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FUNAMENTALS OF DIGITAL MARKETING

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INTRODUCTION

- ▶ The term **digital marketing** refers to the use of digital channels to market products and services in order to reach consumers.
- ▶ This type of marketing involves the use of websites, mobile devices, social media, search engines, and other similar channels.
- ▶ Digital marketing became popular with the advent of the internet in the **1990s**.
- ▶ Companies often combine traditional and digital marketing techniques in their strategies.

CONT...

- ▶ Digital marketing is a broad field, including attracting customers via email, content marketing, search platforms, social media, and more.
- ▶ One of the biggest challenges digital marketers face is how to set themselves apart in a world that is oversaturated with digital marketing ads.

History Of Digital Marketing



01

The Big Bang of Digital Marketing -

Digital marketing began as early as the 1980s when computers became faster and better.

The beginning of CRM -

At the very beginning of the digital age, the Internet itself was an awe-inspiring platform. Though it allowed information search, it could do nothing more.

02

Cloud computing -

The late 1990s saw CRM undergo a huge overhaul with Sales Force Automation (SFA) vendors like Oracle and SAP expanding services to give online data support to marketers.

03

Google, YouTube, and Facebook -

The year 1998 saw the birth of the most popular Internet search engine: Google, Facebook and YouTube.

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ORIGIN AND DEVELOPMENT OF DIGITAL MARKETING

- ▶ The more recognizable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites.
- ▶ With the appearance of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became a significant factor in marketing technology.
- ▶ With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in daily lives.
- ▶ The change of customer behavior improved the diversification of marketing technology

DIGITAL VS REAL MARKETING

Digital Marketing

- Cost-effective
- A large number of audience
- Variety of sources
- Higher conversion rate
- Measurable results
- Immediate communication



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Traditional Marketing

- Expensive
- Limited audience
- Non-versatile
- Low conversion rate
- Results cannot be measured
- Delayed communication



INTERNET USERS- PENTRATION & KIND OF INTERNET USE

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CONT...

- ▶ In India, its 35% population (462 million out of 1.3 Billion) is already on the Internet.
- ▶ 79% of India's population is already on mobile, and soon they will be on the internet with the disruption taking place in the telecom industry.
- ▶ An Internet-connected Indian is spending much more time on a digitally connected device (PC/tablet: 480 minutes, Mobile: 202 minutes) instead of TV (only 111 minutes).
- ▶ 28% of Internet-connected Indians (137 Million) have purchased something online

DIGITAL MARKETING STRATEGY

Digital Marketing Strategy



CONTENT MARKETING

Use original & creative content to generate brand awareness, increase traffic, generate leads & bring loyal customers

SEARCH ENGINE OPTIMIZATION

Use SEO to rank higher on the search engine result pages and increase the traffic

AN ENGAGING WEBSITE

Create a maximum impact with perfect Branding, Responsive design, Frequently updated website



EMAIL MARKETING

Use email marketing to keep connecting your customers. Promote events & direct traffic to your website.

SOCIAL MEDIA

Use Social Media Marketing to engage with followers, customers and build relationships

