

Digital Marketing



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Introduction to Digital Marketing



What is Digital Marketing

- Digital marketing, also called **online marketing, modern marketing, internet marketing, web marketing and E-marketing** —refers to all marketing efforts that occur on the internet.

Businesses leverage digital channels such as search engines, social media, email, and other websites to connect and promote their brands to their audience and prospective customers.

- Digital Marketing also includes marketing communication through text and multimedia formats, such as audio, video, images, GIFs or an optimal combination
- Digital Marketing in Dynamic (Real-time) and Technology Driven (based on applications, platforms,channels)

What is Digital Marketing

- **[Stats]** Consumers today rely heavily on digital means to research products.
- Some **77% of customers** research a brand online before engaging with it, according to HubSpot Research.
- Meanwhile, **51% of consumers** say they use **Google** to research products before buying.



Marketing Concepts

Fundamentals of Marketing

Marketing Concepts

What is Marketing?

- ***Dr. Philip Kotler defines marketing as***
“the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires”
- Eg: Branding, Advertising, Influencer Marketing, E-Commerce Marketing, and Digital Marketing

Marketing Concepts

Needs | Wants | Demands

- Needs – Needs cover many things, like food, shelter, self-development, security, social belonging, self-esteem, and respect. eg **Water – Mineral Water**
- Wants – wants are our desires and wishes in life; our social setup and culture mould our wants. eg. branded water “**Bisleri**” - today it is synonymous to Mineral water or packaged drinking water
- Demands – when our desires, needs, and wants are backed by our ability to pay, they become demands. Premium water brands - **Smartwater**

Marketing Concepts

- **Consumer Behaviour**

Consumer behavior is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioral responses. eg: Popcorn (cinemas vs other places)

- **Branding**

Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications. Effective branding helps companies differentiate themselves from their competitors and build a loyal customer base eg: Google, Apple or Royal Enfield

Marketing Concepts

- **Brand Awareness** - Have you heard of this brand?”.
- **Brand Equity** - “Based on what you’ve heard about this brand, how valuable or useful would you say this brand is?”.

STP

Segmentation | Targeting | Positioning

Segmentation | Target | Position

- **Segmentation, targeting, and positioning (STP)** is a marketing model that redefines whom you market your products to, and how. It makes your marketing communications more focused, relevant, and personalised for your customers.
- The easiest way to remember the STP model is through the **STEP formula**, which is
- ***Segmentation + Targeting = Positioning***

What is Segmentation?

Segmenting the audience into smaller groups based on specific attributes gives you better clarity on who benefits the most out of your product and how. With this clarity, you can make your messages more focused and relevant to target groups.



Geography (where):

segmentation based on audience location. It can be country, region, or even city-specific.



Demography (what):

segmentation based on audience demographics, such as age, gender, economic status, profession, etc.



Behaviour (how):

segmentation based on audience buying patterns, preferred communication channels, browsing habits, brand loyalty, etc.



Psychography (who):

segmentation based on audience personality traits- such as their lifestyle, hobbies, interests, etc.

What is Segmentation?

Attributes such as:

Geography (where):

Based on audience location. Country, region, or city.

Demography (what)

Age, gender, economic status, profession etc

Behaviour (how)

Audience buying patterns, communication channels, brand loyalty etc

Psychography (who)

Personality traits, such as lifestyle, hobbies, interests etc



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Positioning Statement

Nike

*"For serious athletes, **Nike** gives confidence that provides the perfect shoe for every sport"*

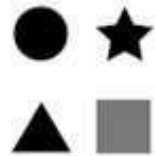


Closing STP

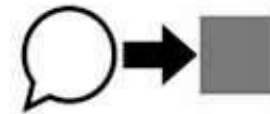
S: Making the right choice

T: Increasing Relevance

**P: The place a brand establishes
in a consumer's mind**



Segmentation
(Make a choice)



Targeting
(Increase relevance)



Positioning
(In the consumers mind)

Traditional vs Digital Marketing



Traditional vs Digital Marketing

- **Traditional Marketing** is an offline form of marketing in which platforms like print media, radio, television, hoardings, etc are used for advertising purposes. It works on the principle of reaching a large number of people. And Traditional Marketing intends to reach a large number of people to generate leads.
- It is a prominent marketing technique that existed till 1990. After the 1990s with the internet revolution, the significance of Traditional Marketing slowly diminished.
- A One-way communication between the business and audience/consumers

