



# Digital Marketing

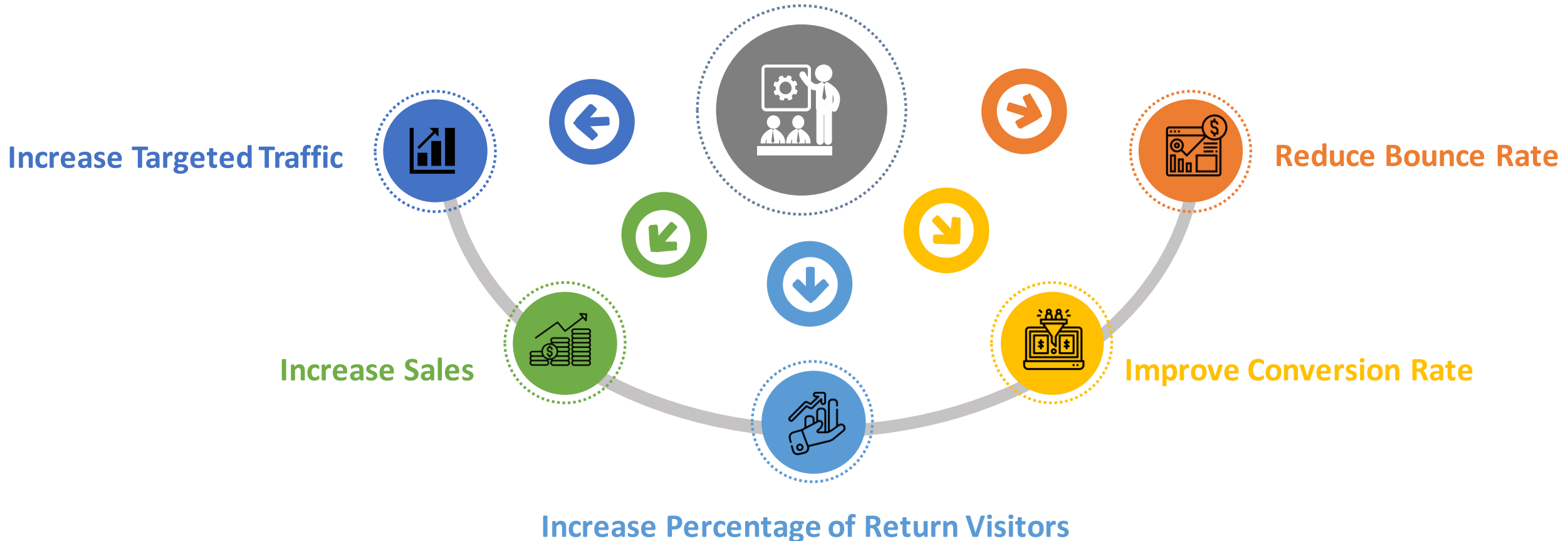


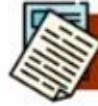
# Digital Marketing

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

“The promotion of products or brands via one or more forms of electronic media”

## Marketing Goals / Objectives





### Traditional marketing

- Reach is limited
- Non-versatile
- Delayed communication
- Lack of real time results
- Expensive
- Difficult to reach target audience
- Poor campaign measurement



### Digital marketing

- Reach is maximum
- Versatile
- Instant communication
- Instant real time results
- Cost-efficient
- Easy to reach target audience
- Easy to measure and optimize campaigns

## Types of digital marketing





# Search Engine Optimization

It is the process of getting traffic from the free, organic, editorial or natural search results on search engines.

A search engine results page (SERP) is the page displayed by a search engine in response to a query by a searcher.

