

## What is Digital Marketing ?



### Digital Marketing Channels :

1. SEO (Search Engine Oprimization )
2. SEM ( Search Engine Marketing )
3. Social Media Optimization
4. Social Media Marketing
5. Email Marketing
6. Content Marketing
7. Affiliate Marketing
8. Influencer Marketing

## **Benefits of Digital Marketing :**

- **Entry Resistance is Low.**
- **Measurable & Real Time.**
- **High Return on Investment (ROI )**
- **It's a 24\*7 Market Approach.**
- **Global Customer Reach**
- **Precise Targeting**

# What is SEO (Search Engine Optimization) ?

**Search Engine Optimization** includes efforts for ranking website into **Search Engine Result Pages** on certain keywords.

## **Actual Activities:**

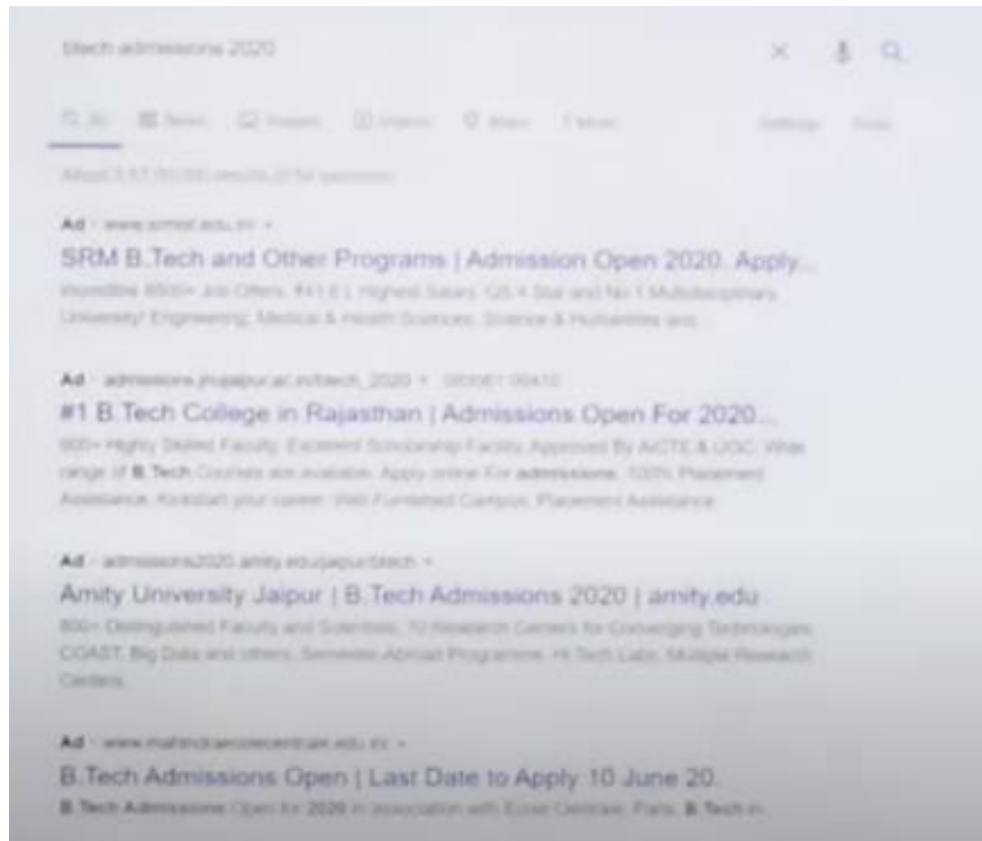
On Page SEO

Off Page SEO

Technical SEO

**Ranking of Website = More Business**

## What is SEM | Search Engine Marketing?



- **SEO is time Taking ( 3 – 6 Months )**
- **SEM Gives you instant results**
- **Source of Constant Traffic on Website.**
- **Flexibility of Running Ads/Sponsored ads whenever you want.**
- **Hyper Targeting is possible**
- **Require Skills to run your ads & beat your competitors**

## What is e-mail Marketing?

**Email Marketing** is process of promoting product or service using email sending of **commercial** emails.

*Email Marketing is dead in 2020 –*

The number of active email users is forecasted to reach 4.3 billion in 2023.