PAID MARKETING - PPC

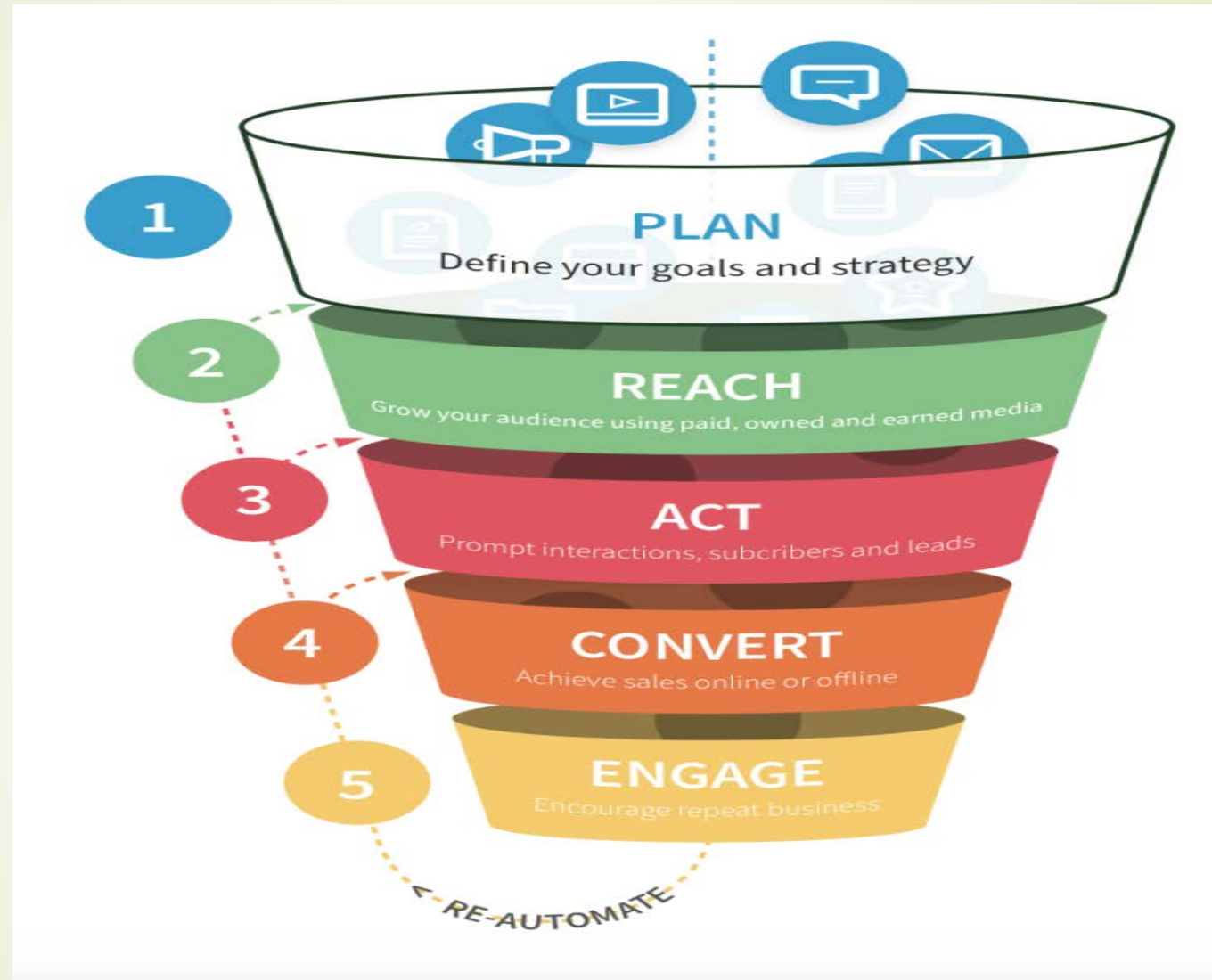
Use paid marketing for brand awareness, a product launch, or quick viral marketing.

CONT...

- ▶ A digital marketing strategy is **a set of planned actions performed online to reach specific business goals.**
- ▶ In simple terms, this means performing consistent actions at the right time via the most suitable online channels to increase revenue and improve relationships with your audience.

How to structure a digital marketing strategy?

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CONT...

- ▶ The 5 stages of strategic digital marketing planning include **plan, reach, act, convert and engage**.

1. Plan

- ▶ Every successful digital marketing strategy starts with a plan.
- ▶ Omnichannel planning opportunities include
 - customizing analytics,
 - setting up KPI dashboards and
 - setting SMART objectives

to create a strategy of prioritized improvements to how you deploy digital marketing media, technology, and data to increase leads and sales.

CONT...

2. Reach

- ▶ Strengthen your marketing by reaching more customers and building awareness.
- ▶ your digital marketing strategy with the latest key online marketing techniques to drive visits to your site.
- ▶ keep up to date with the latest marketing techniques.

CONT...

3. Act

- ▶ Encourage interactions on your website or social media to help you generate leads for the future.

The latest interaction design trends are

- ▶ Micro-interactions to promote engagement
- ▶ Neomorphism
- ▶ Immersive 3D visuals
- ▶ Design for speed

Cont...