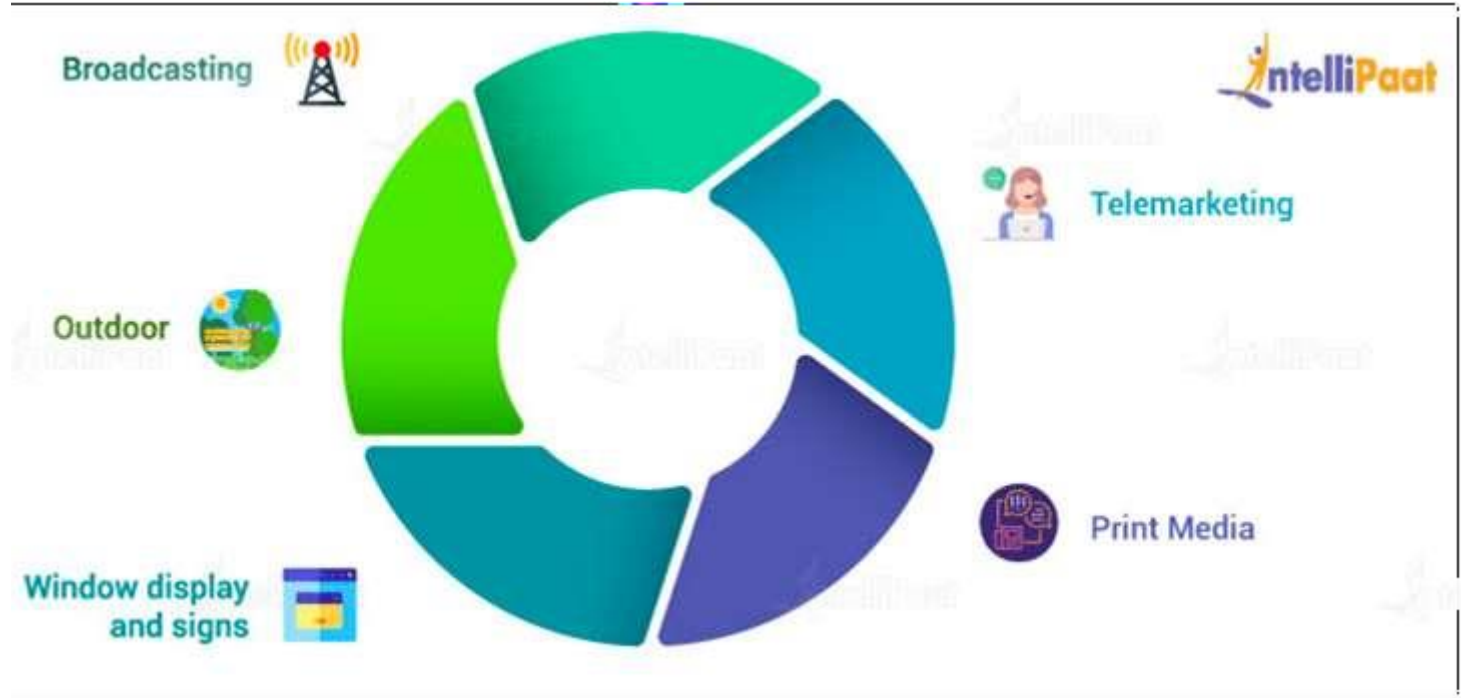
Traditional vs Digital Marketing

Types of Traditional Media

- **Broadcasting:** Broadcasting is sending the same content to a large group of receivers simultaneously. Generally, used mediums are television and radio.
- **Telemarketing:** Unsolicited phone calls to potential consumers are used to sell goods or services. It is also known as inside sales.
- **Print Media:** Physical editions of books, periodicals, journals, magazines, and newsletters circulated as paper publications are generally known as print media.
- **Window displays and signs:** The display of products at the entrance area of a retail store.
- **Outdoor Marketing:** Any sort of advertisement that attracts the public's attention when they are outside is classified as outdoor advertising. While billboards are the most common form of this type of advertising, there are other styles that come under it.

Traditional vs Digital Marketing

- **Types of Traditional Media**



5P's of Marketing

5P's

The 5 P's of marketing – Product, Price, Promotion, Place, and People – are a framework that helps guide marketing strategies and keep marketers focused on the right things



Product

Whether it's a physical product or a service, your offerings to consumers are the first core principle that makes up your marketing strategies.

Your product includes the

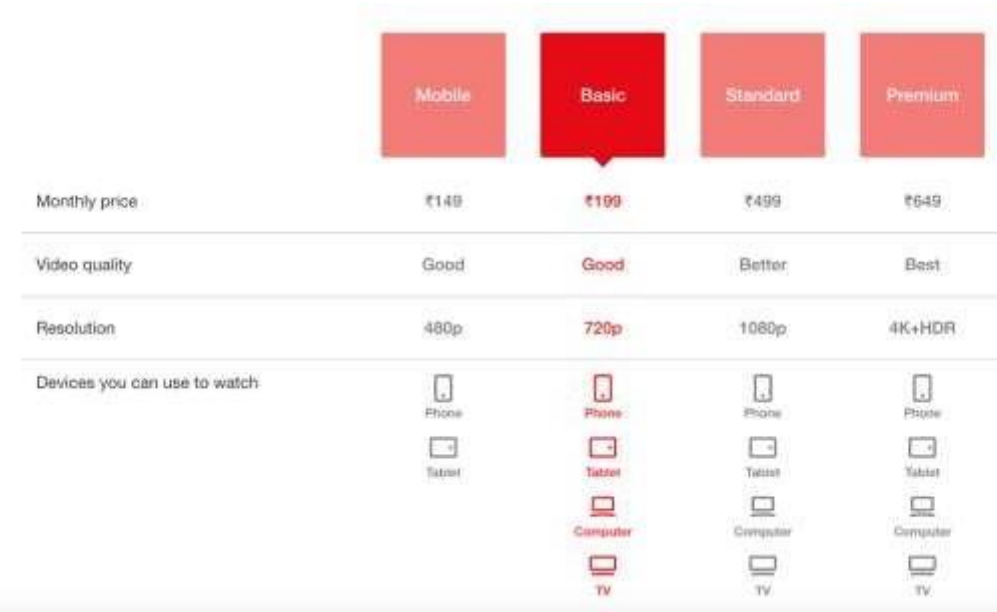
- Function
- Branding
- Appearance
- Warranty
- Quality
- Even the packaging of your product or service.

