



PPT

ON

DIGITAL MARKETING

KEYPOINTS

- ▶ What is digital marketing
- ▶ Benefits of digital marketing
- ▶ What does digital marketing consist of
- ▶ SEO
- ▶ PPC
- ▶ SMM
- ▶ Content writing
- ▶ Digital marketing measurement

DEFINITION

- ▶ **Digital marketing** is an umbrella term for the **marketing** of products or services using **digital** technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other **digital** medium.



BENEFITS OF DIGITAL MARKETING



OBJECTIVE

- ▶ Reach the right audience
- ▶ Engage with your audience
- ▶ Motivate your audience to take your action
- ▶ Maximize return on investment(ROI)



DIGITAL MARKETING TOOLS

- ▶ [Sprout Social](#)
- ▶ [Offerpop](#)
- ▶ [Nanigans](#)
- ▶ [Facebook's Power Editor](#)
- ▶ [Twitter Native Platform](#)
- ▶ [Emma](#)
- ▶ [Marketo](#)
- ▶ [AdRoll](#)

DIGITAL MARKETING CONSIST OF



WHAT IS SEO

- ▶ Whenever you enter a query in a search engine and hit 'enter' you get a list of web results that contain that query term. Users normally tend to visit websites that are at the top of this list as they perceive those to be more relevant to the query. If you have ever wondered why some of these websites rank better than the others then you must know that it is because of a powerful web marketing technique called **Search Engine Optimization (SEO)**.



OPTIMIZATION

The image shows a Google search interface for the query "search engine optimization". The search bar at the top shows the query and a "Search" button. Below the search bar, it indicates "About 30,800,000 results (0.16 seconds)".

The search results are divided into two main sections: Organic Search (left) and Paid Search (right).

Organic Search Results:

- Search Optimization**
500+ Clients, 2.7 Billion in Rev. 2500% Avg. Increase in Leads/Sales
seop.com/SEO-Management
- Search engine optimization - Wikipedia, the free encyclopedia**
Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ...
SEO - Search engine optimization methods - SEO Copywriting - Backlink
en.wikipedia.org/wiki/Search_engine_optimization - Cached - Similar
- Search Engine Optimization (SEO) - Webmaster Tools Help**
Oct 9, 2010 ... SEO is an acronym for "search engine optimization" or "search engine optimizer." Deciding to hire an SEO is a big decision that can ...
www.google.com/support/webmasters/bin/answer.py?hl... - Cached - Similar
- Search Engine Optimization - Webmaster Tools Help**
Web.com Search Agency is a leading search engine optimization company providing search engine optimization and SEO link building, PPC management, ...
www.submitawebsite.com/ - Cached - Similar
- News for search engine optimization**
Optimize Your Website for Search Engines

Paid Search Results (AdWords):

- Search Optimization (SEO)**
Boost Traffic By 2000%! Learn More
Free Search Optimization Analysis
www.inc.com
- Search Optimization \$325M**
Want Top Website Rank? Professional Certified Co. Free Initial Report!
ebrandz.com is rated ★★★★★
ebrandz.com
- Website Optimization**
Page One Position. \$199 Per Year
Not Pay Per Click. No Max Keywords
www.sitesolutions.com
- Top Rated SEO Firm**
1 (877) 707 7538
Expert Search Engine Optimization
Request Your Free Evaluation Today!
fathomseo.com/Free-WIA
- Mesa SEO Company**
Is Your Site Climbing in Search?
Search Engine Optimization Experts
crexendo.com/Mesa-SEO
- Get Search Optimization?**

Large yellow text overlays are present on the image: "Paid" Search, AdWords" and "Organic Search".

