



Digital Marketing

Basics to Advance

INDIA E-LEARN

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About This Course

Whether you are a student, working professional, experienced digital marketer or even business owner, this digital marketing tutorial will help you to understand basic concepts of digital marketing

If you search on the internet about digital marketing courses for beginners, you will find many websites and blogs about digital marketing and various digital marketing courses.

Unfortunately, many digital marketing courses available online are outdated and don't offer latest information. In this course we will guide you to learn everything from basics to advanced digital marketing.

Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. This course shows effective implementation of digital marketing to reap tremendous potential to increase in sales.



What is Marketing?

Before you learn Digital Marketing, it's important to understand what is marketing.

Marketing is not about promotion or advertising only. Marketing is a complex topic or a concept which is used to make a comprehensive plan of action to generate leads, increase sales, increase brand awareness or acquire more customers.

In very simple terms Marketing means communicating the RIGHT message, to the RIGHT people using RIGHT medium.

Marketing plays a major role in creating awareness about a business, increasing customer base, growing sales and building brand. Marketing is one of the most important parts of any business and without effective marketing, growing business becomes almost impossible.

Effective marketing requires careful planning, creative approaches, and smart execution

Types of Marketing

Where your marketing campaigns live depends entirely on where your customers spend their time. It's up to you to conduct market research that determines which types of marketing -- and which mix of tools within each type -- is best for building your brand. Here are several types of marketing that are relevant today, some of which have stood the test of time:

- **Internet marketing:** The very idea of having a presence on the internet for business reasons is a type of marketing in and of itself.
- **Search engine optimization:** Abbreviated "SEO," this is the process of optimizing content on a website so that it appears in search engine results. It's used by marketers to attract people who perform searches that imply they're interested in learning about a particular industry.
- **Blog marketing:** Blogs are no longer exclusive to the individual writer. Brands now publish blogs to write about their industry and nurture the interest of potential customers who browse the internet for information.
- **Social media marketing:** Businesses can use Facebook, Instagram, Twitter, LinkedIn, and similar social networks to create impressions on their audience over time.
- **Print marketing:** As newspapers and magazines get better at understanding who subscribes to their print material, businesses continue to sponsor articles, photography, and similar content in the publications their customers are reading.

- **Search engine marketing:** This type of marketing is a bit different than SEO, which is described above. Businesses can now pay a search engine to place links on pages of its index that get high exposure to their audience.
- **Video marketing:** While there were once just commercials, marketers now put money into creating and publishing all kinds of videos that entertain and educate their core customers.

What is Digital Marketing?

Digital marketing is all about promoting a business using digital channels like Internet, website, blogs, social media platforms, video marketing, mobile marketing, email marketing and the list is huge...

Basically, digital marketing is umbrella term used for the combination of various digital marketing techniques and strategies like SEO, SMM(Social Media Marketing), Paid Campaigns, PPC, Conversion rates, Email Marketing, Content marketing, Facebook ads, email marketing, content marketing etc.

History of Digital Marketing

Digital marketing is not new. It's been around since the Internet started. Now digital marketing is becoming popular due to the increase in internet users, mobile phone users and digital content consumption.

Digital marketing was first known as internet marketing and online marketing. In those early days of internet, mainly internet was used for communication via email and websites and SEO were used for online advertising and marketing. In those days, digital marketing was known as Internet marketing or online marketing.

When social media platforms like Facebook, Instagram became popular, video platforms like YouTube became popular and people started using mobiles and companies started using website, social media and videos etc. for marketing. This is how digital marketing was started and became popular as umbrella term.



Difference Between Traditional Marketing and Digital Marketing



Traditional Marketing is when the marketing activities are undertaken in a conventional fashion, i.e. by way of newspaper, television radio and magazine. As against, **digital marketing** is when we use the online platform to promote the products and services of our company.

Marketing involves those activities which assist the company in promoting the offerings and converting the prospects into leads. In today's scenario, marketing has completely changed its form, i.e. from physical to digital. So, it is not wrong to say that an average individual comes across thousands of ads in a single day, no matter the mode traditional or digital.

Now coming to our topic of discussion, traditional marketing differs from digital marketing in a number of ways, and one such difference between the two is that **in traditional marketing the reach is local, whereas digital marketing is known for its global reach**, i.e., the ads that have been placed on the internet can be seen by people belonging to all walks of life and that's the power of digitalization.

Digital Marketing Framework



Digital marketing is complex, which includes many topics and sub-topics. To become a digital marketing expert, it is important to have knowledge about all digital marketing topics and understand how digital marketing works.

Digital marketing framework contains various digital marketing platforms, channels and techniques.

List of Digital Marketing topics and channels

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Search Engine Marketing (SEM)
- PPC Advertising
- Display Advertising
- Content Marketing
- Affiliate Marketing
- E-Mail Marketing
- Mobile Marketing
- Digital Video Advertising
- Online Digital PR
- Blogging
- Influencer marketing

Search Engine Marketing

Search engine marketing is also known as inbound marketing by some people. Search engine marketing means you use search engine as your primary marketing channel. Search engine marketing contains SEO and search advertising.