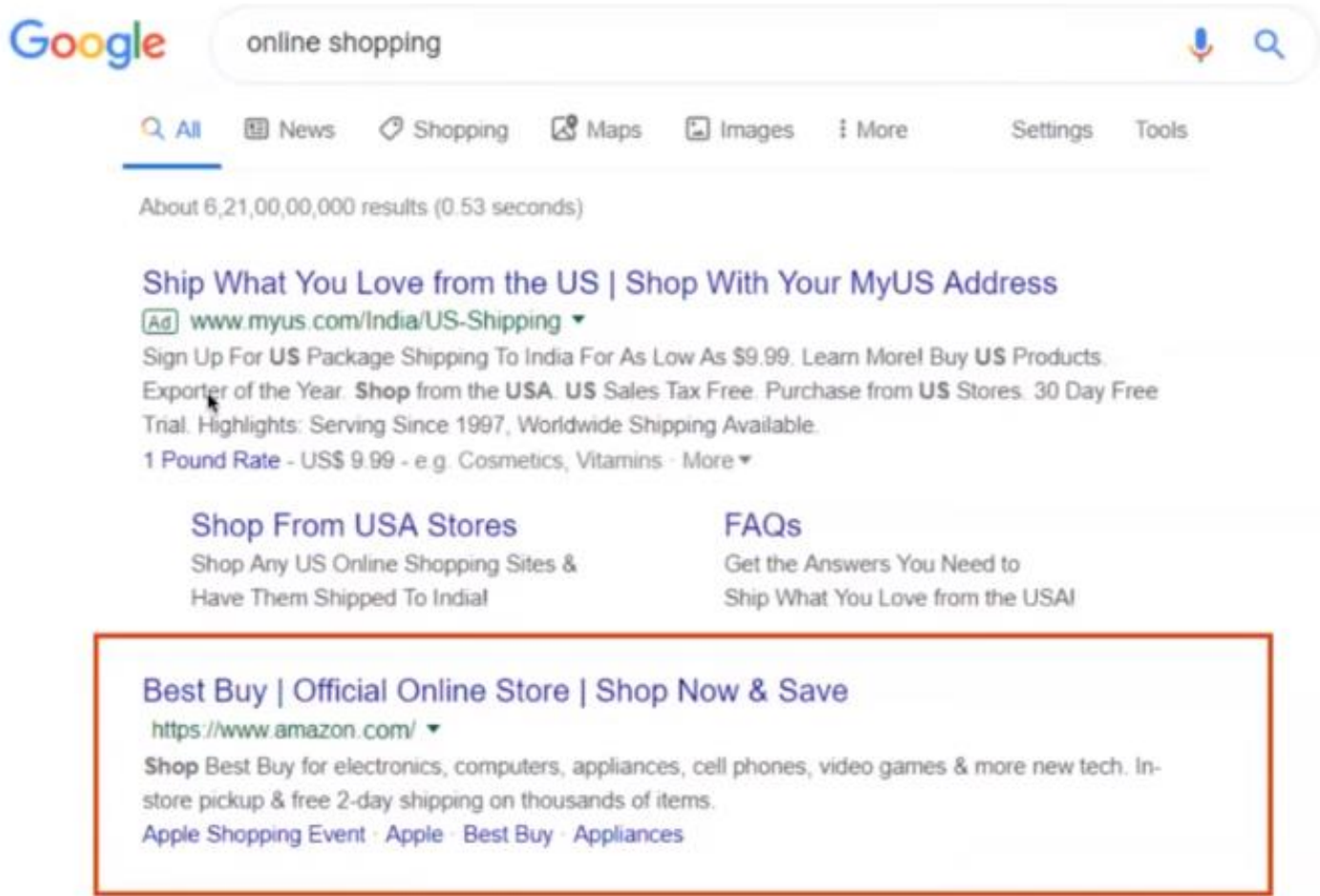
## ADVANTAGES OF SEO

- Brand Awareness
- Increased site usability
- Cost effectiveness
- ROI
- Increased traffic

## DISADVANTAGES OF SEO

- Getting noticed by more than your target audience
- Over Success
- Black Hats and White Hats
- Costly

# Types of digital marketing



The image shows a Google search interface with the query "online shopping". The search results include an advertisement for "myus.com" and a result for "Best Buy".

**Google** online shopping

All News Shopping Maps Images More Settings Tools

About 6,21,00,00,000 results (0.53 seconds)

**Ship What You Love from the US | Shop With Your MyUS Address**  
**Ad** [www.myus.com/India/US-Shipping](http://www.myus.com/India/US-Shipping) ▾  
Sign Up For **US** Package Shipping To India For As Low As \$9.99. Learn More! Buy **US** Products. Exporter of the Year. **Shop** from the **USA**. **US** Sales Tax Free. Purchase from **US** Stores. 30 Day Free Trial. Highlights: Serving Since 1997, Worldwide Shipping Available.  
**1 Pound Rate** - US\$ 9.99 - e.g. Cosmetics, Vitamins - More ▾

**Shop From USA Stores**  
Shop Any US Online Shopping Sites & Have Them Shipped To India!

**FAQs**  
Get the Answers You Need to Ship What You Love from the USA!

**Best Buy | Official Online Store | Shop Now & Save**  
<https://www.amazon.com/> ▾  
**Shop** Best Buy for electronics, computers, appliances, cell phones, video games & more new tech. In-store pickup & free 2-day shipping on thousands of items.  
Apple Shopping Event · Apple · Best Buy · Appliances

This is an example of search engine optimisation



# Types of digital marketing



Search engine marketing is the practice of marketing a business using paid advertisements on search engines and other websites



# Pay Per Click



**Pay per click (PPC)** is a type of sponsored online advertising that is used where the advertiser only pays if a web user clicks on their ad.

