

# Digital Marketing

Dr. Neha Bhardwaj



# Population

# 1,380,000,000

**Internet population**

# 749,342,381

**Internet penetration**

# 54.3%

<https://www.unfpa.org/data/world-population-dashboard> - 2020

<https://www.internetworldstats.com/asia.htm> - December 2020

# Search engine market shares



Google

98.9%



Bing

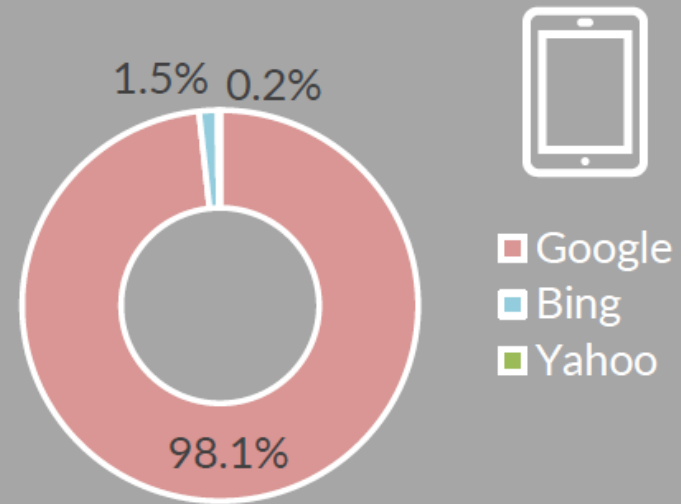
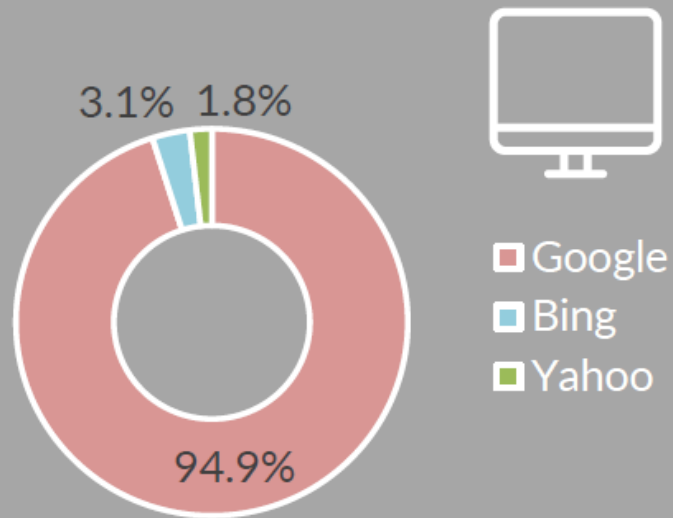
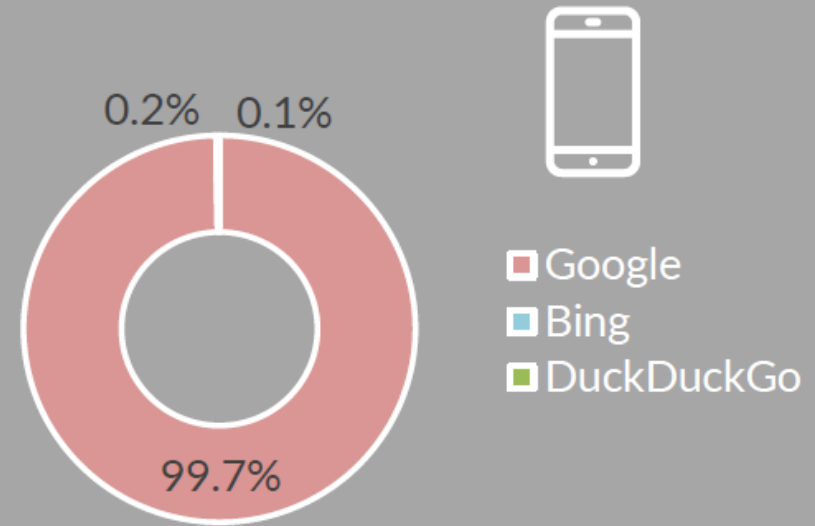
0.7%



