



# Digital Marketing Fundamentals

# Why Digital Marketing?

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

# 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 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 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 specific to your industry, business nature & locations
- **Devices used** - desktop, laptop, mobile, tablet with internet connection

# What to do first?

- Understand the business / products
- Understand the Target group (Audience demography, Location, Interest, Socio-Economic Status).
- Study competitors
- Take note

# What's next?

## Understand POEM model

**P**aid, **O**wned, **E**arned **M**edia

# 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

Apply **organic or pull marketing techniques** like

- **Search Engine Optimization (SEO)** - Ranking at top slots of search pages
- **Social Media Optimization (SMO)** - Making FB page/profile, inviting friends, commenting, engaging)
- **Content Marketing (CM)** - 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.

# Understanding & Preparing **Digital Media Mix (DMM)**

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 of Creating DMM: A Jewellery Shop

- 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
- sending whatsapp broadcasts
- sponsoring online CSR activities
- creating useful mobile apps
- applying AR/VR techniques (360 degree virtual view of jewellery)

# **Class Assignment:**

**Create Digital Media Mix for a homemade bakery that manufactures chocolates, cakes and muffins**

# What to do after you know POEM & DMM?

Implement your Digital marketing mix in 5-stage **AACRO** model of Digital Marketing, which 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.

**A** - Activation

**A** - Acquisition

**C** - Conversion

**R** - Retention

**O** - Optimization

# 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.

# Acquisition - Get the right traffic/visitors!

- By posting regular good quality **content** & sharing them on various social platforms/other sites.
- Creating right **landing pages**.
- Applying digital mix by a balanced blend of pull & push marketing methods
  - SEO, SMO, CM, 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/](http://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 screenshot of a Facebook Business Page for "Seven Boats Info-System Pvt. Ltd." with several annotations in red text and arrows. The page layout includes a top navigation bar with a "Home" button and a list of menu items: Services, Reviews, Shop, Offers, Photos, Videos, Posts, Events, About, Community, Jobs, Info and Ads, and Tickets. The main content area features a business logo, two promotional banners, a cartoon illustration, and a post creation section. The annotations are: "Business Logo" pointing to the logo; "This is a Facebook Business Page" pointing to the cartoon illustration; and "People Like this page here to follow" pointing to the "Following" button. The cartoon illustration depicts a man on a sinking boat labeled "BUSINESS" shouting "HELP", while another man on a sailboat labeled "SEVEN BOATS" offers assistance with the text "Just hold my hand".

**SEVEN BOATS**  
Sail on it. Grow with it.  
www.7boats.com

Seven Boats Info-System Pvt. Ltd.  
@7boats

Home

Services

Reviews

Shop

Offers

Photos

Videos

Posts

Events

About

Community

Jobs

Info and Ads

Tickets

**Making Page Management Easier**  
Now you can create posts, boost posts and see business notifications from your Page and in Business Manager. If you prefer to only do these in Business Manager, you can change your Business Info Settings.

**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](#)

**HELP**

**Just hold my hand**

**SEVEN BOATS**

**BUSINESS**

**This is a Facebook Business Page**

**People Like this page here to follow**

Liked Following Share ...

[Send Message](#)

Create Post Photo Album Live Video

Write a post...

4.9 out of 5 · Based on the opinion of 66 people

# EXAMPLES OF ONLINE PAID ADVERTISING

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

**Ad** [www.carpages.ca/shop-now](http://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/](http://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