## **ADVANTAGES OF PPC**

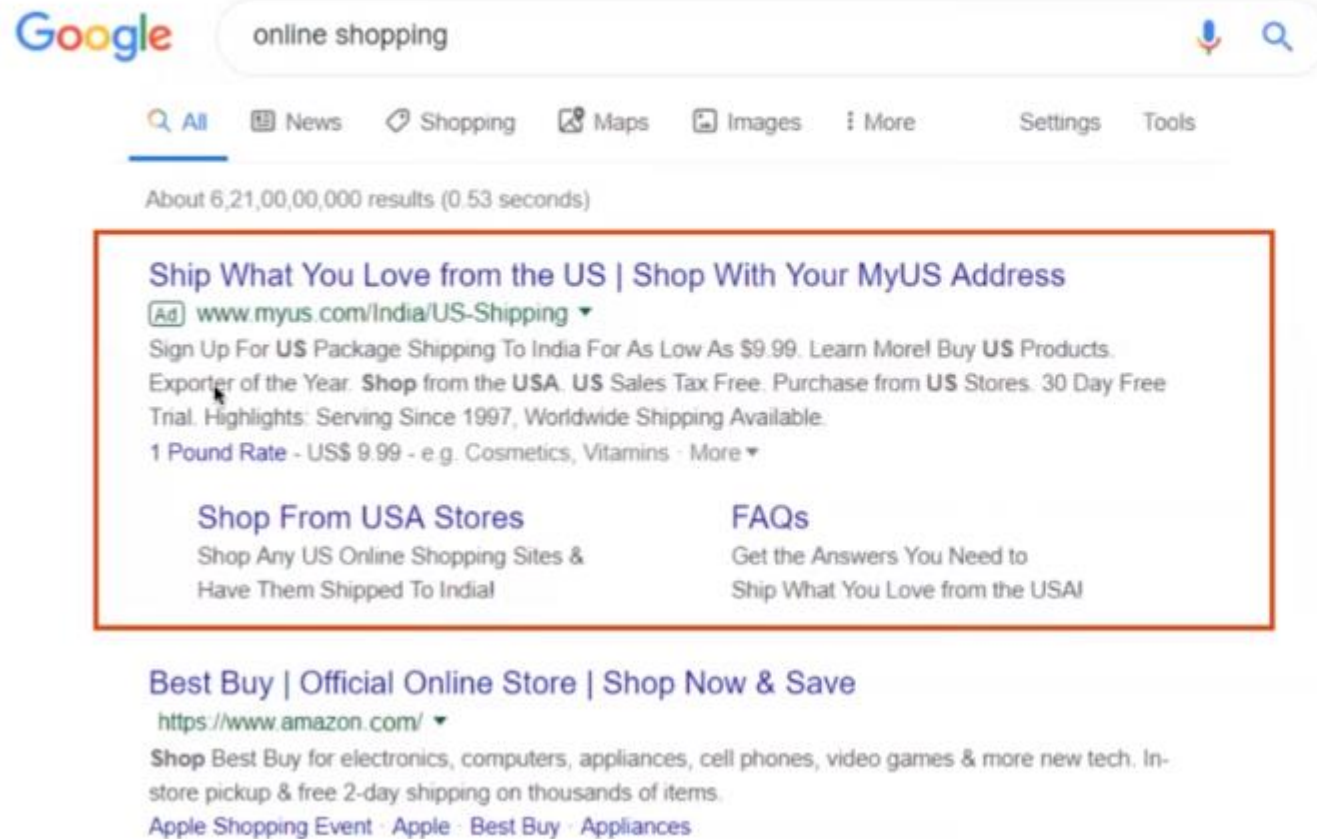
- Get targeted visitors within hours (sometimes minutes)
- Can yield highly profitable results
- Great testing platform and can be highly targeted
- Time of day and Geographic area
- Keywords and phrases

## **DISADVANTAGES OF PPC**

- No guarantees and Heavy competition
- You pay regardless of any sales
- Competitive keywords demand higher bids
- Traffic stops when you stop paying



# Types of digital marketing



The image shows a Google search interface with the query "online shopping". The search results are displayed below the search bar. The first result is an advertisement for "Ship What You Love from the US | Shop With Your MyUS Address" from www.myus.com. The ad text includes: "Sign Up For US Package Shipping To India For As Low As \$9.99. Learn More! Buy US Products. Exporter of the Year. Shop from the USA. US Sales Tax Free. Purchase from US Stores. 30 Day Free Trial. Highlights: Serving Since 1997, Worldwide Shipping Available. 1 Pound Rate - US\$ 9.99 - e.g. Cosmetics, Vitamins · More". Below the ad text are two columns of links: "Shop From USA Stores" (with subtext "Shop Any US Online Shopping Sites & Have Them Shipped To India") and "FAQs" (with subtext "Get the Answers You Need to Ship What You Love from the USA!"). The second search result is for "Best Buy | Official Online Store | Shop Now & Save" from https://www.amazon.com/. The text for this result includes: "Shop Best Buy for electronics, computers, appliances, cell phones, video games & more new tech. In-store pickup & free 2-day shipping on thousands of items. Apple Shopping Event · Apple · Best Buy · Appliances".

Google online shopping

All News Shopping Maps Images More Settings Tools

About 6,21,00,00,000 results (0.53 seconds)

**Ship What You Love from the US | Shop With Your MyUS Address**  
**Ad** www.myus.com/India/US-Shipping ▾  
Sign Up For **US** Package Shipping To India For As Low As \$9.99. Learn More! Buy **US** Products. Exporter of the Year. **Shop** from the **USA**. **US** Sales Tax Free. Purchase from **US** Stores. 30 Day Free Trial. Highlights: Serving Since 1997, Worldwide Shipping Available.  
1 Pound Rate - US\$ 9.99 - e.g. Cosmetics, Vitamins · More ▾

**Shop From USA Stores**  
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Apple Shopping Event · Apple · Best Buy · Appliances

This is an example of search engine marketing



## Types of digital marketing



Email marketing is an effective way to capture high-quality leads and convert them to customers by sending personalized emails to the targeted audience



## Types of digital marketing



The clock is ticking now.  
Our sale ends tonight.  
Get 30% off on our products.