Yahoo

0.3%

# Search engine market shares by **device**





## Social network penetration rates



Facebook

76%



Instagram

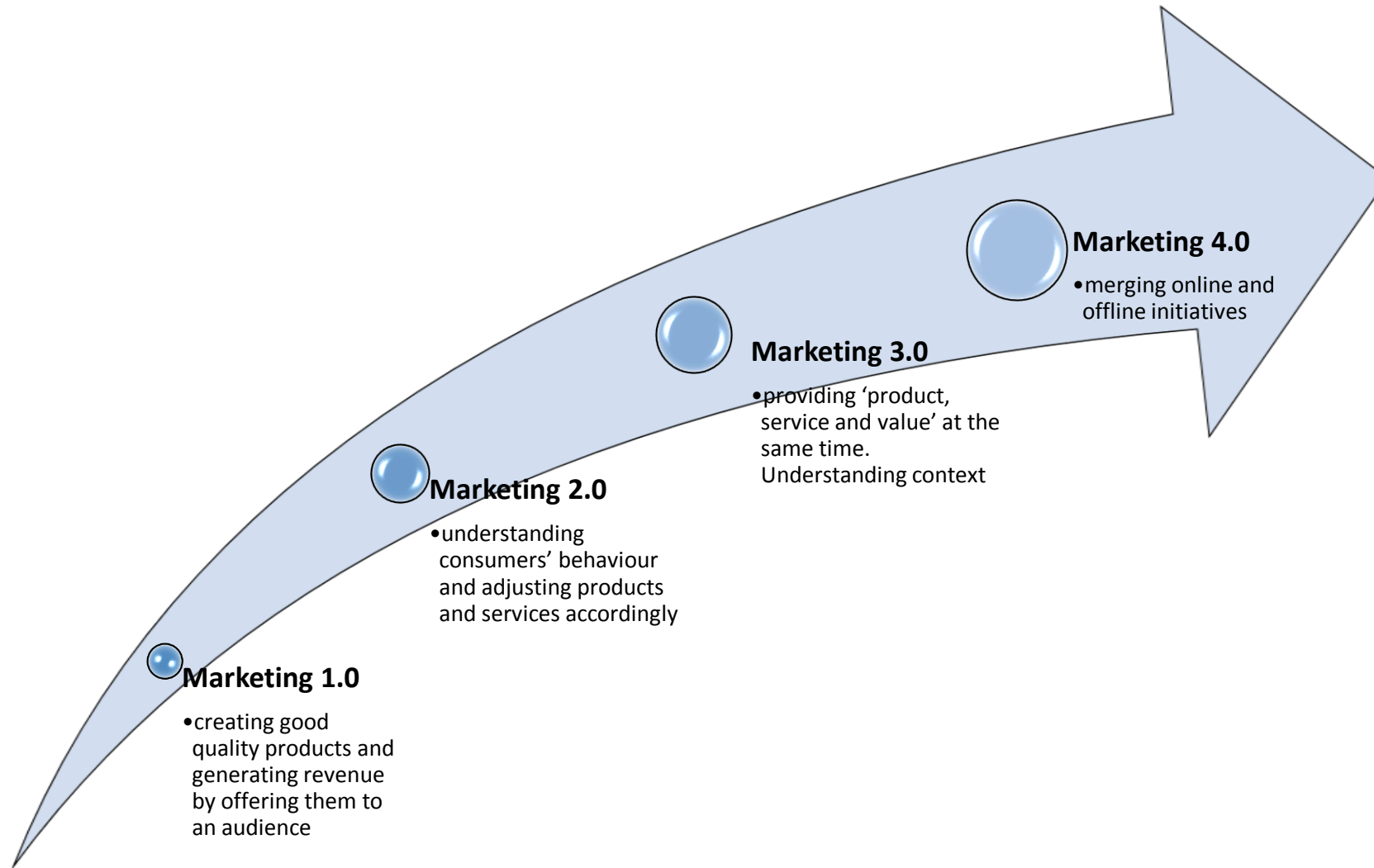
71%



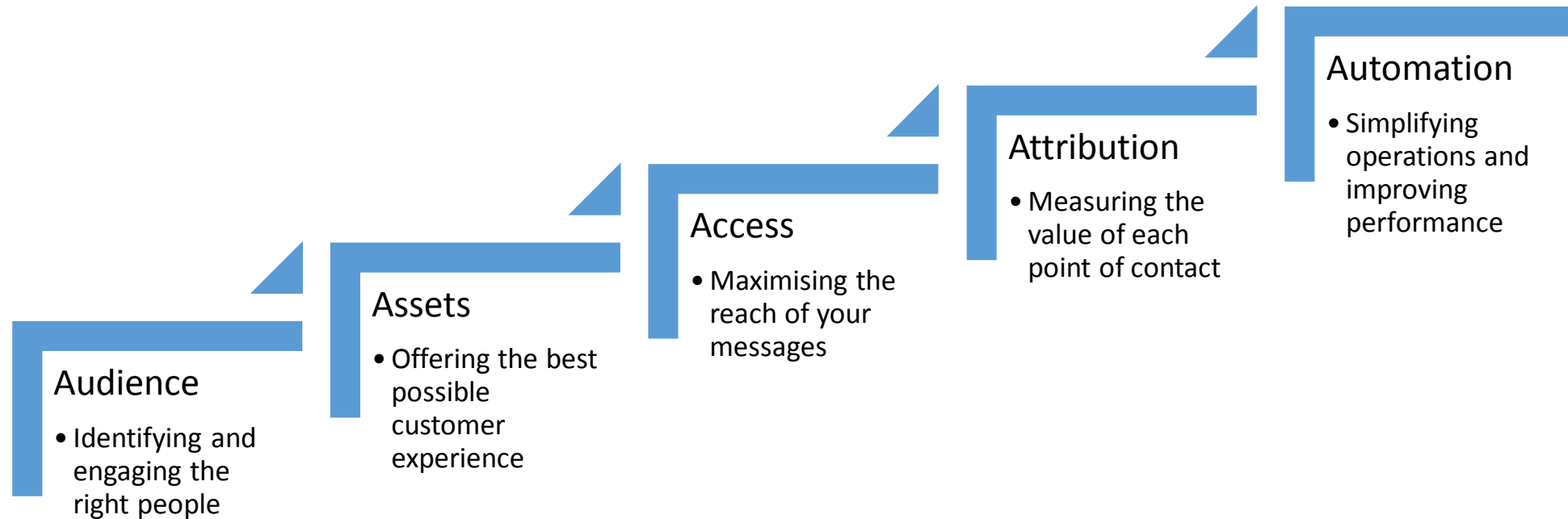
Twitter

51%

# Evolution of Marketing



# 5A's of Marketing 4.0



# Digital is Changing !!!!

The digital landscape is continuously evolving

We are not where we were 5 years ago.....

And 5 years from now, we shall not be the same.....

<https://www.youtube.com/watch?v=KzRka1lpdb4>

# Digital Marketing

- Planned actions performed online to achieve specific business goals.

