

What is Digital Marketing?

Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them. So, how is digital marketing different from traditional marketing? The traditional manner of marketing involved businesses to advertise their products or services on print media, radio and television commercials, business cards, bill boards, and in many other similar ways where Internet or social media websites were not employed for advertising. Traditional marketing policies had limited customer reachability and scope of driving customers' buying behaviour.

| Comparison basis | Traditional marketing | Digital marketing |
|--------------------|---|---|
| Definition | It is one type of marketing that utilizes media, TV, or magazine to advertise any business's services and products. | It is one type of marketing that uses the internet and social media for advertising businesses. |
| Engagement | Low | Relatively high |
| Conversion | Slow | Extremely fast |
| Nature | Static | Dynamic |
| Investment returns | Not easy to measure | Simple to measure |
| Effectiveness | More expensive Less effective | Less expensive More effective |

| | | |
|---------------|--|--|
| Targeting | Standardized | Customized |
| Tracking | Not possible | Possible |
| Reach | Local | Global |
| Tweaking | Not possible once the advertisement is placed | One can change or edit anytime |
| Results | Slow results | Quick and live results |
| Communication | It is mostly one-way communication | It is a two-way communication |
| Interruptions | It is not easy to skip the advertisements, as they are bound to the users. | One can easily skip between advertisements if it does not interest them. |

Social Media Marketing

Social Media Marketing is the manner of generating website traffic or attracting viewers and customers through social networking websites such as Facebook, Pinterest, LinkedIn, Twitter, and so on. Social media marketing is a subset of digital marketing. All social networking websites support sharing of content, but all are not necessarily employed for digital marketing. While Facebook emphasizes on personal sharing, Twitter emphasizes on tweeting short messages about ones' opinions or reactions, and LinkedIn goes for professional networking, Pinterest motivates to market one's ideas and online businesses.

Why Digital Marketing Is Important

1. Increased brand awareness
2. Lower Customer Acquisition Cost (CAC)
3. Automate marketing activities
4. Easy personalization and customization
5. Improved lead generation

6. Improved brand reputation
7. Target the entire marketing funnel
8. Reach customers who are ready to act
9. Sophisticated tracking and measurement
10. Adapt to changing customer behavior
11. Scale your marketing

Other Importance

Importance Of Digital Marketing:

Few reasons why digital marketing means are today the most preferred choice across every sector:

- **Cost-Effective** – Small fish or start-ups with low capital investment can find a better and budget-friendly medium to promote their products & services.
- **Fair Play** – Digital marketing gives fair play to all. All brands get equal and similar opportunities whether be it a multinational corporation or a start-up company, to attract the targeted customers.
- **Power Content** – On the internet, content is like a king and plays an influential role in your brand. It can influence your audience right away and strike a chord in their minds at the right time.
- **More Conversions** – The range of traffic being converted into prospective clients is higher in digital and often determines the success of any digital marketing campaign.
- **More revenue generation** – More customer engagement and conversion, the better the profits businesses can book. Business expands domestically and at times goes international as well.
- **Brand Awareness** – It helps companies create brand awareness, reliance, and confidence amongst customers by keeping them posted through new products, activities, offers, and schemes.
- **Better ROI (Return Of Investment)** – Compared to other media forms, businesses can book high profits at lower spending and it will ultimately help book better return on investment (ROI).

Seven benefits of digital marketing are –

1. Improved quality leads
2. Stronger relationships and better engagement
3. Chance to stay ahead of the competition
4. Increased revenues
5. Different marketing platforms
6. Better feedbacks
7. Accurate buyer personas

Modes Of Traditional Marketing:

- **Print Marketing** – It includes newspapers, magazines, journals, pamphlets, insertions, etc. that offer daily news, classified, etc. that earns revenue through promotions and local advertisements.
- **Outdoor Marketing** – Billboards and Hoardings are the two ways of home marketing that play an important role in influencing consumers across the globe.
- **One-On-One** – It's telecalling or SMS marketing, which involves promoting products or services to clients via telephone or SMS.
- **Direct Mail** – Companies send advertisement material to the consumer through the post. It includes brochures, postcards, catalogs, flyers, newsletters, and sales letters.

