Digital Marketing Fundamentals
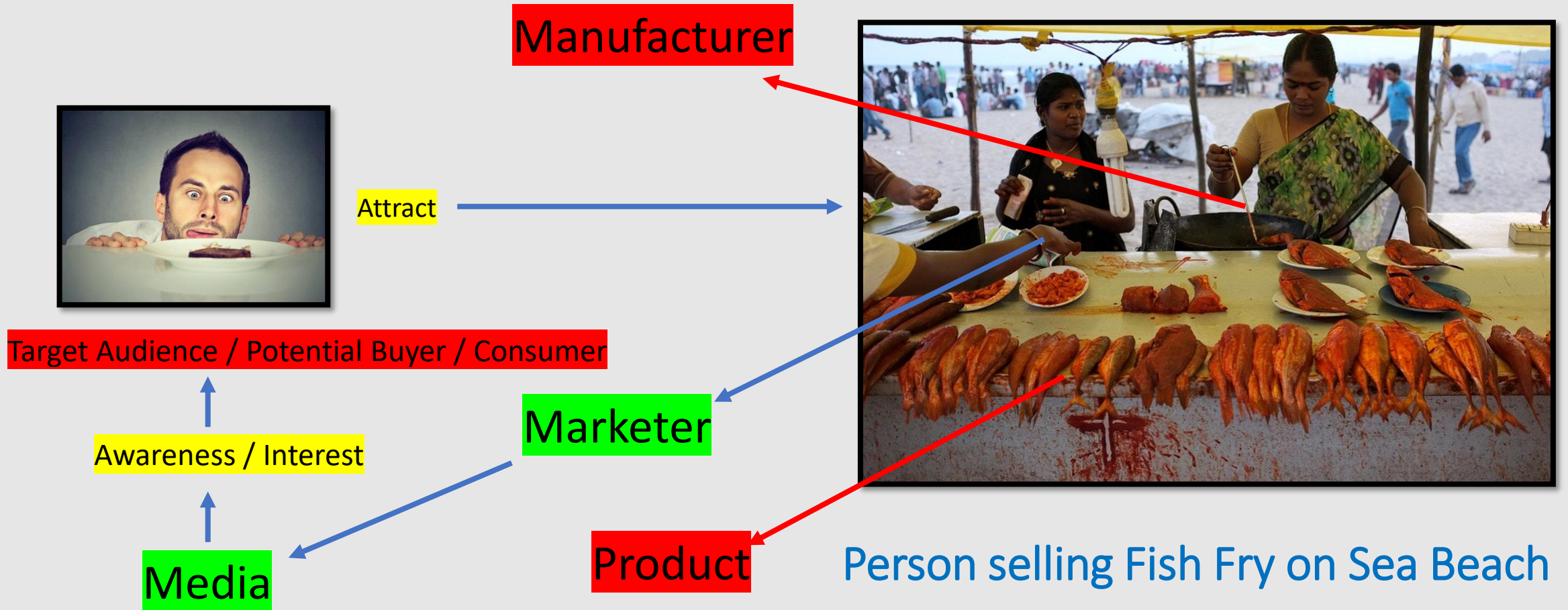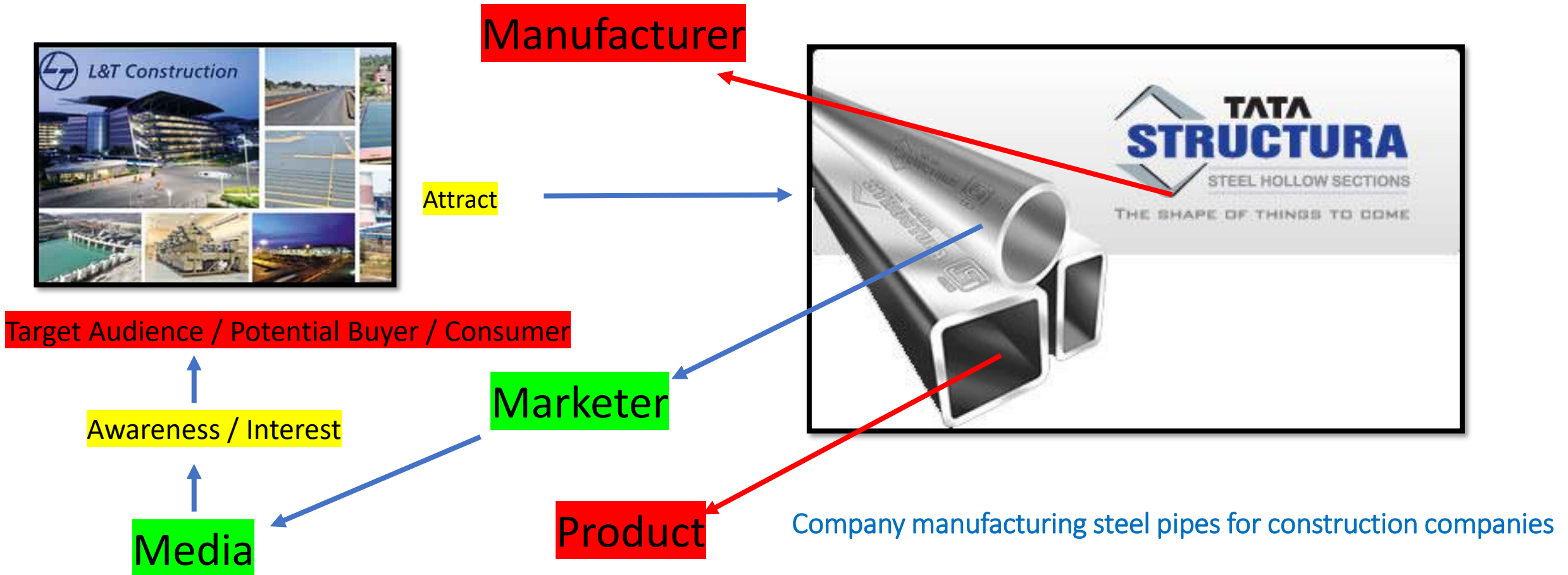