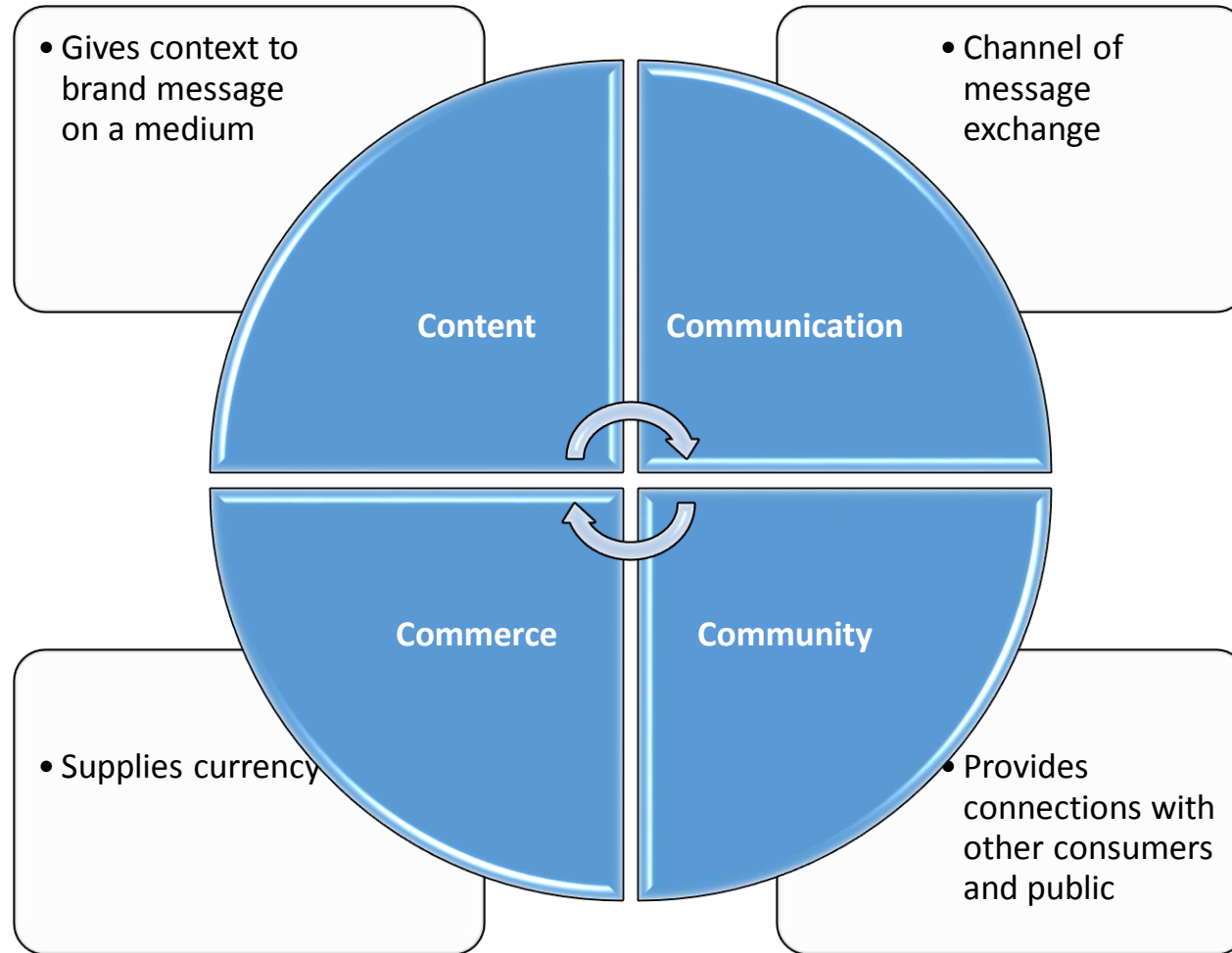
*performing consistent actions at the most suitable online channels to increase revenue and improve your audience.*

- enables marketers to connect directly with their audiences including prospects, customers, employees and other followers.

**NO!!!!**

a structure that includes all customer touchpoints, that integrates online, offline and omnichannel experiences, and empowers with a data-driven approach to identify and manage customer journeys.

