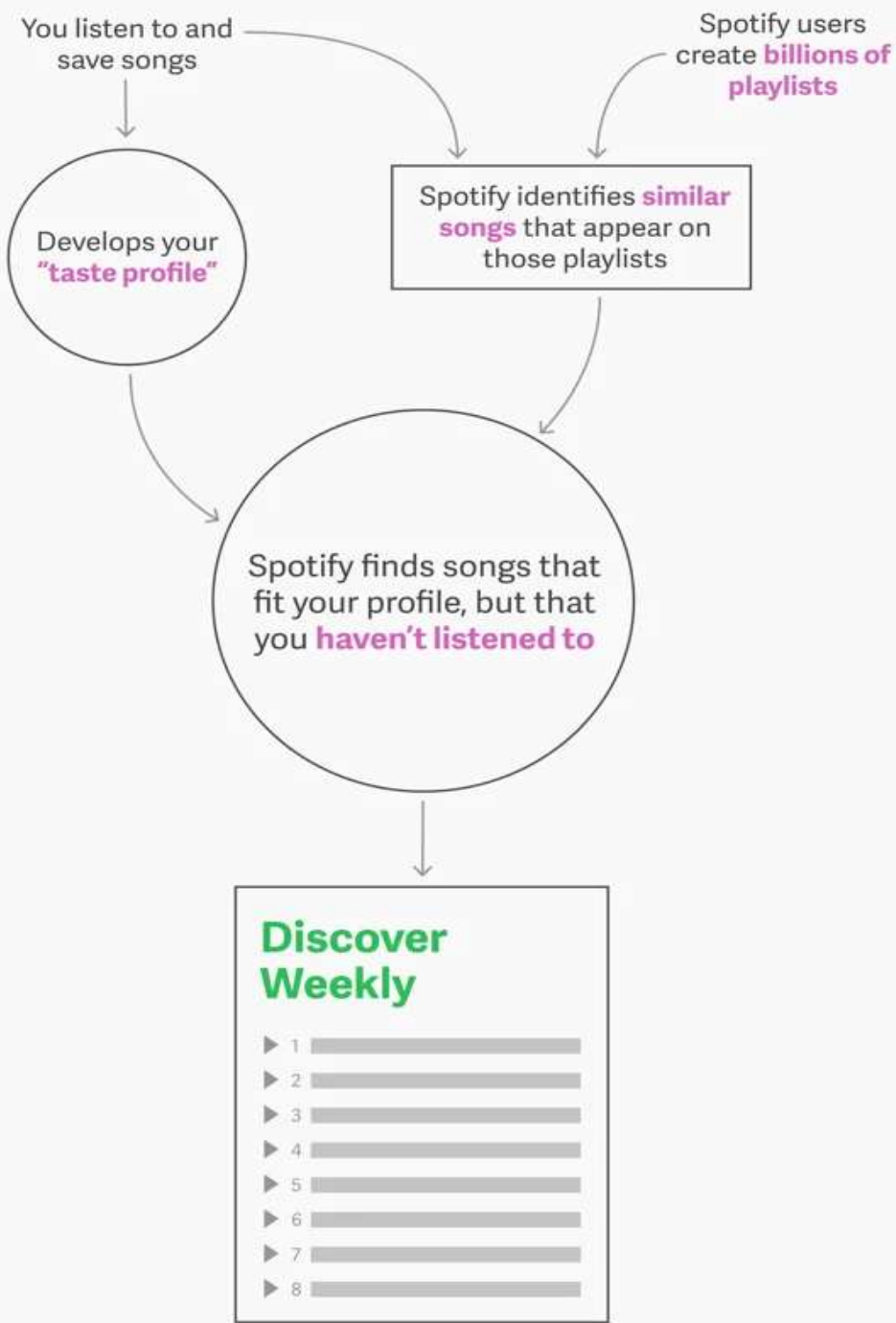
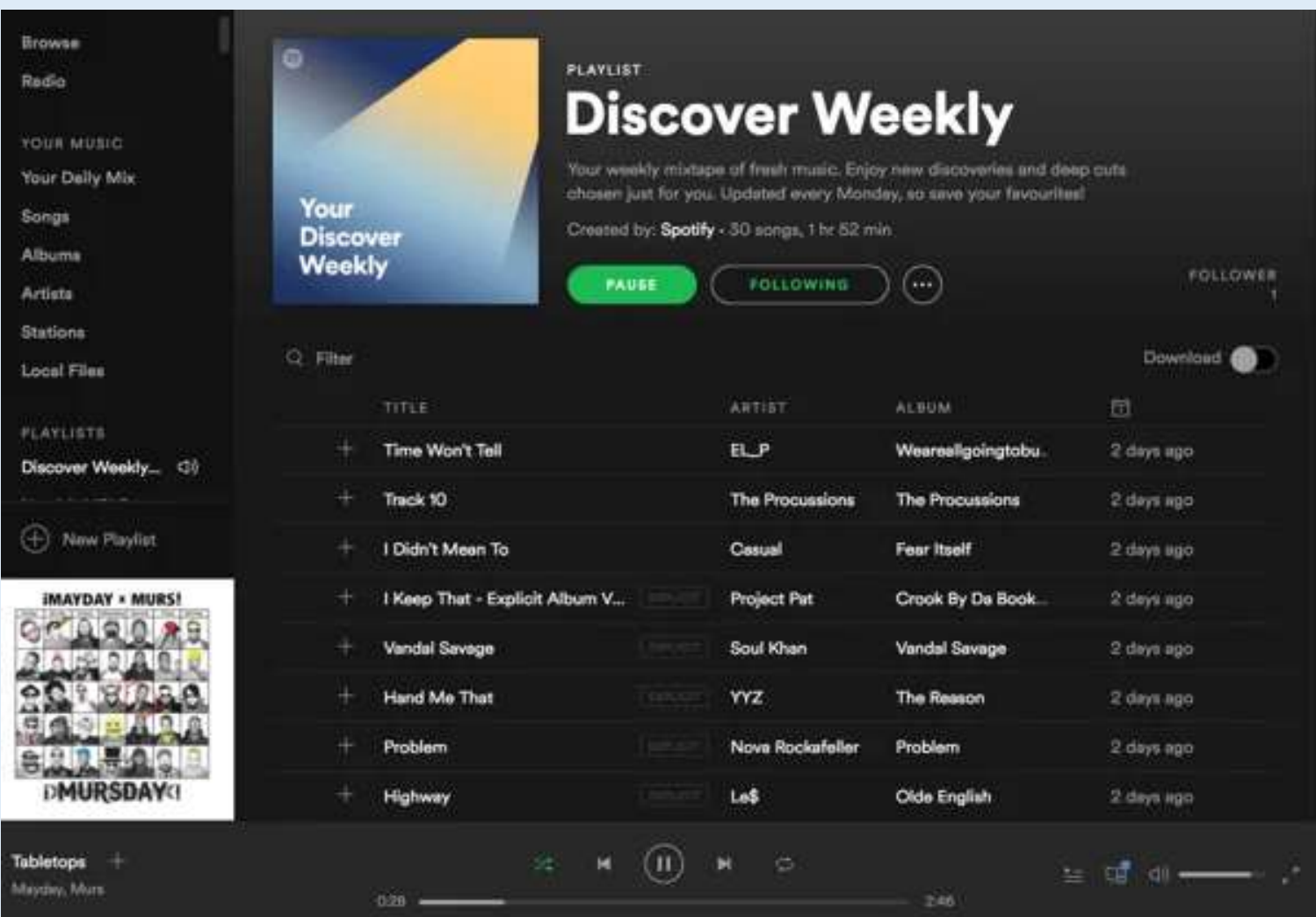
# BENEFITS OF DATA-DRIVEN DECISION MAKING FOR BUSINESSES