- Referral – Also, termed as ‘word of mouth’ marketing it depends on the consumers to convey information related to the products or services.

Modes Of Digital Marketing:

- Search Engine Optimization (SEO) – The process is to optimize your website in such a way that it ranks at top spots in the search engine results pages (SERPs) like Google, Bing, etc. Definitely securing the top spot will guarantee more organic traffic on the website.
 - Content Marketing – It is to develop, publish and promote content for the targeted group, so as to create brand awareness, increase traffic, generate leads, etc.
 - Inbound Marketing – The process of helping clients to find your company through social media posts, branding, content marketing, etc. The aim is to attract, convert, delight customers, and close.
 - Social Media Marketing (SMM) – You will promote your brand over social media platforms such as Facebook, Twitter, Instagram, LinkedIn, Snapchat, etc. It helps in creating brand awareness, drawing traffic, and generating leads.
 - Pay Per Click (PPC) – It is an advertising model used to drive traffic to the website. Under PPC the advertiser pays the publisher the same money, every single time when the advertiser company’s ad is clicked. Search and Display AD forms are often seen in the search results pages of Google & Bing.
 - Affiliate Marketing – You promote other companies offerings on your website and in return you earn a part of the profit, for each sales conversion.
 - Native Advertising – A form of advertisement that resembles the type and function of the media upon which the ad appears. Most customers are unable to identify that it is an ad since it appears like a post. Sponsored Ads’ on Facebook or Instagram are a common example of such ads.
 - Marketing Automation – It’s software designed to perform marketing functions in an efficient way on various platforms & automate repetitive tasks such as mail, SMS, etc.
 - Email Marketing – You send emails to a targeted audience about discounts, events, new products, offers, etc., and direct the audience to the company’s website.
 - Online PR – This involves the public relations activities of the marketers using online platforms like social media, blogs, websites, etc.
- Hope you are now clear with modes of digital marketing and plan a good strategy for brand products or services.

WHAT IS INTERNET MARKETING?

Internet marketing, or online marketing, refers to the promotion of goods and services on the internet. The online world acts as a medium to communicate messages that a business drafts for its audience. Online marketing is also synonymous with online advertising.

It is essential to understand that online marketing is not second to traditional marketing. Nor is it a complimentary service that you can use to boost your marketing efforts on other mediums. Instead, online marketing is a hardcore way to promote a business and make it known to an audience that is bombarded with tons of similar stimuli every minute of the day.

Perhaps the very foundation of online marketing lies in finding newer ways to reach customers and markets that would be interested in what a business has to offer. Since traditional mediums like newspaper, prints and TVs have been tried over and over again, a new and creative internet marketing idea seems to be the fresh start that modern businesses so desperately need.

TYPES OF ONLINE MARKETING

Online marketing has become a mandatory part of a business's promotional strategy. No campaign is complete without a representation on the internet. Leaving out this medium means giving up your customers to the competitor!

Being a primary source of information for millions of people, the internet opens up avenues to look for products and businesses by breaking geographic boundaries. No longer does a user have to be physically present in a locality to make use of the products sold by a local business. Tapping into newer markets is one of the biggest advantages of internet marketing.

Therefore, making sure that an online promotional campaign is thorough and appealing is essential. Sending across the same message via various techniques and channels on the internet is a must. There are many types of online marketing that have evolved and developed over the years, keeping in mind the way this medium is used by consumers.

For instance, when the internet was a basic tool that was used by only a handful of people with access to it, online marketing was one-dimensional, meaning, one long advertisement about a product would be put up on a single website or search engine for visitors to see. As usage increased, so did the complexity associated with the internet marketing.

