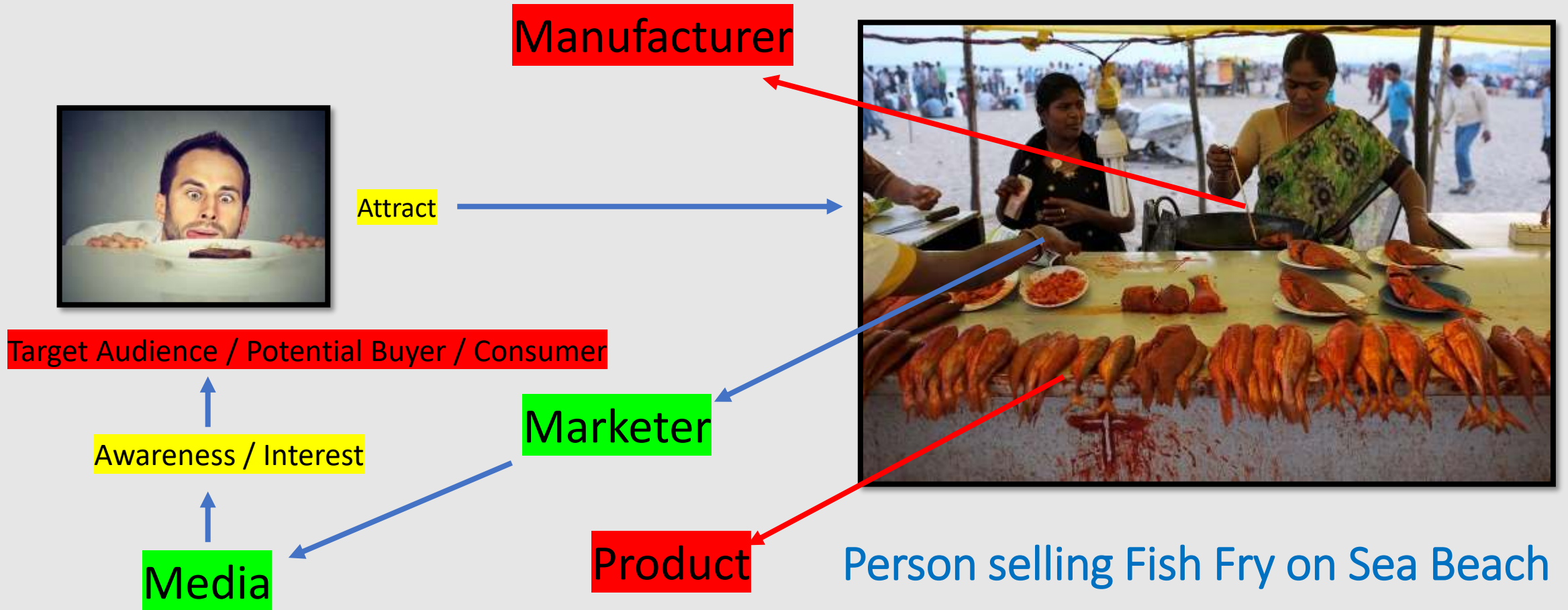


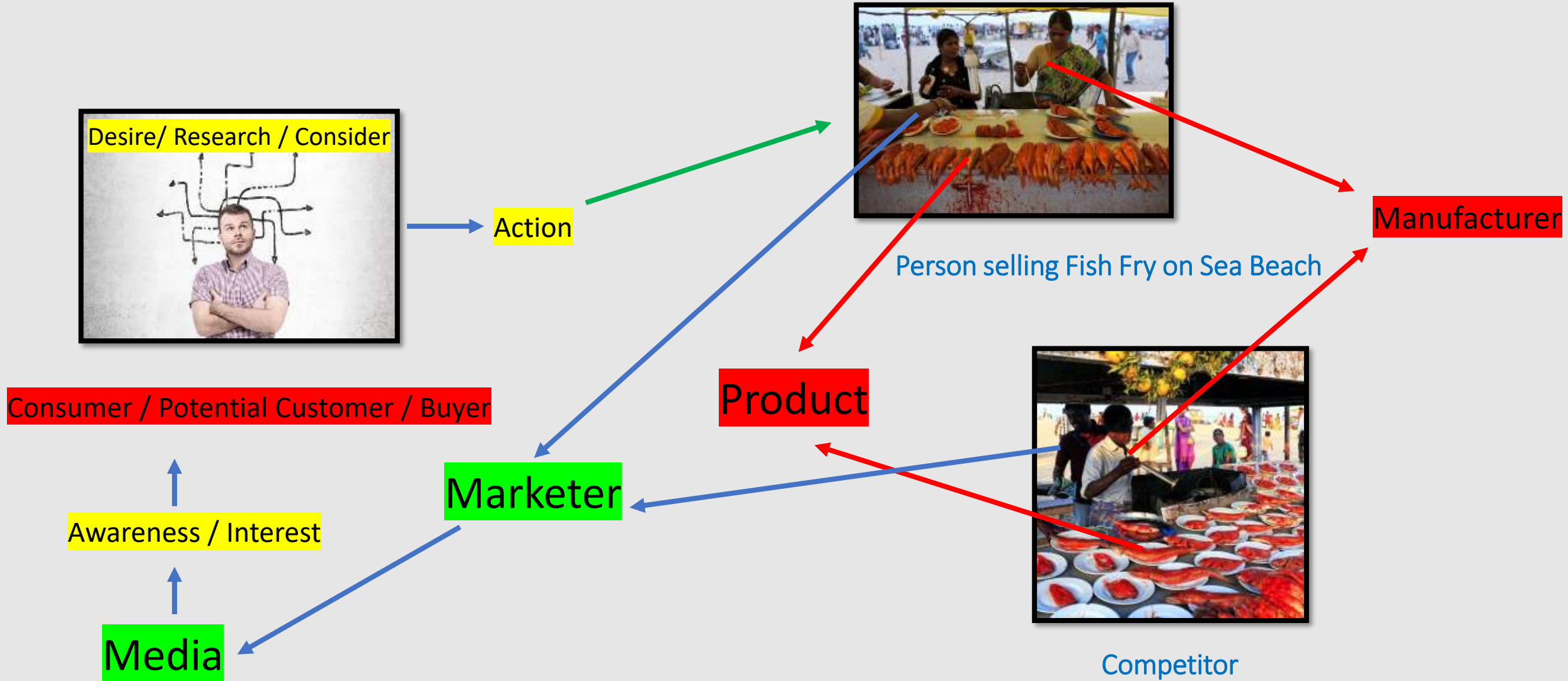