USE COUPON CODE – xcvb4n5

Shop Now

This is an example of email marketing



# Types of digital marketing



Affiliate marketing is an effective way of digital marketing that involves a merchant paying commissions to one or more affiliates (third party site or entity) for advertising the merchant's product with referrals





## Types of digital marketing



Social media marketing involves creating different types of content for various social media platforms in order to promote products and services



# 2020 *This Is What Happens In An Internet Minute*



## Social Media Marketing

Social media is a medium or instrument for communication, like Facebook, Twitter, Instagram, hike etc.

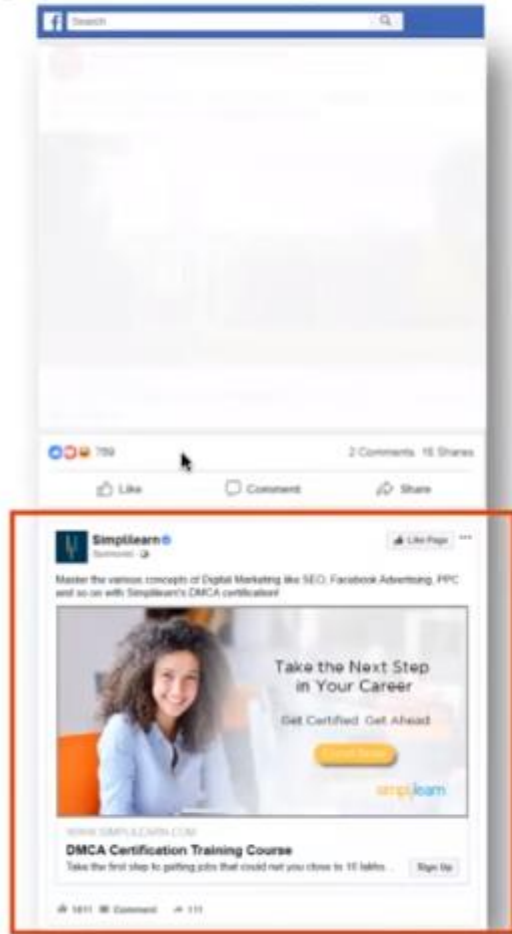
### ADVANTAGES OF PPC

- Targeted traffic
- High return on investment (ROI)
- Does not require specialization or vast technical skills
- Ability to go viral therefore high visibility
- Cost effective (only time and effort)

### DISADVANTAGES OF PPC

- More time consuming than SEO and PPC
- No short-term ROI
- Everything is public Ineffective use = brand credibility loss

# Types of digital marketing



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1811 Comment 111

This is an example of social media marketing





# Types of digital marketing



Content marketing is an effective marketing technique of creating and distributing valuable online content (like videos, blogs, etc.) to the targeted audience





#DigitalMarketing #SimplilearnDigitalMarketing #DigitalMarketingCourse  
Digital Marketing Training | Digital Marketing Course | Digital Marketing Tutorial | Simplilearn  
293,964 views

958 likes, 185 dislikes, SHARE, SAVE, ...

- Digital Marketing Tutorial For Beginners  
Simplilearn - 1 / 129
- 1 Digital Marketing Training | Digital Marketing Course | Digital Marketing | Simplilearn (6:02)
  - 2 What Is SEO? | What Is SEO And How Does It Work? | SEO Tutorial For Simplilearn (49:24)
  - 3 SEO Tutorial For Beginners | Learn SEO Step By Step | SEO Tutorial | Advanced Simplilearn (2:31:22)
  - 4 How To Rank #1 On Google | How To Improve Google Ranking | SEO Tutorial Simplilearn (1:14:30)
  - 5 7 SEO Tips And Tricks - That Actually Work | SEO Tips 2019 | SEO Tutorial For Simplilearn (54:51)
  - 6 Keyword Research | Keyword Research For SEO 2019 | SEO Tutorial For Simplilearn (44:47)
  - 7 Facebook Ads Tutorial 2019 | How To Run Facebook Ads | Facebook Ads

- How to spot a liar | Pamela Meyer | TED (18:51, 15M views)
- How to stop screwing yourself over | Mel Robbins | TEDxSF (21:40, 19M views)
- How To Start Social Media Marketing As A Beginner | Jordan Platten | 2019 (358K views)

