

Dynamics of Digital Media

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



Why Digital Marketing?

Why Digital Marketing?

- Maximum Reach
- Less Time
- Less Cost
- Better Mobility & Flexibility
- Better Targeting
- Better Tracking



What's the digital trend
in India?

What's the Digital Trend in India?

Active Internet users - 462 Million as on Jan 2018

Active Mobile Social Media Users - 230 Million as on Jan 2018

Most Prominent Digital Platforms - Facebook, Google, Youtube, LinkedIn, Instagram

% Used marketing medium - Digital Marketing 68%. Print - 9%, Radio - 6%, TV - 5%

Mobile ad spends % - Social Media (29%), Search (27%), Video (20%)

Data Sources: *sokrati.com, socialsamosa.com, statista.com, socialbeat.in, comscore*



What's the career
prospect?

What's the Career Prospect?

800% increase in job opportunities in last 5 years. Entrepreneurship is also on big rise. faster career path & more than 60% better than other career courses.

1.8X average salary hike in a year for right candidates. Huge scope for Part-time passive income too. Globally accepted skill.

Huge Demand – Top MNCs, SMEs & startups have a huge & increasing demand

Highest Growth – 1/3rd of businesses are planning to introduce a Digital Transformation program & 1/3 already have. Highest industry growth.

Why career in digital media is on demand?*

Courses	Duration	Avg Fees	Probability of job(Freshers)	Last 3 years stats	Avg Salary per month for a fresher
MBA/PGDM	2 Years	4-6 Lakh	55%	35/100	Rs.24,000-Rs 35,000
B.Tech	4 Years	Upto 8 Lakh	19%	17/100	Rs.13,000-Rs 20,000
Digital Marketing	3/6/12 Months	50K-1 Lakh	97%	97/100	Rs.21,000 - Rs 30,000

**This is an overall average in India. Premier B schools of India or discrete cases have not been considered into salary figure..Source: Payscale.com*



What's digital
marketing?

Now, What is Digital Marketing?

IN SIMPLE TERMS, IT'S A PROCESS TO ATTRACT MORE TRAFFIC TO YOUR ONLINE PROPERTIES 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



What to do first?

What to do first?

Understand the business / products/ services

Understand the Target group (Audience demography, Location, Interest, Socio-Economic Status).

Study competitors

Take note



What's next?

Understand POEM model

Paid media - Online Ads (Google, Facebook, LinkedIn etc), Media buying (Buy ad space in online websites), Email Marketing - These are also called push or outbound marketing since these are forced to show to users.

Owned media - Own website, Blog, FB page/Profile, LinkedIn Page/Profile etc & apply organic or pull marketing techniques like SEO (Ranking at top slots of search pages), Social Media Optimization (Making FB page/profile, inviting friends, commenting, engaging), Content Marketing (posting high quality content on regular basis, e.g - menxp, scoophoop)

Earned media - With regular posting of good quality engaging content and new innovation, you can get free word of mouth and online media coverage by other websites, bloggers etc.

Understand Digital Media Mix & Prepare

Prepare a strategy / blueprint (Plan A & Plan B) depending on 1. Your nature of business 2. Your TG & Location 3. Your budget 4. Your objective 5. Timeline by selecting right combination of organic & inorganic (Paid) digital channels and activities to be carried out in each channel.

Example: For A jewellery business, we can start with creating an ecommerce website, writing blogs on women fashion tips, opening a facebook & instagram page and publish regular pics/content, posting video ads, display ads, creating store listing in Google maps, gathering more user reviews in review platforms, putting ads on online women magazines, sending emailers to existing customers & prospects, sending web push notification, creating QR codes for promo discounts, send whatsapp broadcasts, sponsor online CSR activities, creating useful mobile apps , applying AR/VR techniques (360 degree virtual view of jewellery)



What to do after you
know POEM & DMM?



What to do after you know POEM & DMM?

Implement your Digital marketing mix in 5 stage AACRO model.



What is AACRO Model of Digital Marketing?

AACRO Model of Digital Marketing

1. **A - Activation**
2. **A - Acquisition**
3. **C - Conversion**
4. **R - Retention**
5. **O - Optimization**

AACRO model of #digitalmarketing has clearly defined levels and steps of grabbing the attention, getting the traffic, converting to business, retaining traffic & improving experience, with measurable KPIs (key performance indicators) & reporting at each level.



What's Activation?

Activation - Get started. Grab attention!

Bring your business online by creating your digital footprint via owned media.

Example: Make a website, create a blog, create a FB page/profile/Community, Create a LinkedIn page, Create a Youtube Channel.



What's Acquisition?

Acquisition - Get the right traffic/Visitors!

1. By posting regular good quality content & sharing them on various social platforms/other sites.
2. Creating right landing pages.
3. Applying digital mix by a balanced blend of pull & push marketing methods. (SEO, Social Media Optimization, Content Marketing, Mobile App, Online Ads - search ads, shopping ads, video ads, mobile ads, display ads, lead ads, post engagement ads etc, Emailers etc)

EXAMPLE OF SEO

The best Chinese restaurants in Phnom penh - Move to Cambodia

www.movetocambodia.com/food/chinese-restaurants-in-phnom-penh/ ▼

Feb 9, 2016 - Exploring Chinese **cuisine** in Phnom Penh. Xiang Palace at The Great Duke. Xiang Palace is the **upscale** Chinese restaurant at the swish Great Duke (formerly InterContinental) Phnom Penh. Man Hao Ji **Noodle Shop**. Chinese Noodle Restaurant. Chinese dumplings and hand-pulled **noodles**. Emperors of China. Dim Sum Emperors.

→ something like this you see on Google for searching with "best chinese restaurant in phnom penh"

The 10 Best Chinese Restaurants for Families in Phnom Penh

<https://en.tripadvisor.com.hk> › ... › Phnom Penh › Phnom Penh Restaurants ▼

Best Chinese Restaurants for Families in **Phnom Penh**, Cambodia. Find 81849 traveler reviews of the **best Phnom Penh Chinese Restaurants** for Families and ...

EXAMPLE OF SOCIAL MEDIA OPTIMIZATION

The image shows a Facebook Business Page for "Seven Boats Info-System Pvt. Ltd." with several annotations in red text and arrows pointing to specific elements:

- Business Logo:** A red arrow points from the text "Business Logo" to the "SEVEN BOATS" logo in the top left corner.
- Business Logo:** A red arrow points from the text "Business Logo" to a megaphone icon in a notification banner.
- Business Logo:** A red arrow points from the text "Business Logo" to a shopping cart icon in another notification banner.
- People Like this page here to follow:** A red arrow points from the text to the "Like" button in the interaction bar.
- This is a Facebook Business Page:** A red arrow points from the text to a cartoon character standing on a sinking boat labeled "BUSINESS" with a "HELP" speech bubble.
- Just hold my hand:** A speech bubble from a cartoon character on a sailboat labeled "SEVEN BOATS" points towards the sinking boat.

The page includes a navigation menu on the left with options like Home, Services, Reviews, Shop, Offers, Photos, Videos, Posts, Events, About, Community, Jobs, Info and Ads, and Tickets. The main content area features a "Create Post" section with options for Photo Album and Live Video, and a rating of 4.9 out of 5 based on 66 people's opinions.

EXAMPLES OF ONLINE PAID ADVERTISING

Used Cars Canada | Find a great vehicle deal now | carpages.ca

Ad www.carpages.ca/shop-now

Large Canada-wide vehicle selection with financing options available. Cars. Hatchbacks. Trucks. SUVs. Models: Cars, Trucks, SUVs.

Pickup Trucks

Diesel, Extended, Crew Cab, etc.
We've got 'em all.

Family Vehicles

Minivans, Wagons, SUVs.
Rides with room for everyone.

Text Ads on Google Search Engine

Salvaged Cars & Trucks in Canada | Cars & Vehicles | Kijiji Classifieds

Ad www.kijiji.ca/

Search for Great Offers on Your Next Vehicle. Browse Local Listings on Kijiji! Local & Easy to Use. In-App Messaging. Types: Pickup truck, Sedan, SUV, Crossover, Minivan, Van, Coupe.

Cars & Trucks · RVs, Campers, Trailers · Classic Cars · Boats, Watercraft · Heavy Equipment

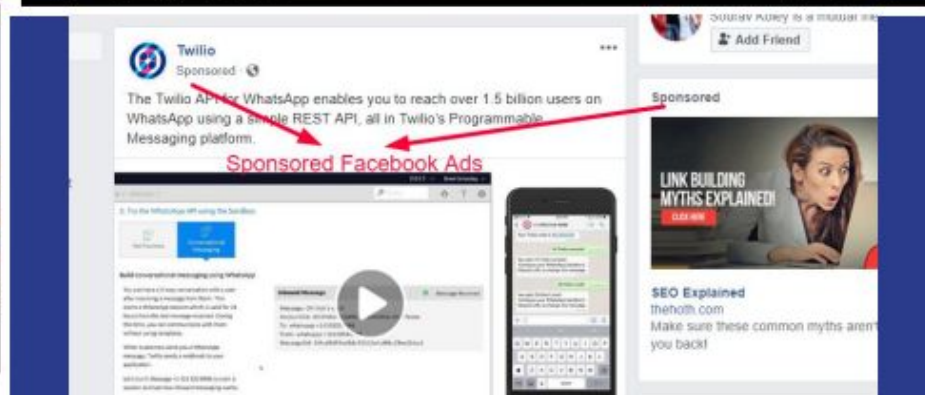
axy S8

32GB of

This is an image ad (also called display ad)