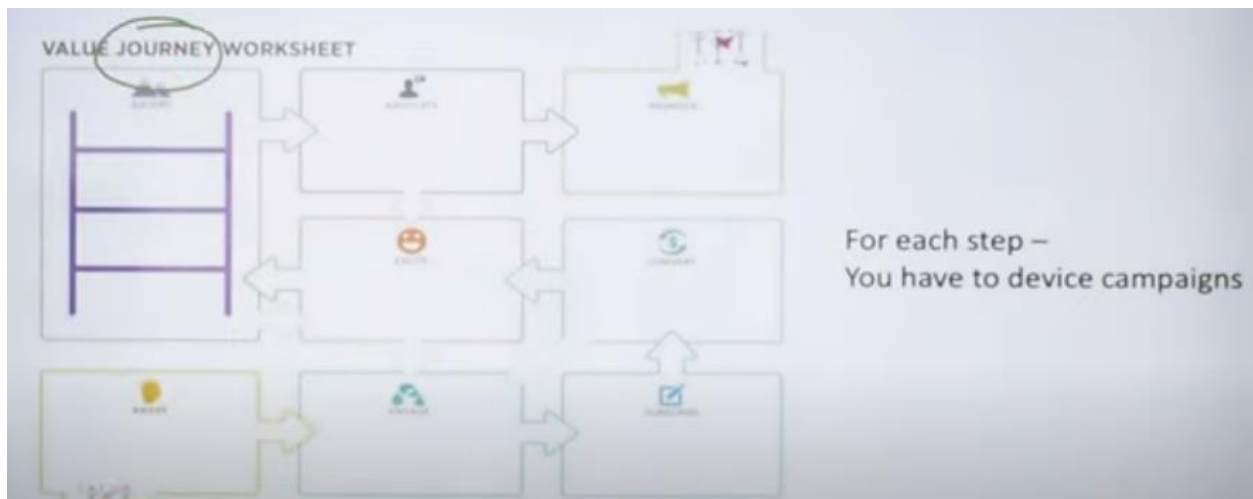
293.6 billions emails were sent and received each day.

Average expected ROI is \$42 for every \$1 you spend on email marketing.

### Dead is for those who do spamming:

Sending mails to random people

Sending only Sale oriented mails



Different **E-mail Marketing** Tools that can automate your email marketing campaigns.

1. Mail Chimp
2. Aweber
3. Sendinblue
4. Active Campaigns

# What is Social Media Optimization?

1. Using Social Media as a Catalyst to grow your business.
2. It counts efforts on Youtube, Facebook, Twitter, Instagram like platforms.
3. Mostly Non paid Campaigns.
4. Mostly on page kind of Activities like-Optimization of profile, Page assets etc.
5. Focus on Brand Image.
6. Understanding the Algorithm, Focus on the elements of the Algorithm as algorithms keeps on changing.
7. Person working for SMO must understand the dynamic nature of Social Media Platforms.



# What is Social Media Marketing?

1. Mostly Paid Campaigns on Social Media.
2. Ads – Facebook Ads, Twitter Ads, LinkedIn Ads, Instagram Ads.
3. Content Understanding is Required.
4. Content Calender.
5. Advertising Skill is required.
6. Campaigns are created according to the objectives.
7. Power of Retargeting can be utilized using Social Media Marketing.

# What is Affiliate Marketing ?

Affiliate Marketing is the process of earning a commission by promoting other people's or company products.



## Affiliate Networks & Standalone

1. Clickbank
2. Amazon
3. Aliexpress
4. Daraz
5. Alibaba
6. Shopify
7. Digi store 24

# What is Content Marketing?

**Content Marketing** is a **Strategic Marketing Approach** focused on

Creating and distributing valuable, Relevant, and consistent content to attract audience.

## Types of Content Marketing -

1. Blogging
2. Video
3. Podcasting
4. Infographics
5. Email
6. Visual Content
7. Ebooks

# What is Dropshipping?

## Model-



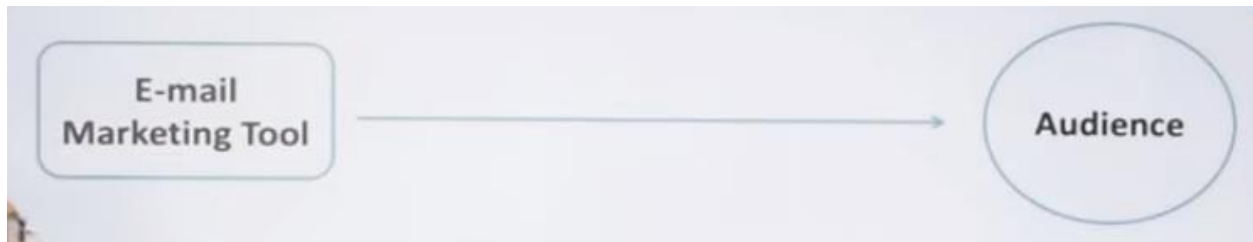
## Advantages –

1. Less capital is required.
2. Easy to get started – Below things are eliminated –
  - Warehouse Expenses
  - Packing and shipping your orders
  - Handling returns and inbound shipments
  - Stock Level
- 3 Low overhead, Flexible Location.
- 4 Wide selection of products to sell

## **Disadvantages:**

- 1 Low Margins
- 2 Issues at Supplier ends.
- 3 No Branding.

