**DIGITAL MARKETING**

**UNIT-1**

**INTRODUCTION TO 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.

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 behavior.

**DIFFERENCE BETWEEN TRADITIONAL MARKETING & DIGITAL MARKETING**

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| **Traditional Marketing** | **Digital Marketing** |
| Communication is unidirectional. Means, a business communicates about its products or services with a group of people. | Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services. |
| Medium of communication is generally phone calls, letters, and Emails. | Medium of communication is mostly through social media websites, chat, and Email. |
| Campaigning takes more time for designing, preparing, and launching. | There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier. |
| It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service. | The content is available for general public. It is then made to reach the specific audience by employing search engine techniques. |
| It is conventional way of marketing; best for reaching local audience. | It is best for reaching global audience. |
| It is difficult to measure the effectiveness of a campaign. | It is easier to measure the effectiveness of a campaign through analytics |

**DIGITAL MARKETING CONCEPTS:**

Following are the digital marketing strategies which every marketer should learn:

* **Search Engine Optimization (SEO):**

One of the most specialized and sought-after tools, SEO focuses on making your business website rank top in the search engines such as Google, Yahoo, etc.

* **Email Marketing:**

Did you know that email marketing is the cheapest, most preferred and most effective digital medium? It comprises building a subscribers list and sending emails to the target audience.

* **Content Optimization:**

 Some digital marketing experts say that content is the silver bullet of digital marketing. Whether it is a website, social media platforms or emails, the quality, consistency, relevance and frequency of updating of content plays a crucial role. Nobody likes information which is poorly written in context and full of grammatical errors!

* **Marketing Analytics:**

Marketing analytics play a very important role in evaluating data to design the [complete strategy of marketing](https://talentedge.com/articles/essential-marketing-strategies/).

**SCOPE OF DIGITAL MARKETING**

* B2B: To generate leads, B2B marketers are active on social media platforms like LinkedIn and Twitter. They also often rely on PPC campaigns to reach their target audiences without spending too much money.
* B2C: B2C marketers focus on improving brand awareness and attracting customers to their websites and products using social media platforms like Facebook, Twitter, Instagram, and Pinterest.

While posting ads and content on Facebook and other popular platforms continue to be an effective way to reach your target market, the scope of digital marketing encompasses much more than just social media. In addition to social media, savvy businesses also employ the following methods to reach new audiences while building (and maintaining) their [brand awareness](https://www.simplilearn.com/elements-of-and-how-to-create-a-brand-article):

* Paid search: Marketers pay Google and other search engine companies a fee whenever someone types in your keyword, and their ad is shown at the top of the search results (“PPC” model).
* Organic (or natural) search: This method takes more finesse than PPC since marketers are using keyword analysis and other search engine optimization (SEO) methods to naturally push their content to the top of the list of natural search results on Google and other search engines.
* Email marketing campaigns: Believe it or not, email marketing campaigns (if done properly) are still very effective at reaching your target market, and they’re also very accessible for small businesses.
* Content marketing: Publishing helpful articles, guides, tutorials, and other online content (in addition to webinars and podcasts) that engages your target audience is the essence of [content marketing](https://www.simplilearn.com/content-marketing-trends-article).
* Webinars: This is a great way to provide something of value to target consumers while also promoting your brand and products.
* Podcasts: Compelling audio content is another way to reach your audience and can be used in conjunction with other media for broader marketing campaigns.

**IMPORTANCE OR BENEFITS OF DIGITAL MARKETING**

### A broad geographic reach

When you post an ad online, people can see it no matter where they are (provided you haven’t limited your ad geographically). This makes it easy to grow your business's market reach.

### Cost efficiency

Digital marketing not only reaches a broader audience than traditional marketing but also carries a lower cost. Overhead costs for newspaper ads, television spots, and other traditional marketing opportunities can be high. They also give you less control over whether your target audiences will see those messages in the first place.

### Easier personalization

Digital marketing allows you to [gather customer data](https://mailchimp.com/crm/what-is-crm/) in a way that offline marketing can't. Data collected digitally tends to be much more precise and specific.

### More connection with customers

Digital marketing lets you communicate with your customers in real-time. More importantly, it lets them communicate with you.

### Easy and convenient conversions

Digital marketing lets your customers take action immediately after viewing your ad or content. With traditional advertisements, the most immediate result you can hope for is a phone call shortly after someone views your ad. But how often does someone have the time to reach out to a company while they're doing the dishes, driving down the highway, or updating records at work?

With digital marketing, they can click a link or save a blog post and move along the sales funnel right away. They might not make a purchase immediately, but [they’ll stay connected](https://mytasker.com/blog/benefits-of-digital-marketing/) with you and give you a chance to interact with them further.