out our deals



EXAMPLE OF EMAIL MARKETING



Smo sent you \$25 for your first trip!

On Airbnb you can book rooms, homes, and even private islands in over 190 countries. Just sign up by **August 10, 2018** to get \$25 off your next vacation of \$75 or more.

Accept invitation



Smo

Dhaka, Bangladesh

On Airbnb since 2015



What's content & what
you need to do?

Content - Text, PDF, PPT, Docs, Podcast, Videos, Images etc relevant to your users' search intent

E3 Formula & Inverted pyramid approach to apply.

What's E3 formula?

Educate -> Excite -> Engage (Unique, original good quality content with relevant keywords matching to your user's search intention)

What's Inverted pyramid approach?

Write catchy title/headline -> Give Summary/abstract -> Elaborate in detail (Content drilldown)

An Example - See views, followers, comments & shares below!



The gene editing technique CRISPR-Cas9 has revolutionized humans' ability to edit DNA.

The Era of Designer Babies

 Hashem Al-Ghaili

 Like  Comment  Share 

   8K 488 Comments 16,841 Shares

1M Views · about a week ago · 

Chinese researchers claim they created the World's First Designer Baby.



What.If

Show by Hashem Al-Ghaili · 3.9M followers





What's landing page &
what you need to do?

What's landing page? Any important page where your users land!

1. 3 SEC LITMUS TEST (Mention in above the fold of your page these information - WHO ARE YOU, WHAT YOU DO & WHAT VALUE YOU ADD TO YOUR CUSTOMERS)
2. TRUST BUILDING FACTORS (HIGHLIGHT BENEFITS, TESTIMONIALS, NEWS CUT, RATINGS/REVIEWS)
3. GREAT CONTENT COVERING THE USER INTENTION IN DETAILS ALONG WITH PROPER BLEND OF KEYWORDS
4. BIG CTA BUTTON(CALL TO ACTION) & LEAD CAPTURE FORM
5. INTERLINKING TO OTHER IMPORTANT PAGES OF YOUR WEBSITE

Few Examples

Grow your website traffic. Enter your URL. [ANALYZE](#)

NEILPATEL | [Home](#) | [Blog](#) | [About](#) | [Partnerships](#) | [Contact](#)

Do you want more traffic?

Do you want more traffic, leads, and sales? Enter your URL below if you want to grow your traffic and revenue.

Your Website URL: [ANALYZE WEBSITE](#)

STUDIOPRESS | [Create a Site](#) | [Shop for Themes](#) | [Generate Content](#) | [My Dashboard](#)

FIT2GO | [Home](#) | [About](#) | [Partnerships](#) | [Contact](#)

Where will your digital transformation take you?

[EVALUATE REPORT](#)

STUDIOPRESS | [Create a Site](#) | [Shop for Themes](#) | [Generate Content](#) | [My Dashboard](#)

StudioPress Helps You Build Amazing WordPress Sites

Get the Genesis Framework & StudioPress Themes Free When You Sign Up for a 90-Day Engine 2.0!

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Get superior content marketing education so you can build a remarkable online presence.

[Get Free Training](#)



What's conversion?

Conversion - Turn visitors to customers!

Clean design with more white space and bigger fonts. Split test (A/B testing) with design varieties.

Right Landing pages Call to action (CTA) buttons/text

Implementing right technology such as instant chat, AI chatbots, Exit intent pop up with offers / discounts

Creating right lead magnets (E.g. Download Free ebooks, Risk Free Trial with no credit card)

Use social proof & trust factors / reviews/

Push notification, Email automation , Marketing Automation etc

EXAMPLES OF CONVERSION RATE OPTIMIZATION

Do you want more leads, branding & a better

Get your instant website audit report free here

These are lead funnels


ANALYZE WEBSITE

CONTACT US

leads, better
ea
better ROI?

These are lead funnels

Hi! How can we help you?

Biprab Das  Got you?