Today, a single advert hardly suffices for the many sub-mediums that have sprung up on the internet. Social media, websites, search engines, yellow pages, and website directories are some of the many channels on which a business needs to advertise in a creative manner, keeping in mind the kind of audience that visits them.

Hence, online marketing consists out of the following subtypes of online marketing:

- **Email marketing**

This refers to marketing that is done by sending advertisements and promotional content through emails. Businesses usually maintain email directories for email marketing.



- **Search Engine Optimization (SEO)**

This refers to increasing the visibility of a website, its content or the words within the content so that they appear in search results. This is done using on-page and off-page optimization.



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- Search Engine Marketing (SEM)

This refers to the increasing website's visibility in the search engines using paid reach (paid advertising) and organic reach (SEO).



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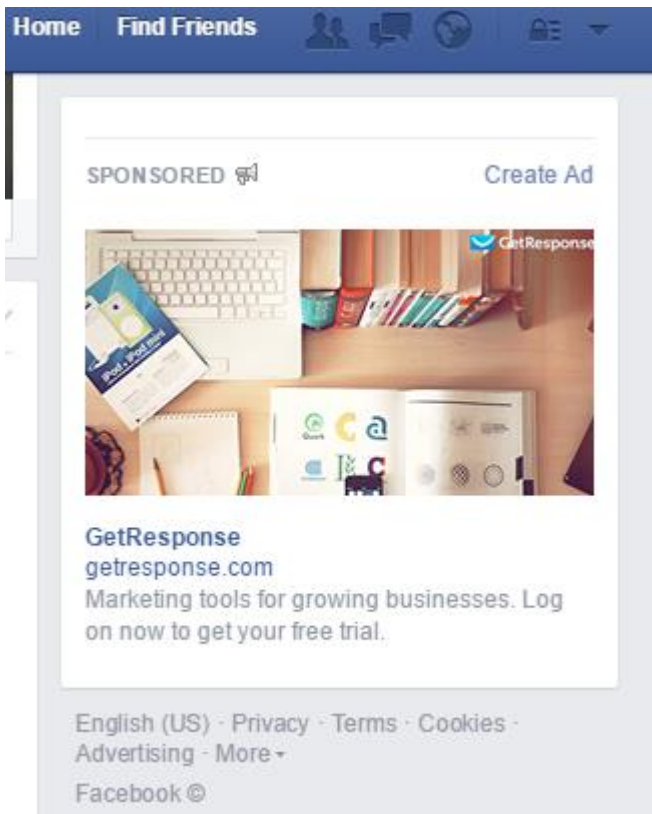
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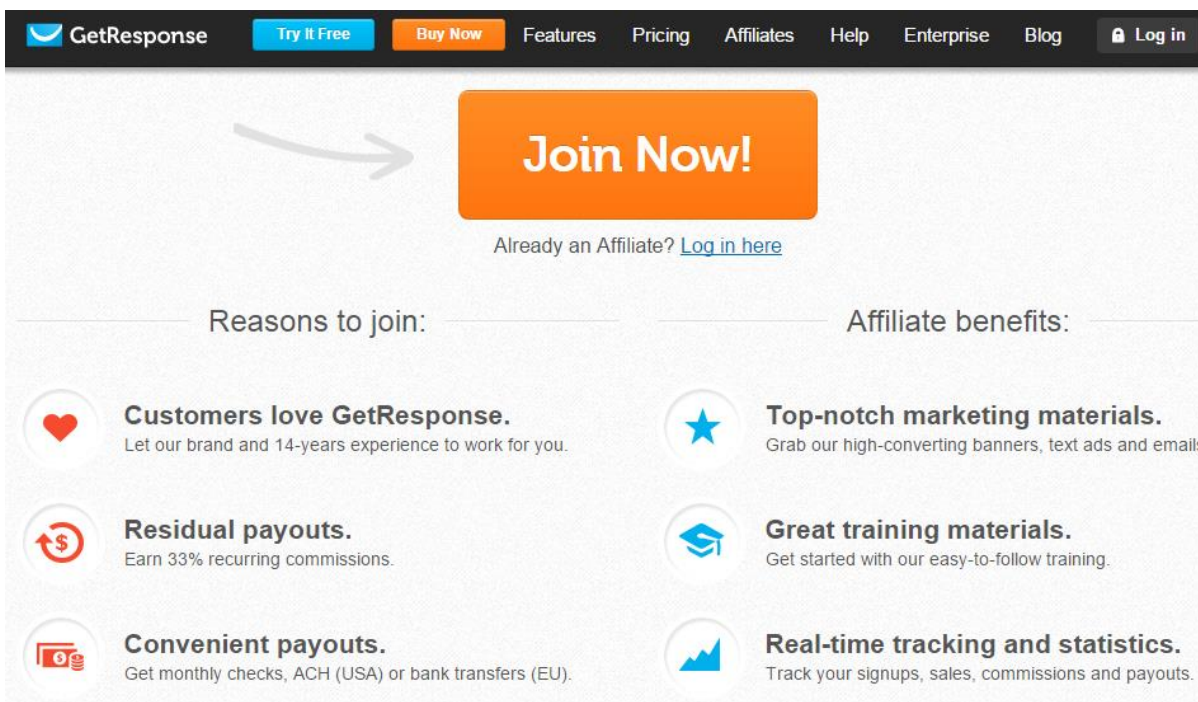
- Social Media Marketing