Example (Nature of Business – B2C)
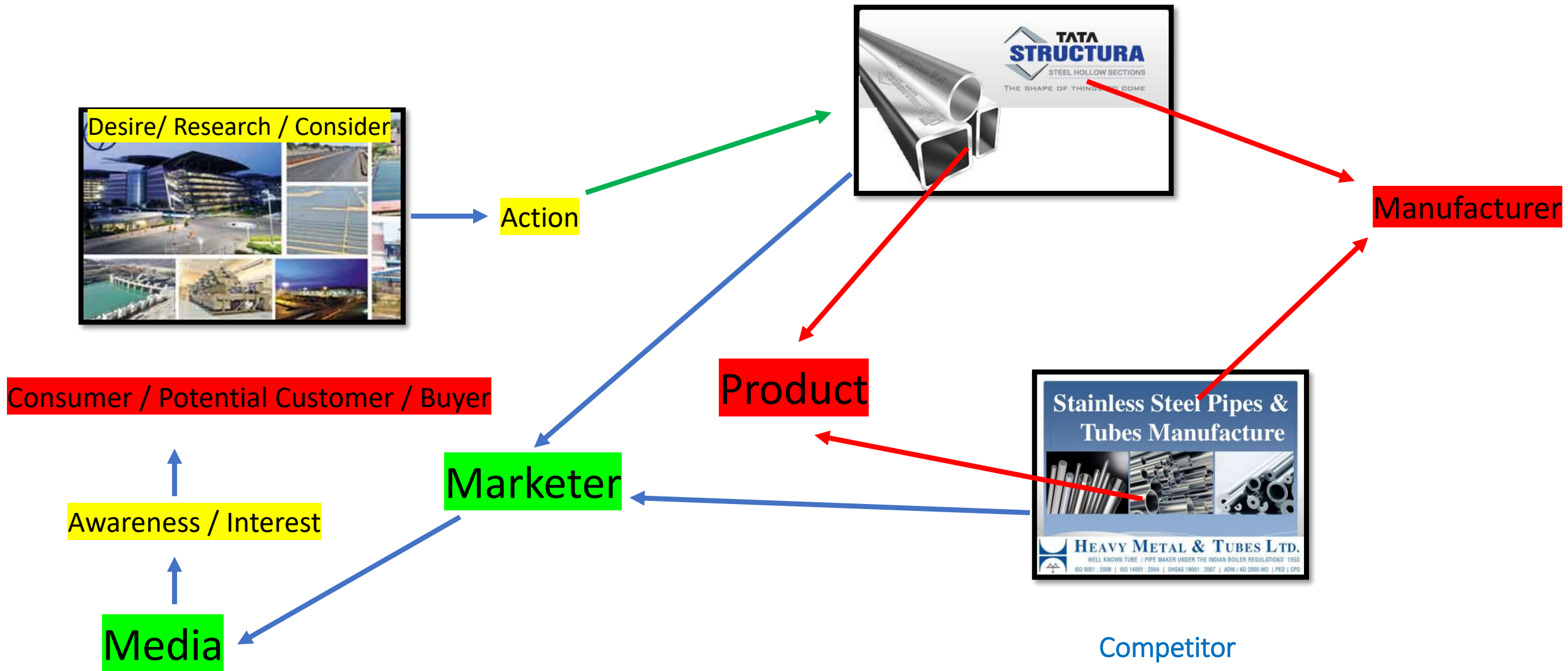
Manufacturer