PPC(PAY PER CLICK)

- ▶ What is PPC (pay-per-click) marketing? Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website, rather than “earning” those clicks organically



ADVANTAGE OF PPC



DISADVANTAGE OF PPC



- ✓ Often, websites are never “indexed” by the search engines
- ✓ After sites are indexed, often they are not indexed for specific keyword(s)
- ✓ Website owners have no idea which search terms would really be best to drive traffic
- ✓ Fresh content is very important, but hard to keep up with
- ✓ Domain age plays a role
- ✓ It's hard work and time consuming
- ✓ No one really understands how Google works
- ✓ If your competition is high, it gets more difficult
- ✓ Takes a long time to see the best results
- ✓ Gestation period is long *
- ✓ On going process

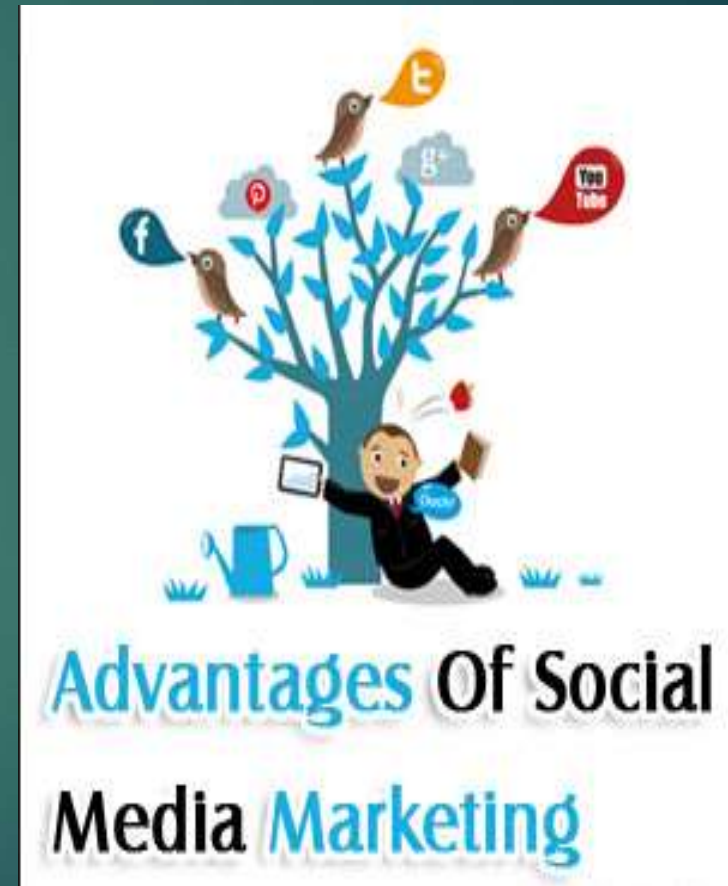
WHAT IS SMM

- ▶ Social media marketing (**SMM**) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of **SMM** is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.



ADVANTAGE OF SMM

- ▶ Increased Brand Awareness
- ▶ More Inbound Traffic
- ▶ Improved Search Engine Rankings
- ▶ Higher Conversion Rates
- ▶ Better Customer Satisfaction
- ▶ Improved Brand Loyalty
- ▶ More Brand Authority



DISADVANTAGE OF SMM

- ▶ **Negative feedback**
- ▶ **Potential for embarrassment**
- ▶ **Time intensive**



CONTENT WRITING

- ▶ A website **content writer** or web **content writer** is a person who specializes in providing relevant **content** for websites. Every website has a specific target audience and requires a different type and level of **content**.



ADVANTAGES AND DISADVANTAGES

- ▶ You can get a lot of work
- ▶ You'll get disciplined
- ▶ The rates are poor
- ▶ It's ghostwriting
- ▶ It's addictive
- ▶ You can practice alot

DIGITAL MARKETING AREAS

- ▶ SEO (Search Engine Optimization)
- ▶ SMO (Social Media Optimization)
- ▶ SEM (Search Engine Marketing)
- ▶ SMM(Social Media Marketing)



Benefits of Online Marketing over Offline Marketing

- ▶ High return on investment (ROI) through Online Marketing.
- ▶ Target only most interesting audience, pay only
- ▶ You can start without spending with small amount.
- ▶ Advertising your products on specific hours, time or day bases.
- ▶ Fully Controlled as per your location, budget and time.

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CONCLUSION

- ▶ The study started with the aim to analyse the different issues related to the digital marketing. Based on the discussion it has been found that in case of the digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers. The study has also revealed that in order to utilise the digital marketing in an effective way, the companies are required to design an effective platform. With the example of Pinterest the effectiveness of a social media platform has been discussed. The current trends in the digital marketing have also been discussed in the study

**THANK
YOU**