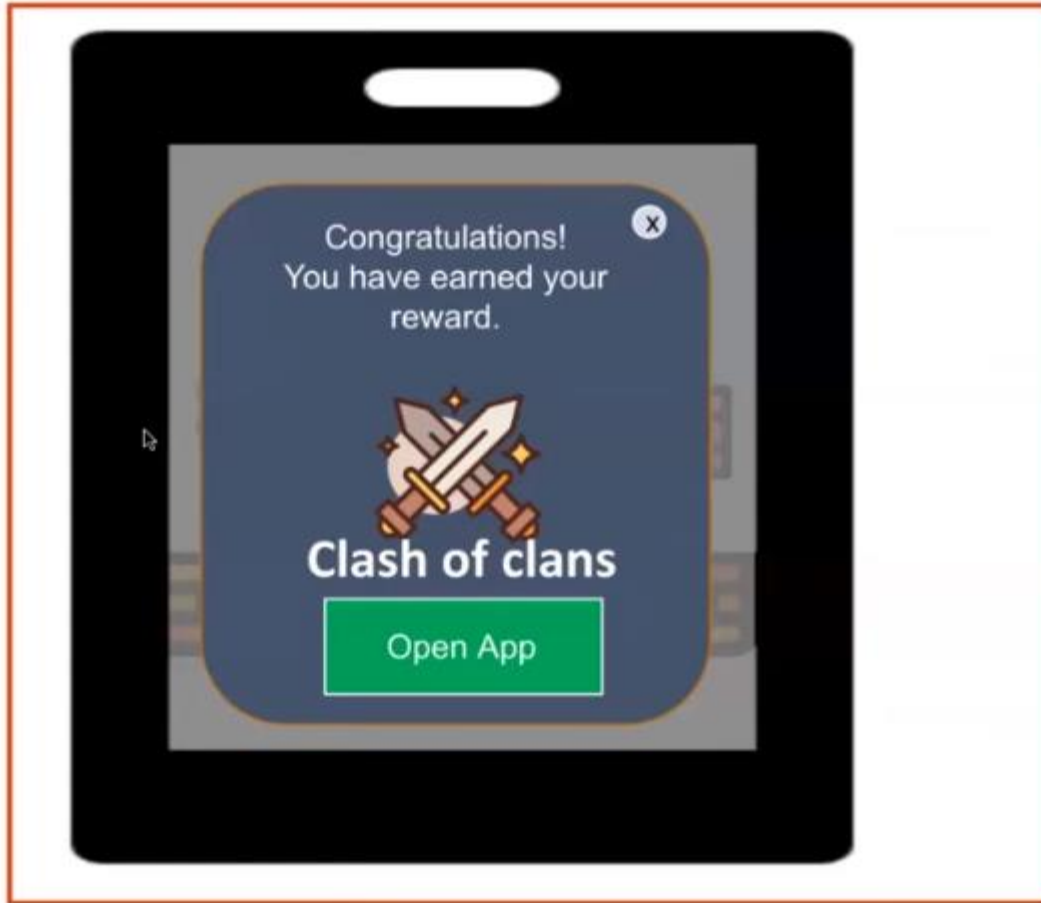
## Types of digital marketing



It is a digital marketing strategy that enables a company to reach the target audience in a relevant manner through any mobile devices (such as tablets, smartphones, etc.) via messages, emails, and app install ads



## Types of digital marketing



This is an example of mobile marketing via app install



A collage of various social media icons and logos, including LinkedIn, Instagram, WhatsApp, Google+, Twitter, and Facebook, arranged in a scattered, overlapping manner. The icons are rendered in a 3D style with soft shadows and highlights, giving them a sense of depth. The background is a gradient from light to dark.

# Customer Lifecycle

# Awareness stage



Awareness stage

Consideration stage

Purchase stage

Post-purchase stage



## Awareness stage

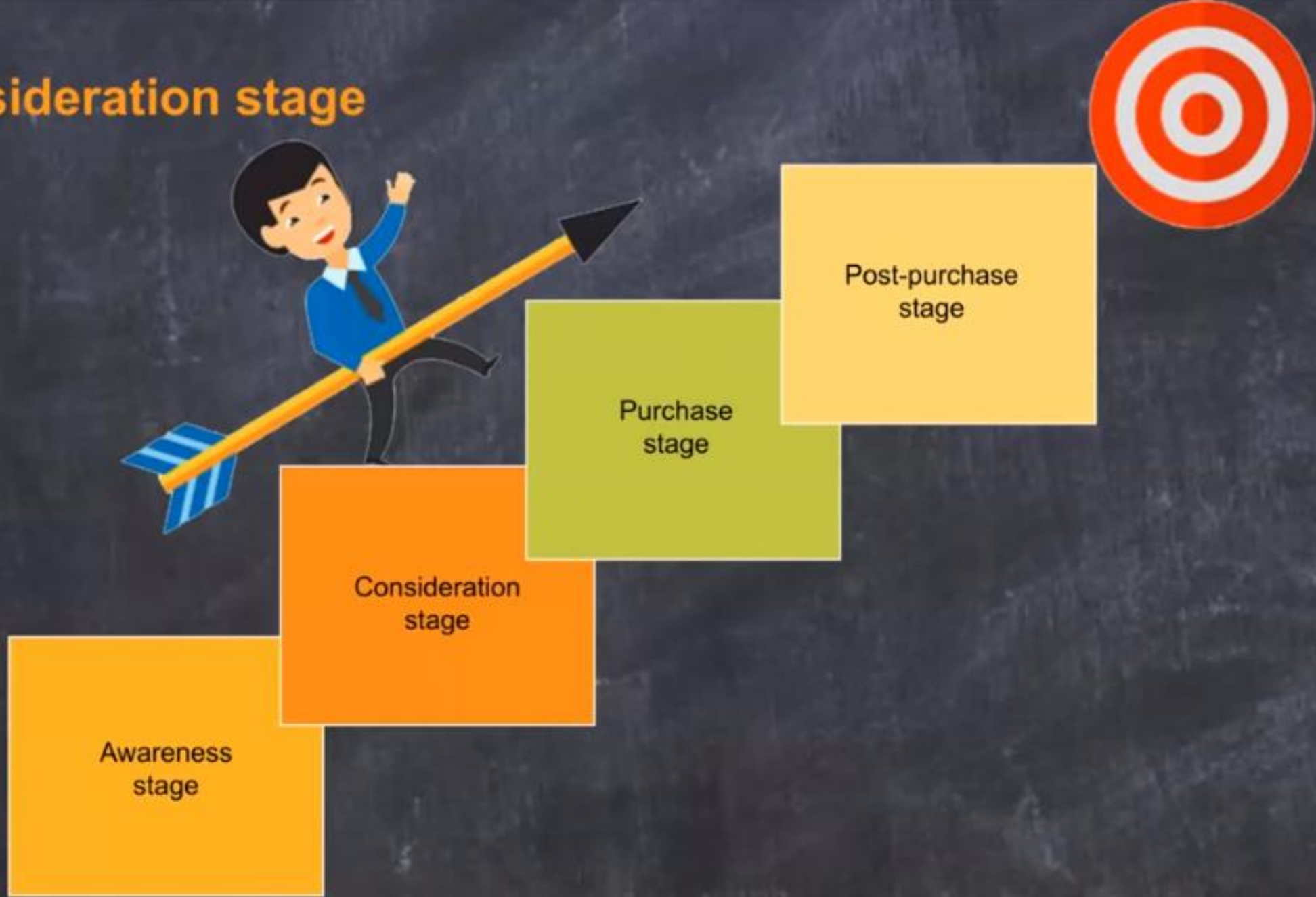
?