Search Engine Optimization (Also known as SEO)

Search engine optimization is one of the most important parts of Digital Marketing. SEO is about getting organic traffic on website from search engines. In digital marketing space, SEO is considered as one of the most effective channels for getting visibility, traffic on website without spending too much.

Things to know about SEO.

- a. SEO is a long-term strategy.
- b. SEO is part of inbound marketing and Search Engine Marketing
- c. SEO gives you better ROI compared to other channels.
- d. Search Engine Optimization is difficult, complex and time-consuming. But, delivers better results if implemented properly.



Search Advertising

Search advertising is another popular channel of digital marketing. Search advertising is often confused with PPC. Search advertising is about paid advertisement in search engines.

- a. Search advertising is paid advertising.
- b. Typically, advertiser will pay per click.
- c. display advertising is also part of search advertising sometimes!
- d. Google AdWords is one of the most popular platforms for search advertising.

Social Media Marketing

Social media marketing is about using social networking platforms and social media websites for marketing. Social media marketing is now becoming popular due to increase in internet users and social networking users. Social media marketing is about promoting business using social networking platforms like Facebook, Twitter, Instagram, Google+, Quora, LinkedIn and many such popular social media networking website.

- a. Social media marketing is growing very fast.
- b. Social media advertising is also part of social media marketing.
- c. social media marketing has both organic and paid channels.
- d. Facebook Ads, LinkedIn ads, Twitter Ads etc. is part of social media marketing.

Email Marketing



Email marketing is very old marketing channel and it's also changing very fast. Email is one of the most preferred communication channels for marketing after SMS and growth of WhatsApp and other marketing channels.

Email marketing is not the primary channel for marketing but it's an enabler. It is a communication channel between brands and buyers. Everyday email marketing is improving and now email marketing has become part of marketing automation.

Marketing Automation is the future of email marketing.

- a. E-mail marketing is now becoming part of marketing automation.
- b. Email marketing is a very effective medium for communication.
- c. Email marketing offers much better ROI compared to many other marketing channels.

SMS Marketing

SMS marketing is not part of digital marketing, but SMS marketing can be used along with other marketing methods as part of a digital marketing strategy.

SMS marketing is used for sending promotional messages or reminders or sharing content with the audience.

SMS marketing can be very effective for real estate, education and healthcare businesses.



Google Ads

Google Ads is a digital advertising platform by Google which is used by advertisers to show ads using Google Ads. Google ads allow advertisers to create search ads, display ads, YouTube video ads, Shopping ads and Mobile App download ads.

Google Ads is a versatile advertising platform used by many brands and individuals to attract website traffic or generate leads using paid advertising.



Content Marketing

Content marketing is a digital marketing strategy where marketing is done using high-quality and relevant content.

This content can be blog posts, articles, email newsletters, white papers, case studies, research papers/reports, infographics, videos, webinars, e-magazines, e-books, and much, much more.

It is about creating the right content and promoting content using SEO, SEM, Social Media and other digital marketing channels.



YouTube Marketing

YouTube is the second largest search engine after Google. YouTube allows users to search and watch videos. Brands can use YouTube marketing to share video content, useful tips, a demo of the product and educate potential customers.

YouTube marketing can be very effective marketing and there is no cost for creating a channel or uploading videos on YouTube.

YouTube Advertising

YouTube advertising means showing ads on the YouTube platform. You can create YouTube video ads using Google Ads and promote your ads on other YouTube videos, show ads to the specific target audience and use it for driving paid traffic on the website.

Facebook Advertising



Facebook advertising is about using Facebook ads platform for creating sponsored ads. Facebook advertising allows you to reach a specific audience or driving paid traffic.

Facebook advertising is used by thousands of brands for brand building, new products awareness, lead generation and sales.

Instagram Advertising

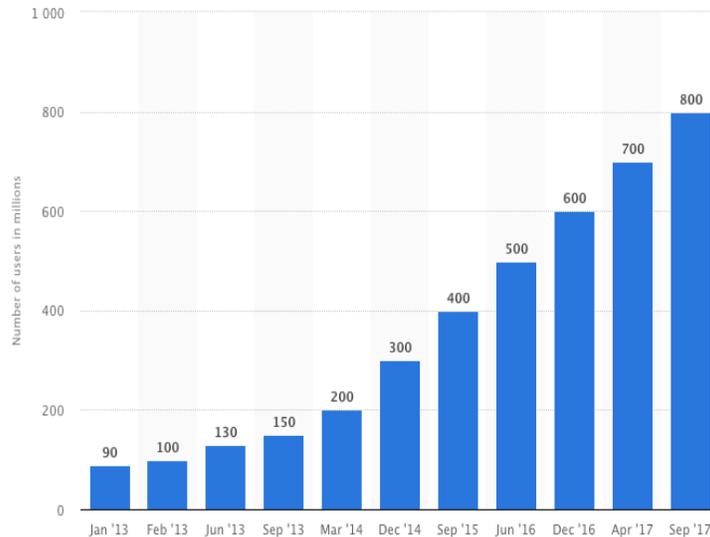
Since Instagram is part of the Facebook network only, the Facebook ads platform is used for creating and showing ads on Instagram.