# Digital Marketing Fundamentals

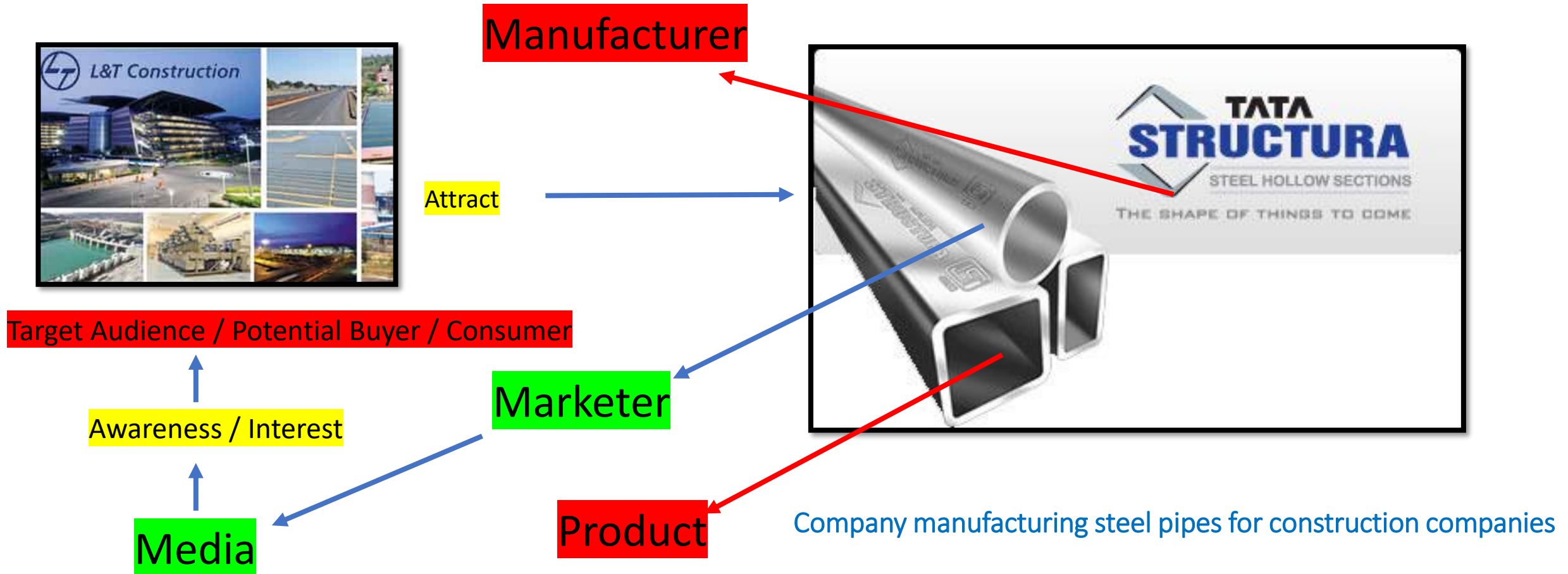
# Example (Nature of Business – B2C)