A few essential questions to address include:

A

1. What product does your brand offer
2. Why does a customer need your product
3. What solution does your product provide

# Consideration stage





## Consideration stage

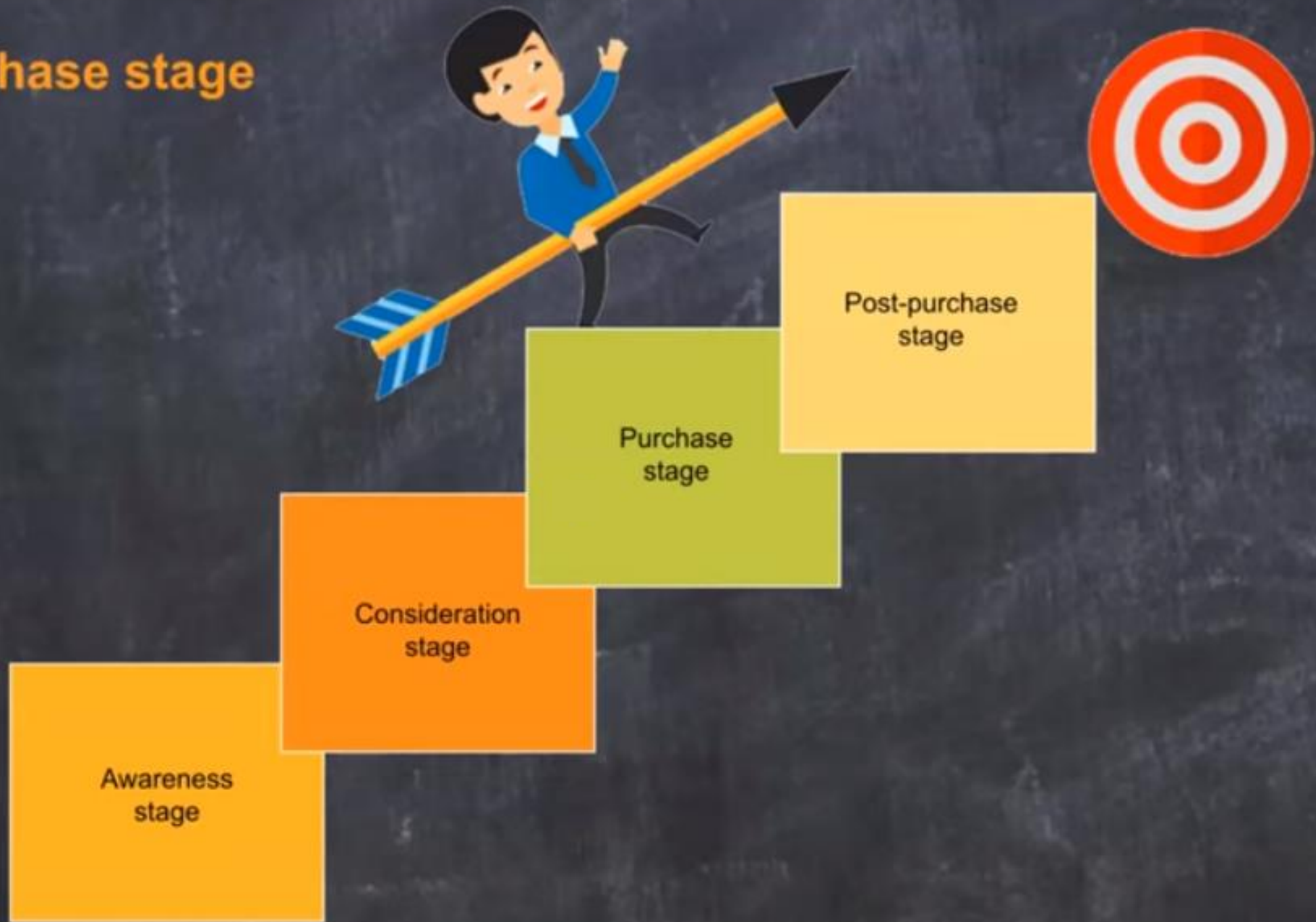
?