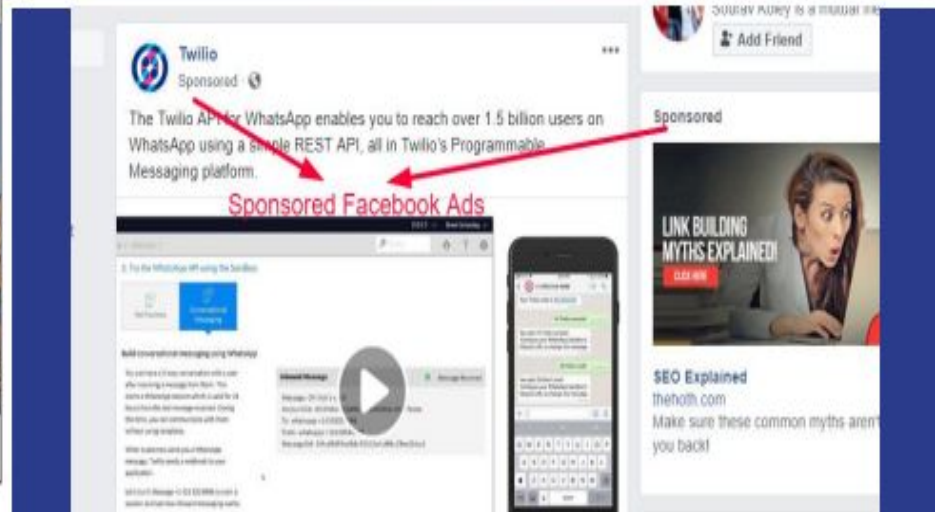
axy S8

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 includes **Text, PDF, PPT, Docs, Podcast, Videos, Images** etc. relevant to your users' search intent

E3 Formula & Inverted pyramid approach to apply.

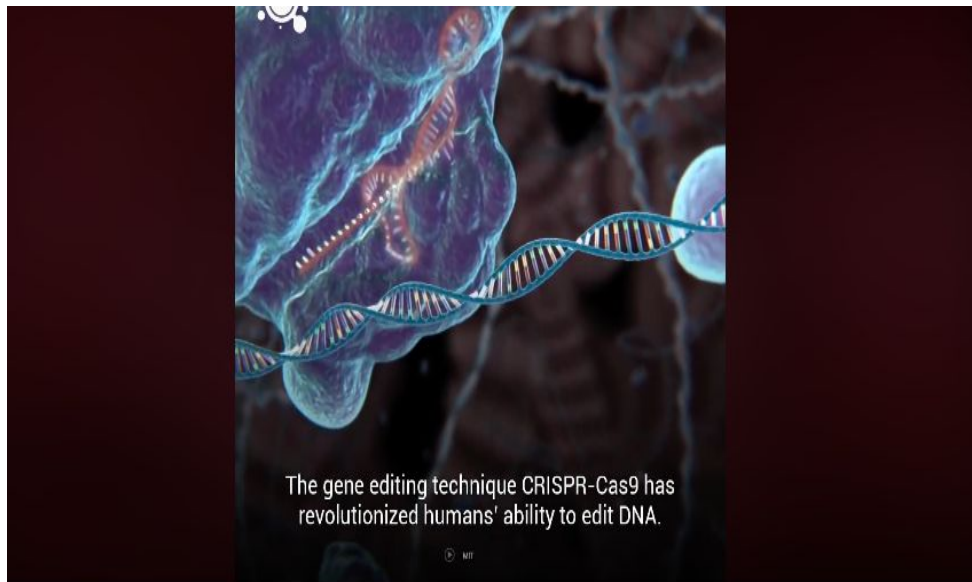
What's **E3** formula?

**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 Era of Designer Babies

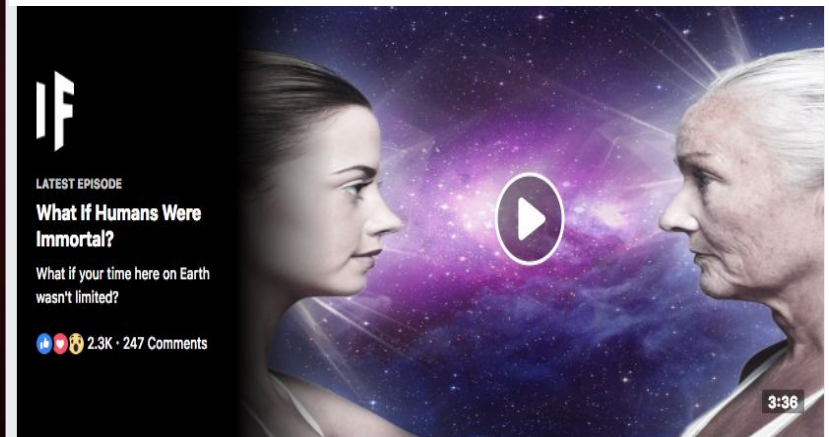
 **Hashem Al-Ghaili**

 Like  Comment  Share  ...