Attract

Target Audience / Potential Buyer / Consumer

Marketer

Awareness / Interest

Media

Product

Person selling Fish Fry on Sea Beach

Example (Nature of Business – B2C)

Desire/ Research / Consider

Action

Person selling Fish Fry on Sea Beach

Manufacturer

Consumer / Potential Customer / Buyer

Product

Marketer

Awareness / Interest

Media

Competitor

Example (Nature of Business – B2B)

Manufacturer

Attract

Target Audience / Potential Buyer / Consumer

Awareness / Interest

Marketer

Media

Product

Company manufacturing steel pipes for construction companies

Example (Nature of Business – B2B)

Desire/ Research / Consider

Action

Manufacturer

Consumer / Potential Customer / Buyer

Product

Marketer

Awareness / Interest

Media

Competitor

Companies manufacturing steel pipes for construction companies

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

AIDA Model

- Awareness
- Interest
- Desire
- Action
- Sales
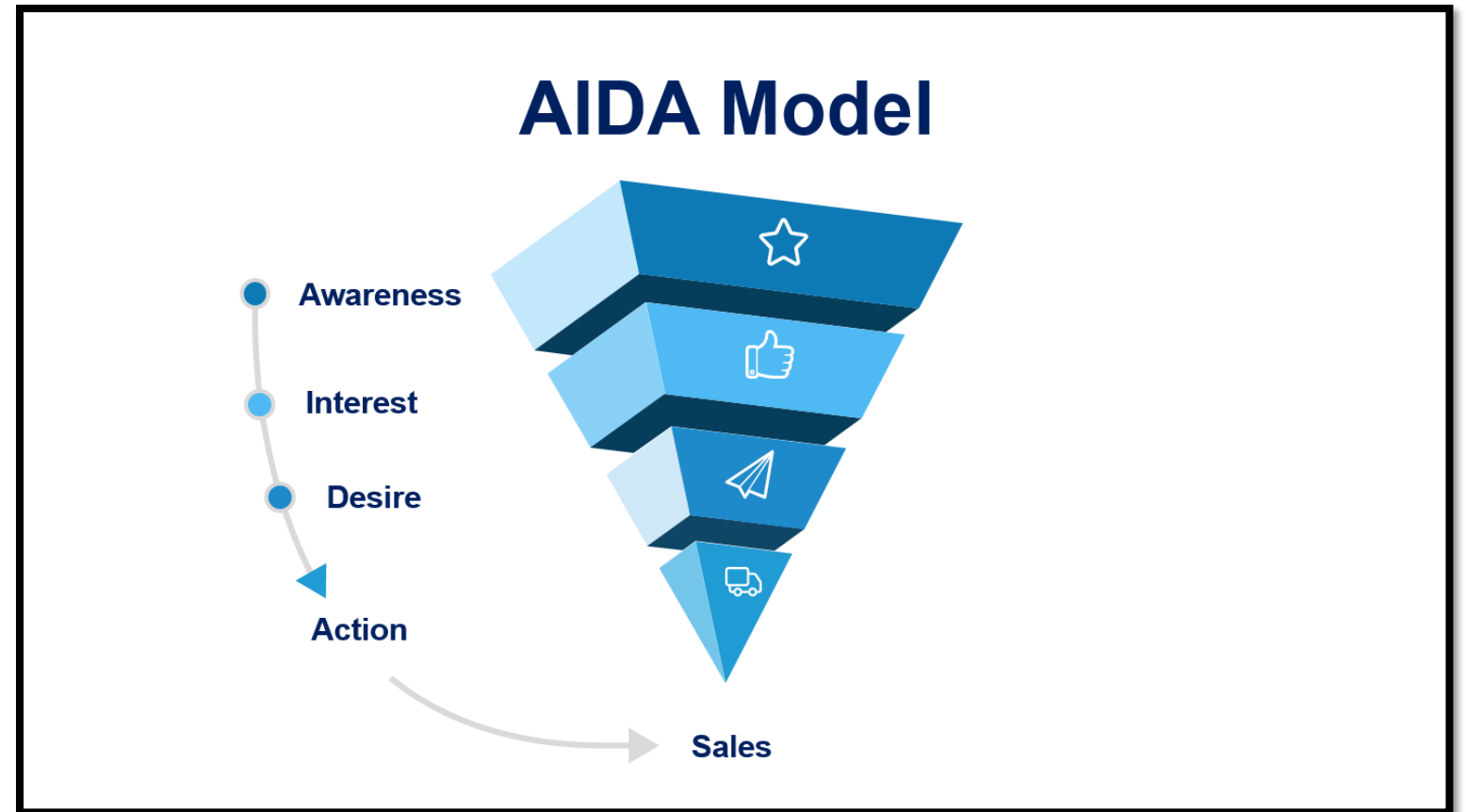
- The ROI Driven Digital Marketing Chemistry Any Business can Adopt for Lead & Branding -

AACRO^R Model

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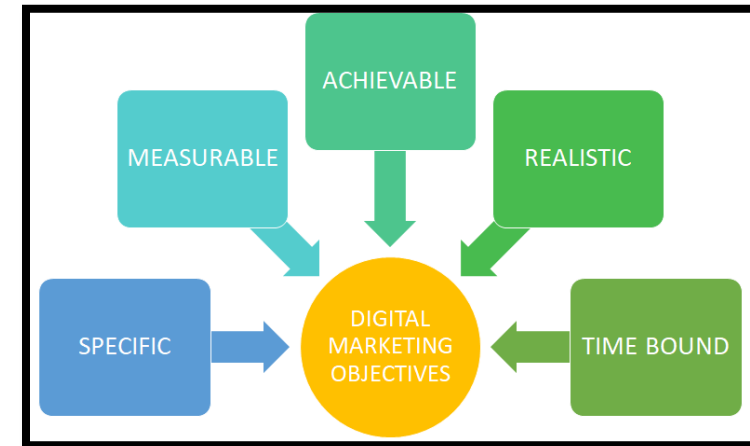
Bring Traffic to website
Engage audience with content
Draw action from Audience
Generate Leads
Online Sales
Time spend on website
Facebook Page Like

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
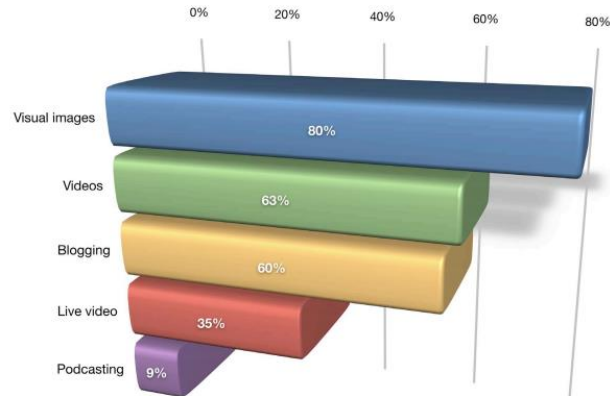- Push Notification