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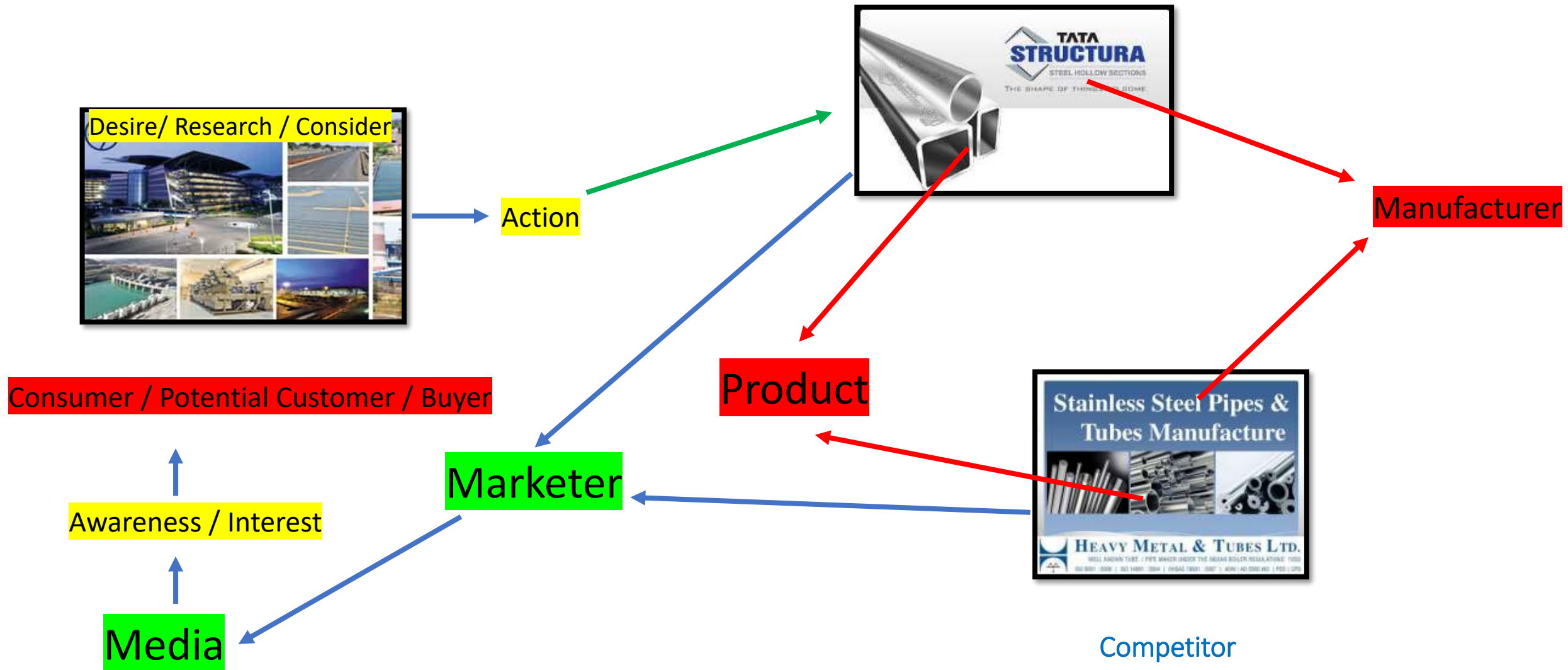