Price

Price is the amount that consumers will be willing to pay for a product. Marketers must link the price to the product's real and perceived value, while also considering supply costs, seasonal discounts, competitors' prices, and retail markup.

OTT, Streaming Service

NETFLIX



	Mobile	Basic	Standard	Premium
Monthly price	₹149	₹199	₹499	₹649
Video quality	Good	Good	Better	Best
Resolution	480p	720p	1080p	4K+HDR
Devices you can use to watch	Phone Tablet	Phone Tablet Computer TV	Phone Tablet Computer TV	Phone Tablet Computer TV

Place

The place of marketing refers to the time at which your products reach customers and the channels you use to get them there.

Place is the consideration of where the product should be available, in brick-and-mortar stores and online, and how it will be displayed.

That includes things like your distribution channels, logistics, market coverage, and levels of service.

You always want your products to get to the right people in the right place at the right time,

Anywhere
Anytime
Mobile
Search
Access
Purchase



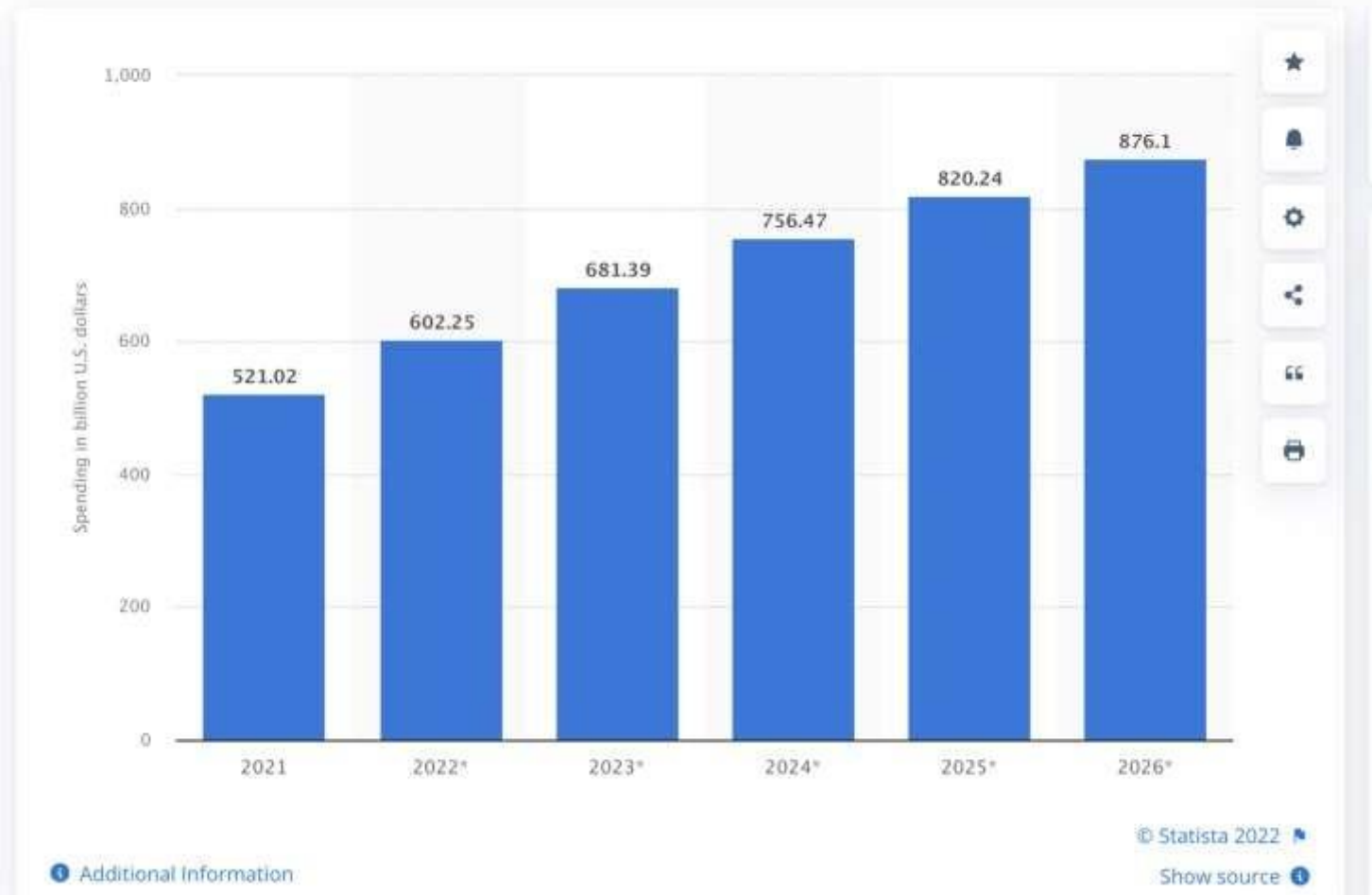
Promotion

Promotion refers to the ways in which you promote your products and services and how you get information about those products and services in front of your audiences.

This can include many of the day-to-day elements of digital marketing, like social media, advertising, and SEO strategies.

2022-600 bn USD YOY 15%

Digital advertising spending worldwide from 2021 to 2026
(in billion U.S. dollars)



People

Businesses and brands don't run by themselves.

People are an essential component in how your company functions, from your internal employees to customers to partners.