This refers to promoting a business on social media, such as Facebook, LinkedIn and Twitter.



- **Affiliate Marketing**

It refers to the hiring of third parties, also called affiliates, who market a business's content online.



these types of marketing will be discussed thoroughly in separate chapters of this book.

The details of

Digital Business Model

Sometimes we confuse digital offerings with digital business. A digital offering is an addition to existing offerings, such as a product pp, chatbot, control interface, etc. On the other hand, digital business models create value, bring a fresh perspective, and provide USP to the customers.

1. Free-Model (ad-supported)

A free business model is one that makes use of and is supported by ads from platforms like Google and Facebook. The idea behind this model is to offer a service for free, making the user the end product. The online user provides valuable information that helps the company easily display targeted ads.

2. Freemium Model

This model is commonly used and allows users to get free access to a basic version of a product. This version may be somewhat limited, but the user has the option to upgrade and pay for a premium version should they want additional features. A great example of this is Spotify — you can use it for free, but if you want higher quality and no ads, you need to pay a monthly subscription.

3. On-Demand Model

This model refers to a virtual product or service such as online video stores like Amazon Prime Video or Apple TV where you can watch a video for a certain period of time. Another example of this model is the freelance and gig economy platform Fiverr, where you book an individual and get charged based on the project.

4. eCommerce Model

Amazon was one of the first and most successful companies to adopt this digital business model of selling physical products online. Today, eCommerce is one of the best-known business models on the web.

5. Marketplace Model

This model refers to a two-sided marketplace where sellers and buyers use a third-party platform to trade goods and services. Examples of this business model are service-based Uber and product-based eBay and Etsy.

6. Digital Ecosystem Model

Digital ecosystems are currently one of the most complex yet robust digital business structures. Alibaba, Amazon, Apple, Google, Tesla, and other ecosystem orchestrators exploit the customer with various services across several platforms. Due to the "vendor lock-in" impacts their ecosystems produce, they may upsell existing clients and attract new ones with their knowledge and data.

Consider what services you use from Amazon, Apple, Google, Alibaba, and other companies, and how difficult it would be to meander from their digital services and choose something else. The lock-in effect is also a significant revenue driver in the future. You don't have to be an ecosystem orchestrator; you might be an ecosystem user or a supplier of ecosystem modules. PayPal is an excellent example of a modular supplier. It allows for frictionless payment across various digital business models and ecosystems.

