

Introduction to Digital Marketing

Traditional Marketing

- Traditional marketing is the old way of marketing Technique. It refers kind of promotion, advertisement, includes flyers, billboards, TV ads, radio ads, print advertisements, newspaper ads, etc. in which companies are used in the early period to market their product. The four phases of Traditional Marketing are Interest, Awareness, Desire, and Decision.

Digital Marketing

- Digital Marketing is modern way of marketing Technique. In which we promoting, selling products and services by online marketing. It also refers to the Marketing of any kind of business through digital media and devices such as Google, Facebook, Instagram, youtube..etc. The four phases of Digital Marketing are Planning, Conversation, Content, and Sequels.

Below is a table of differences between Traditional Marketing and Digital Marketing:

Traditional Marketing	Digital Marketing
The promotion of product and services through TV, Telephone, Banner, Broadcast, Door to Door, Sponsorship, etc.	The promotion of product and services through digital media or electronic medium like seo, sem, PPC, etc..
Traditional Marketing is not cost effective.	Digital Marketing is more cost effective.
It is not so good for Brand building.	It is efficient and fast for brand building.
Traditional Marketing is difficult to Measure.	Digital Marketing is easy to Measure with the help of analytics tools.
traditional Marketing includes.. •T.V.advertisement •Radio. •Banner Ads.. •Broadcast. •Sponsorship. •print Ads..	Digital Marketing includes.. •Search engine optimization (SEO) •Pay-per-click advertising (PPC) •Web design. •Content marketing. •Social media marketing. •Email marketing.

Benefits of Digital Media

- Digital media connects people in ways never before possible, enabling users to maintain friendships across time and distance. It enables those who are socially isolated or somehow set apart from their immediate physical community to connect with like-minded or like-situated people.
- The benefits of digital marketing are as follow:
 - It Can Keep Us Connected.
 - It Can Spur Business.
 - Helps increase Social Connectivity.
 - Improves communication Speeds.
 - Versatile Working.
 - Learning Opportunities.
 - Automation.
 - Information Storage.
 - Editing.
 - Accurate Duplication.

Inbound and Outbound Marketing

TOPIC

What Is Outbound Marketing?

- **Outbound marketing** refers to any kind of marketing where a company initiates the conversation and sends its message out to an audience. Outbound marketing examples include more traditional forms of marketing and advertising such as TV commercials, radio ads, print advertisements (newspaper ads, magazine ads, flyers, brochures, catalogs, etc.), tradeshow, outbound sales calls (AKA “cold calls”), and email spam.

What Is Inbound Marketing?

- Inbound marketing is a strategy where you create content or social media tactics that spread brand awareness so people learn about you, might go to your website for information, show interest in your product, and potentially make a purchase.
- In Inbound Marketing, the customers find *you* when they need you. Examples of inbound marketing include content marketing, blogging, SEO, and opt-in email marketing. In addition, paid search advertising is considered inbound marketing, because your ads only appear when people are searching for products or services that you offer.

INBOUND VS. OUTBOUND MARKETING

in a nutshell

INBOUND MARKETING

- Pulls interested readers in
- Solves consumers' needs
- Interactive with readers
- As helpful content is consumed, audience members become leads
- Where you see it: websites, blogs, eBooks, opt-in emails, SERP, social media

vs. OUTBOUND MARKETING

- Written to sell products
- One-way communication
- Disrupts whatever content is being consumed
- Where you see it: TV ads, billboards, pop-up internet ads, telemarketing, magazines



Online Marketing (POEM)

Paid, Owned, Earned Media

What Is POEM?

- POEM is a framework that you can use for your digital marketing strategies. Its approach is to promote products and services through various media so that **Digital Marketing** campaigns can attract more customers, gain leads and traffic.
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- The POEM model also works to deepen and strengthen the relationship between the brand with its existing customers. In doing so, the brand that uses POEM could move toward its goals of growth and success.

Paid Media

- The goal of paid media marketing is to deliver paid or sponsored ads to reach the right audience.
- The difference, however, is that paid media usually involves **digital marketing** platforms—like social media platforms and websites, for instance.