- 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.**

Types & Formats of Content

Commonly used types of content

Type	Percentage
Visual images	80%
Videos	63%
Blogging	60%
Live video	35%
Podcasting	9%

WORD content types

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

STATIC IMAGE content types

- 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 Curation
- 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 Game
- Helpful Application / Tool
- Opinion Post
- White Papers
- Vlog
- Videos
- Templates
- Surveys
- Slideshares
- Resources
- Quotes
- Quizzes
- Polls
- Podcasts
- Pinboards
- Photo Collage
- Original Research
- Press releases
- Photos
- Predictions
- User Generated Content
- Company News
- Timelines

Content Models & Strategy

- **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

Content Model & Strategy

- **Using stories / buyers persona to touch emotions, sentiments, nostalgia, vibes, impulse of target audience and drawing them to take action.**

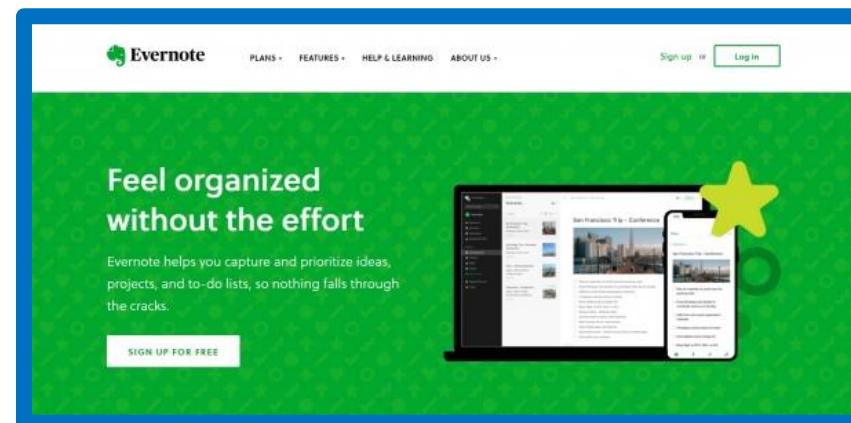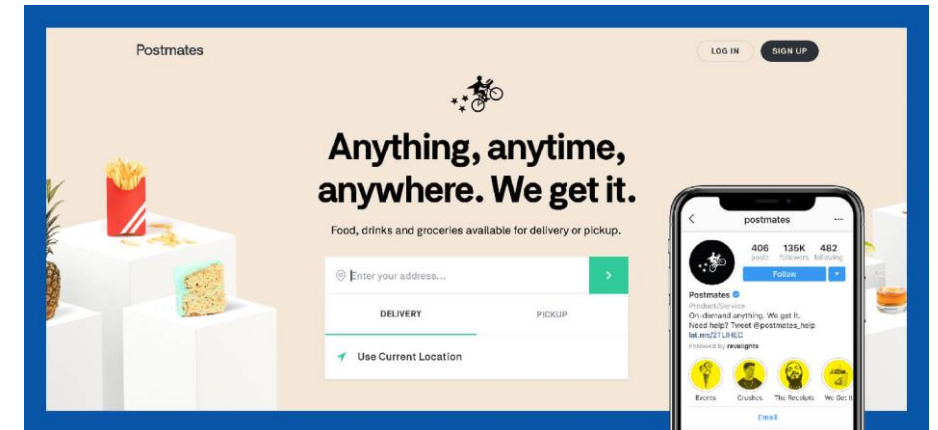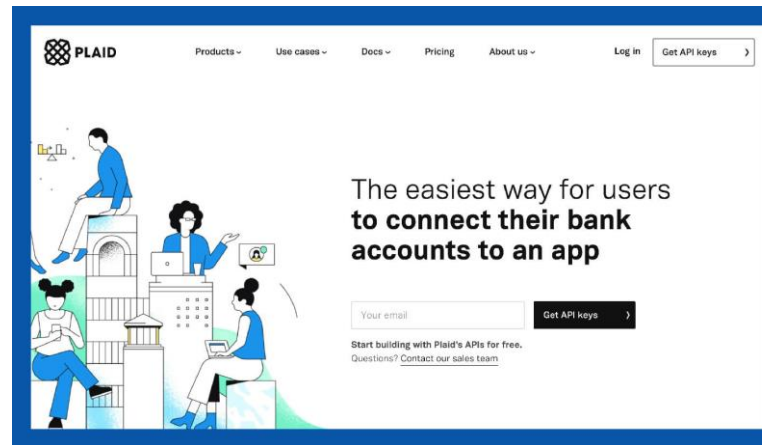- **This is Story Telling / Story Triangle Model of Digital Marketing**
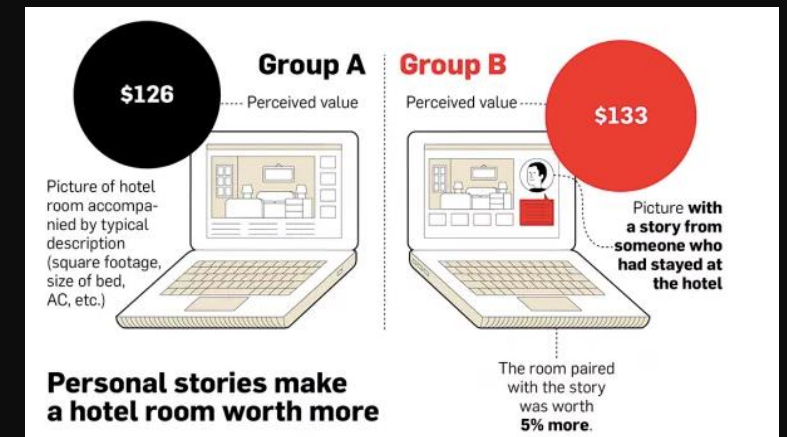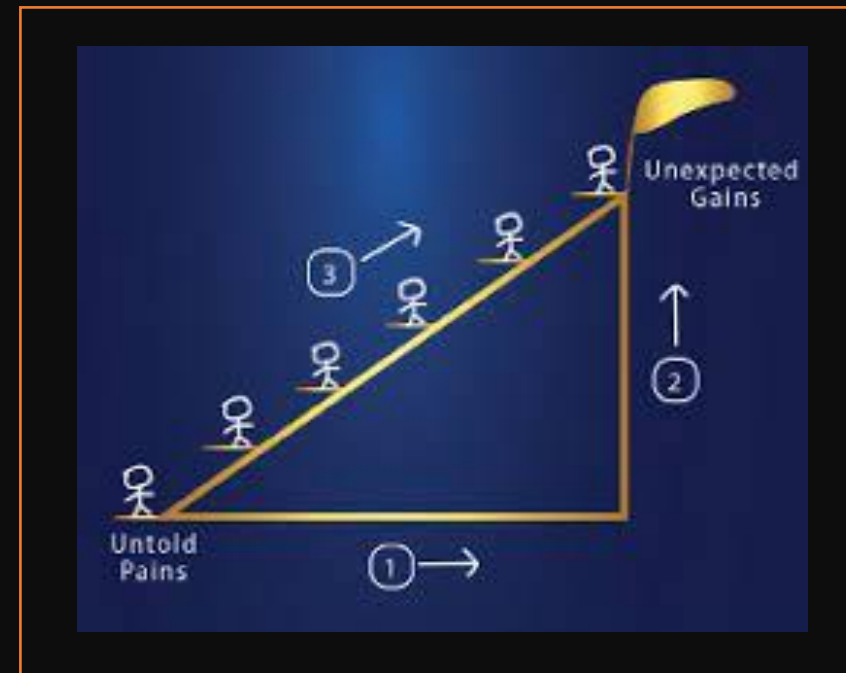
Other Content Models