You need to think about the needs and functions of groups inside your organization and the needs and wants of your customer base.

From internal satisfaction to customer reviews, the people are the core of your business.

CLOSING ALL P'S OF MARKETING

Other P's

- **Payment**
- Process
- **Perception**
- Physical Evidence
- Partners



Product

Promotion

Price

Place

People

Process

Physical
evidence

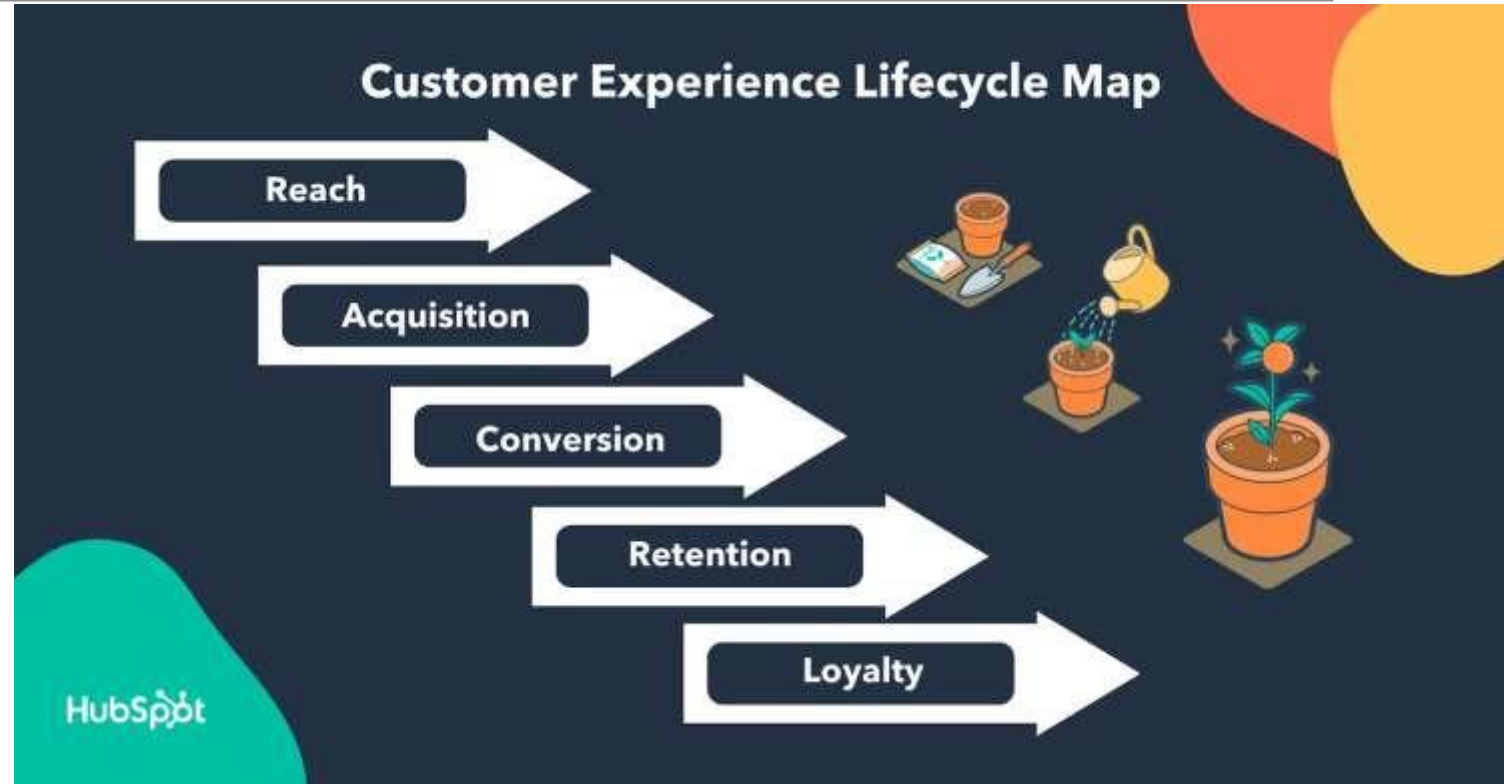
The 7Ps Marketing Mix

Customer Lifecycle

Customer Lifecycle

The customer lifecycle refers to the process of prospects becoming aware of a product, making a purchase from a brand, and ideally becoming a company's longtime customer.