# Example (Nature of Business – B2B)





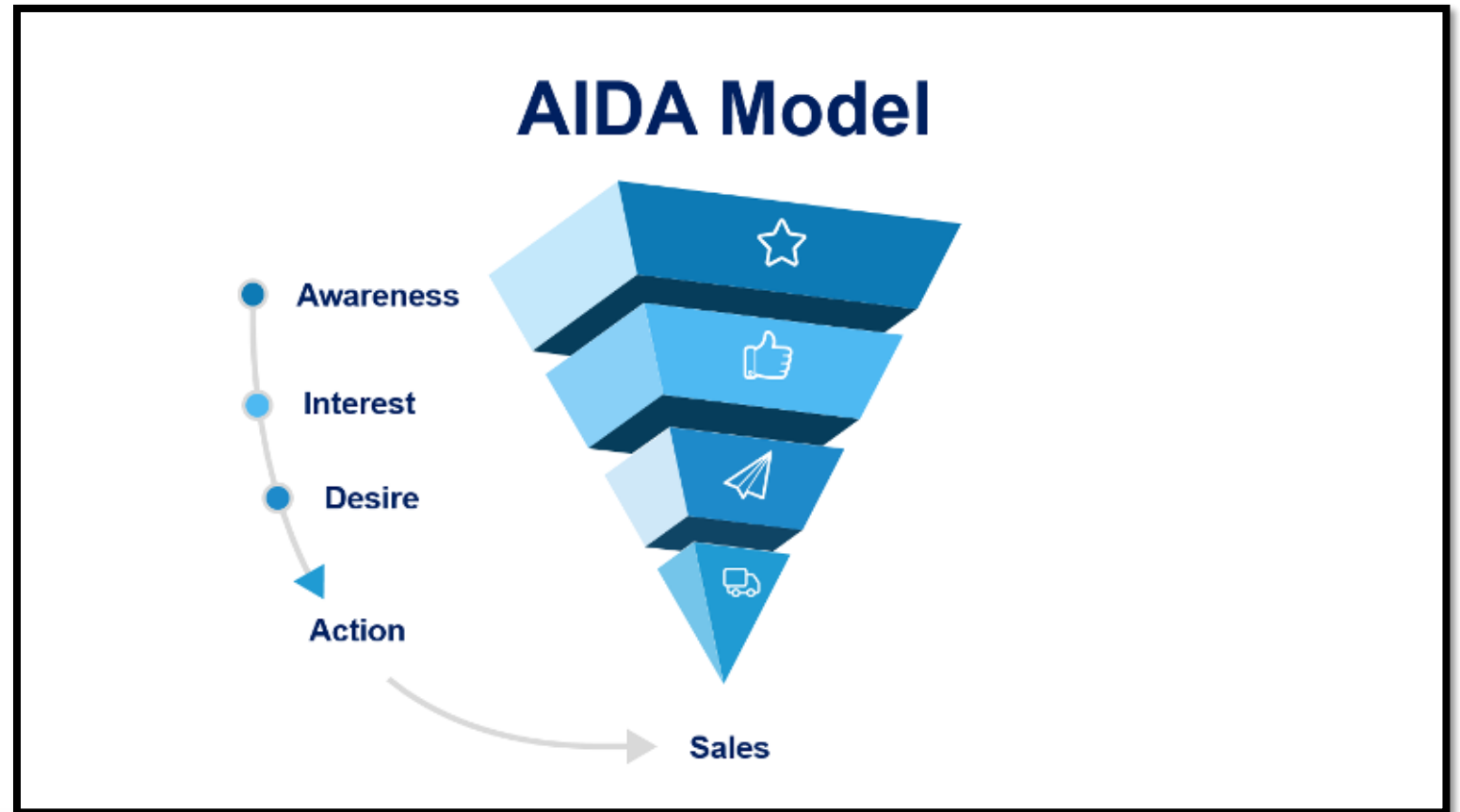
# Example (Nature of Business – B2B)



# What is Digital Marketing?

- **In simple terms** - It's a process to attract more **traffic** to **online properties of your business** and converting them into **leads/sales**.
- **Online properties** - Your website, Facebook fan page/profile, blog, Instagram profile, Twitter handle, LinkedIn profile/page, Quora profile etc.
- **Traffic** - Real people / visitors coming to your online properties. Not all people, but targeted people (TG) specific to your industry, business nature & locations
- **Devices used** - desktop, laptop, mobile, tablet with internet connection

# AIDA Model



- The ROI Driven Digital Marketing Chemistry Any Business can Adopt for Lead & Branding -



**Activation:** Grabbing the attention - Tactics for reaching the maximum people using various online channels

**Acquisition:** Getting the traffic - Techniques for engaging your target audience with your content (Inbound & Outbound marketing)

**Conversion:** Making the transaction - Tricks to turn your potential leads into paying customers from consideration to actually taking action

**Retention:** Keeping the business - Methods to engage your customers and keep them coming back for a reason

**Optimization:** Improving the experience - Tools to measure the KPIs and improve the performance by evolving strategies



# Digital Marketing Goals / Objectives / KPIs

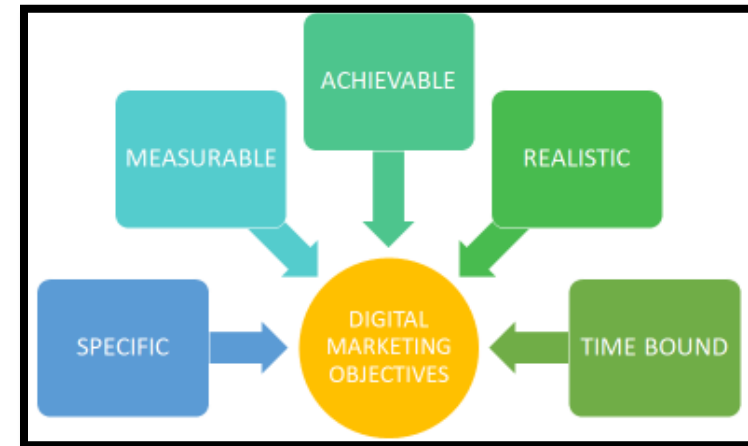
Specific - What you can do (Example – Write action points, Scope of Work, Digital Marketing Mix)