# Pillars of Digital Marketing



## Content

Attracts targeted audience

Attracts search robots

Core Element of Digital Strategy

## Communication

One – to - Many

One – to – One

Many – to – Many

Emails, Messaging, Social Media

## Community

Platform for audiences to engage

Online forums, social media communities

## Commerce

Most shopping starts online

Amazon, Search Engines, Retailer's Websites

## 5 Types of Content

**Foundational:**  
Offer thought leadership

**FAQ:**  
Be the *BEST* answer

**Cyclical:**  
Provide regular servings

**Crowd Pleaser:**  
Attract broader audience

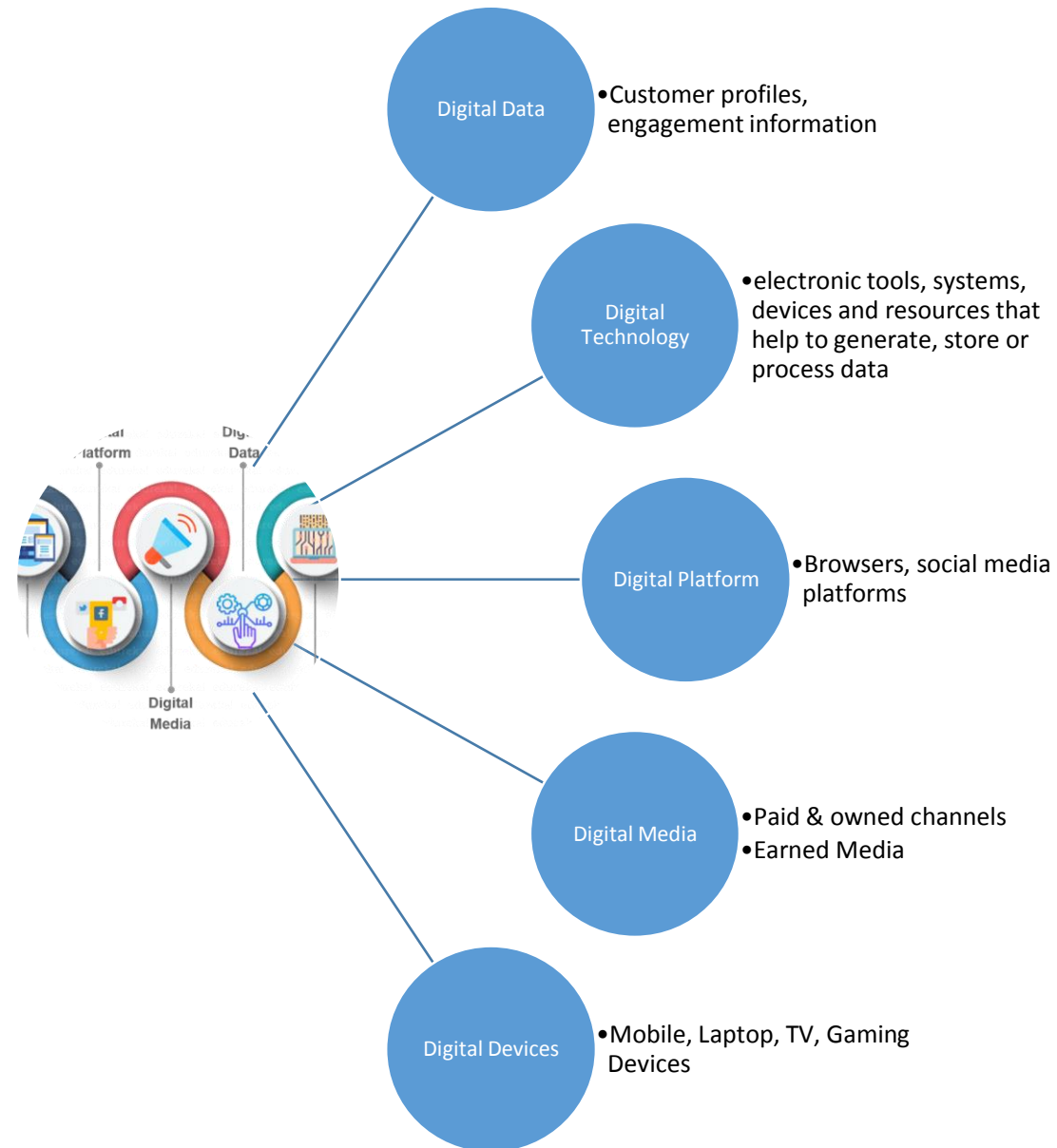
**Long Playing:**  
Stay top of mind

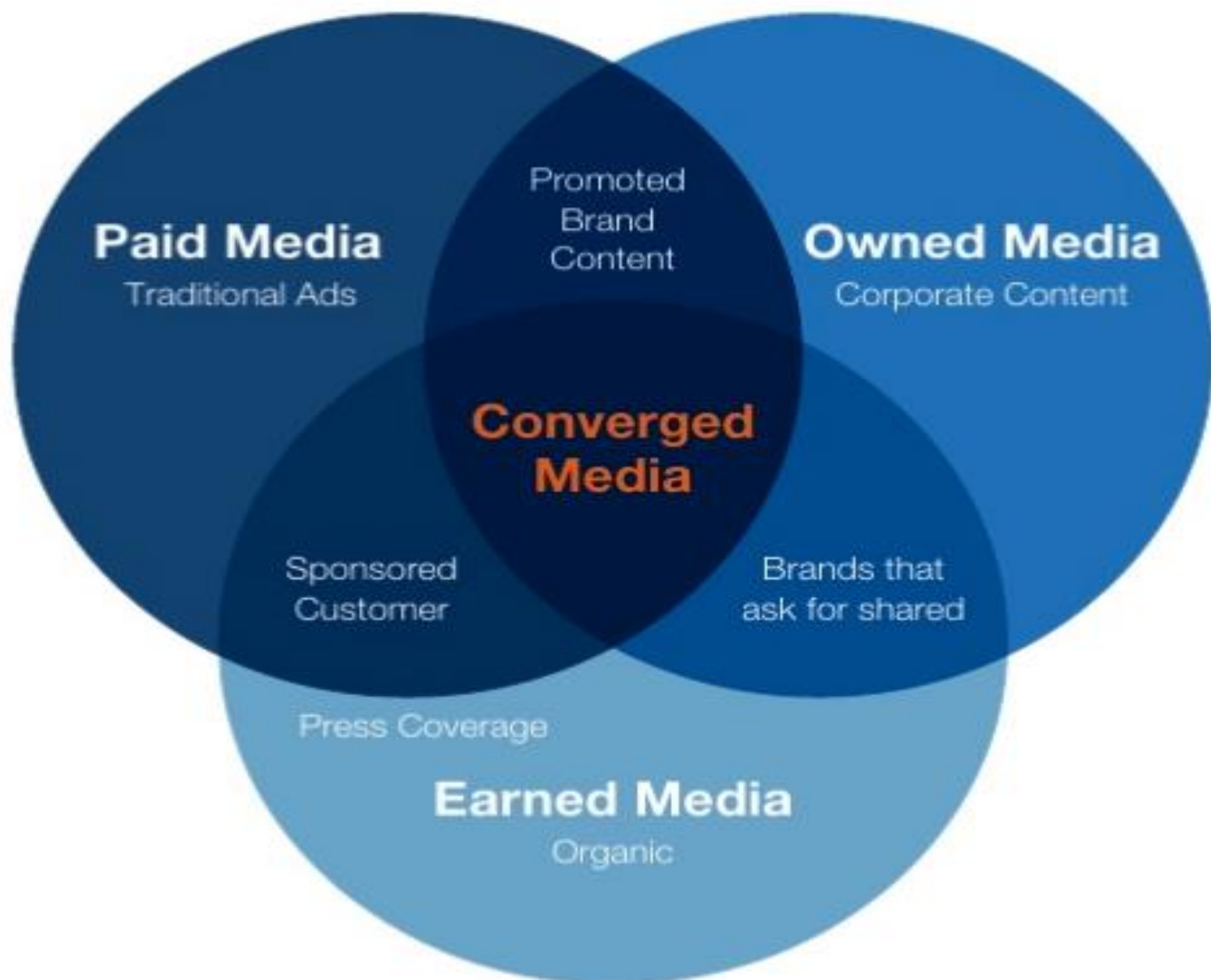
Source: <https://heidicohen.com/core-content-types/>