- ➢ POP-POD Model – Point of Parity – Point of Difference Model

- ➢ FAB / Value Proposition Statement Model – Feature – Advantage – Benefits Model
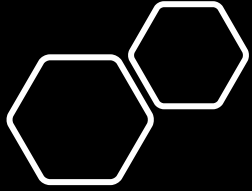
More Examples of Content Models
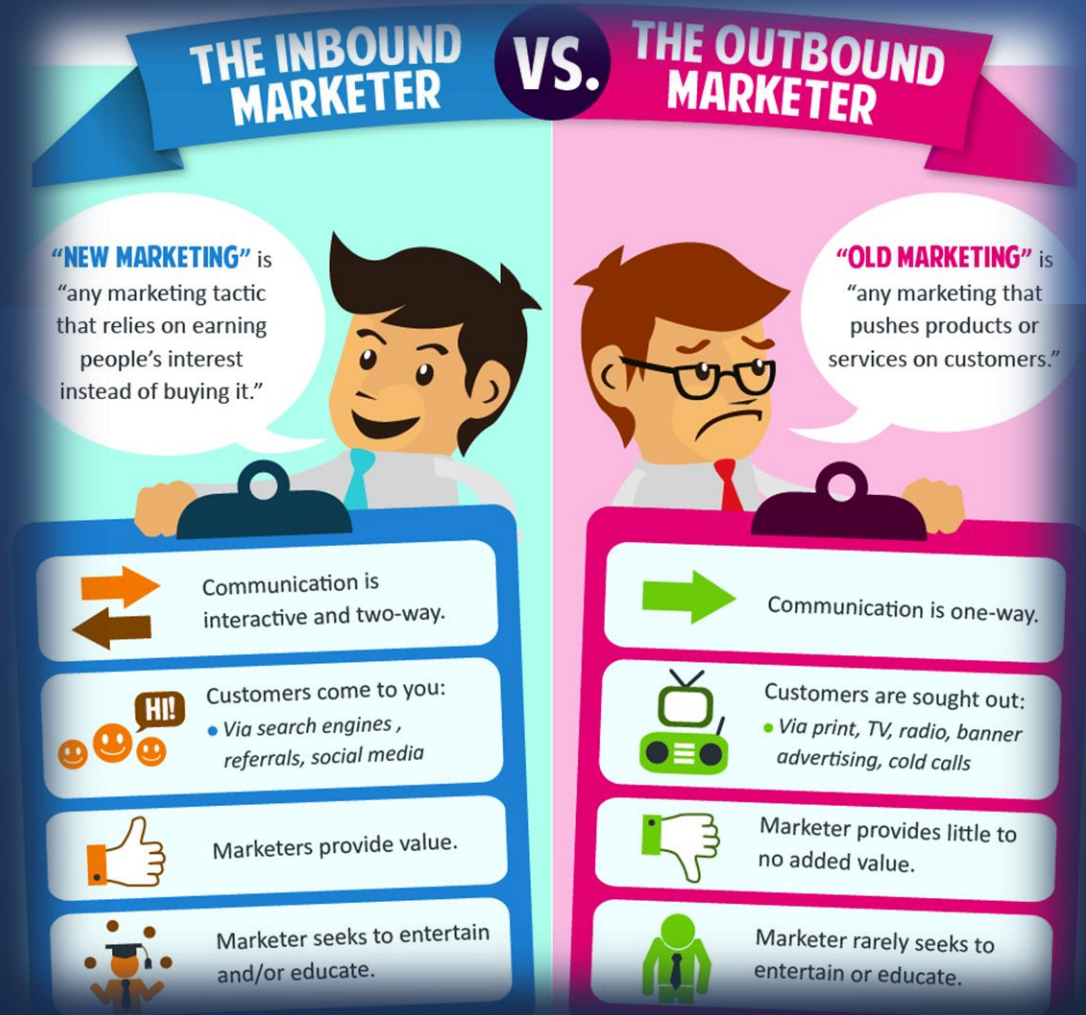
Some useful Digital Marketing tools & sites