A few essential questions to address include:

A

1. What features make your product valuable to others
2. How will I increase customer engagement towards my product

# Purchase stage



## Purchase stage

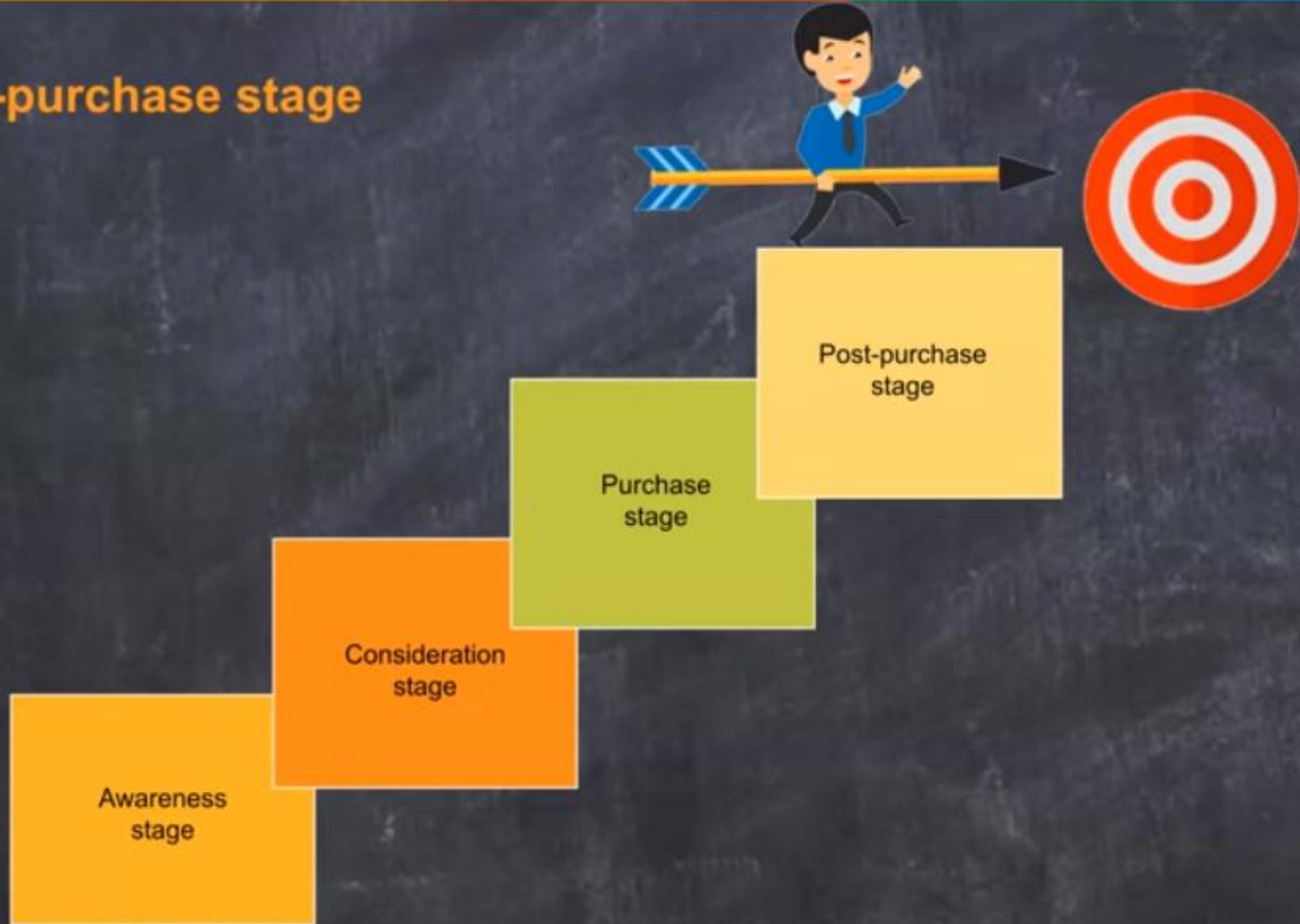
?

A few essential questions to address include:

A

1. How are my prices compared to my competitors?
2. Is my brand more credible than others?

## Post-purchase stage




## Post-purchase stage

?

A few essential questions to address include:

A

1. What additional product could the customer buy?
2. How to improve the customer buying experience?
3. Will the customer refer us to others, and if so, why?



How to be #1  
search in  
Google

---



Google  
1<sup>st</sup> Page

## What's in it for you?



# Why SEO?

I WONDER WHY MY WEBSITE ISN'T RANKING AT THE TOP YET?



For example

- Your competitors have better content than yours
- Improper usage of keywords
- Poor link building practices
- Your webpage load time is slow
- Your website doesn't have a good user experience
- Your website is de-indexed by mistake

THERE CAN BE SEVERAL REASONS BEHIND IT!





# How does Google rank websites?

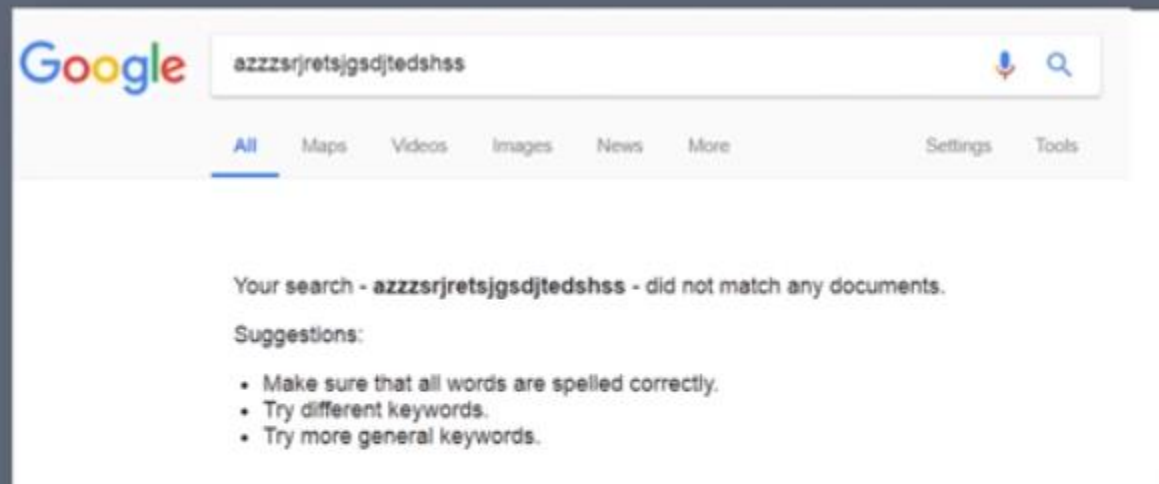
Search engines like **Google** follow three basic steps to rank a website.  
They are:



## How does Google rank websites?

2

In case a website is not in a search engine's **index**, none of the users will be able to find the website



# How does Google rank websites?

3

When a user types a query on Google search engine, the most relevant websites (from the index) will appear on the search result based on multiple factors like user's location, language, user experience etc..



## User experience

- ✓ Page load time
- ✓ Average session duration
- ✓ Bounce rate
- ✓ Based on cookies

Steps for  
creating best  
search result

A close-up photograph of a hand holding a small white rectangular card. The card features the Google logo in its characteristic multi-colored font (blue, red, yellow, blue, green, red) at the top. Below the logo, the words "1st Page" are written in a red, cursive script. The background is a soft-focus light blue.

Google  
1<sup>st</sup> Page

Step 1: Search for Suitable Keywords



## Find 3-4 Keywords

(Reddit, AnswerThePublic, ahref etc.)



## Less Competition Keywords

(Usually are long tail keywords)

Long and very specific



## Find recent exploding topics

Because these topics are relatively new,  
The keywords that people use to find  
Information on them aren't usually that competitive



## Long and In-depth

Longer content gets more link(77.2%) than shorter content



## Add a Hook to your content

That would link a blogger or journalist to your content

Type of Hooks :STAT, Case Study Example, Unique Strategy, Tool & Widget and Visualization



# Don't Stuff Keywords

Content Matters but Keyword still important



## Placement of Keywords matters

- In your Title Tag
- In your H1/H2/H3 tags
- In the first 100 words of your page
- In the last 100 words of your page



## LSI Keywords

Terms that tend to show up related to your content on the web  
Mostly best way to go ahead with this is SEARCH RELATED  
at the bottom of any search page





## Google tracks its user behavior

Bounce Rate is a key factor in the search not being shown as #1



## Content needs to be long but not the intro.

Come to the relevant point with a basic introduction then get right into the tips, importance of the thread



## Design first then Content

Not fancy but BASIC! Just like the Wiki :P





## Backlinks are important

It's a BIG! BIG! YES



## Broken link building

Get a broken link from various gettable website (Check my Link Extension in Google Chrome)



## Reach Out to the Person

Swap dead link with a link to your content (Personalized E-mail Body)

32.7% better reach than standardized Email



BONUS (From My Experience...)



## Try using Unique Images

Stock Images are 72% less effective than a unique one

Even include pictures you have taken, SS or even a multiple icons stacked to make a unique icon

# Do's and Don'ts of SEO



## Do's

- ✓ Opt for white hat techniques
- ✓ Get backlinks from relevant sites
- ✓ Use keywords in your titles and tags in order to rank high in search engines
- ✓ Write engaging and latest content
- ✓ Do keyword research

## Don'ts

- ✓ Do not opt for black hat techniques
- ✓ Avoid backlinks from irrelevant sites
- ✓ Do not duplicate title on multiple web pages
- ✓ Do not copy other website's content
- ✓ Avoid keyword stuffing



Q&A

THANK YOU !