1. Social Media Marketing

- Social media marketing is one of the best ways to reach your target audience. Once you deliver your ads on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn, you will be able to reach your target audience as soon as possible.
- Deliver your paid ads on social networking sites that will benefit you the most. For instance, Facebook offers a variety of marketing tools that will let you set your target market, analyse your performance, and share links to your website.

2. Display Ads

- Besides social media marketing, you could also attract more potential customers with display ads. Display ads are useful for brand awareness through eye-catching visuals.
- To do so, you must create display ads that can capture attention at a glance by considering the structural layout, colour, and typography. The ad message on the images must also be clear and precise so that your target audience can understand what your company is selling, as well as the unique selling points that differentiate you from your competitors.

3. Pay-Per-Click Marketing (PPC)

- Incorporating PPC ads in your digital marketing campaign is a tried-and-tested formula. PPC marketing is also excellent for driving website traffic and increasing brand awareness.
- With proper bids and digital marketing strategy, the PPC ads will appear at the top of search engines like Google, depending on the user's queries and keywords. It connects your brand with high-intent searchers instantly.
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Owned Media

- As the name suggests, owned media refers to your possessions and assets. Examples include your website, social media page, blog posts, articles, case studies, and many more.
- With the freedom to control your digital marketing campaign, the possibilities to connect, interact, and communicate with your target audience are endless. The goal is to provide quality and relevant content for them.
- Videos, images, articles—use these to your advantage so you can establish your reputation and grow your customer base. Not to mention, they are more cost-effective compared to PPC marketing since you would not have to pay for the number of clicks your paid ad.
- What are some examples of owned media channels?
 - Website
 - Blog page
 - Social media page

Earned Media

- Earned media is about brand exposure and recognition from organic publicity. Earned media can help you interact with your potential customer through channels outside your owned media, such as public relations and referrals.
- Earned media is essentially online word of mouth. First page rankings and good content highly contribute to earned media, which is why search engine optimisation (SEO) and content marketing is essential in your digital marketing strategy.
- Here are some examples of earned media tactics:
 - Word-of-mouth marketing
 - Viral marketing
 - Press releases
 - Publicity
 - Brand awareness

Components of Online Marketing

Main Components

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM) – Pay Per Click (PPC) Marketing
- Email Marketing
- Social Media Marketing
- Content Marketing – BLOG , Video , Audio
- Website creation and web analytics
- Online advertising
- Mobile Marketing.



1. Search Engine Optimization (SEO)

- Search engine optimization (SEO) focuses on improving organic traffic to your website.
- SEO activities encompass technical and creative tactics to improve rankings and increase awareness in search engines.
- The most widely used search engines include Google, Bing, and Yahoo.
- Digital marketing managers focus on optimizing levers — such as keywords, crosslinks, backlinks, and original content — to maintain a strong ranking.

Search Engine Marketing (SEM) –Pay Per Click (PPC)

Marketing

- Paid search increases search engine visibility by allowing companies to bid for certain keywords and purchase advertising space in the search engine results.
- Ads are only shown to users who are actively searching for the keywords you have selected. There are two main types of paid search advertising — pay per click (PPC) and cost per mille (CPM).
- With PPC, you only pay when someone clicks on your ad.
- With CPM, you pay based on the number of impressions.
- Google Adwords is the most widely used paid search advertising platform; however, other search engines like Bing also have paid programs.

Email Marketing

- Email is a direct marketing method that involves sending promotional messages to a segmented group of prospects or customers.
- Email marketing continues to be an effective approach for sending personalized messages that target customers' needs and interests.
- It is most popular for e-commerce business as a way of staying top of mind for consumers.

Social Media Marketing

- Social media marketing is a key component of digital marketing. Platforms such as Facebook, Twitter, Pinterest, Instagram, Tumblr, LinkedIn, and even YouTube provide digital marketing managers with paid opportunities to reach and interact with potential customers.
- Digital marketing campaigns often combine organic efforts with sponsored content and paid advertising promotions on key social media channels to reach a larger audience and increase brand lift.