# What is influencer Marketing?



## ***Influencer Marketing > Important Points***

1. Its Now no longer about Celebrities.
2. Micro-Influencers are making their way.

## **STRATEGY**

1. Influencer Marketing strategy – Knowing your audience characteristics.
2. Influencer identification & Selection ( There are many influencer platforms )
3. Content & Support to influencer.
4. Monitor & Analytics

# What is Omni Channel Digital Marketing?

## Combined Power of Different Digital Marketing Channels

Facebook

Instagram

Snapchat

Twitter

Youtube

Browsing Website

TikTok

Podcasts

# What is Copywriting?

With the evolution of Digital Marketing, Copy Writing is gaining popularity day by day.

**“Copy writing is the reason why people buy something”**

**Where you see copywriting:**

1. In the caption of Facebook Ads
2. In the headlines of Google Ads
3. On your Landing Page

Copywriting is intended to move you to action.



# Difference between Copywriting & Content Writing.

## *Content Writing*

Main Focus to bring the traffic & Retain the Traffic.

Adding the value to reader. i.e Inform and educate, sometimes to entertain.

**“ A color printer for the price of black and white. ”**

## **Copy Writing**

Copy Writing converts Traffic into Customers.

**“ Millions of colours for the price of Two. ”**

# Difference between Blog & Website.

<u>BLOG</u>	<u>WEBSITE</u>
A blog is a type of website where the content is presented in a reverse chronological order.	Static/Dynamic in Nature
Content is in the form of Blog Posts , Updated Regularly.	In the form of web pages, Not updated frequently.
A blog can be on a website or on any blogging platform	-
Earlier Started as Personal , Later companies adopted as it drives traffic	Content is not Updated regularly. Hence informational approach is less.

# Myths in Digital Marketing?

1. There is no organic Reach, everything is paid now.
2. Digital Marketing is high technical, I have to be from Technical background to learn this.
3. Digital Marketing is only for Large businesses.
4. Digital Marketing cannot integrate results/insights from Offline sales.
5. Ad blockers are ending Digital Marketing Game.

# What is Online Reputation Management (ORM)?

Online Reputation Management ( ORM ) is about monitoring and improving how your business is viewed online.

Which means how you online presence is discovered by:



Is your online presence working for or against you ?

## How can you check you Online Reputation:

Google you business, your people, or Product name, and look at the these listings.

1. Are you in the first five listings?
2. Are the links you're seeing positive?

Check your Google My Business Listing.

1. Does one exist?
2. Is the information accurate?

## Check Your Brand's Social Channal.

- How many followers do you have?
- When was the last time you posted?
- Do you respond to comments?
- How about Messages?
- What's the average response time?
- Does what you're posting represent and reflect your brand?



## Check Review Sites.

1. Check out your Google Reviews. Do you have any? How many stars do you have? Are you responding to review? Do you have a strategy for doing so?
2. Check out your Facebook Reviews. Are customers leaving reviews on your Facebook page? Is your team responding to them?
3. Check out other review sites, like Angie's List, Yelp and Trustpilot.
4. Check out Glassdoor.com

# Types of Ad Campaigns in AdWords

## What is AdWords?

➤ Google AdWords is an online advertising service, developed by Google, where advertisers pay to display brief advertising copy, products and video to web users.

➤The AdWords program includes local, national, and international distribution of the ads, further divided on the age group, interest, etc.