Measurable - How you can evaluate (Example – Using Stats, Analytics, Data, Metrics to measure results)

Achievable - What you can achieve (Example – Putting tentative numbers what you can achieve from your Digital Marketing Mix / Scope of Work)

Relevant - What is logically & technically possible (Example – Write the limitations in bringing result)

Time-bound - What is your timeline to show result



Bring Traffic to website  
Engage audience with content  
Draw action from Audience  
Generate Leads  
Online Sales  
Time spend on website  
Facebook Page Like



# Target Audience

- Real people / internet users
  - Going to various websites
  - Using Search Engines
  - Active on Social Media
  - Using laptop & mobile devices with internet connectivity
  - Playing online games
  - Using Apps
  - Checking YouTube
  - Using Google Map
  - Using email
- 
- Target Audience of a business is specific who they want to coming to their online properties.
- 
- Not all people, but targeted people (TG) specific to your industry, business nature & locations

# Digital Marketing Platforms / Channels

- Website
- Social Media Profile / Page
- Search Engine
- Online Ads
- Social Media Ads
- Email
- SMS
- Push Notification
- Affiliation
- App

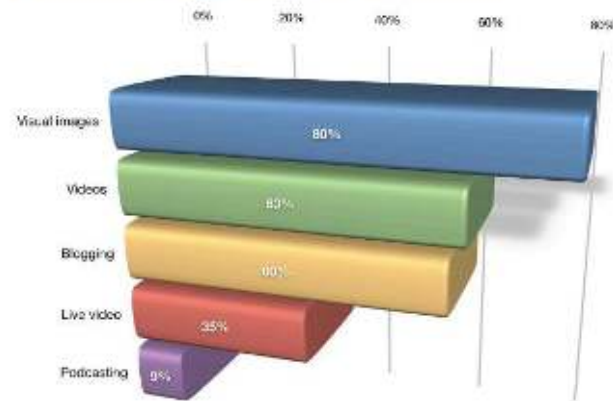




## What is Content ?

- **Content is the core of Digital Marketing.**
- **It is the way of presenting The Who, What, Where, Which, How, When & Why of your business.**
- **Without content Marketing has no meaning.**

## Commonly used types of content



## WORD content types

- Articles
- Blog Posts
- Case Studies
- Cheat Sheets
- Checklists
- Collateral
- Company News (Awards, Product News, Personnel Announcements, Earnings)
- Customer Feedback
- (Questions, Quotes, Testimonials)
- eBooks
- FAQs
- Guides
- How-to's
- Interviews
- Lists
- Predictions
- Q&As
- Research Reports
- Reviews
- Tweets
- Tweet Story Summaries (Conversation, Hashtag)
- White Papers

# Types & Formats of Content

## STATIC IMAGE content type

- Candid Photos
- Charts & Graphs
- Collage
- Comics & Cartoons
- Creative Photography (Instagram, Pinterest)
- Illustration/Art
- Infographics
- Listicles (Visualized Lists)
- Maps (Real or Fictional)
- Memes
- Professional Photos (Portraits, Product Shots, Corporate Offices)
- Screenshots
- Sketched Notes
- Stock Photography
- Timelines
- Visual Quotes

## List of Content Formats

- How-to's
- Content Duration
- Case Studies
- Charts/Graphs
- eBooks
- Email Newsletters / Autoresponders
- Cartoons / Illustrations
- Book Summaries
- Tool Reviews
- Giveaways
- FAQs
- Q&A Session
- Webinar
- Guides
- Dictionary
- "Day in the Life of" Post
- Infographics
- Interview
- Lists
- Mind Maps
- Meme
- Online Games
- Helpful Application / Tool
- Open Post
- White Papers
- Vlog
- Videos
- Templates
- Surveys
- Slideshows
- Resources
- Quotes
- Quizzes
- Polls
- Podcasts
- Pinboards
- Photo Collage
- Original Research
- Press releases
- Photos
- Predictions
- User Generated Content
- Company News
- Timelines





# Content Models & Strategy

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- Using content in various formats a business can
  - ✓ Educate their target audience – Attract, Awareness
  - ✓ Excite them to consider – Interest, Desire
  - ✓ Engage them – Act, Convert
- This is **E3 Model of Digital Marketing**
- Reference - <https://www.7boats.com/web-stories/e3-model-of-content-marketing/>