**Data-Driven Decision Making**



# Personalization and Customer Engagement

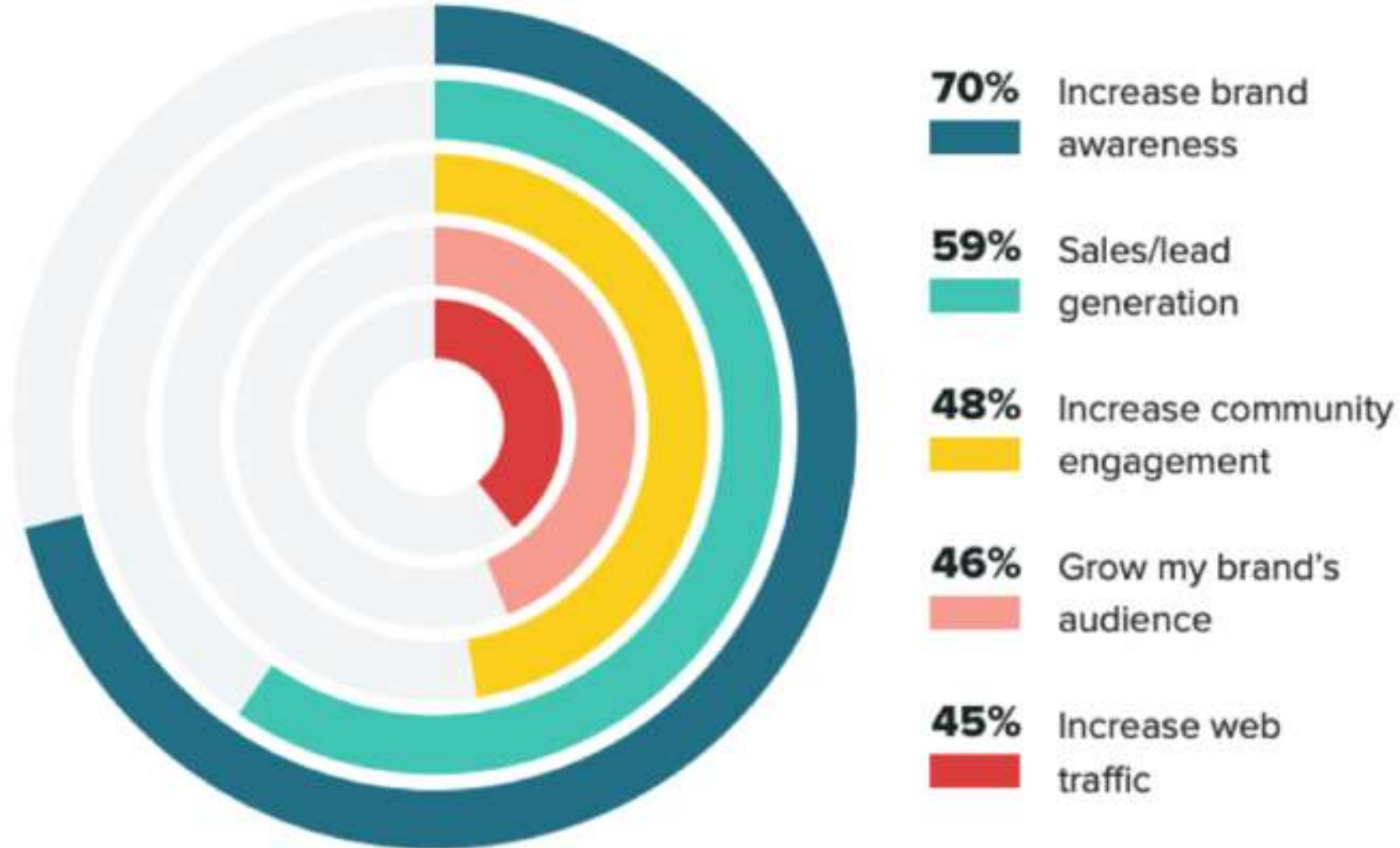




# Social marketers' top goals for social



**MANIPAL**  
ACADEMY of HIGHER EDUCATION  
*(Institution of Eminence Deemed to be University)*





# Topics Covered

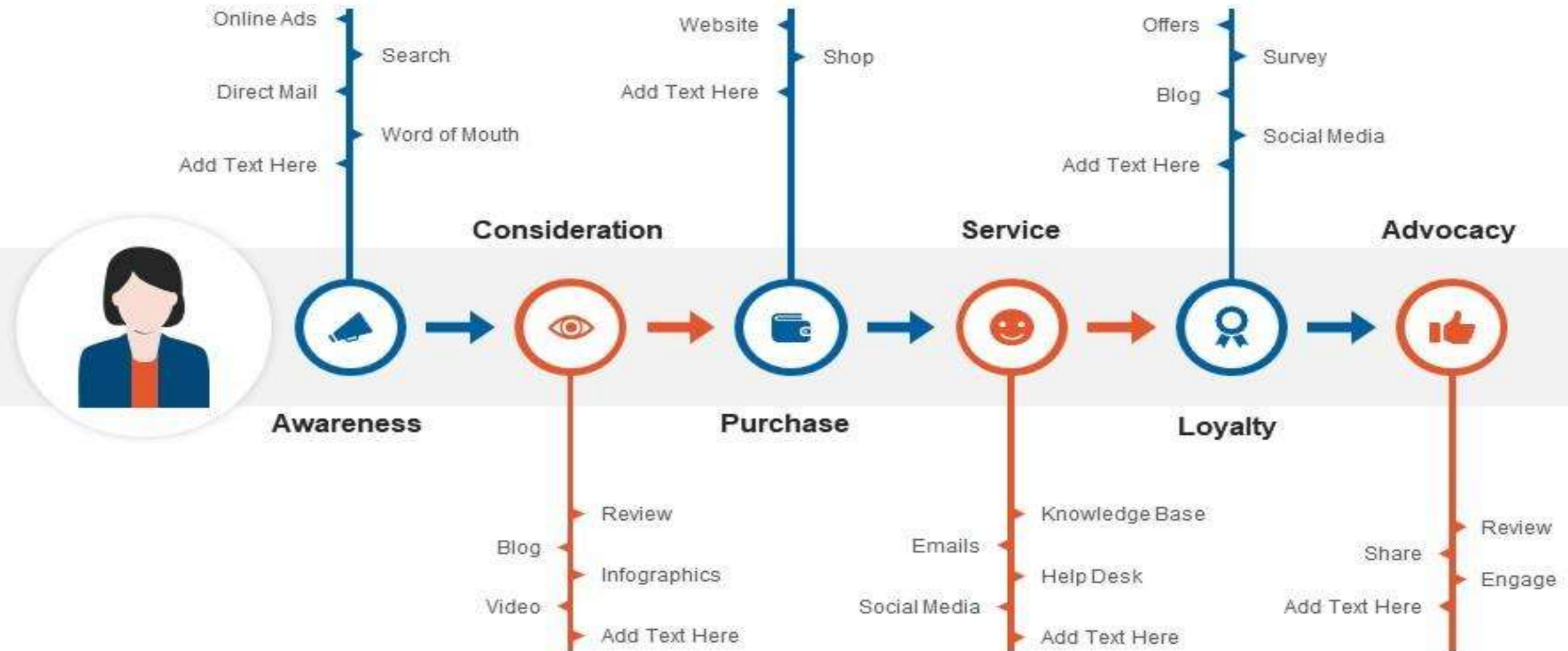
- What is the Customer Journey
- Stages of the Customer Journey
- Importance of a Seamless Customer Experience

## What is the digital customer journey?

The digital customer journey is the **path followed by an internet user** – from the awareness stage right through to the purchase stage. Essentially, it covers **every single interaction** that takes place online between the customer and the brand throughout the buying journey.

