

Ganpat University – Institute of Computer Technology

Course on: Entrepreneurship Development (2HS309)

Digital Marketing

By Karmjitsinh Bihola,

Founder, Innodesk Designovation Services

Digital Marketing

Digital marketing, also called online marketing, is **the promotion of brands to connect with potential customers using the internet and other forms of digital communication.**

This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:

Airlines



68yrs

Automobiles



62yrs

Telephone



50yrs

Electricity



46yrs

Credit Card



28yrs

Television



22yrs

ATM



18yrs

Computer



14yrs

Cell Phone



12yrs

Internet



7yrs

iPods



4yrs

Youtube



4yrs

Facebook



3yrs

Twitter



2yrs

Pokémon Go



19 days

JAN
2021

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:

53.6%



we
are
social





62%

of the companies have witnessed incremental sales volumes after designing a **MOBILE FRIENDLY WEBSITE**. Now-a-days people spend much time online on social media platforms.



78%

of the local searches are done on **SMARTPHONES**. Customers are now using their mobile devices virtually anywhere anytime to search for local business and buy things.

50%

of the searches are from **VOICE SEARCH ENGINE** and voice recognition technology is getting more advanced.



82%

of people watch videos online. Of late, **VIDEO MARKETING** has emerged as one of the fastest growing digital marketing strategies.



Benefits of Digital Marketing

- **Brand Development & Mass Promotion:** Allows companies to promote themselves to large, diverse audiences that could not be reached through traditional marketing such as phone and email based advertising
- **Economical:** Marketing on most social media platforms comes at little to no cost- making it accessible to virtually any size business
- Accommodates personalized and direct marketing that targets specific demographics and markets
- **Great engagement:** Companies can engage with customers directly, allowing them to obtain feedback and resolve issues almost immediately

Benefits of Digital Marketing

- **Customer Relationships:** Can be used to promote brand events, deals, and news; Social platforms can also be used to offer incentives in the form of loyalty points and discounts
- **Research-Intensive:** Ideal environment for a company to conduct market research, Can be used as a means of obtaining information about competitors and boost competitive advantage
- Recession proof
- Actionable, Measurable, Timely
- **Quick and easier modification:** Strategies can be refined easily

Types of Digital Marketing

- Social Media Marketing
- Search Engine Optimization (SEO)
- Content Marketing (Blogging, Video, Podcast, Landing Pages)
- Influencer Marketing
- Affiliate Marketing
- Email Marketing
- Mobile Marketing
- Display Advertising
- Pay-per-Click
- Marketing Analytics



Latest Trends

- **AI-Powered Optimization**
- **Programmatic Advertising**
- **Conversational Marketing**
 - Chatbots
 - Personalized videos
 - Personalized emails
 - Virtual selling assistants
- **Social Messaging Apps**
- **Visual Search**
 - Pinterest
 - Google Lens
- **Live Stream Shopping**
- **Mobile Commerce**

Digital Marketing Sales Funnel

Awareness

Primary Tools: Content marketing, Social Media, Paid Advertisements, SEO/SEM, Public Relations



Interest

Primary Tools: Landing Pages, E-books, Newsletter, Free Tools, Case Studies, Retargeting



Decision

Primary Tools: Sales Pages, Free Consultation, Trust Signs, Promotions, Free Trials, Demos, Email Marketing



Action

Primary Tools: Payment System, Shopping Cart, Reviews and Referrals





Thank
you



innodesk1@gmail.com



91 - 909 909 0464

Follow us on:



/innodeskzone