# Examples of E3 Model



quickbooks. Small Business Pricing Contact Us Learn & Support Sign In

50% off QuickBooks for 3 months Buy Now & Save 50% Free 30-Day Trial

Power Your Business With Small Business GST Accounting Software

Buy Now @50% Off Try 30days Free Trial

Watch how it works



Invoice	
KARTIK	
₹5894.80	
GSTIN : GSTIN/STATE XXXXX	
Web Development	5880.00
Subtotal	
Tax extended	
GSTIN/STATE XXXXX	
GSTIN/STATE XXXXX	
Total	
₹5894.80	

## Want to triple your leads?

High-converting lead capture forms for marketers

SHOW ME AN EXAMPLE

START MY FREE TRIAL

unbounce PRODUCT CUSTOMERS PRICING FOR AGENCIES FOR PPC LEARN LOG IN PREVIEW THE BUILDER EN

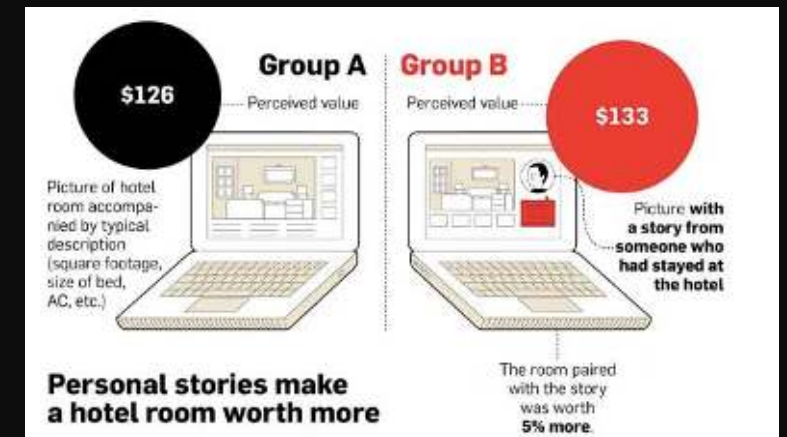
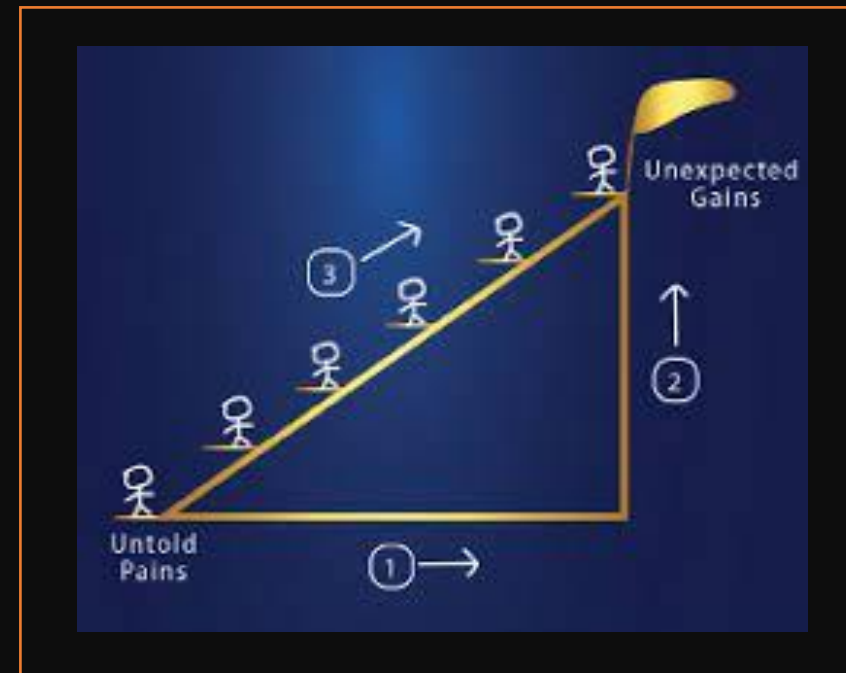
Convert More Leads and Sales From Your Ad Spend

Take your ad budget further and grow your business with Unbounce landing pages, website popups, and sticky bars.