In some cases, the digital customer journey can extend **beyond the act of purchase or subscription**; to customer loyalty. For example, the brand may offer personalized post-sale offers or adapted content to improve the buyer's knowledge and experience of their newly purchased product.

# Six Phases of Digital Customer Journey Map



# Digital customer experience vs. customer experience

Digital customer experience (DCX) is inseparable from the all-encompassing customer experience (CX), which includes in-store and other interactions in the physical world. If CX is about showing empathy, building trust, and human connection, DCX is the online expression of these efforts.

It's important to remember that customers generally don't think about the various stages of their journey the way marketers do.. Whether the interaction is physical or virtual, offline or online, people expect consistency across all channels and throughout the entire journey with your brand. For them, it's all one experience with your brand. Make sure you have the people skills as well as technical know-how to execute digital campaigns, while also ensuring a smooth transition between these overlapping worlds.



# Topics Covered

- Meaning of Digital Marketing Channels
- Types of Digital Marketing Channels
- Characteristics of Each Channel
- Best Practices for Leveraging Digital Channels





**Digital marketing channels are platforms you can use to reach your target audiences online. They might include social media, search engines or websites. Digital marketing channels give you the opportunity to sell products, build brand awareness and position yourself within a given industry.**

# Types and Characteristics of Digital Marketing Channels

## Digital media channels

1. Search marketing

2. Social media marketing

3. Digital advertising

4. Digital PR

5. Digital partnerships

6. Digital messaging

## Paid media

Pay-per-click (PPC)

Paid social

Programmatic display

Online advertorial

Affiliate marketing

Publisher email/push

## Owned media

Organic search (SEO)

Organic social

Native advertising

Guest blogging

Co-branding

In-house email/push

## Earned media

Backlinks

Earned mentions

Sponsorship

Influencer outreach

Co-marketing

Partner emails



# Best Practices for Leveraging Digital Channels

- Understanding the target audience and their preferences.
- Consistent branding across all channels.
- Monitoring and analysing campaign performance.
- Integrating channels for a seamless user experience.

## Definition of Earned Media



Earned media, or earned content, is written content about a business or person that is not paid for.



It is the media and the publicity not created by the firm or people employed by the firm.



It is formed naturally by bloggers, journalists, fans on social media, or consumers. It is unpaid publicity formed by a third party.