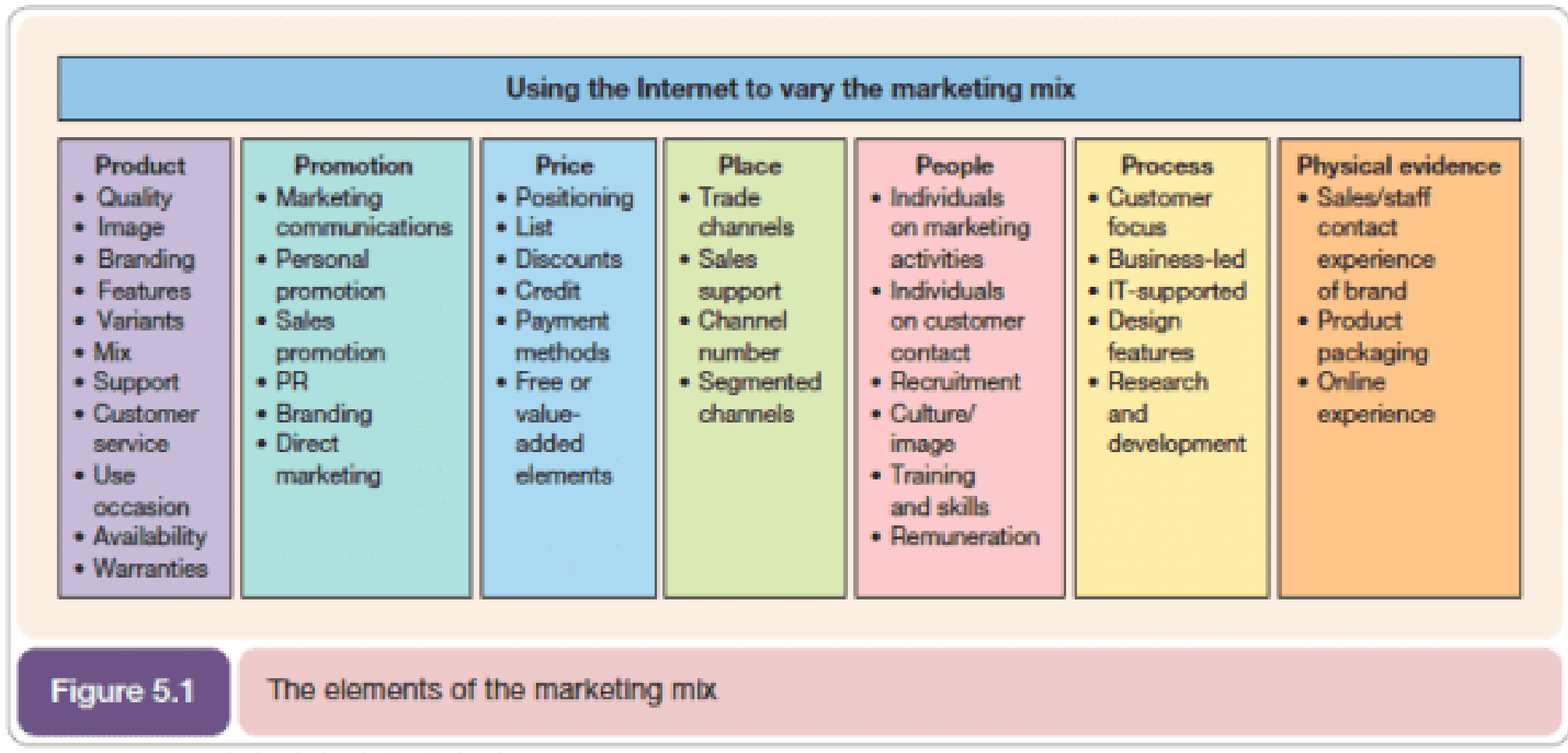
4. Convert

- ▶ The pinnacle of your structured digital marketing strategy is, of course, to **convert more customers**.
- ▶ Use **retargeting, nurturing and conversion rate optimization** to remind and persuade your audience to buy online or offline.

5. Engage

Improve your personalized communications using web, email, and social media marketing using the data you already have about them to create hyper-personalized marketing campaigns.

