

Digital Marketing

An online Course to upskill Diploma Students

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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 or a strategy to increase sell, create awareness about brands and products etc.

What is digital marketing? The digital marketing provides students with a well-rounded knowledge of market research, evaluation, and management. They learn about analyzing markets, understanding market trends, and brand management. Choices for elective options focus on helping students reach their career goals.

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.

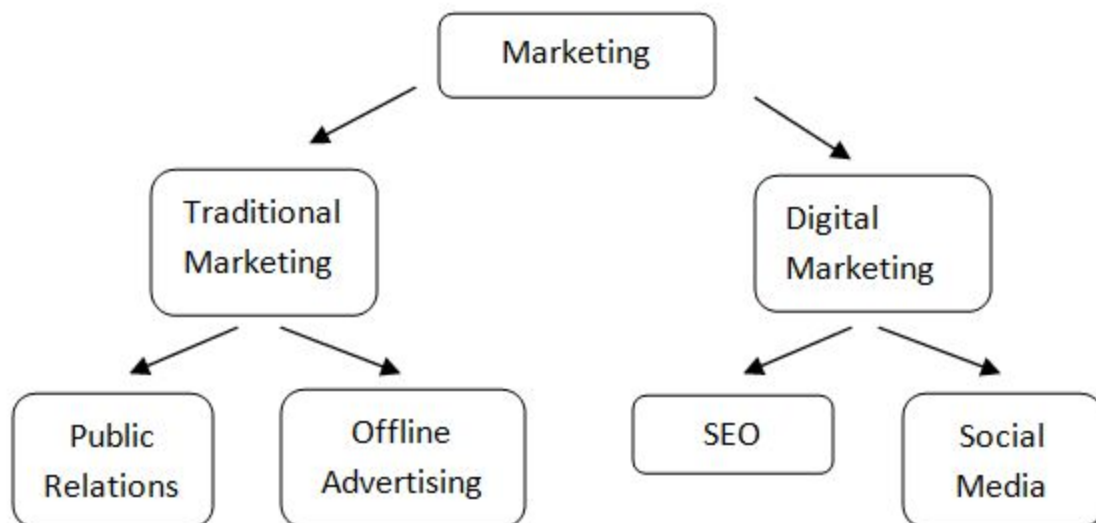
Effective marketing requires careful planning, creative approaches, and smart execution

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...

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.

Marketing Department Grouped By Types of Communications Channels



List of digital marketing topics

- Search Engine Optimisation (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 marketing, or SEM, is one of the most effective ways to grow your business in an increasingly competitive marketplace. With millions of businesses out there all vying for the same eyeballs, it's never been more important to advertise online, and search engine marketing is the most effective way to promote your products and grow your business.

Search Engine Marketing – An Overview

Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages . Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries.

These ads, often known by the term pay-per-click ads, come in a variety of formats. Some are small, text-based ads, whereas others, such as product listing ads (PLAs, also known as Shopping ads) are more visual, product-based advertisements that allow consumers to see important information at-a-glance, such as price and reviews.

Search engine marketing's greatest strength is that **it offers advertisers the opportunity to put their ads in front of motivated customers who are ready to buy at the precise moment they're ready to make a purchase**. No other advertising medium can do this, which is why search engine marketing is so effective and such an amazingly powerful way to grow your business.

SEM vs. SEO

SEM versus SEO: What's the difference?

Generally, "search engine marketing" refers to paid search marketing, a system where businesses pay Google to show their ads in the search results.

Search engine optimization, or SEO, is different because businesses don't pay Google for traffic and clicks; rather, they earn a free spot in the search results by having the most relevant content for a given keyword search.

Both SEO and SEM should be fundamental parts of your online marketing strategy. SEO is a powerful way to drive evergreen traffic at the top of the funnel, while search engine advertisements are a highly cost-effective way to drive conversions at the bottom of the funnel.

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.

What is SEO?

SEO stands for Search Engine Optimization, which is the practice of increasing the *quantity* and *quality* of traffic to your website through *organic search engine results*.

What goes into SEO?

To understand the true meaning of SEO, let's break that definition down and look at the parts:

- Quality of traffic. You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic. Instead you want to attract visitors who are genuinely interested in products that you offer.
- Quantity of traffic. Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- Organic results. Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

How SEO works

You might think of a search engine as a website you visit to type (or speak) a question into a box and Google, Yahoo!, Bing, or whatever search engine you're using magically replies with a long list of links to webpages that could potentially answer your question.