POST SHARING



RETWEETS



WORD OF MOUTH



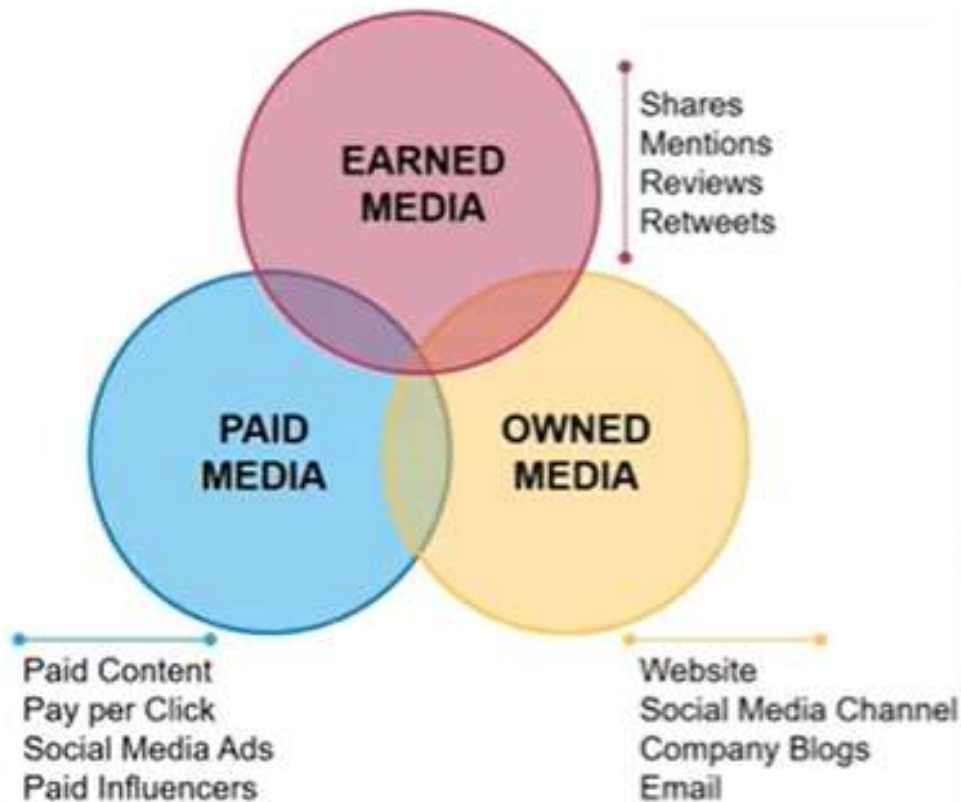
CITATIONS



FEEDBACK &  
REVIEWS



# Earned Media, Owned Media and Paid Media



Paid media, owned media, and earned media can be visualized as a tripod.

Each feature is essential for the whole. They each have a role in the digital marketing approach.

Media that belongs to a particular firm is based on communication channels under one's control, such as websites, blogs, or email is called **Owned Media**

Traditional marketing is also called **Paid Media**.

When the editorial content of multiple types raises publicity, it is known as **Earned Media**.

Paid media guides the target consumers to Owned Media – and Earned media is what the brand earns from the consumers in the form of reviews, shares, retweets etc.



# What is Owned Media?

## OWNED MEDIA



Owned media is any content on the internet owned by a brand. It must be unique to the business.



A website is a classic example of such media. Social media channels are also types of owned media.



# What is Paid Media?

## PAID MEDIA



When advertising is bought, it is called paid media.



Paid media can raise exposure and kick things off.

# How do you "Earn" earned media?



## Make Oneself an Expert

- One can brand themselves as an expert. They can share their opinions about the industry they are in.
- This quickly generates earned media. Consistency is the key to this approach.

## Make the Headlines

- The Media and Bloggers prefer making content about newsworthy events. Contributing to a charity or social issue can make the news.
- Media enjoys feel-good content such as this. This boosts offline and online brand publicity.

## Approach Journalists or Reporters

- Hashtags can be employed to keep reporters in the loop. Requests should be brief and direct.
- They can be given an overview of the content and why it is important to write about the business.

# How do you "Earn" earned media?



## Consumers should be kept very Satisfied

- If customers believe the business is going out of its way to help them, the brand becomes well-liked.
- If a brand is liked, people become faithful to the brand, offer testimonials, speak positively on social media, and referrals increase.

## Influencers from the industry can be roped in

- A list can be made of potentially valuable influencers.
- They can be approached for a brief comment or interview.

## Social Media Interactions must be Focused on

- Social media introduces consumers to the brand.
- They must be influenced and motivated to discuss the brand. One can invest energy and time in engaging at an individual level.



## Earned Media Example – GYMSHARK



Gymshark has nine million-plus followers distributed in three Instagram channels.



The brand's growth comes from a thorough understanding of how social media works



It also involves key influencers in the fitness industry. They finance famous fitness influencers to reach out to the total followers they have.