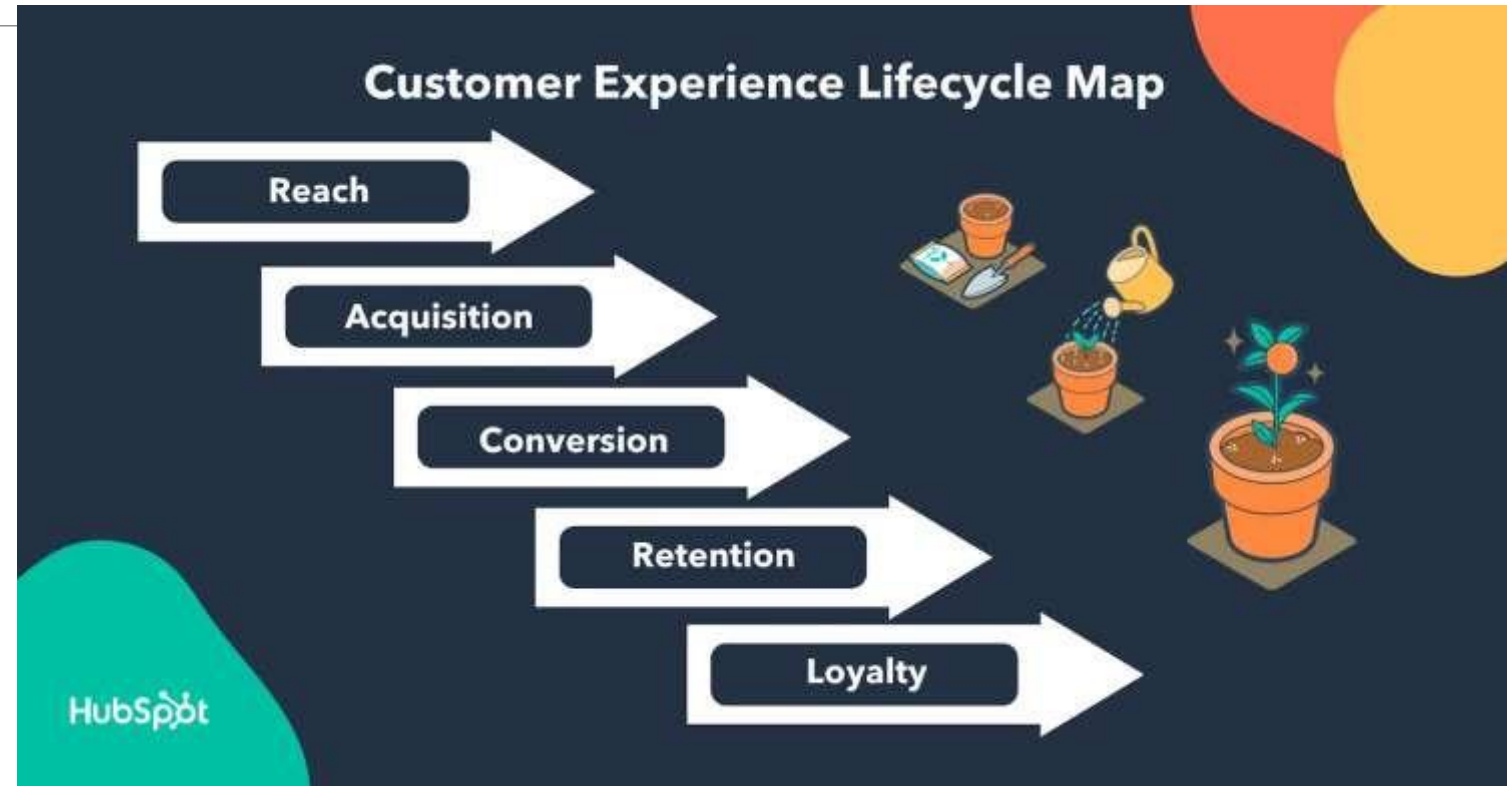
The process is made up of five stages: reach, acquisition, conversion, retention, and loyalty.



Reach

In this stage, a customer searches for a product after becoming aware of an issue or problem they need to solve.

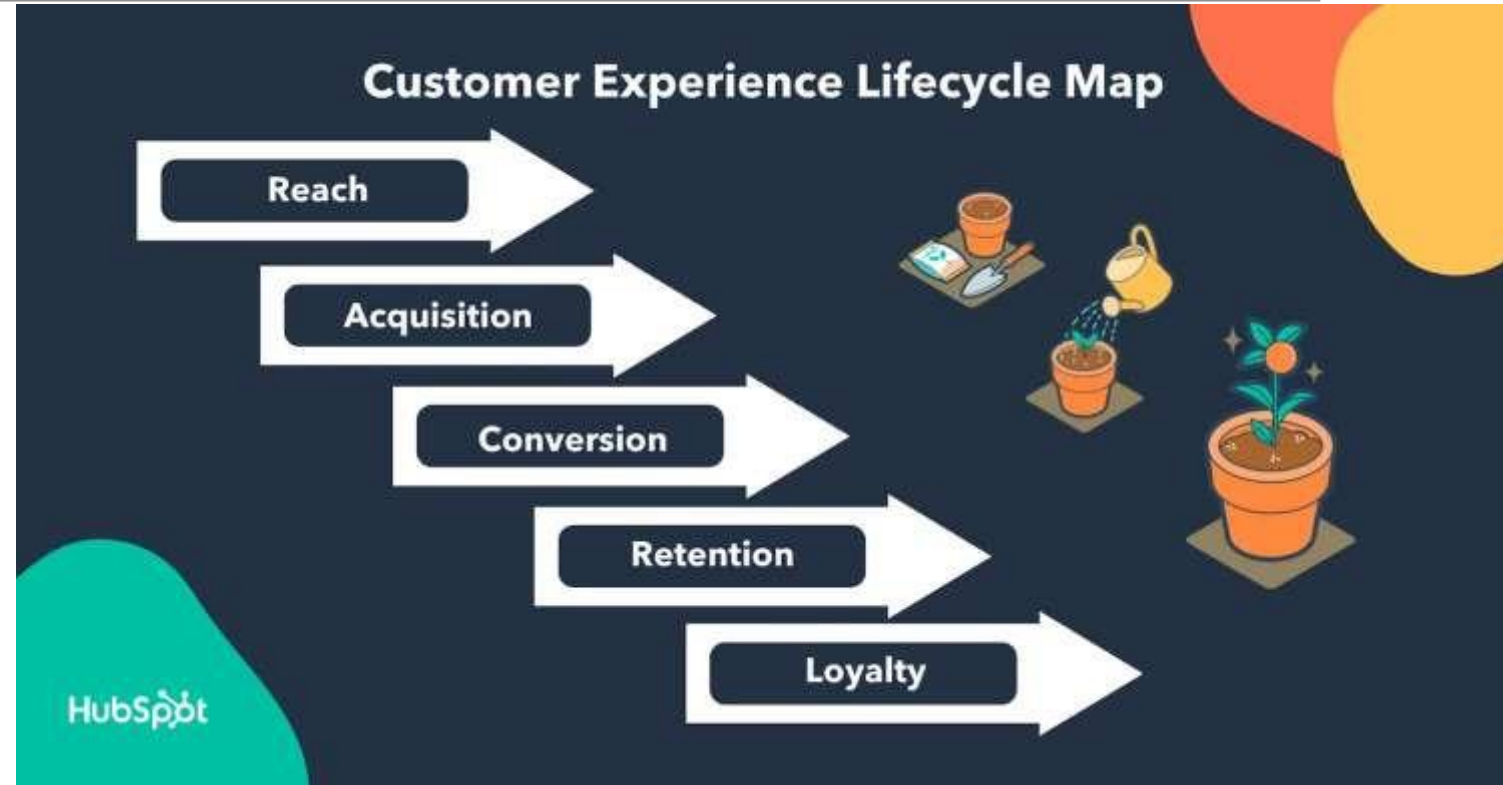
This stage is called “reach” because it's your chance to reach the customer while they're deliberating.