### Content Marketing Meets Purchase Process

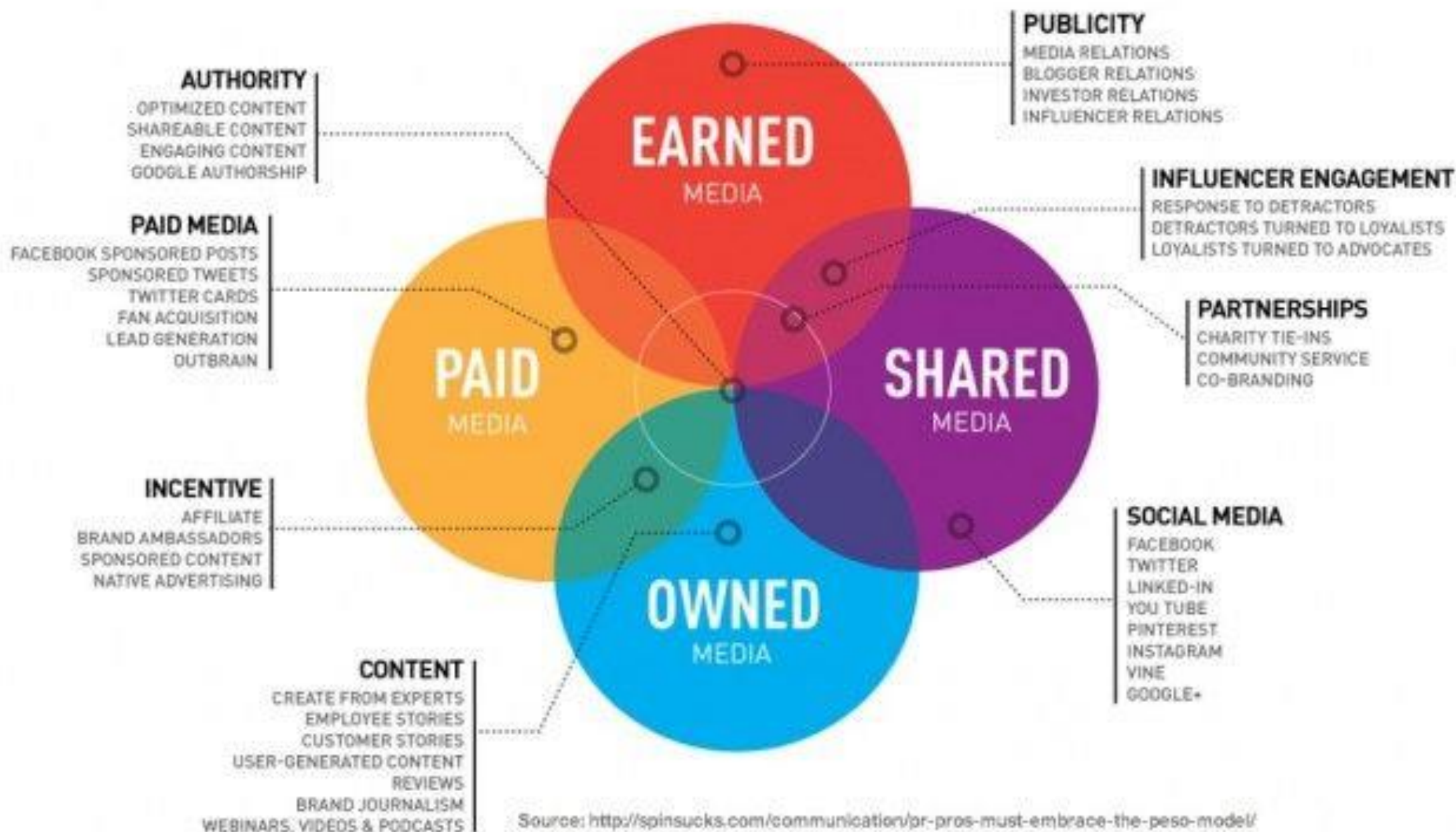
<b>Purchase Process</b>	<b>Research</b>	<b>Engage</b>	<b>Buy</b>	<b>Support</b>	<b>Advocate</b>
<b>Marketer Goal</b>	Enter consideration set	Build relationship; Persuade to buy	Convert/ Purchase	Continue relationship; Repurchase	Positive WOM; Loyal customers
<b>Customer Objective</b>	Collect info	Assess options; Get more info	Determine specifics; Decide	Improve product use; Returns	Share experience
<b>Information</b>	Product specifics; Co info; How to; Instructions/ recipes; History; Entertain	Reviews; Deals; Product /brand details Customer questions; How to; Instructions/ recipes	Product/ brand details Customer questions Location; Price	Customer service; Returns; Product support; How to; Instructions Customer forums	Customer forums; Ratings; Reviews; Galleries; Entertain
<b>Format</b>	Networks, Boards, Blogs, Photos/ graphics, Videos, Audio, Reviews, eBooks, Twitter, Events, Social commerce	Networks, Boards, Blogs, Photos/ graphics, Videos, Audio, Reviews, eBooks, Twitter, Events, Social Commerce	Networks, Reviews, Twitter, Group coupons, Social Commerce	Networks, Boards, Blogs, Photos/ graphics, Videos, Twitter, Events	Networks, Boards, Blogs, Photos/ graphics, Videos, Reviews, Twitter, Events, Social Commerce