THE 7 P'S OF DM STRATEGY



DIGITAL ADVERTISING MARKET IN INDIA

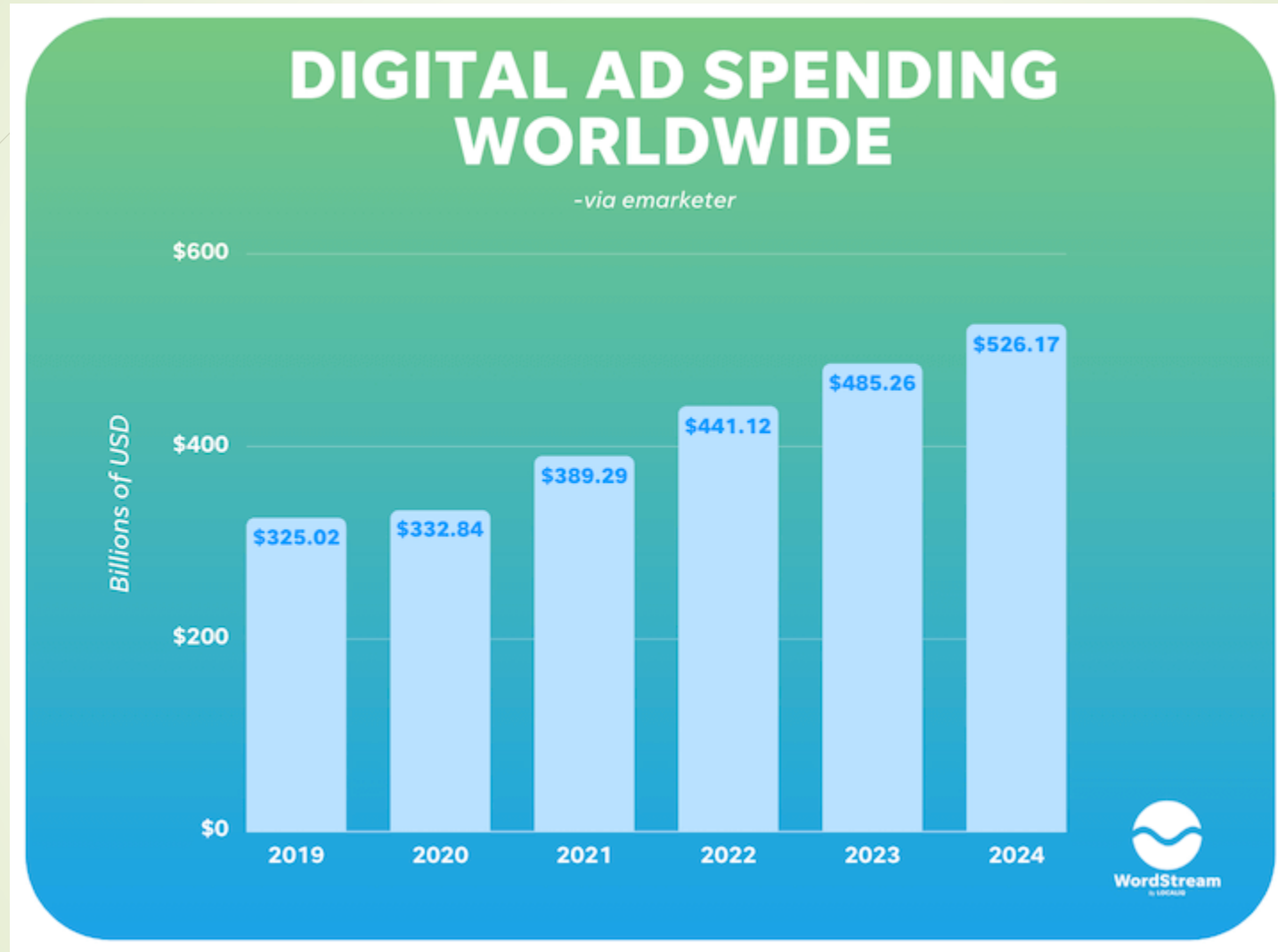
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- ▶ Digital advertising is marketing to a **target audience** through digital platforms, including social media, email, search engines, mobile apps, affiliate programs, and websites.
- ▶ One of the main benefits of digital advertising is an **advertiser can track in real time the success of the campaign.**
- ▶ The first digital ad ran in 1994 as a banner ad.
- ▶ Later introduction of GoogleAdWords, GoogleAdSense, and Facebook in the early 2000s.

Cont...