Content marketing

- Content marketing is an important strategy for attracting potential customers. Publishing a regular cadence of high-quality, relevant content online will help establish thought leadership.
- It can educate target customers about the problems your product can help them resolve, as well as boost SEO rankings.
- Content can include blog posts, case studies, whitepapers, and other materials that provide value to your target audience.
- These digital content assets can then be used to acquire customers through organic and paid efforts.

Video marketing

- Video marketing enables companies to connect with customers in a more visually engaging and interactive way.
- You can showcase product launches, events, and special announcements, as well as provide educational content and testimonies.
- YouTube and Vimeo are the most commonly used platforms for sharing and advertising videos.
- Pre-roll ads (which are shown for the first 5–10 seconds before a video) are another way digital marketing managers can reach audiences on video platforms.

Web analytics

- Analytics allow marketing managers to track online user activity.
- Capturing and analyzing this data is foundational to digital marketing because it gives companies insights into online customer behavior and their preferences.
- The most widely used tool for analyzing website traffic is Google Analytics, however other tools include Adobe Analytics, Coremetrics, Crazy Egg, and more.

Online Advertising

- Online advertising involves bidding and buying relevant ad units on third-party sites, such as display ads on blogs, forums, and other relevant websites.
- Types of ads include images, text, pop-ups, banners, and video.
- Retargeting is an important aspect of online advertising.
- Retargeting requires code that adds an anonymous browser cookie to track new visitors to your site. Then, as that visitor goes to other sites, you can serve them ads for your product or service. This focuses your advertising efforts on people who have already shown interest in your company.

Mobile marketing

- Mobile marketing is the promotion of products or services specifically via mobile phones and devices.
- This includes mobile advertising through text messages or advertising in downloaded apps.
- However, a comprehensive mobile marketing approach also includes optimizing websites, landing pages, emails, and content for an optimal experience on mobile devices.

BLOG

- A blog for marketing your products and services can give your business an identity and a voice to gain visibility on the Internet. Blogs being interactive, the others can share their opinions on the blogs. By authoring a blog, your business can get an expert position in the industry. In today's world on online marketing, blogs contribute a huge share.
- Each time you write a blog post, one indexed page is created on your website. It intimates Google and other search engines that your website is active. This intimation makes the search engines check your website frequently to see the new content you published that they should surface.

Banners

- Online banners are nothing but small stripes of graphics containing links which take the visitor to explore information about offers, product releases, etc.
- Banners can appear on website, mobile Apps, blogs, or forums.
- You can use the following banners to attract and retain user's attention to your website –
- **Static** – They display still text/images that are hyperlinked to your website.
- **Animated** – They play GIFs or Flash files.
- **Interactive** – They involve user interaction. For example, interactive map.
- **Expanding** – They expand in in terms of display size and information when users hover the mouse pointer on them.

Banners example



Internet Forums

- They are the message boards where people can put their viewpoints, opinions, ideas, etc.
- Like-minded people can form communities to improve their online presence, and share their knowledge, experiences, tips, and tricks.
- Similarly, people can discuss and recommend products on forums. For example, the Internet marketing forum named Webmaster Sun, affiliate marketing forum Wicked Fire, etc.
- When people discuss a single topic, it is called as a thread. Forums provide a vast platform for online marketing. They help find new customers.

Market Research

- Business organizations need to set clear objectives and strong market understanding. To research the market, you can –
- Review your website traffic.
- Review the Ad conversion rates.
- Review the queries asked by your existing customers.
- Identify the customers' **pain points** that they post on various platforms such as yahoo answers, blogs, social media, and other sites.
- Anticipate and compile a list of Frequently Asked Questions (FAQs) with their clear answers and align them to customers' pain points.
- Include the fact sheet about product if required.

Keyword Research

- Choosing a correct and relevant set of keywords can help design a crisp and persuasive advertise for online marketing. Before accessing any keyword research tool, ask yourself –
- What is the purpose of this web page?
- How clearly can I state the conversion event?
- Have I clearly answered all the pain points that users might look for on this page?
- Which phrases the users might enter while looking for a solution?
- Are my keywords relevant to the users' intent?

