



Digital Marketing

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What is Marketing ?



Marketing is the activity or process for communicating, delivering, and exchanging offers that have value for customers and clients.



Marketing



Generally, we can say the action or business of promoting and selling products or services, including market research and advertising.

How We do Marketing?

Conduct market research.

Profile your target markets.

Identify your unique selling proposition.

Develop your business brand

Choose your marketing avenues.

Set your goals and budget.

Nurture your loyal customers.

Monitor and review



Sources of Marketing



Seminar



Pamphlets



Newspaper



Hording



Banner

What is Digital
Marketing?



Digital marketing refers to any online marketing efforts or assets.

Email marketing, pay-per-click advertising, social media marketing and even blogging are all great examples of digital marketing

—they help introduce people to your company and convince them to buy.



Digital Marketing Assets

Your Website

Branded Assets

- ❖ Logo
- ❖ Icons
- ❖ Acronym

Video Content

- ❖ Video Ads
- ❖ Product Demo

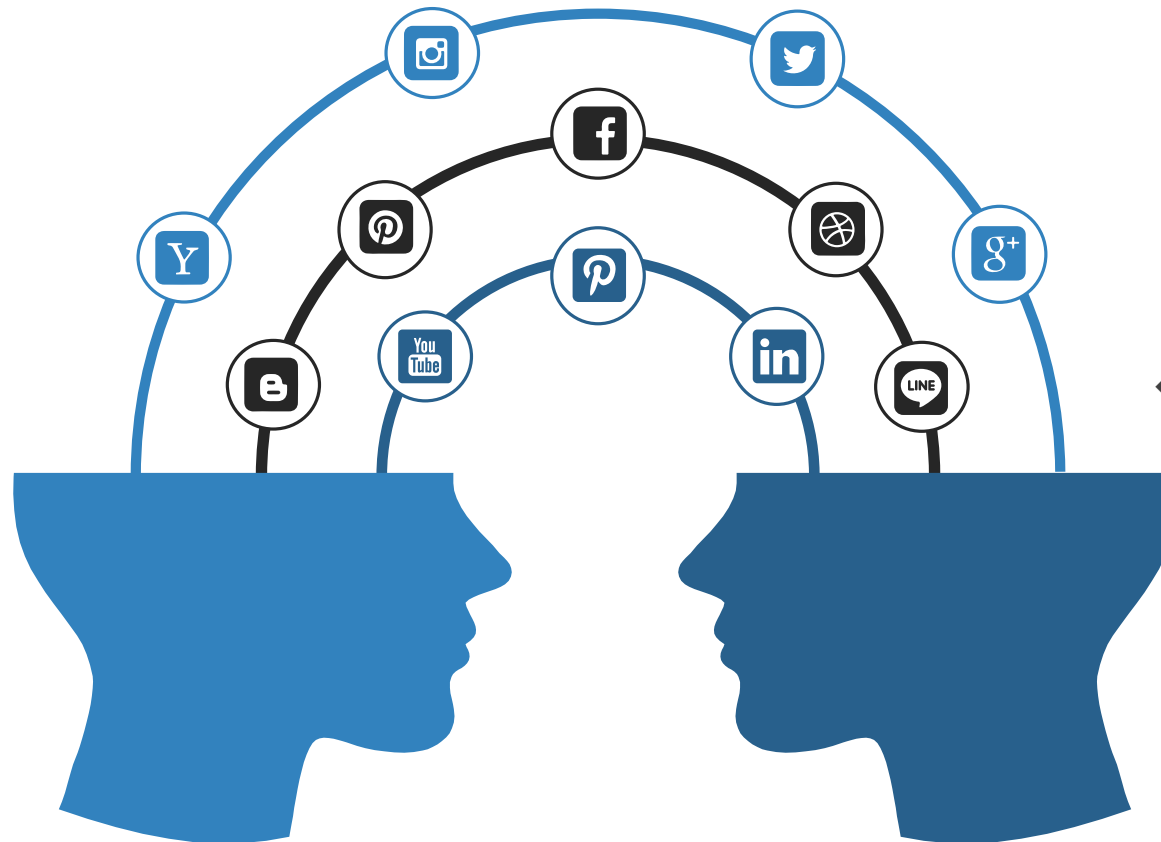
Social Media

Written Content

- ❖ Blog post
- ❖ Product Description
- ❖ Testimonial

Images

- ❖ Product shots
- ❖ Company Photo



Why Digital Marketing is Important?