7. Sharing Model / Access-Over-Ownership Model

It's all about "sharing," but in a professional sense. This approach enables you to pay for a product, service, or offer for a specified time without actually owning it. Renting a car (e.g., Zipcar), an apartment (e.g., Airbnb), or even industrial gear are examples.

Due to its ramifications on ownership and the resulting revenues you may produce, this was one of the most disruptive business models. Instead of only creating costs, an automobile may become a cash source.

8. Model of Experience

Adding value to items that would not be feasible without using digital technologies. Tesla, for example, revolutionized the automobile sector by incorporating digital services and even a digital ecosystem into its vehicles, which is now a primary engine for its business model.

Another approach to the experience model is to mix several experiences to build a new customer-centric ecosystem.

9. Model of Subscription

We're all familiar with Netflix and Office 365. These are excellent instances of the traditional subscription business. On a monthly/annual basis, the user receives access, updates, services, etc. Subscriptions are particularly popular for content, software, and memberships.

10. Model of Open-Source

One of the most successful open-source examples is Firefox. The software is available for download, usage, and contribution to the global community. Because it is free and many people contribute, it spreads quickly. Usually, it attracts many (free) resources to improve the software. Firefox's business strategy relies on search engines for royalties and partnerships.

Because you might not be able to exploit the software for a sustainable business model, open source isn't necessarily a business plan. Red Hat distributes Linux for free and then makes money via training, services, and hosting.

11. Model for Generating Hidden Revenue

Customers may not always be able to see revenue generation at first glance. Other value streams may emerge as a result of data collection and analysis. We know that there may be hidden business models underlying platforms and digital services. As we saw with the Mozilla example, where the open-source browser earns money from licenses to integrate other search engines.

It's critical for businesses to understand their potential and whether there are further opportunities to combine an existing business model with another to produce additional revenue. However, concealed money production might backfire when dealing with data and unknowing customers. Cambridge Analytica is a beautiful example of a backlash like this, which resulted in serious ramifications for both organizations.

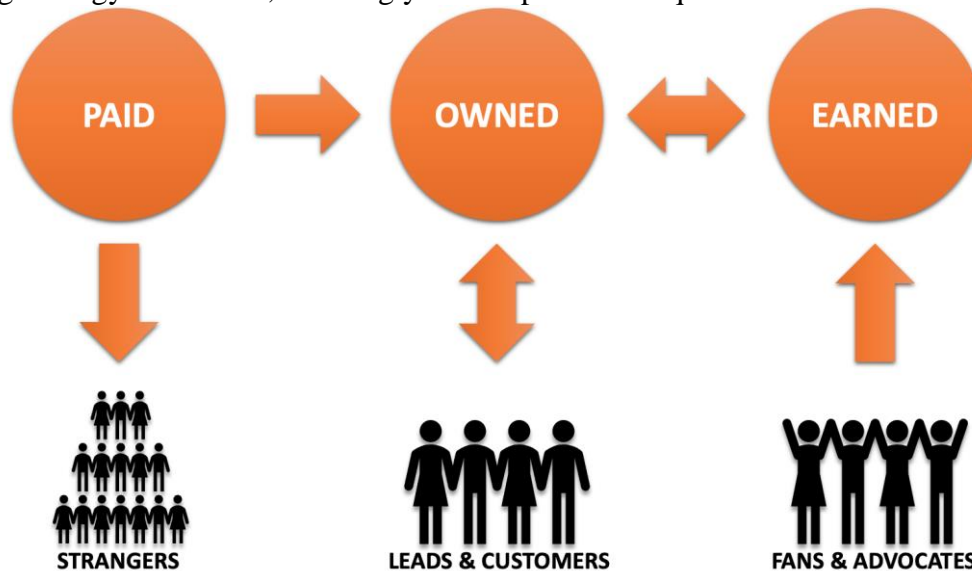
Apart from these, a few more business models exist.