Impact of Online Marketing

Online Marketing Impact

- Online business has grown immensely. There are millions of websites on internet trying to reach prospective customers. Internet has reached every corner of the world. Nearly 80% of world population seek Internet for information. The market reach has expanded. Number of e-commerce websites have risen in a short span. Online shopping has become a trend. With online marketing, both business and buyers are getting benefitted.
- The impact can be judged by rising numbers of tools and technologies to provide assistance to customers and measure the results. Billion dollars are spend on advertising on Internet. It shows the clear picture of effect of internet marketing on business. The impact of business promotion is overt as millions of marketers are making huge profits.

Pros of Online Marketing

- **Wider reach to the customers.** The online business is not confined to the limitations of physical place. You can sell the products in any part of the country without actually opening outlets.
- **Immediate quantifiable results.** Online marketing delivers quantifiable results immediately. You can measure every action from clicks, visits, sign-ups, and purchases.
- **Less business overheads.** As the business is online, there are less overheads to deal with as compared to investing in offline stores.
- **Ability to track customer's preferences.** You can keep a track of the customer's past purchases and preferences. This is very helpful to personalize the offers for the customer.
- **Customer Relationship.** It helps in building strong relationship with customers in real time. You can maintain on-going relationship with customers by sending follow-up emails about offers, new products and services.
- **Customers' Convenience.** You can run online business round the clock without having to worry about work timings. On the other hand, the customers also can buy the products of their choice at any time throughout a day, without having to physically visit the shops.

Cons of Online Marketing

- **Internet Fraud.** You may experience unethical and fraudulent practices in internet marketing. Fake trademarks and logos can be used unchecked. This may defame your reputation.
- **Ads Placement.** It may clutter on a web page and this may turn the customer down.
- **Requires Special Expertise.** Along with the fundamental marketing, it needs understanding of search engine technology, advertising techniques, content creation, and logics to master the internet marketing.
- **Inaccessible.** It may not be available for rural areas. Also, elderly and illiterates rarely relish the benefits of shopping online.
- **Negative feedbacks about Products.** They can turn your business down drastically.

Basics of Affiliate Marketing

Affiliate marketing

Viral Marketing

Influencer Marketing

Referral marketing

Affiliate Marketing

- Affiliates are the extended sales force of your business. Affiliate marketing employs one or more third parties to drive sales to the business. It is performance based marketing where an advertiser pays one or more affiliates when they bring viewers or customers with their own efforts.
- It is unlike PPC in which advertiser needs to pay the publisher for every visitor it brings to your website.



How Affiliate Marketing Works

- Once you opt for affiliate marketing, you get access to control panel. Here you can generate a unique URL link to the advertisers' web pages. When the customer parses that link, he is taken as referrals through that particular affiliate program.
- The advertisers may place conversion pixel on thank you page to track sale.
- **Payment Modules :** There are two payment modules –
- **Pay for Sales Lead** – The payment is made when customer raises an enquiry, irrespective of the purchases incurred by him.
- **Pay for Product Sale** – The advertiser has to pay a percentage or an amount on sale of every product or services. For example, you are charged 10% on a product sale or Rs. 100 per sale.

Getting Best Out of Affiliate Marketing

- **Cloak links** – These are the short and pretty links for long URLs of affiliates. These links look good and help in increasing the CTR.
- Write reviews that sell. Add unique selling points to them.
- Include affiliate links to your post.
- Use banners of all affiliate products to reach higher CTR.
- Offer discounts.

Premium Affiliate Programs

- Amazon Associates
- Commission Junction
- Share a Sale

What Is Viral Marketing?

- Viral marketing seeks to spread information about a product or service from person to person by word of mouth or sharing via the internet or email.
- The goal of viral marketing is to inspire individuals to share a marketing message to friends, family, and other individuals to create exponential growth in the number of its recipients.
- Viral marketing is a sales technique that involves organic or word-of-mouth information about a product or service to spread at an ever-increasing rate.
- The internet and the advent of social media have greatly increased the number of viral messages in the form of memes, shares, likes, and forwards.
- Some marketing campaigns try to trigger virality, however many times just exactly what goes viral remains a mystery.
- Once something goes viral, it is an easy and cheap way for a message to gain popularity.
- Viral marketing can increase a company's reach and, ultimately, its customer base.