Importance of Digital Marketing



Target *only* the prospects most likely to purchase your product or service

lets you outrank bigger players in your industry

More Cost effective

Measurable and large Audience

What does Digital Marketer do?

Digital marketers are in charge of driving **brand awareness** and **lead generation** through all the digital channels both free and paid.

These channels include social media, the company's own website, search engine rankings, email, display advertising, and the company's blog.

SEO Manager

Organic Traffic

Content Marketing
Specialist

Time on page
Overall blog traffic
YouTube channel subscribers

Social Media
Manager

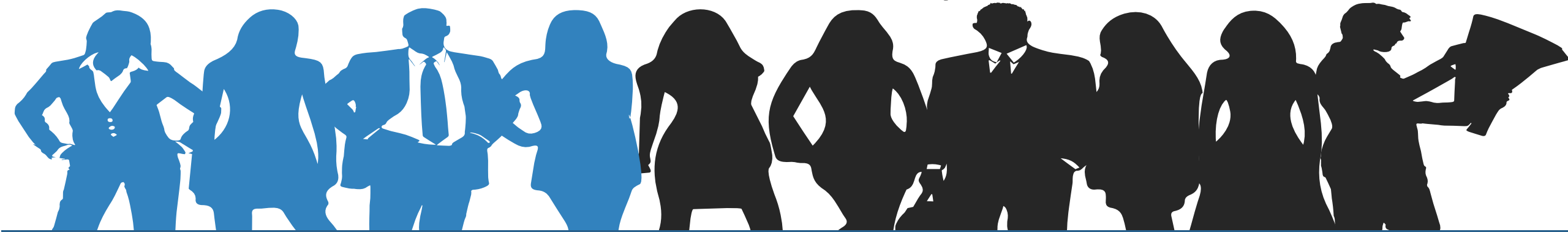
Follows
Impressions
Shares

Marketing Automation
Coordinator

Email Open Rate
Lead generation
Conversion Rate

(Note: "impressions" refers to the number of times a business's posts appear on the newsfeed of a user.)

Market Analyze



Many small businesses struggle with deciding which kind of marketing to do, because their budget will only stretch to one or the other, not both. The decisions that must be made are not easy:

- Which method of marketing will give me the most amount of sales and profits?
 - How do I know if my marketing is working?
 - Who should I trust with my marketing?
 - Should I do it myself?

What We do in Marketing

Traditional Marketing

- The use of print ads on newspapers and magazines.
- Other examples include Canopy, flyers, pamphlets, banners, commercials add both on TV and radio.

Digital Marketing

- when a business invests on building a website.
- Advertising the brand name through different social media such as Facebook, Twitter ,YouTube etc.

Traditional Marketing

Benefits

- You can easily reach your target local audience. For example, a radio ad might play in one location: your city or region.
- Flyers will go to households in a select number of city.
- The materials can be kept. The audience can have a hard copy of materials of which they can read or browse through over and over again

Limitation

- There is very little interaction between the medium used and the customers.
- Print or radio advertisements can be very costly.
- Not Worldwide
- Regular investment and Need more Human Resource.

Benefits of Digital Marketing

- You can target a local audience, but also an international one.
- Your audience can choose how they want to receive your content. While one person likes to read a blog post, another person likes to watch a YouTube video.
- Interaction with your audience is possible with the use of social media networks.
- Digital marketing is cost-efficient.



Types of Digital Marketing

1



Search Engine Optimization (SEO)

SEO is the practice of improving ranking within major search engines to increase online traffic.

2



Search Engine Marketing (SEM)

SEM leverages paid online advertising to increase website visibility within search engines. SEM is often used in conjunction with SEO.

3



Pay-Per-Click (PPC)

PPC is an online method for advertising where a business only pays for its ads when a person clicks on them

4



Social Media Marketing (SMM)

SMM is the use of social media channels to promote business products or services.



Types of Digital Marketing

5



Email Marketing

Email marketing enables businesses to send branded, promotional content directly to prospective customers via email.