# 5Ds of Digital Marketing





# PESO Model: Paid, Earned, Shared and Owned Media



Source: <http://spinsucks.com/communication/pr-pros-must-embrace-the-peso-model/>

# Integrated Marketing

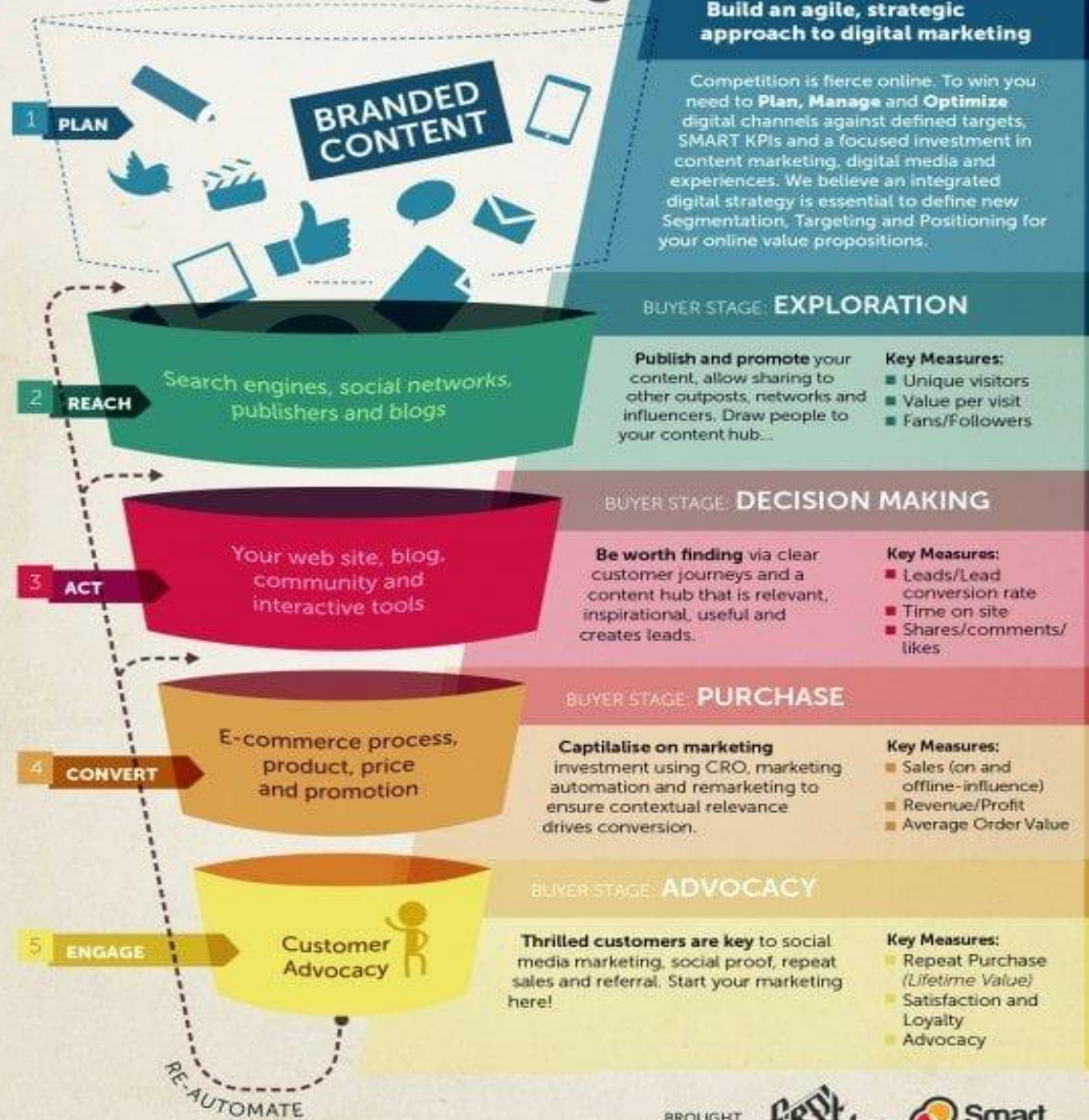
- integrate digital with offline, non-digital approaches

# RACE Framework

- Dr. David Chaffey
- strategic marketing template that informs marketers and managers about the function of digital and offline marketing activities in their customers' lifecycles

maps the online customer journey across all potential touchpoints, showing the scale and opportunity of all digital channels - more than just 'a website' or 'a Facebook page'