Acquisition

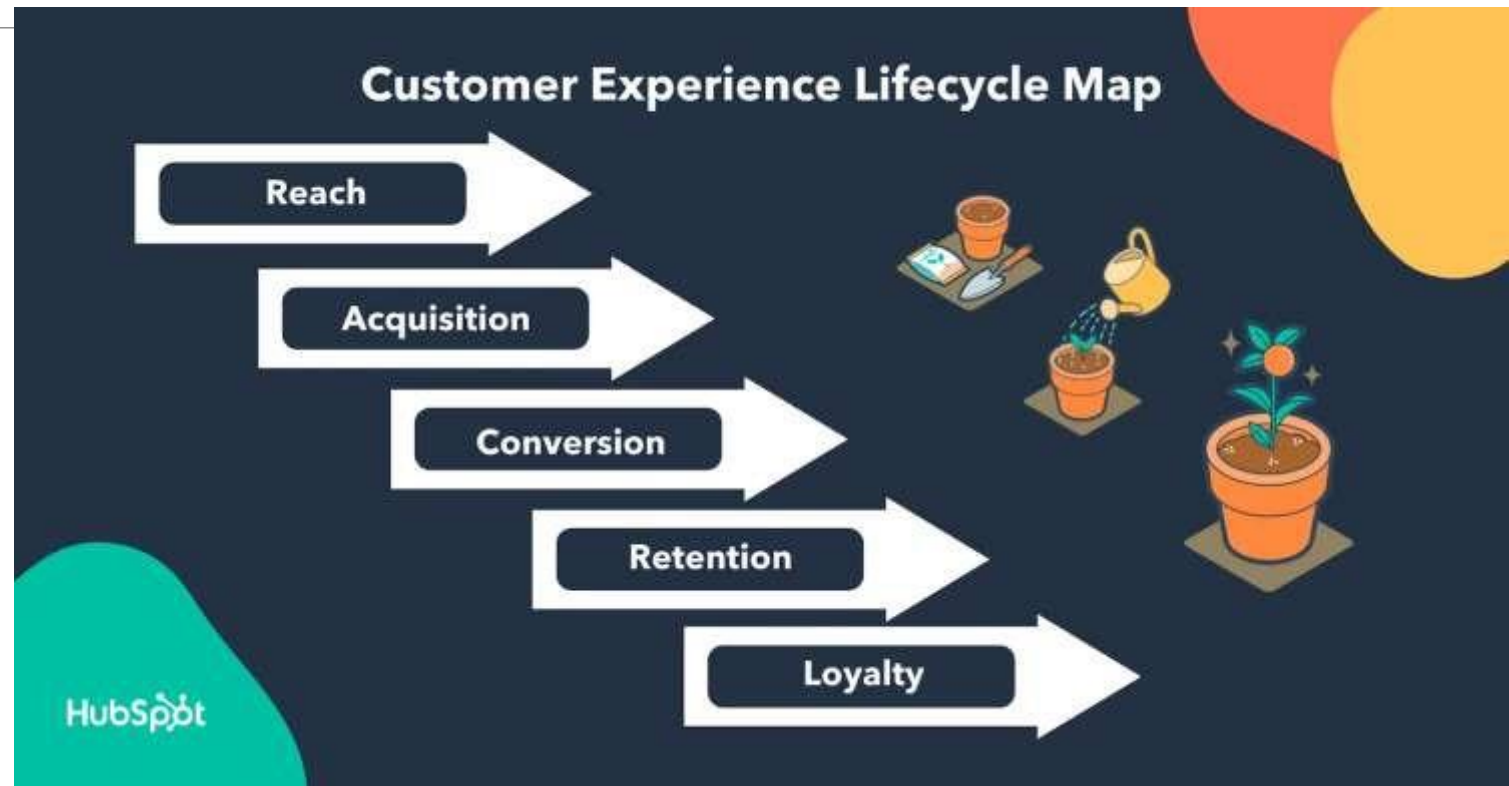
When the prospect gets to your website or calls you on the phone, they've officially entered the acquisition stage