6



Affiliate Marketing

Affiliate marketing is a performance-based exercise that enables revenue sharing and pay-per-sale (PPS) compensation within a common network.

7



Content Marketing

Content marketing refers to the publishing and distribution of text, video or audio materials to customers online.

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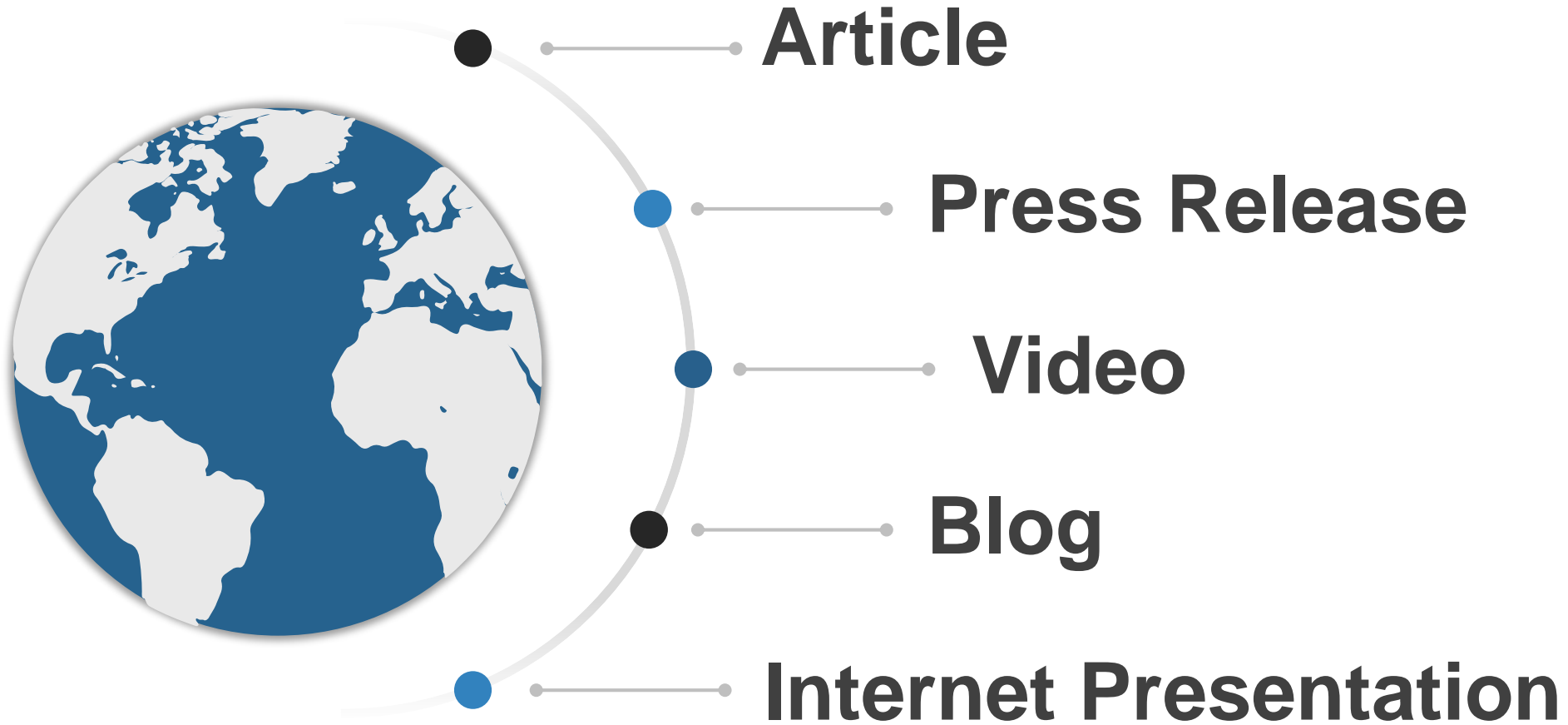


Native Advertising

Sponsored content, in which one business posts its own content on a different website.



Tools and Platform



Tools and Platform





**Which one is better and How
can organizations Use Both
Digital & Traditional
Marketing**



Thank You