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- ▶ There are multiple different formats of digital advertising, such as:
- Search engine marketing: These pop up in search results as a small “ad” icon and are the most recognized digital ads. Eg. Pay per click
- Display ads: These are text and images designed in the form of banner ads, pop-up ads, and video ads. Display ads appear on third party sites.
- Social media ads: Ads that pop up as you scroll through a social media feed.
- Remarketing: This form of digital advertising uses cookies, which follow users on the web and offer ads tailored to recently viewed sites, products, or services.



DIGITAL MARKETING PLAN

- ▶ A **digital marketing plan** is a document that **defines marketing goals** to be accomplished within a given time frame so a company can **meet a set of business objectives**.

CONT...

OBJECTIVES:

- The starting point is to identify the objectives of digital marketing .
- Split into branding and performance objectives.
- Campaigns – to increase brand awareness and brand recall.
others may have the objective of increasing sales or conversions.

Cont...

BUYER PERSONAS:

- The next step is to identify buyer personas.
- Based on analysis of past data and profile of your best customers .
- The information that you need about your best customers can be categorized into 3 areas:

WHO:

- Identify the age, gender, location, job, title, responsibility, and education of your customers

WHAT:

- One must consider the goals of the customers and their pain that they want to be resolved

Cont...

- What are their area of interest, what are their passion points, what media they consume.

WHY:

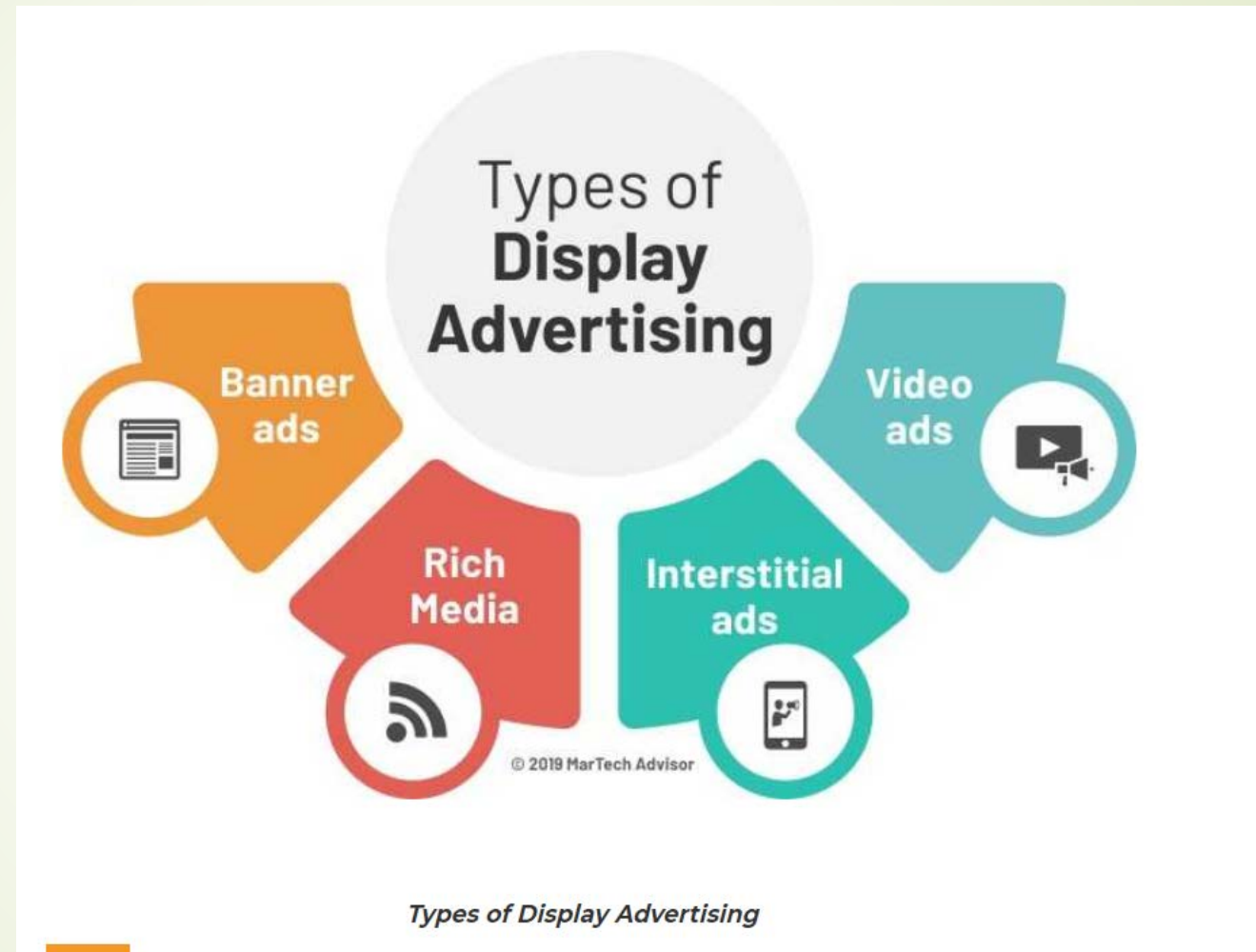
- One must ask the customer that they will buy your product, your unique selling proposition and convince the customer to buy .
- From where to get the customer details- From **GOOGLE Analytics – give u job title , and website visitors**