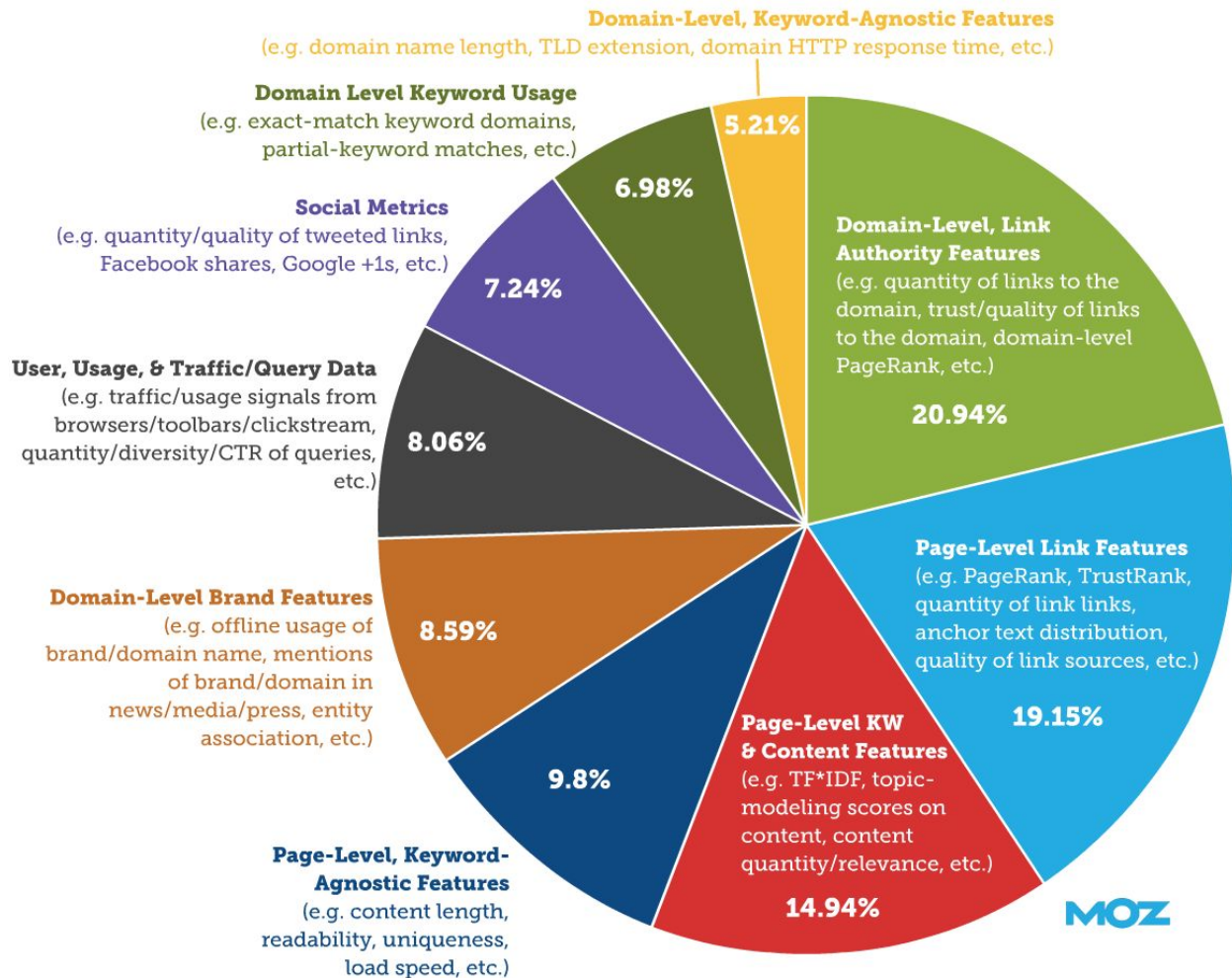
That's true. But have you ever stopped to consider what's behind those magical lists of links?

Here's how it works: Google (or any search engine you're using) has a crawler that goes out and gathers information about all the content they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with your query.

There are a lot of factors that go into a search engine's algorithm, and here's how a group of experts ranked their importance:

Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)



That's all the SE (search engine) of SEO.

The O part of SEO—optimization—is where the people who write all that content and put it on their sites are gussying that content and those sites up so search engines will be able to understand what they're seeing, and the users who arrive via search will like what they see.

Optimization can take many forms. It's everything from making sure the title tags and meta descriptions are both informative and the right length to pointing internal links at pages you're proud of.

Things to know about SEO

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

Search Advertising

In Internet marketing, **search advertising** is a method of placing online advertisements on web pages that show results from search engine queries. Through the same search-engine advertising services, ads can also be placed on Web pages with other published content.