# The Smart Insights RACE Planning System for Digital Marketing



BROUGHT TO YOU BY



&



Customer Interactions and Value

REACH

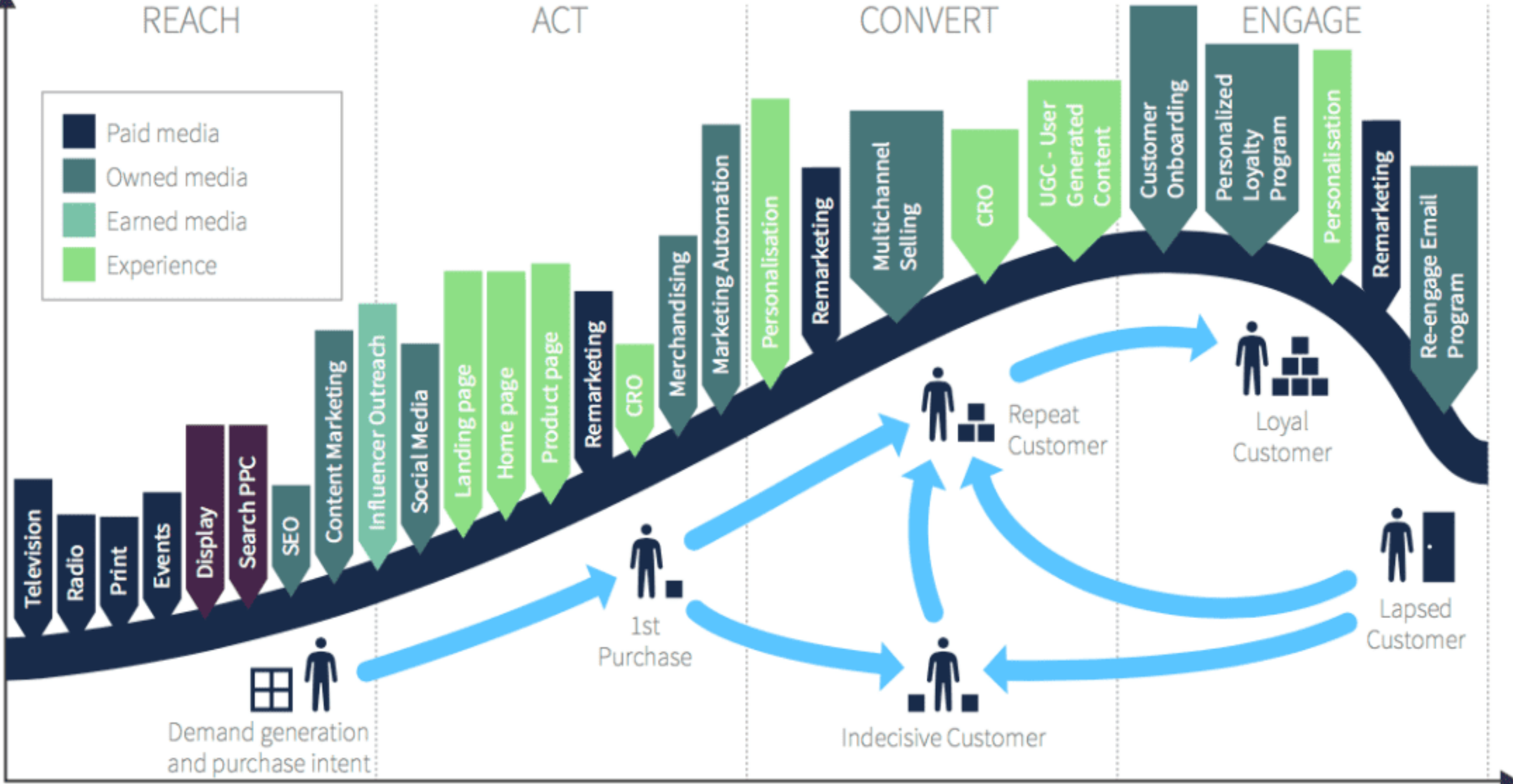
ACT

CONVERT

ENGAGE

Legend:

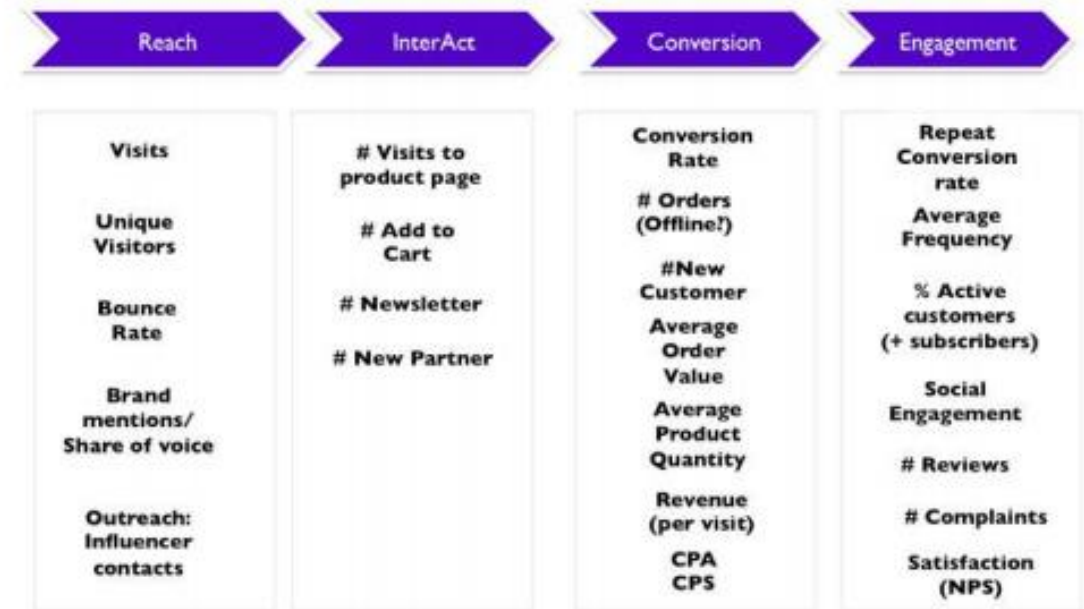
- Paid media
- Owned media
- Earned media
- Experience