UNIT -2

DIGITAL DISPLAY ADVERTISING

CONCEPT OF DISPLAY ADVERTISING

- ▶ **Display Ads.** A type of online advertisement that **combines text, images, and a URL that links** to a website where a customer can learn more about or buy products.
- ▶ There are many ad formats. These ads can be static with an image or animated with multiple images, video, or changing text (also called rich media ads)
- ▶ The main purpose of display advertising is **to deliver general advertisements and brand messages to site visitors**



CONT...

PRINT MEDIA

- Print media is the most traditional mode of communication
- The metric for measuring reach in print media – **circulation or number of readers.**

PrintMedia

Nobody reads ads. People read what interests them.
Sometimes it's an ad.

hindustantimes THE TIMES OF INDIA
दैनिक जागरण **DelhiTimes** नवभारत टाइम्स
अमर उजाला दैनिक भास्कर **हिन्दुस्तान**

TEXT CLASSIFIEDS **DISPLAY CLASSIFIEDS** **DISPLAY ADS**

The image displays a collection of newspaper logos including Hindustan Times, The Times of India, Dainik Jagran, Delhi Times, Nav Bharat Times, Amar Ujala, Dainik Bhaskar, and Hindustan. Below the logos, three categories of advertising are shown: Text Classifieds, Display Classifieds, and Display Ads, each with a representative sample of the ad format.

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Television:



Cont...

- ▶ Television Advertising has **video content** and **has better engagement than the print media.**
- ▶ TV advertising displays greater success with **key performance indicators (KPIs)** than any media source.
- ▶ According to recent data, adults spend **13 times** as many minutes watching video on television than through the internet, **and 23 times** as much as on their mobile devices.
- ▶ The metric for measuring TV is **number of viewers.**

Cont...

DIGITAL:

- Digital advertising refers to marketing through online channels, such as websites, streaming content, and more. Digital ads span media formats, including text, image, audio, and video.
- The metric for measuring reach in digital is **unique users and page views**.

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Unique Users:

- Unique users are distinct individual users who visit your site.
- This number is tracked based on either the cookie ID of the browser or the IP address of user's device.

Page views:

- Whenever an individual visits a new page on your website, it is considered a page view.
- Eg: yahoo website opening . Initially **Page view count will be 0 and Unique visitors count =0**

DIGITAL METRICS

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➔ **Digital Marketing Metrics and KPIs** are values that marketing teams use to measure and track the performance of a digital marketing campaign.

➔ Digital marketing teams use a number of platforms and tools to promote their product or service offering, and tracking the results can be time-consuming and challenging.

Click-Through Rate(CTR): ONE OF THE DIGITAL METRICS

• CTR is the number of clicks that your ad receives divided by the number of times your ad is shown:

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} * 100$$

Clicks
number of people
who clicked the ad

Impressions
number of people
who saw the ad

CONT...

AD IMPRESSIONS:

- An Ad impression is recorded whenever an ad is displayed on the user's screen through your website.
- It is simply the number of times an ad is displayed.
- Eg. If you visit a website and an ad loads, it is considered as one ad website.
- Display ads are run on many digital media platforms such as Facebook, LinkedIn, Twitter and the search engines.

Cont...