Example of Viral Marketing

1. Zoom Virtual Background Challenge
2. Apple: Shot on iPhone
3. Dove Real Beauty Sketches Campaign
4. iHeartDogs: 0% off
5. Twitter's Launch Campaign
6. Uber's Launch Campaign
7. Spotify Co-marketing with Facebook
8. Dropbox Referral Offer
9. "I Want Mint" Badge
10. ALS Ice Bucket Challenge

Influencer Marketing

- An influencer is someone who can influence others.
- In influencer marketing, that influential person collaborates with a brand to promote something.
- Celebrity endorsements were the original form of influencer marketing.
- **a social media influencer is someone who wields their influence through social media. When you hire an influencer to promote your products or services, that's influencer marketing.**

Types of social media influencers

- Nano-influencers: 10,000 followers or fewer.
- Micro-influencers: 10,000 to 100,000 followers.
- Macro-influencers: 100,000 to 1 million followers.
- Mega-influencers: 1 million+ followers.

Referral Marketing

- There is one more type of marketing called **Referral Marketing**. As both forms of marketing are based on business associations and employ third parties for increasing sales, they can be confusing.
- The main difference between affiliate marketing and referral marketing is that affiliate marketing depends purely on financial motivations to drive sales whereas referral marketing relies on personal relationships and trust among businessmen to drive sales.

Online Marketing Terminology

Online Marketing Terminology

Advertiser

It is a person or an organization that places advertisements to drive sale or lead through it.

Banner

It is an online advertisement in the form of a graphic image that appears on a web page.

Bid

It is the maximum amount an advertiser is ready to pay for a click.

Black Hat and White Hat Tactics

They both are the tactics of online marketing. There is no color significance about being good or bad.

Black Hat Tactics are less pure and farther from search engine's terms of service.

White Hat Tactics of online marketing are closely bound to a search engine's terms of service.

Online Marketing Terminology

Breadcrumbs Navigation

It is a navigation scheme that reveals user's location on the website or application. It offers a way to trace the path back to the user's original landing point.

Campaign

It is a series of operations performed to achieve a desired goal in a particular area.

Click Through Rate (CTR)

Click Through Rate = Clicks / Impressions %

Conversion

A visitor when completes a target action.

Cost Per Acquisition (CPA)

It is the cost the advertiser pays only when a desired action is achieved.

Online Marketing Terminology

Cost Per Click (CPC)

It refers to the amount the advertiser pays when his Ad is clicked on, giving him a visitor to his website – typically from a search engine in PPC marketing.

Cost per Mille (CPM)

It is the amount paid for every 1000 impressions of an advertisement.

Customer Pain Points

They are annoying, frustrating, and difficult to solve things or situations for the customer, which the customers may not have anticipated or cannot verbalize. They need urgent addressing.

Online Marketing Terminology

If This Then That (IFTTT)

It is a web-based service with which the users can create chain of primitive conditional statements, called recipes. The recipes are triggered based on changes to other web services such as Gmail, Facebook, Instagram, etc.

Inbound Link

It is a hyperlink on a third-party web page that points to a web page on your website.

Key Performance Indicator (KPI)

It is a metric that shows whether an objective of the business is achieved.

Online Marketing Terminology

Market Reach

It is the total number of people or households exposed at least once to a medium of Advertising in given span of time.

Paid Search Advertising

It refers to paid advertising on search engines, sometimes called PPC advertising. The advertiser pays only for each click on the Ad.

Publisher

It provides the advertisers a required amount of space on its website to publish the advertisement.

Online Marketing Terminology

Quality Score

It is a variable that influences ranking of a website.

Search Engine Optimization

It is process of elevating website ranking in the unpaid results of search engine.

Tracking

It is measuring the effectiveness of an online advertise by collecting and evaluating statistics.

Web Indexing

It is the method of indexing the contents of the website or the internet as a whole.

Questions