PREVIEW THE LANDING PAGE BUILDER SEE HOW UNBOUNCE CAN HELP ME

# Content Model & Strategy

- Using stories / buyers persona to touch emotions, sentiments, nostalgia, vibes, impulse of target audience and drawing them to take action.
- This is Story Telling / Story Triangle Model of Digital Marketing

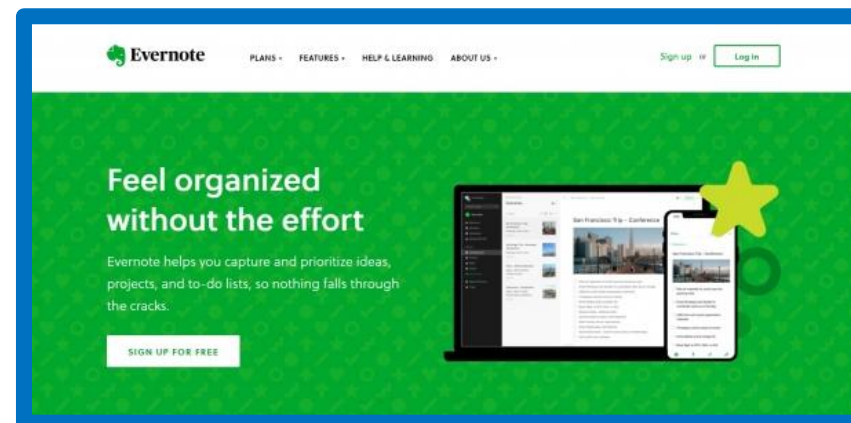
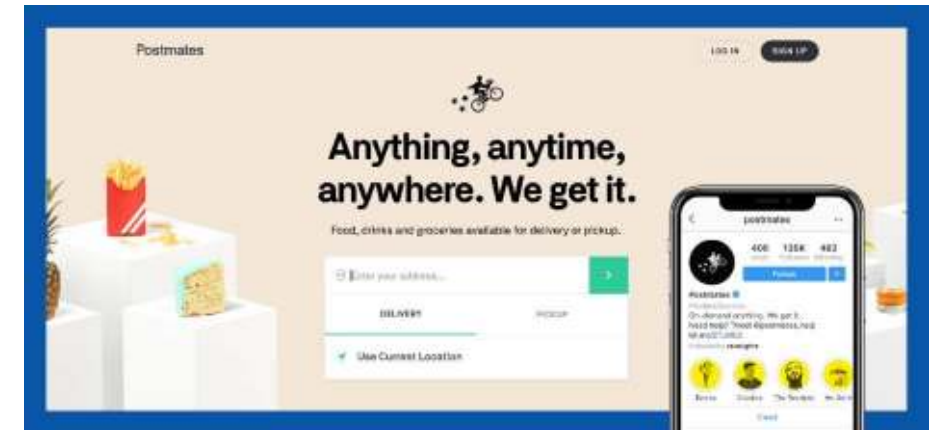
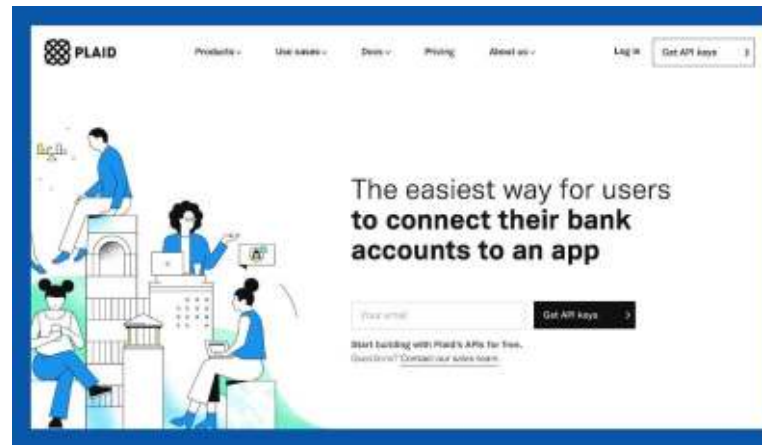




# Other Content Models

- POP-POD Model – Point of Parity – Point of Difference Model
- FAB / Value Proposition Statement Model – Feature – Advantage – Benefits Model