Search advertisements are targeted to match key search terms (called **keywords**) entered on search engines. This targeting ability has contributed to the attractiveness of search advertising for advertisers. Consumers will often use a search engine to identify and compare purchasing options immediately before making a purchasing decision. The opportunity to present consumers with advertisements tailored to their immediate buying interests encourages consumers to click on search ads instead of unpaid search results, which are often less relevant.

For the online user, Sponsored Search Advertisement offers highly relevant search results which are based on the consumer's own queries and, thus, they are considered less intrusive than banner advertisements or pop-ups advertising. In addition, Sponsored Search Advertisement reduces online user search costs and increases the accessibility to useful information within a limited time frame.

Consequently, Sponsored Search Advertisement has become an important element of online users browsing and information searching experiences on the Web. Search advertising is an alternative to [SEO](#) and [SEM](#).

Features of Search Advertising

1. Search advertising is paid advertising
2. Typically advertiser will pay per click
3. Display advertising is also part of search advertising sometimes
4. Google Adwords is one of the most popular platform for 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

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.



1. Social media marketing is growing very fast
2. Social media advertising is also part of social media marketing
3. social media marketing has both organic and paid channels
4. Facebook Ads, LinkedIn ads, Twitter Ads etc. is part of social media marketing

Email Marketing

E-mail marketing is one of the most confusing part of digital marketing mix. some people call it bulk mail, some people call it mass mail and some are even confused between mass mail and email marketing.

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



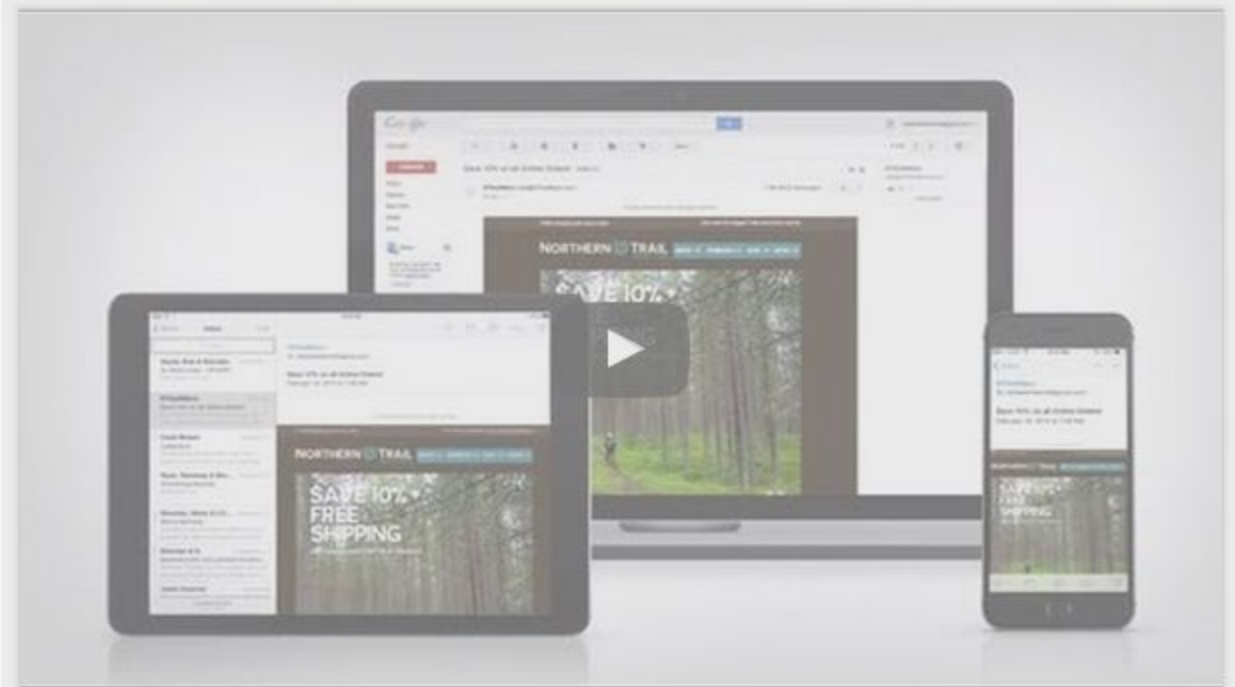
Email marketing is not the primary channel for marketing but it's an enabler. It's a communication channel between brands and buyers. Everyday email marketing is improving and now email marketing has become part of marketing automation.

Marketing Automation is the future of email marketing.

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




THE WORLD'S MOST POWERFUL 1:1 DIGITAL MARKETING PLATFORM

Listen to customers and engage with them across every channel: email, social, web, and mobile. Automate and manage every campaign, publish content, analyse results, and optimise as you go.



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- 1  Next Generation Marketing Cloud **1:50**
- 2  Journey Builder for Apps **1:52**
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The END