Instagram advertising is method of paying to post sponsored content on the Instagram platform to reach a larger and more targeted audience. While there are many reasons a business or individual may decide to advertise, Instagram advertising is often utilized to grow brand

exposure, website traffic, generate new leads, and move current leads down the funnel (and hopefully towards converting).

Since Instagram is such a visual platform, text ads are not a thing here. Rather you need an image, set of images, or video (which can be accompanied by text) to reach your audience with Instagram ads.



The exciting part? Instagram advertising works! In March 2017, over 120 million Instagrammers visited a website, got directions, called, emailed, or direct messaged to learn about a business based on an Instagram ad. According to Instagram, **60% of people say they discover new products on the platform**, and **75% of Instagrammers act after being inspired by a post**.

Like Facebook ads, throwing some money behind a post will lead to more exposure for your brand, as well as more control over who can see your post.

Why Instagram?

People come to Instagram to be inspired and discover things they care about, and that includes content from brands and businesses.

15 Million+

business profiles worldwide.¹

1 Million+

advertisers worldwide use Instagram to share their stories and drive business results.²

60%

of people say they discover new products on Instagram.³

75%

of Instagrammers take action after being inspired by a post.⁴

80% Increase

in time spent watching video on Instagram.⁵

1/3

of the most viewed stories are from businesses.⁶

What Are the 5 Ds of Digital Marketing?



In simple terms, digital marketing is a marketing strategy through electronic means. Unlike other advertising approaches, it allows you to reach and connect to a wide scope of areas in a cost-effective way. Another advantage of this, among many, is the ability to market the targeted offers, which, in turn, builds stronger customer loyalty.

With it, it can be inferred that digital marketing involves the cooperation of consumers as well. Here is where the 5 D's come into play. Individually, they deal with the various ways of how audiences communicate and interact with the brand.

Collectively, they provide insights to better implement marketing strategies. In total, the 5 D's are composed of the different pillars of the electronic marketing world.

1. Digital Devices

Digital services can be accessed on different devices. Usually, you can communicate with your target audience through computers, laptops, tablets, and smartphones. However, more and more inventions are being released, including Smart TVs, watches, and gaming devices. These are used to interact with browsers, websites, and applications online.

2. Digital Platform

The wide range of digital platforms can be incorporated into digital marketing strategies in multiple ways. The first is to gain insights about target customers, such as their preferences and previous purchases. You can create your brand's profile on an online platform, then use it to promote your products. To do so, share your offers and information about them in a way that can enthruse the audience to check out your label or website.

The best way to reach your audiences is to make use of social media platforms. While there are numerous browser sites and applications for that purpose, you are recommended to use popular ones to connect with more people. Examples include Facebook, Instagram, Twitter, YouTube, and many others. That is because most digital users own at least one account on any of these platforms.

3. Digital Media

Now that the digital devices and online platforms are involved, the different electronic media comes next. In simple terms, you can say that it pertains to how you connect to your target audience in your chosen platform. It can bring a significant increase in potential customers as more people hear about your brand and what you can offer.

There are various digital media to choose from. For instance, you can use the web and the search engine results to give attention to your brand. Mobile applications, specifically those for e-commerce, can also help drive sales. For a more personalized approach, you can utilize communication tools as well, such as messages or emails.

4. Digital Data

The fourth D of electronic marketing is digital data, which results from the three previous components. It comprises of all the necessary and relevant information about your potential customers, which you can use to encourage them to purchase your products or services, or at the very least, check out your brand. Keep in mind that not all data about users are included since private information is protected by law.

Therefore, the profile information will only contain data that is publicly shared and permitted for spectator view. You can also see the organizations they are registered to, if there are any, and their engagements with other brands and businesses. It can be used to analyse their shopping patterns and preferences, which you can then use to your advantage.

5. Digital Technology

As a brand aiming for attention, you are encouraged to use modern technologies to intrigue your potential customers. Treat this last digital marketing component as a cherry on top, which can further make the target consumers interested in what you offer. For instance, you can use in-store kiosks, where it will display advertisements about your brand.

Conclusion

Hope this digital marketing eBook has helped you understand about digital marketing and topics covered under digital marketing. Having a lack of knowledge of the 5 D's of digital marketing can, in the worst-case scenario, lead to a failed campaign strategy. That is because you must fully understand how to access the different devices to make use of the available online platforms. There, you can reach your audience with your chosen form of digital media, which contains personalized or targeted data. In order to make your marketing campaigns even more effective, use electronic technologies to generate interactive experiences. Indeed, it has transformed and improved the way products are marketed in today's modernized world.

If you are planning to start your career in digital marketing, you can consider joining other digital marketing courses – We offer online digital marketing courses like email marketing, Content marketing, for students, working professionals, graduates, undergraduates and entrepreneurs.



Good Luck

For Exam!

“Do the best you can until you know better. Then when you know better, do better.”