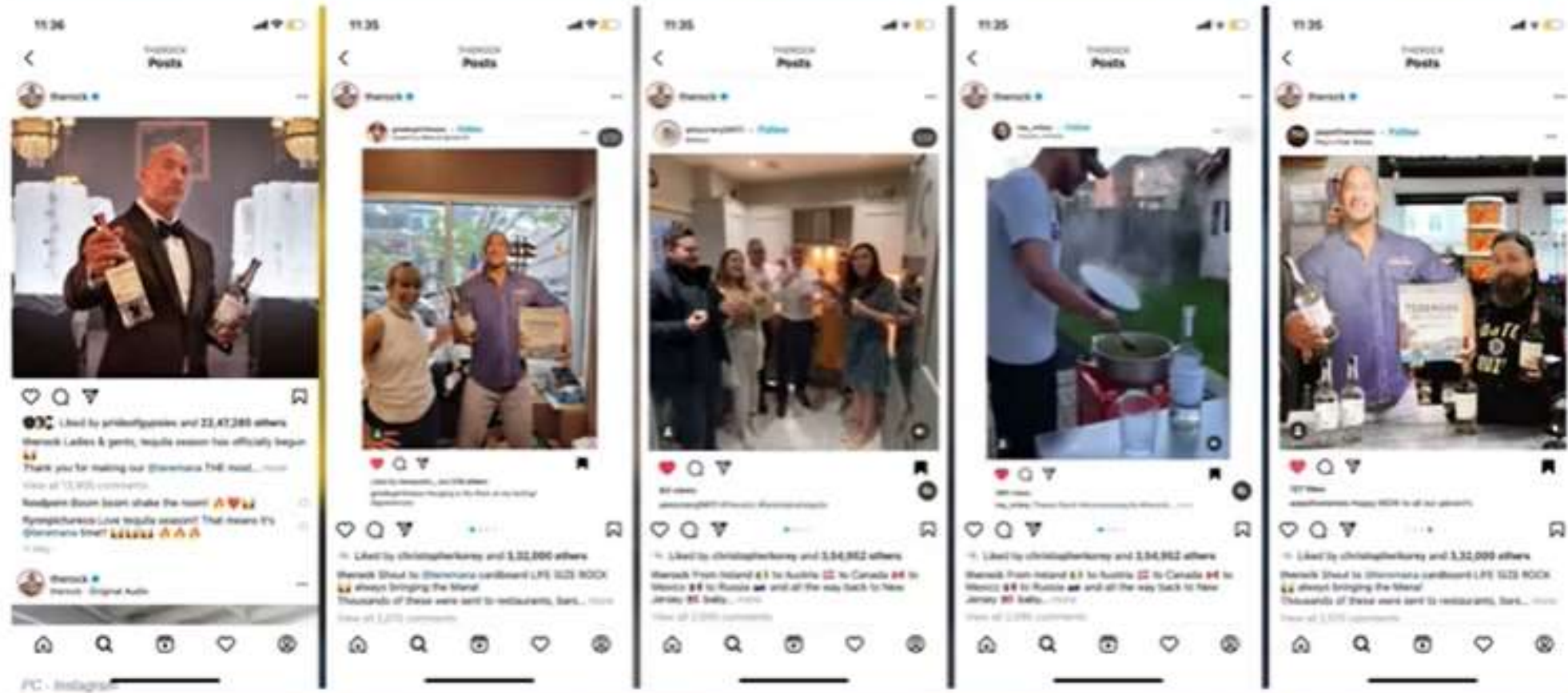
These influencers are called Gymshark 'athletes' or brand ambassadors.



Nikki Blacketter is a fitness influencer. She has a following of 1.7 million on Instagram.



She is very famous and has her own range of products with Gymshark.





## Earned Media Example – Starbucks & GOT

### Starbucks & GOT



Starbucks received \$2.3 billion worth of free advertising because of a 'Game of Thrones' mistake. It was actually not its coffee cup.

A coffee cup was noticed by fans in a "Game of Thrones" episode. It did not belong to Starbucks. Nevertheless, it was identified as such shows how strong the brand is.

Videos and photos of the moment were shared on social media soon after the episode aired.

The brand logo could not be seen properly. But fans conjectured it as Starbucks. However, it was only a craft services cup.

Stacy Jones, CEO of Hollywood Branded, a marketing agency, calculated the worth of the virality at \$2.3 billion.

Jones referred to Critical Mention, a service for PR subscriptions. It calculated 10,627 times that 'Game of Thrones' and Starbucks were mentioned together.