If they've found you via your website, they should come across helpful, educational content that can help them make a **purchasing decision**. Every content offer, pricing page, or blog post should give the prospect what they need to decide on making the purchase



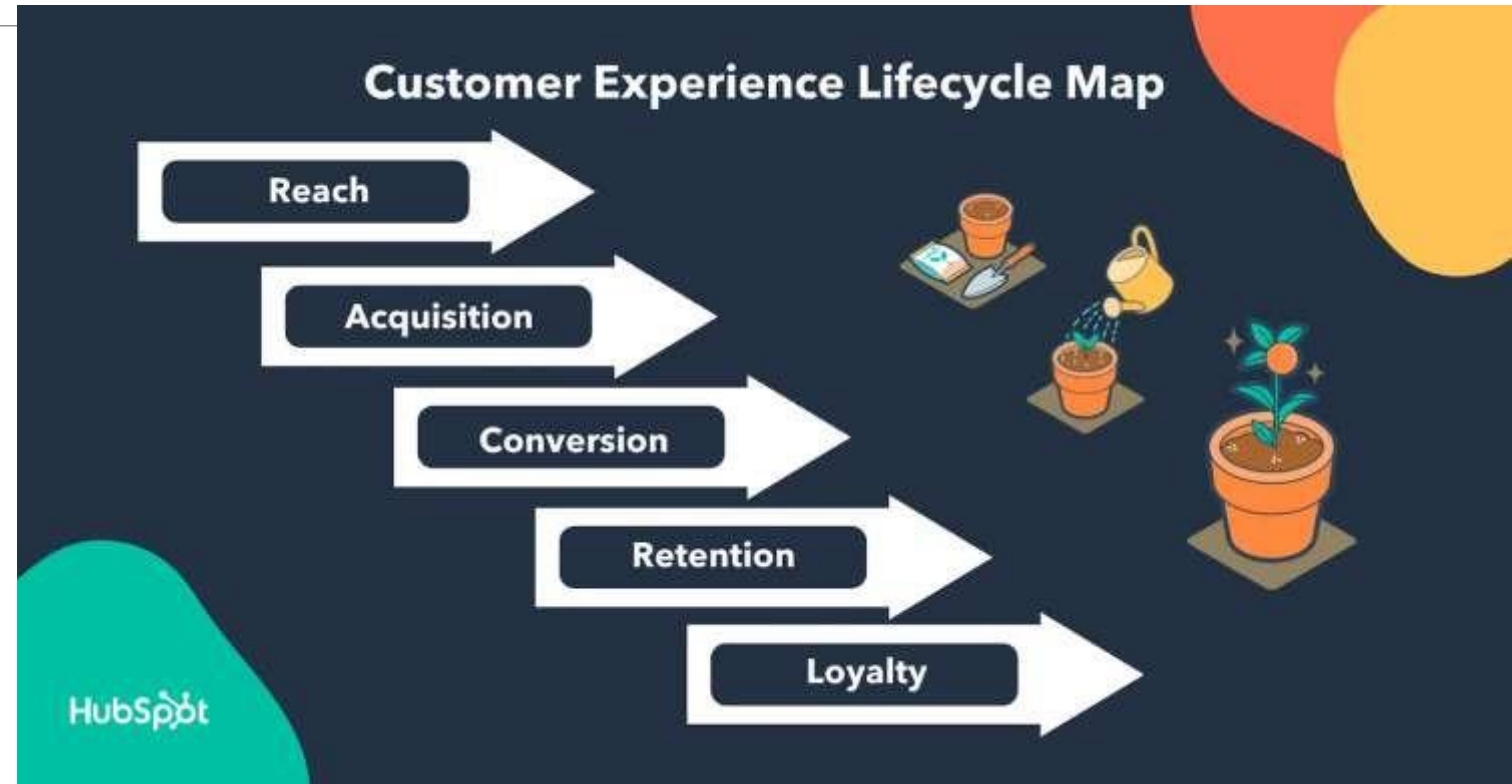
Conversion

Having gained all the necessary information and being delighted with your brand's customer experience, the prospect makes a purchase. They've officially converted and turned into your customer.