1. Club Affinity- collaborations with other organizations
2. Services with Automation- automating services that humans traditionally perform
3. Digital Business Model of Bundling - related products are packaged together.
4. Crowdsourcing- making contributions rewarding and straightforward users for their contributions (usually money or a charitable goal).
5. Digital Business Model of turning Data-Into-Assets- applying cutting-edge technologies to old industries
6. Digital Business Model of Disintermediation- instead of using an intermediary to supply a service or product

Types of Media: POEM Framework

Despite these significant changes in the digital marketing landscape, there is still a proven marketing framework that many marketers continue to turn to for their marketing strategies: the POEM framework. The POEM framework can be applied to many marketing practices, e.g., social media marketing, search engine optimization and marketing, email marketing, print advertising, retail marketing, and many more.

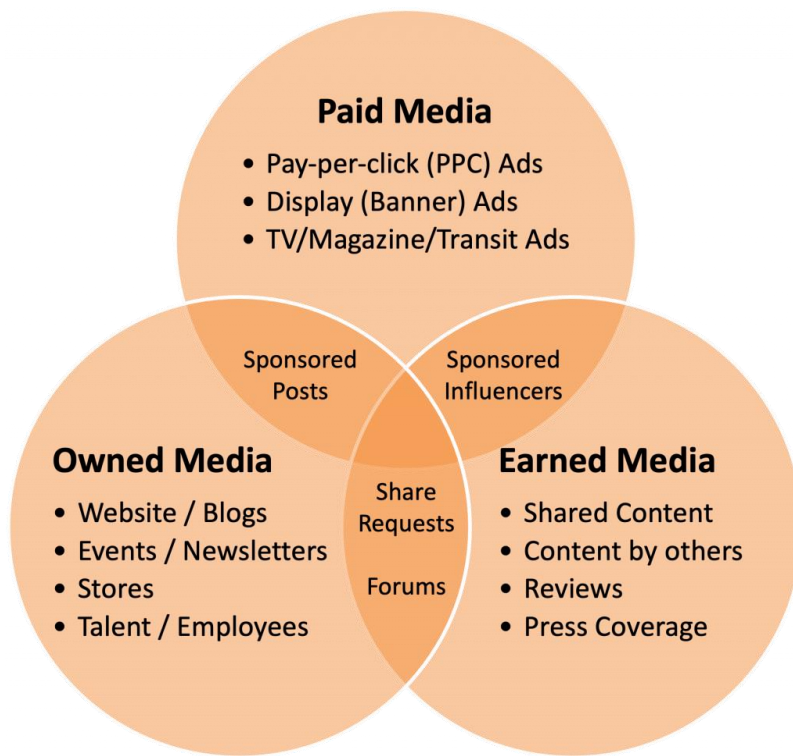
POEM stands for paid, owned, and earned media. While not a new framework, POEM represents a foundational approach to any a digital marketing strategy. POEM can be used to formulate and guide your digital marketing strategy and tactics, allowing you to capture more qualified leads and deliver better results.



There are three key components to the POEM framework:

- Paid Media represents sponsored or paid ads that organizations run on various communication platforms. Digital examples include Facebook ads, Google ads, LinkedIn sponsored ads, banner or display ads, YouTube video ads, etc. However, offline paid media is also included, e.g., newspaper, radio, and magazine ads. In essence, paid media is any media where you pay to get exposure or access to an audience that you may not have an existing relationship with, i.e., “strangers”.
- Owned Media includes the content an organization creates and controls. Websites, e-newsletters, and blogs are good online examples. Offline examples could be a physical store, trade show booth, a paper newsletter, or even your employees (because they do represent your organization and your brand). The target audience for this type media is often prospective or existing customers.
- Earned Media represents content about your organization, services, or products, but created and distributed by others. Digital examples include shared posts, posts by customers about your organization, reviews, referrals, etc. Non-digital examples could include articles written by news organizations based on a press release or anyone who decides to write about your organization on their own. In essence, when you have earned the attention of your fans or advocates such that they “talk” about your brand, this is considered earned media.