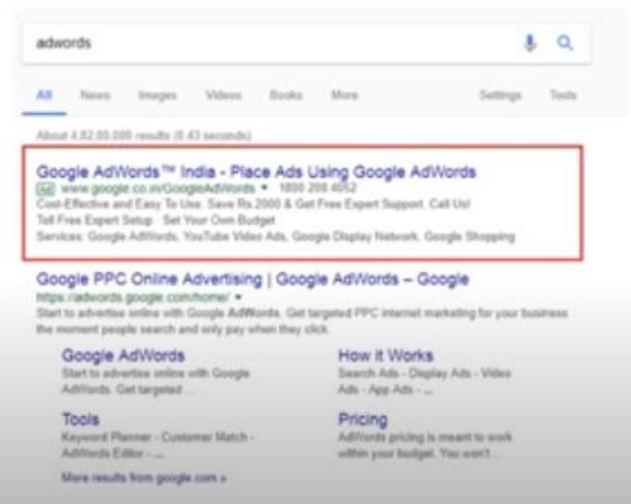
# Type of Ad

## 1. Search Network Only

➤ These ads appear near the Google Search Results, either on the top or the bottom.

➤ These ads appear when people search for terms on the Google Search that matches your keywords.

➤ These ads are focused to get the people to click on the ad and take action.





## 2.Display Network Only

➤ These ads are best if you want to show ads on websites and apps.

➤The ads appear on apps and websites when the content of the website is related to the targeted keywords.

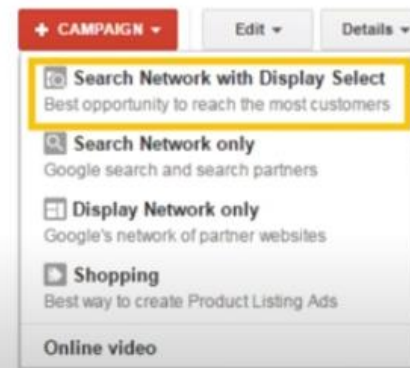
➤You can also set up targeting match in AdWords to have your ads displayed on the most relevant websites.



## 3. Search Network with Display Select

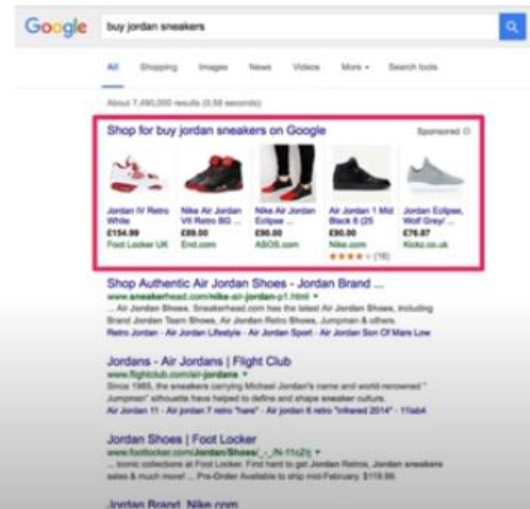
➤ This method of ad displaying is selected when you want your ad to be displayed on search engine's result page as well as the display network.

➤That is the ads will be displayed on the search network when the user's query matches the keyword and when the content of the site matches the keyword.



## 4. Shopping Ad

- The shopping ads are used to promote the products.
- These ads help in boosting the traffic and find better leads and customers.
- These ads are also called Placement Shopping Ads, because they provide more information than the a text ad.



## 5. Video Ad

- AdWords also lets you show you video ads in YouTube.
- These ads can be displayed individually or within the other streaming ads.
- The available format include-
  1. TrueView in-stream Ads
  2. TrueView Video Discovery Ads
  3. Bumper Ads



## 6. Universal Ad

➤ Universal App helps to promote the Android or iOS apps across the Google network- search, display, YouTube, playstore, etc.

➤ Here, we do not have to provide individual ads for every single platform. You just have to provide text, images, videos and set a budget.



# Google New Search Console

Google Search Console is a web service by Google which allows webmasters to check indexing status, search queries, crawling errors and optimize visibility of their websites. Until 20 May 2015, the service was called Google Webmaster Tools.

# Google Rich Snippets Optimization

## SEO

- > **SEO** stands for Search Engine Optimization.
- > **SEO** is an **internet marketing** which helps you to get **higher ranking** on **SERP** for a specific keywords.
- > **SERP**: Search Engine Result Pages
- > When user type some words on Search Engine to find out something, these words are known as Keywords.



## SERP Snippets Optimization

Title: 580 pixels

Web development course in jodhpur | Android training in jodhpur | php ...  
[www.wscubetech.com/](http://www.wscubetech.com/) ▼  
 WsCube Tech is one of the leading. Web Design and Development company. in jodhpur, India. We are group of young and enthusiasts people that provide innovative ideas for your business to grow it faster on Web World. We guarantee cost effective strategic development solution which is as unique as you are. Our online ...

Meta Description: 1840 pixels

PDF: 560 pixels