Chat Now

CONTACT US

SEVEN BOATS®
Sales & Service
www.7boats.com

Boats Information Pvt. Ltd.

Optimize For Sales, Not Just Clicks
There's an easier way to create ads that are specifically designed to help you sell more items online. You'll see the impact on sales and revenue.

Get Started



This is a lead funnel

Send Message

Seven Boats Service Enquiry

Please contact us using the form below or email us directly at info@7boats.com

* Required

Email address *

Your email

This is a lead funnel

Name *

Enter your full name

Your answer

Phone Number *

Enter your contact number along with country and area code

Your answer

els and steps of grabbing the attention, getting the traffic
ing to business, retaining traffic & improving brand exposure
with measurable KPIs & reporting at each level.

This is a lead funnel

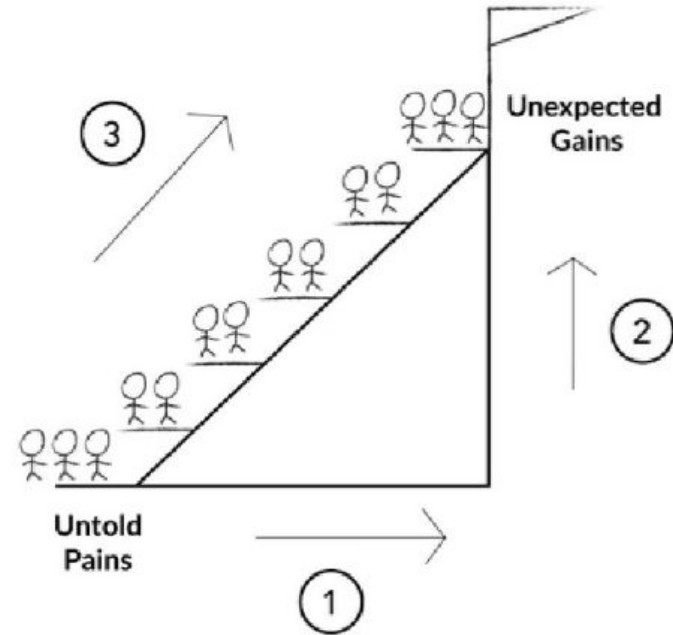
GET A FREE CONSULTATION

The Storytelling Story Triangle theory

Rule 1 - Craft an offer or content with unique value that solves your customer's problem

Rule 2 - Tell stories your customer want to hear and make them buy your product or service.

Rule 3 - The story triangle theory - Tell stories about untold pain or Unexpected gain or tell stories about how to get unexpected gain from untold pain.





What's Retention?

Retention - Keep your customers coming back!

Keep posting fresh articles / events /blogs

Send regular e-mailers / wishes.

Push notifications / Bulk SMS notification.

Online referral / loyalty /Customer reward program.

Offers / discounts (Big billion days)

Remarketing or Retargeting Ads. (Chase your visitors by showing your ads to them on other sites)



What's Optimization

Optimization - Improve user experience & measure results

Measure your KPIs (Key performance indicators) and re-validate your strategy with new innovation and experiment again. Use Google analytics, Facebook insights, Digital website audit tools.

KPIs -

- NUMBER OF LEADS GENERATED PER MONTH
- NO. OF ONLINE SALES PER MONTH
- WEBSITE ENGAGEMENT(HOW LONG PEOPLE ARE STAYING ON SITE, HOW MANY PAGES THEY VISIT, COMMENT OR NOT)
- SOCIAL ENGAGEMENT (LIKE, SHARE, COMMENT, VIEWS)
- KEYWORDS RANKING
- VOLUME OF TRAFFIC

Learning Summary

Digital Media Trend in India & Career Scope & Why digital marketing?

What is Digital Marketing? What is TG? What's Digital Mix?

Understanding POEM Model, E3 Model, Inverted Pyramid model, Inbound & Outbound Marketing.

Understanding AACRO model of Digital Marketing.

Importance of Content, Landing pages, understanding user intent, Conversion story triangle theory.

How to implement integrated digital marketing for any business. (In a summarized format)

Further Reading

1. Visit <https://www.7boats.com/academy/> and register. Check free courses & forum. Get online access to advanced online course on request.
2. Check few good tools of digital marketing here - <https://www.7boats.com/academy/tools/>
3. Read the book - Digital Marketing by Seema Gupta, IIM Bangalore & McGraw Hill Education
4. SEO industry news & learning - <https://www.alltop.com/seo>
5. Neil patel blog - <https://neilpatel.com/>

Connect with me

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Thank you :)