While the above definitions may seem clear, not all media types fit nicely into a single category, for example:



POEM Venn Diagram [Image description]

Sponsored or Boosted Social Media Posts: These posts are a combination of paid and owned media. This is because while paying to show the post to a specific audience, the post content itself is considered owned media because you have created it, and it lives on your social media account page.

- **Sponsored or Paid Influencers:** Posts from paid influencers are a combination of paid and earned media. Without payment, influencers' comments or recommendations would be considered earned media. However, once influencers get paid to promote your brand, that earned media turns into paid media (with an earned media spin).
- **Social Media Share Requests:** Social media share requests could represent a combination of earned media (the shared social media post) and owned media, if the organization requesting the share drafted or crafted the text for the post.

What Is Outbound Marketing?

The most conventional and older of the two types, outbound marketing is what most people think of when it comes to marketing – billboards, radio ads, telemarketing, direct mail, and TV commercials. In the digital realm, it includes banner and display ads, pop-ups and pop-unders, and cold email marketing,

In other words, outbound marketing efforts are those advertising or marketing strategies that push information to consumers, even when they don't ask for it. That's why it is also known as "push marketing."

In recent years, outbound marketing has gotten a bit of a bad rap. Oversaturation – especially online – has led to problems like banner blindness, and the rise of ad blockers.

What Is Inbound Marketing?

Inbound marketing is a newer marketing concept, compared to outbound marketing. Rather than pushing ads and messages onto consumers, inbound marketing is designed to pique curiosity and engagement, and draw customers in. That's why it is known as "pull marketing". It is also often referred to as content marketing, which is the main tactic used in inbound marketing.

Inbound marketing leverages lots of different types of content to engage and interest target audiences. These include blog posts, social media, infographics, white papers, email newsletters, e-guides, quizzes, polls, and more. Paid search and native advertising are other inbound marketing tactics that help people find and engage with marketers' content.

What Is the Difference Between Inbound and Outbound Marketing?

Outbound marketing relies on buying ads, acquiring email lists, and maximizing brand awareness and exposure, so that people respond by purchasing your product.

Inbound marketing, on the other hand, focuses on drawing audiences in with great content that aligns with their interests, building awareness and engagement, and nurturing the audience until they convert.

Instead of advertising blindly to a large audience who may not be interested in your product or receptive to your messages, inbound marketing brings customers to you because you're targeting audiences who are interested in, or actively looking for, your services or products.

Another big difference between inbound vs outbound is that while outbound marketing uses both offline and online tactics, inbound focuses primarily on the online realm.

Let's take a look at an overview of the differences between inbound vs outbound marketing:

Inbound

Pulls in interested audiences

Puts the consumer at the center

Part of a customer nurturing funnel

Easy to track customer engagement
Online

Outbound

Pushes at a general, wider audience

Puts the brand or product at the center

Inert, one-way interaction

Harder to track customer engagement
Online & Offline

Fits naturally with user experience

Disrupts user experience

Tactics: Blogs, social media, opt-in emails, search, influencer marketing, native advertising

Tactics: Display ads, billboards, telemarketer scripts, magazines, TV ads, cold email outreach

What is a Digital Transformation in Marketing?

“Digital transformation” is a term that’s constantly heard in today’s conference rooms and keynote presentations, yet its meaning is fairly ambiguous. Sure, we know it has something to do with improving digital systems, but what does that mean for us, as marketers?

The first true digital transformation occurred when companies ditched filing cabinets and manual processes for computers. But the definition of “digital transformation” has evolved over the years, right alongside the technology itself. As tech continues to reach new heights, more advanced digital transformations are demanded of companies in order to keep up.

