

PROJECT REPORT

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Topic: Digital marketing

Digital marketing

Digital marketing is the component of marketing that utilise internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

Its development during the 1990s and 2000 s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital services instead of visiting physical shops.

Digital marketing extends to non-internet channels that provide digital media, such as television, mobile phones [SMS and MMS], callback ,and on-hold mobile ring tones. The extension to non –internet channels differentiates digital marketing from online marketing.

Development

In the past decade, digital marketing has become a vital component in organisations' overall marketing strategy . It allows companies to tailor messages to reach a specific audience, making it possible to market directly to people who are likely to be interested in their product . Digital marketing encompasses a wide variety of marketing tactics and technologies used to search consumer online. Two academic team members from southern New hemisphere university [SHNU] spoke about how digital marketing aligns with traditional tactics and shared information on some of the types of digital marketing in practice now.

Types of digital marketing

- 1. Search engine optimization [SEO]**
- 2. Pay per click[PPC]**
- 3. Social media marketing**
- 4. Content marketing**
- 5. Email marketing**
- 6. Mobile marketing**
- 7. Marketing analytics**

Search Engine Optimization [SEO]

Search engine optimization means the process of improving your site to increase its visibility for relevant searches. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

How SEO works?

SEO engines such as GOOGLE and Bing use bots to crawl pages on the web, going from site to site, collecting information about those pages and putting them in an index, taking into account hundreds of ranking factors or signals, to determine the order pages should appear in the search results for a given query .

Pay –Per –Click [PPC]

Pay per click is an advertising model used to drive traffic to websites, in which an advertiser pays a publisher when the ad is clicked. Pay per click is commonly associated with first tier search engines[such as Google ads Amazon advertising and Microsoft advertising formerly Bing advertising]

Pay per click, along with cost per impression[CPM] and cost per order are used to assess the profitability of internet marketing and drive the cost of running advertisement campaign such as low as possible while retaining networks such as Facebook, LinkedIn , Pinterest and Twitter have also adopted pay per click as one of their advertising models.

Social media marketing

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase Sales, and drive website traffic. This involves publishing great content on your social media profiles ,listening to and engaging your followers , analyzing your results, and running social media advertisement.

The social media platforms [at the moment] are Facebook, Instagram, Twitter, LinkedIn , Pinterest ,Youtube, and snapchat.

Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience-and, ultimate, to drive profitable customer action.

Content marketing includes things like educational articles, e-books, videos, entertainment, and webinars that answer specific questions people have and provide them with something they can't get elsewhere. It's the best way to turn your product, no matter how common , into something that is not like everyone else's.

Email Marketing

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing . Its involves using email to send advertisement , request business, or solicit sales or donations. Email marketing strategies commonly seek to achieve one or more of three primary objectives, to build loyalty, trust , or brand awareness.

Mobile Marketing

Mobile marketing is a multi channel online marketing technique focused at reaching a specific audience on their smartphones, feature phones , tablets,or any other related devices through websites, Email SMS , and MMS , social media or mobile applications.

Mobile marketing can provide customers with time and location sensitive, personalised information that promotes good, services, appointment reminder and ideas.

Marketing Analytics

Marketing analytics is the practice of managing and studying metrics data in order to determine the ROI of marketing efforts like calls to call action [CTAs], blog posts, channel performance, and thought leadership pieces and to identify opportunities for improvement.

Advantages of digital marketing

- **One to one approach**
- **Cater to specific interests**
- **Different content by choice**
- **Geo marketing**
- **Relatively inexpensive**
- **Global business**
- **Measuring statistics**
- **Accountability**

Difficulties in digital marketing

- **Learning about your customers**
- **Generating Qualified leads**
- **Managing cash flows**
- **Creating engaging content**
- **Complying with privacy and Data sharing regulations**
- **Making websites accessible**
- **Strategizing mobile first**

The 7 Cs of Digital Marketing

- **CUSTOMER**
- **CONVENIENCE**
- **COMPETITION**
- **COMMUNICATION**
- **CONSISTENCY**
- **CREATIVE CONTENT**
- **CUSTOMIZATION**

Career in digital marketing

The digital marketing job role is constantly evolving. One of the reasons a digital marketing is so exciting is that because the field is constantly evolving as different platforms are introduced. A digital marketing manager is always scoping out trends and seeing how they impact discoverability.

Building experience in digital marketing encompasses just about every facet of brand's presence online. As search engines rollout new updates , digital marketing managers determine how they impact website rankings. From there, the entire marketing team works together to create a strategy.

Demands for digital marketers

According to LinkedIn ,The Digital marketing specialist role is among the top most in demands jobs, with 860,000 job openings. The most requested experience in digital marketing includes social media , content strategy ,SEO, analytics, and more.