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

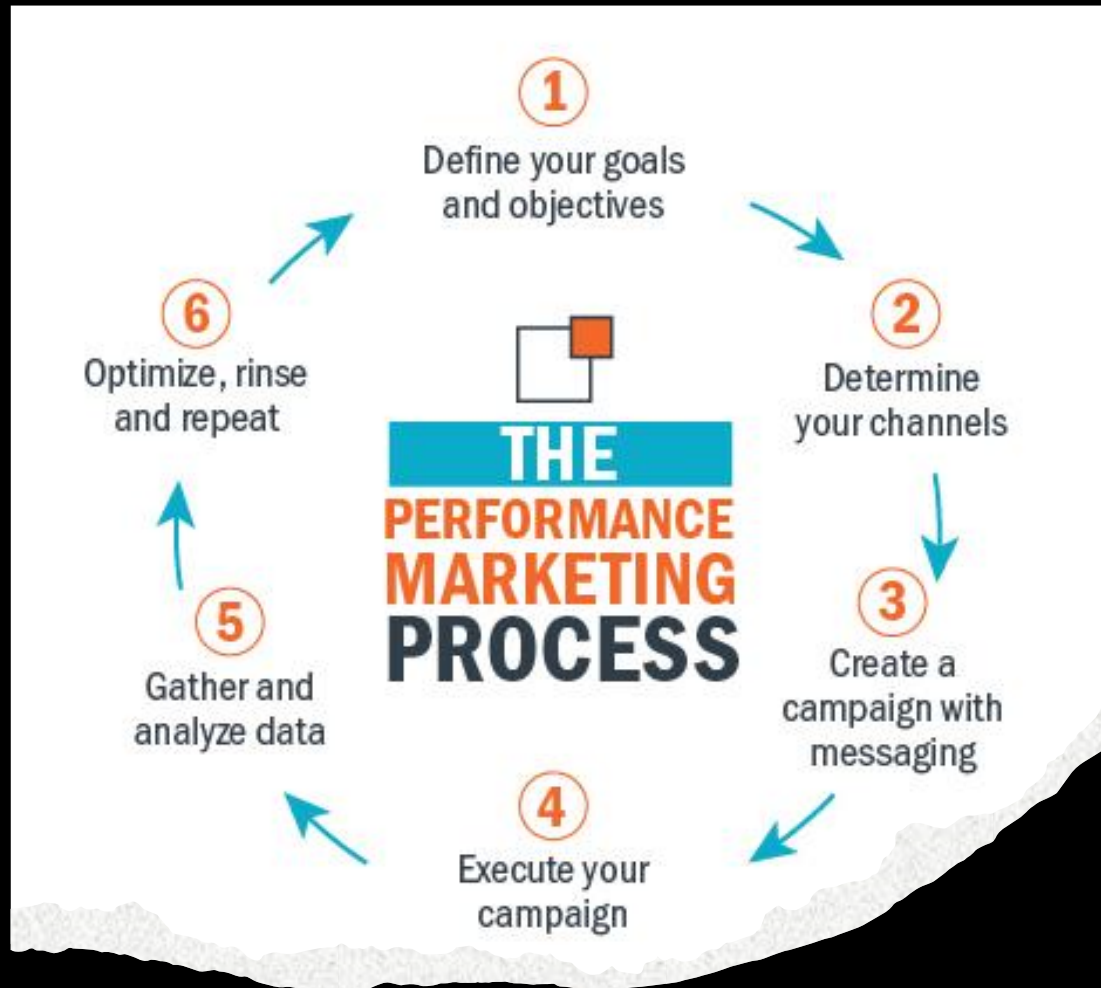- MOBILE & VOICE SEARCH

- 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

OUTBOUND MARKETING

Unsolicited Emails

TV, Radio, and Print Ads

Billboards & Outdoor Advertising

Pop-up Ads

Cold Calls

Trade Show Booths

Some Social Media Advertising

Banner & Display Ads

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.

INDIA Corporate Office: Unit 304, Diamond Arcade, Beside Diamond Plaza Mall near Nagerbazar, 1/72, Cal Jessore Road, Shyamnagar Bus Stop, Kolkata - 700055, West Bengal, India

Direction: https://goo.gl/maps/RLoSThTPNxK2

Website: https://www.7boats.com / https://www.7boats.com/academy/
Email: info@7boats.com
Call (Head Office Kolkata): 033 4064 7085, +91 9674937499, +91 8017049042, +91 9883109664

Presented by: