

# **CHAPTER 1: INTRODUCTION TO DIGITAL MARKETING**

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# DIGITAL MARKETING

- This Digital Marketing course covers the fundamentals and provides you with a practical framework to get better in understanding key digital marketing tools and techniques.



# AGENDA

- **Introduction to the course.**
- **History of Search & Social.**
- **Digital Marketing Channels**
  - Email Marketing
  - Search Engine Marketing (SEM)
  - Pay-Per-Click Advertising (PPC)
  - Search Engine Optimisation (SEO)
  - Display Advertising
  - Social Media Marketing (SMM)
  - Content Marketing

# **INTRODUCTION**

**to the course.**

# INTRODUCTION

- **What Is Digital Marketing?**

# INTRODUCTION

- **What Is Digital Marketing?**
  - **“Digital marketing”** is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.
    - It differs to traditional marketing in that involves various channels and methods to enable an organization to analyze what is and is not working in real time.

# INTRODUCTION

## Why Is Digital Marketing Important?

- For information on a new product, service or location
- If they have a question
- If they are looking for help
- If they want more information on certain individuals or organizations
- Meeting attendants/Business contacts/General information (maybe about you...) /New employees /Available jobs / Etc.

# INTRODUCTION

## Why Is Digital Marketing Important?

- People want brands they can trust; it's that simple.
- The ease of access to information has placed everyone under a microscope and has not only exposed consumers to what your company says, but also to what the media and other consumers have to say.

# INTRODUCTION

## There are many benefits of digital marketing over traditional marketing

- Puts the consumer in control
- Provides convenience
- Increases satisfaction
- Drives brand loyalty
- Reduces the selling cycle
- Reduces the cost of sales
- Builds your brand
- Provides targeted results
- It is measurable \*
- Cost effective \*

# INTRODUCTION

## Digital marketing objectives

- Reaching the right audience
- To engage with your audience
- To motivate your audience to take action
- Efficient spending on your campaign
- Return on investment (ROI)

# ■ History of Search & Social

# HISTORY

The term digital marketing was first used in the 1990s.

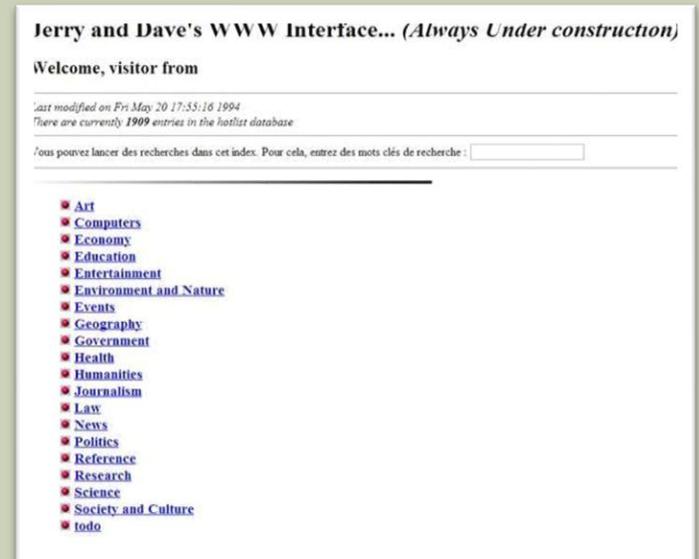
- The coming of the Internet and the development of the Web 1.0 platform, allowed users to find the information they wanted, but it could not be shared.
- The rather static platform then revolutionised in 1993, when the first clickable banner ad was introduced.
- This was the first step to a new digital age



# HISTORY

1994 saw the launch “Jerry’s Guide to the World Wide Web” or better known as Yahoo.

- The search engine received close to 1 million hits within its first year.
- This amazing feat prompted wholesale changes within the digital marketing space.



# HISTORY

1998 saw the birth of Google, followed soon after by Blogger in 1999.

- It was during this time that social networking sites – MySpace and then The Facebook – began to be birthed.
- The social networking boom presented excellent opportunities for businesses to communicate directly with customers and implement web marketing strategies.



facebook



# HISTORY

- **Google then started to expand and improve their Internet search engine algorithms, and it wasn't long after that Google figured out how to analyse content to target users with ads that are relevant to their interests.**
- **Google also added options like AdWords, Analytics and AdSense to improve marketing potential.**