   5K 480 Comments 15,541 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

 Follow

  Share ...

# What's Landing Page & what you need to do?

Landing page is the important page where your users land!

- **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?
- Trust building factors (highlight benefits, testimonials, news cut, ratings/reviews)
- Great content covering the user intention in details along with proper blend of keywords
- Big Call To Action (CTA) button & lead capture form
- Interlinking to other important pages of your website

# Few Examples

Grow your website traffic:  [ANALYZE](#)

NEILPATEL | IN

## 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.

[ANALYZE WEBSITE](#)

Infosys

Careers Investors Navigate your next

Where will your digital transformation take you?

EXCLUSIVE REPORT

STUDIOPRESS

Create a Site Shop for Themes Genesis Framework My StudioPress

## StudioPress Helps You Build Amazing WordPress Sites

Get the Genesis Framework & StudioPress Themes Free When You Sign Up for a WP Engine Plan

All-In-One Package

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Premium Themes

[Shop for Themes](#)

Genesis Framework

[Get Genesis](#)

copyblogger | with that work

Blog Education Hire a Writer About My Account

BUILD YOUR ONLINE AUTHORITY WITH

## Powerfully Effective Content Marketing

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

[Get Free Training](#)

# 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

These are lead funnels

Hi! How can we help you?

Biprab Das [@notyou?](#)

Chat Now

CONTACT US

SEVEN BOATS®  
Get on it. Grow with it.  
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](#)

**HELP**

**Just hold my hand**

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](mailto: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 coming to business, retaining traffic & improving brand exposure with measurable KPIs & reporting at each level.

This is a lead funnel

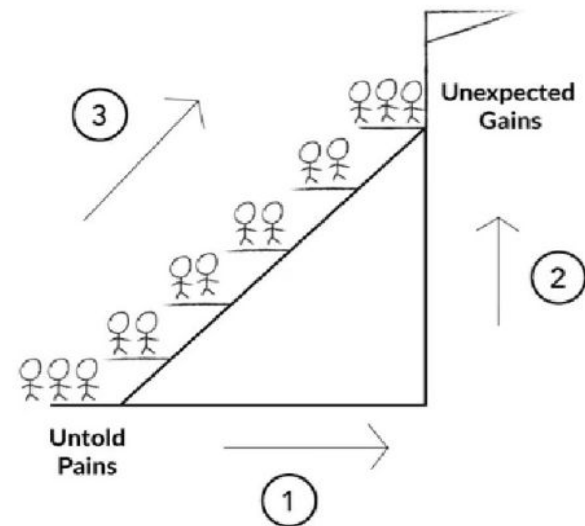
GET A FREE CONSULTATION

# 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 .

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.



# 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 (e.g.: Big billion days)
- Remarketing or Retargeting Ads. (Chase your visitors by showing your ads to them on other sites)

# 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. Probable KPIs are:

- Number of leads generated per month
- Number 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
- Why and what is digital marketing?
- Understanding POEM Model
- What is Digital Media Mix?
- How to implement integrated digital marketing for any business (in a summarized format)
- Understanding AACRO model of Digital Marketing.
- Importance of Content - E3 Model & Inverted Pyramid approach
- Understanding Landing pages – 3 sec litmus test
- Understanding user intent
- Conversion story triangle theory
- Inbound & Outbound Marketing
- Measuring KPIs

# Further Reading

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