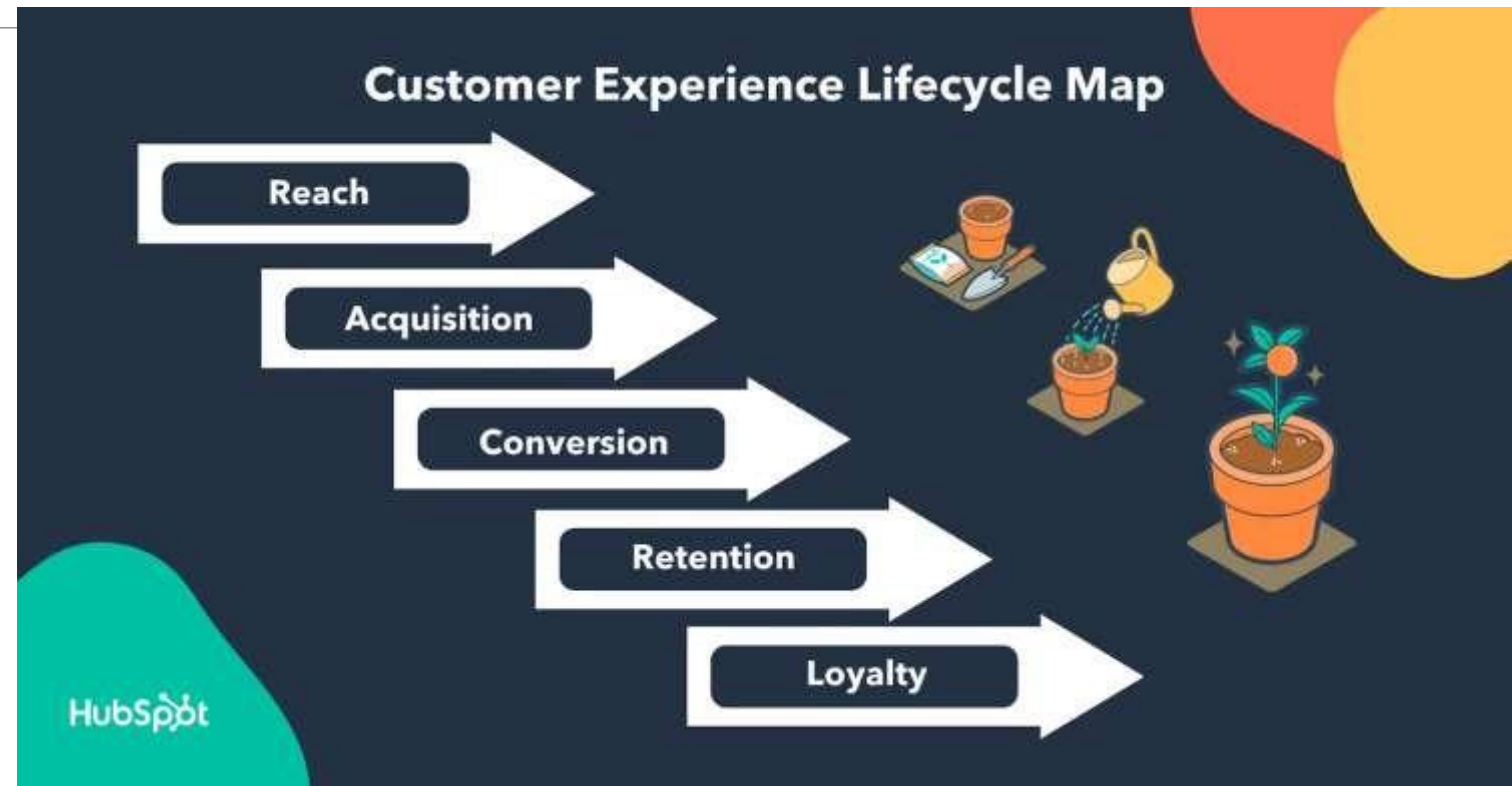
Retention

Customer retention starts by finding out how the customer feels. Check in with them to ask how they've enjoyed their new product or service. Carry out customer service surveys, measure your Customer Satisfaction Score, and establish a Voice of the Customer program to find out what you can do better.



Loyalty

In this stage, the customer becomes an important asset to the brand by making additional purchases. They might post on social media about their experience with your company and write product reviews that inform a future customer during the reach stage.



Pillars of Digital Marketing

The SIX Pillars of Digital Marketing

Content
Marketing

CRM

Marketing
Automation

SEO/SEM

Social
Media

Marketing
Analytics

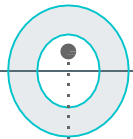
RACER Framework

RACER

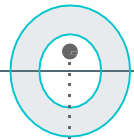
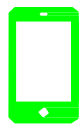
Reach	Act & Convert	Engage	Remarketing
SEO	Conversion Rate Optimisation	Content Marketing	Retargetting
PPC	E Commerce Management	Email Marketing	Remarketing Lists
Affiliate Marketing	Lead Generation Techniques	Contact Strategy	Pixels/Codes
Online Advertising	Home Page Optimisation	Customer Service and Support	Behavioural Retargeting
Online PR	Landing Page Optimisation	Mobile Marketing	Ad networks
SMM	AB Testing	Social CRM	Analytics

Trends in Digital Marketing

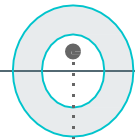
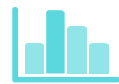
DM Trends



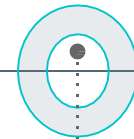
Stories



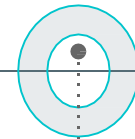
Social Ads



Chatbots



User Generated Content



Interactive Content



Jargons

Jargons

Traffic - The number of visitors to a website, and the pages they click on, is called website traffic.

OTT - Over the Top (Netflix, Amazon Prime Video, Disney Hotstar, Sony LIV etc.)

SaaS - Software as a Service

B2B - Business to Business

B2C - Business to Consumer

Jargons

UGC - User-generated content (UGC) is any content—text, videos, images, reviews, etc.—created by people, rather than brands.

Chatbots - A chatbot or chatterbot is a software application used to conduct an on-line chat conversation via text or text-to-speech, in lieu of providing direct contact with a live human agent

Purchase Intent - Purchase intent, also known as buyer intent, describes the extent to which customers are willing and inclined to buy a product or service from you within a certain period of time, typically over the next 6 or 12 months.

Thank You

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