# More Examples of Content Models

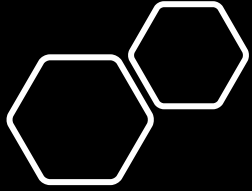






Some useful Digital Marketing tools & sites

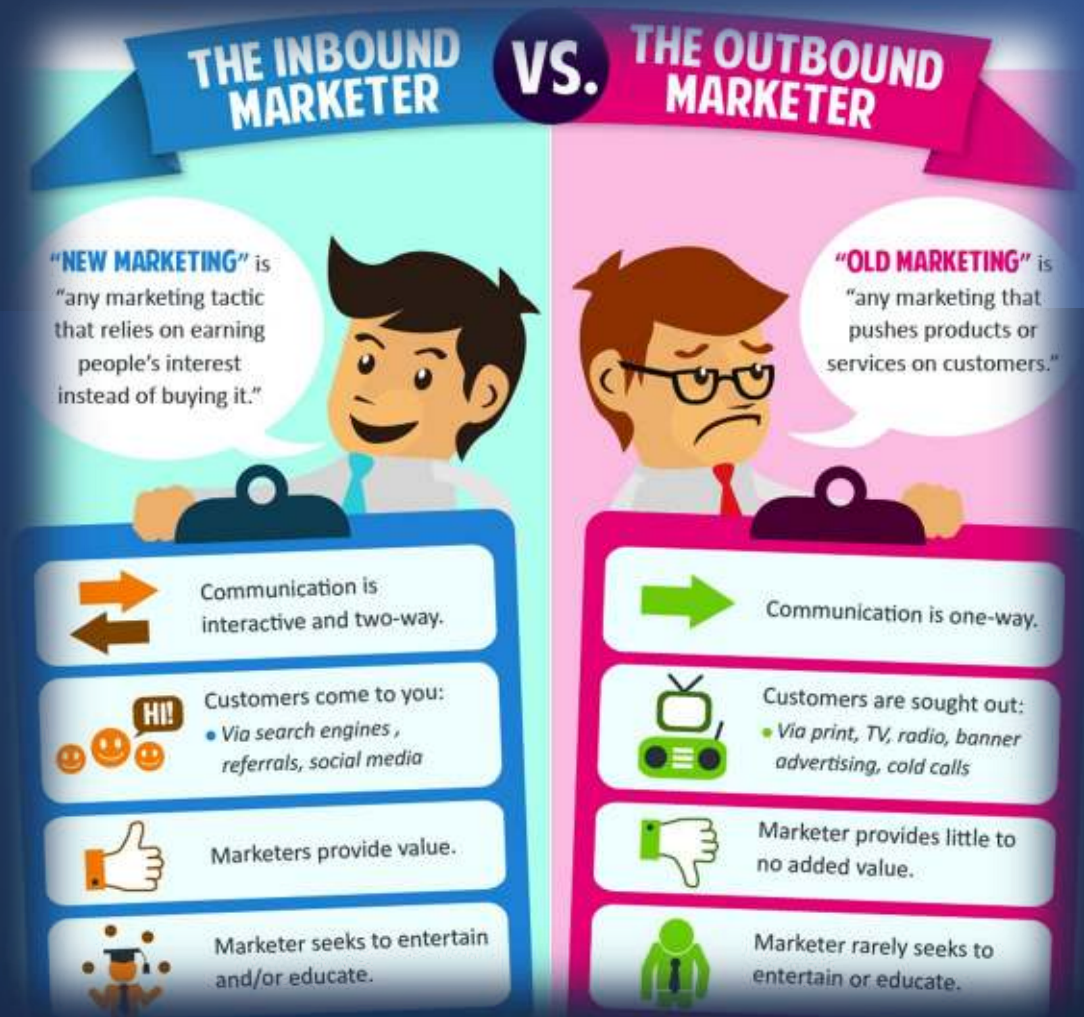
<https://www.7boats.com/academy/tools/>



# Digital Marketing Techniques (Inbound & Outbound)



# INBOUND MARKETING VS OUTBOUND MARKETING



# ORGANIC APPROACH - INBOUND MARKETING

(Sourcing Traffic for Free)

- SEO / SXO (SEARCH ENGINE OPTIMIZATION / SEARCH EXPERIENCE OPTIMIZATION)
- CONTENT MARKETING
- SOCIAL MEDIA OPTIMIZATION
- ASO (APP STORE OPTIMIZATION)
- AFFILIATE MARKETING
- MOBILE & VOICE SEARCH
- DIRECT REFERRAL LINKS





# INORGANIC APPROACH - OUTBOUND MARKETING (Paid Sourcing the Traffic)

- GOOGLE ADS
- SOCIAL ADS (FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM ETC)
- EMAIL MARKETING
- SMS MARKETING
- OTHER MEDIA BUYING
- PUSH NOTIFICATIONS
- TRADITIONAL MARKETING





# Digital Marketing Process



- Research / Audit – Define Goals
- Plan – Strategize / Digital Marketing Mix
- Execute / Implement – Create Content & Implement
- Monitor – Gather Insights from Results
- Analyze – Analyze Data
- Optimize – Fine Tune & Repeat



# 3-Seconds Litmus Test

It's important for a business to **GRAB ATTENTION** of the website visitors **IN FIRST 3 SECONDS**

**Inspect** - If the content given on top fold of a business website match the interest / intent of their Target Audience

**Inspect** - If these answers are available on top fold of the website from a visitors point of view –

- ☐ What will I get from you ? - (Product/Service)
- ☐ How will it make my life better ? - (Feature, Advantage, Benefit)
- ☐ How do I get / buy it ? - (Call to action - Call, WhatsApp, Contact form, E-mail)
- ☐ Any Trust Factor / Credibility there?
- ☐ Any Educating Content there?

# Thank you.



Presented by:

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