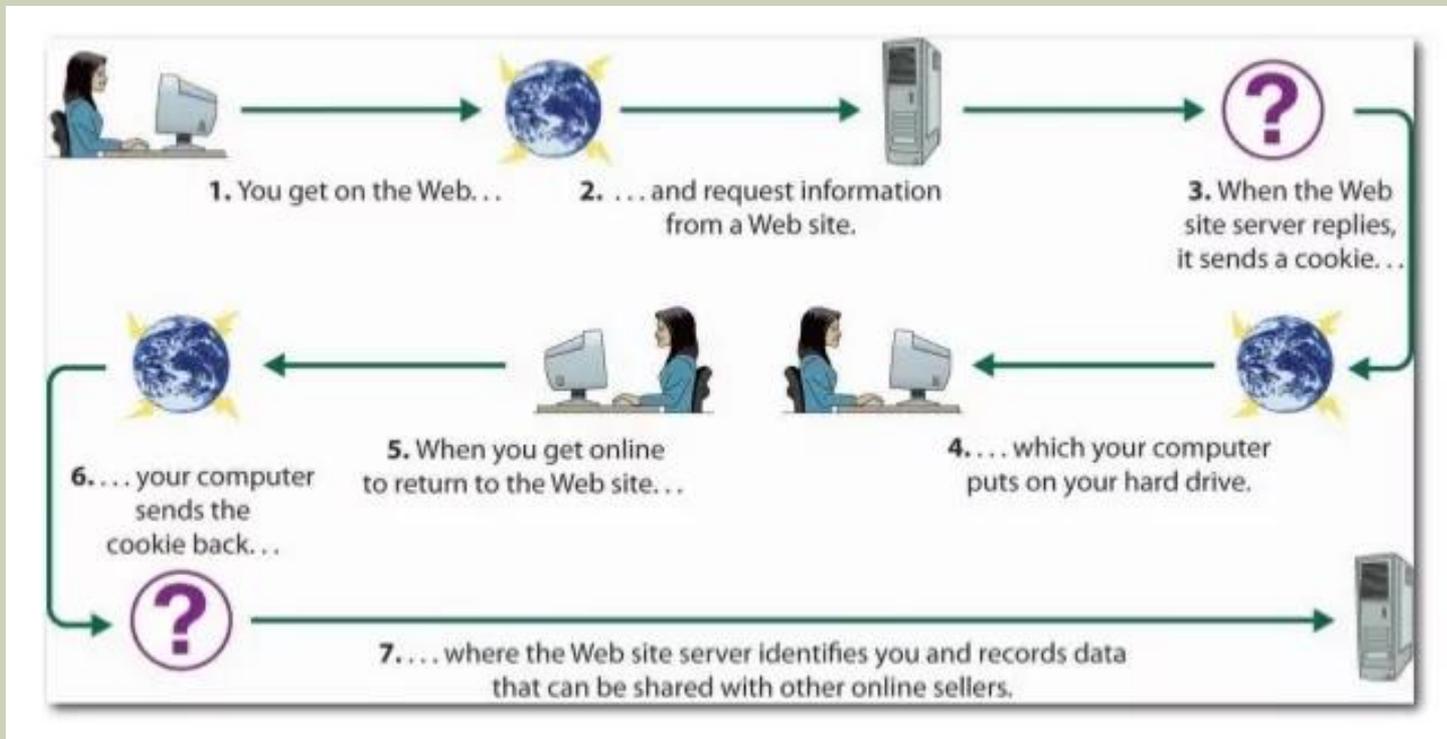
# HISTORY

## Enter The 'Cookie'.

- The cookie was first developed in an attempt to analyse user's browsing habits, but it has since evolved into a useful part of the e-commerce sector and allows for the collection of user literal user data. This was a huge impact on the digital marketing world.

# HISTORY

## ■ How Cookie works ?



# HISTORY

- By 2004 Web 1.0 became Web 2.0 and saw the introduction of numerous social platforms like WordPress, LinkedIn, Digg, Skype, Flickr and Gmail.
- The years following saw the introduction of YouTube and the mobile marketing revolution which boomed by 2010.



# Digital Marketing Channels

# DIGITAL MARKETING CHANNELS

- Before you start planning an effective digital marketing strategy, it is important to perform various tests to determine which channels will work best for your business.



# DIGITAL MARKETING CHANNELS

## What does digital marketing consist of?

- Website design (user experience)
- Search engine optimization (SEO)
- Pay per click (PPC)
- Social media marketing (SMM)
- Email marketing
- Display advertising (banner ads)
- Affiliate marketing
- Content marketing
- Online reputation management (ORM)

# DIGITAL MARKETING CHANNELS

## Email Marketing

- Email marketing remains to be one of the most effective digital marketing channels that guarantee ROI.
- The benefits of email marketing include: low costing, audience segmenting, immediate, contain calls to action, customizable, and easy to share and track.

# DIGITAL MARKETING CHANNELS

## Search Engine Marketing (SEM)

- Search Engine Marketing (SEM) refers to the process of gaining website traffic by purchasing ads on search engines.
- The strategy that encompasses both PPC and SEO is one of the most effective ways to grow your business in an increasingly competitive marketplace.
- Search Engine Marketing's greatest strength is that it offers advertisers the opportunity to put their ads in front of customers who are ready to purchase at that very moment in time.

# DIGITAL MARKETING CHANNELS

## Pay-Per-Click Advertising (PPC)

- The effectiveness of PPC advertising is measured by the allocated budget and how well keywords for targeting potential customers.



# DIGITAL MARKETING CHANNELS

## Search Engine Optimization (SEO)

- SEO is all about getting your website to rank higher than your competitors. SEO involves activities including keyword research, on-page and off-page optimization, and organic link building.



# DIGITAL MARKETING CHANNELS

## Display Advertising

- Display advertising uses third-party websites to advertise. These ads include banners, interactive ads, videos, and overlays that are linked to a landing page or website.

### DISPLAY ADVERTISING



# DIGITAL MARKETING CHANNELS

## Social Media Marketing (SMM)

- Social media provides great dividends for companies who make use appropriate content for applicable platforms.
- Not only does it connect you to your customers, but it also encourages users to share opinions, participate in discussions and engage with others in real time

what is  
**SMIM?**



# DIGITAL MARKETING CHANNELS

## Content Marketing

- Ever heard the saying 'content is king'?
- Captivating content which includes: text, graphic and videos, will continuously generate inbound traffic from highly targeted audiences.
- Content is the engine of the web.

# COURSE OVERVIEW

- This course will identify key areas of a digital marketing, including:
  - **Principle** (customer/ads./marketer)
  - **Platform** (website/e-mail/search engine/social media)
  - **People**  
(content/tribe/influencer/reputation)
  - **Practice** (lead/conversion/omni-channel)

**THANK YOU**