The Many Meanings of “Digital Transformation”

If you’re confused about what “digital transformation” truly means, it may be because there is no single definition. The term possesses different meanings depending on the industry or department it’s referring to.

For HR professionals, a digital transformation means automating processes, digitizing employee records and using technology to track productivity.

In accounting, a digital transformation marks the shift from paper-based contracts and invoices to electronic contracts, data collection and reporting.

But a digital transformation, as it relates to marketing, is in a league of its own.

A Digital Transformation in Marketing

A digital transformation in marketing refers to the shift from digital complacency to the active pursuit of digital excellence through the proper usage and optimization of your digital channels. More specifically, this means refining your digital channels to gain deeper insights that inform your approach and improve the customer journey.

Here’s what a digital transformation might look like for your marketing department:

- **Refining Your Digital Channels**

The first step in a digital transformation is to assess the value of your current marketing tools and channels. Take a close look at your website, social media, automation tools, analytics platforms, and customer database. Could you be better at leveraging these platforms? Are there better options for your needs? A thorough review of these tools and channels will ensure that you’re adequately armed to drive your company to success.

- **Breaking the Silos**

In addition to optimizing your digital channels, you need to make sure all of these systems are talking to each other and working together. When your digital tools are operating in a siloed fashion, you’re missing out on the bigger picture. Logging in and out of five different accounts to track a customer’s journey is not an efficient or sustainable way to operate. A customer data platform (CDP)

can act as the connective tissue that joins these platforms together, providing you with a holistic view of your entire customer base.

- **Optimizing the Customer Journey**

The advanced insights you'll obtain from improved channel integrations will assist you in pivoting your strategy for success. Equipped with a holistic view of your marketing funnel, you can easily identify weak spots and opportunities for improvement. You'll also be able to provide a more personalized, relevant experience for leads and customers alike.

A complete detailed analysis of 4Cs below

1. Customers/Customer's value, needs and wants

The very first 'C' in the digital marketing mix is 'Customer; their needs, values, and demands. Here you just not focusing on products rather your main focus is on selling. This 'C' reminds you to solve customer's problems and fill the void experience with your ideal and potential customers.

For every business, the important thing to understand is their customers (whom they're marketing). The more knowledge you have about your customers, the better you'll be able to sell them. This way you can target your potential customers and reach out to them. Try to provide the product which is beneficial for them.

2. Cost

Will you buy something without knowing the cost of it? Of course not. This is what our second 'C' is in the marketing mix .i.e. Cost. You can't randomly put the price of your product on the website. You're required to do research as to what's the best cost customers perceive in the market and other company price lists to make a comparison. It's obvious as we all purchase the product which is cheaper and the same applies here also. If your product cost is too expensive then you might lose your customers. And also if you offer a cheaper price then customers will likely think that you're providing low-quality products to them.

So make sure you offer cost which is moderate and ensure your customers that you're offering the right products at a best price.

3. Convenient/Convenience

'Convenience' is one of the 4Cs of marketing just like 'Place' in 4Ps. Yes, folks, convenience is all about knowing what your customers prefer brick and mortar stores or online stores shop. Convenience is a much more customer-oriented approach than the place in 4Ps. You have to make sure that your products and services are easily available to your customers. One thing to make your customer's purchasing experience wonderful is making your website mobile-friendly. Today, almost every young generation uses smartphone so this is an effective approach to invest in.

4. Communication

I would say this is one of the most important 'Cs' of the marketing mix. Today's marketing is more about communication than what we think just promotion. No marketing business will survive for long without having effective communication with their customers. In digital marketing, your website must engage and communicate with your customers. You need to make your website responsive and live. Follow the given ideas to make your site an engaging one,

- Share content on social media platforms such as Facebook, LinkedIn, Instagram, Google+, Twitter, etc.
- Link building
- Blogs
- Allow your customers to comment, like, share, rate and subscribe

– Give feedback to customers' comments.