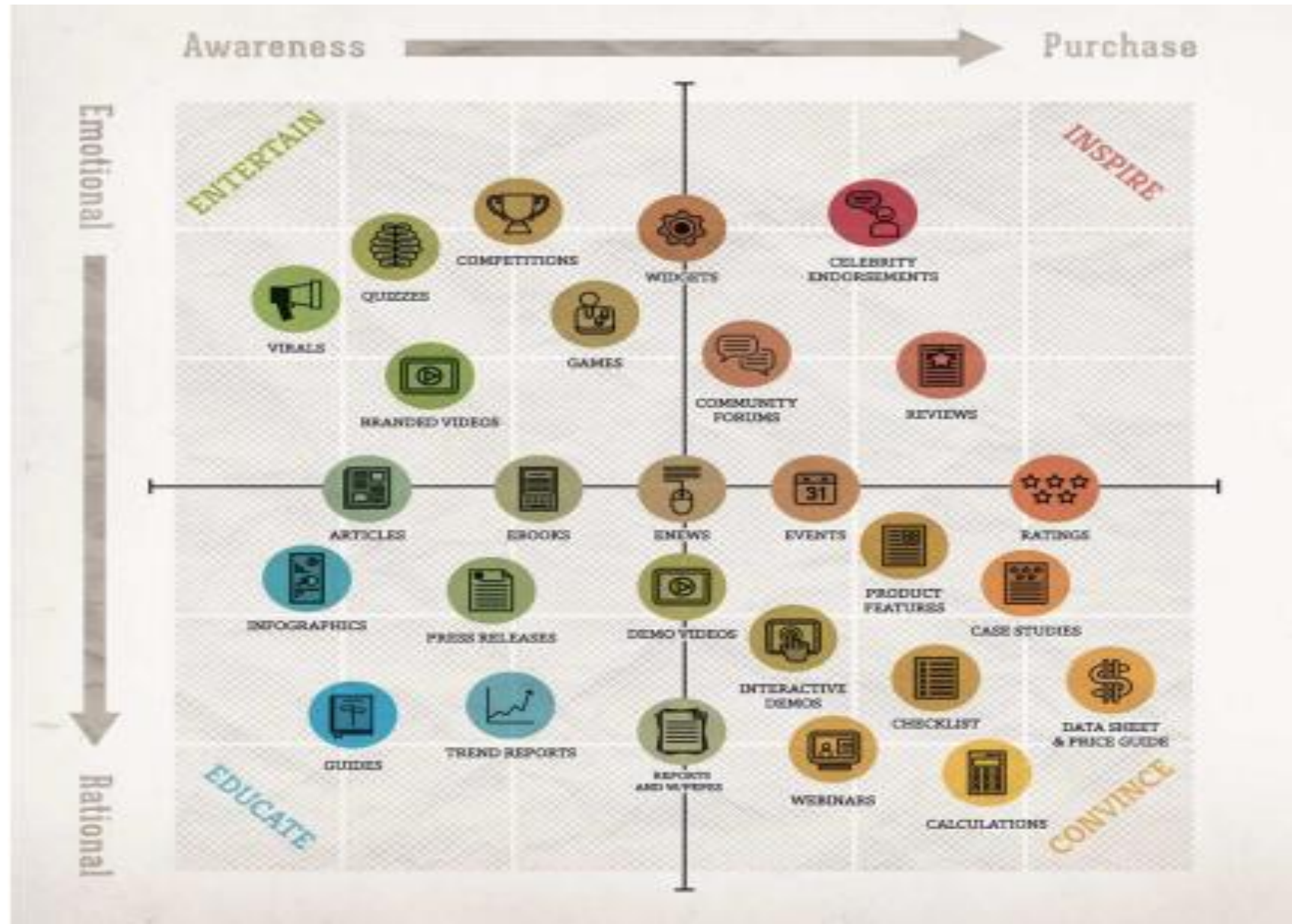
Time

# Planning Digital Marketing Strategy

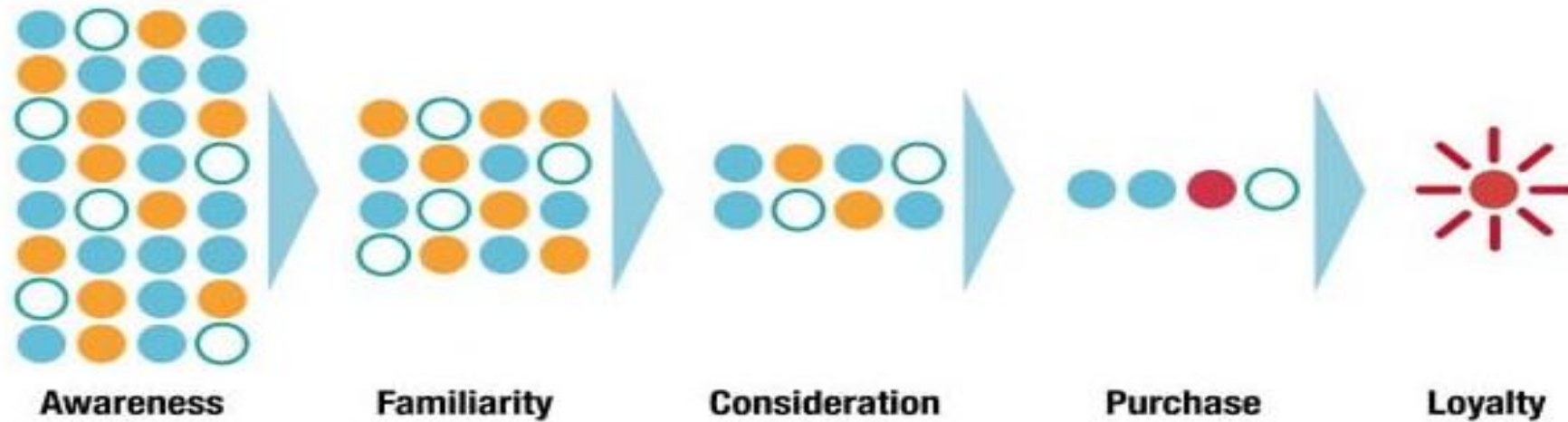
- Situation Analysis
  - Where are we now?
  - Customers, Market, Competition, Intermediaries, Potential Partners
- Objective Setting
  - Where do we want to be?
  - Useful, Actionable Objectives
- Strategy
  - How to achieve these goals?
  - STP, Marketing Mix
- Measure
  - KPIs

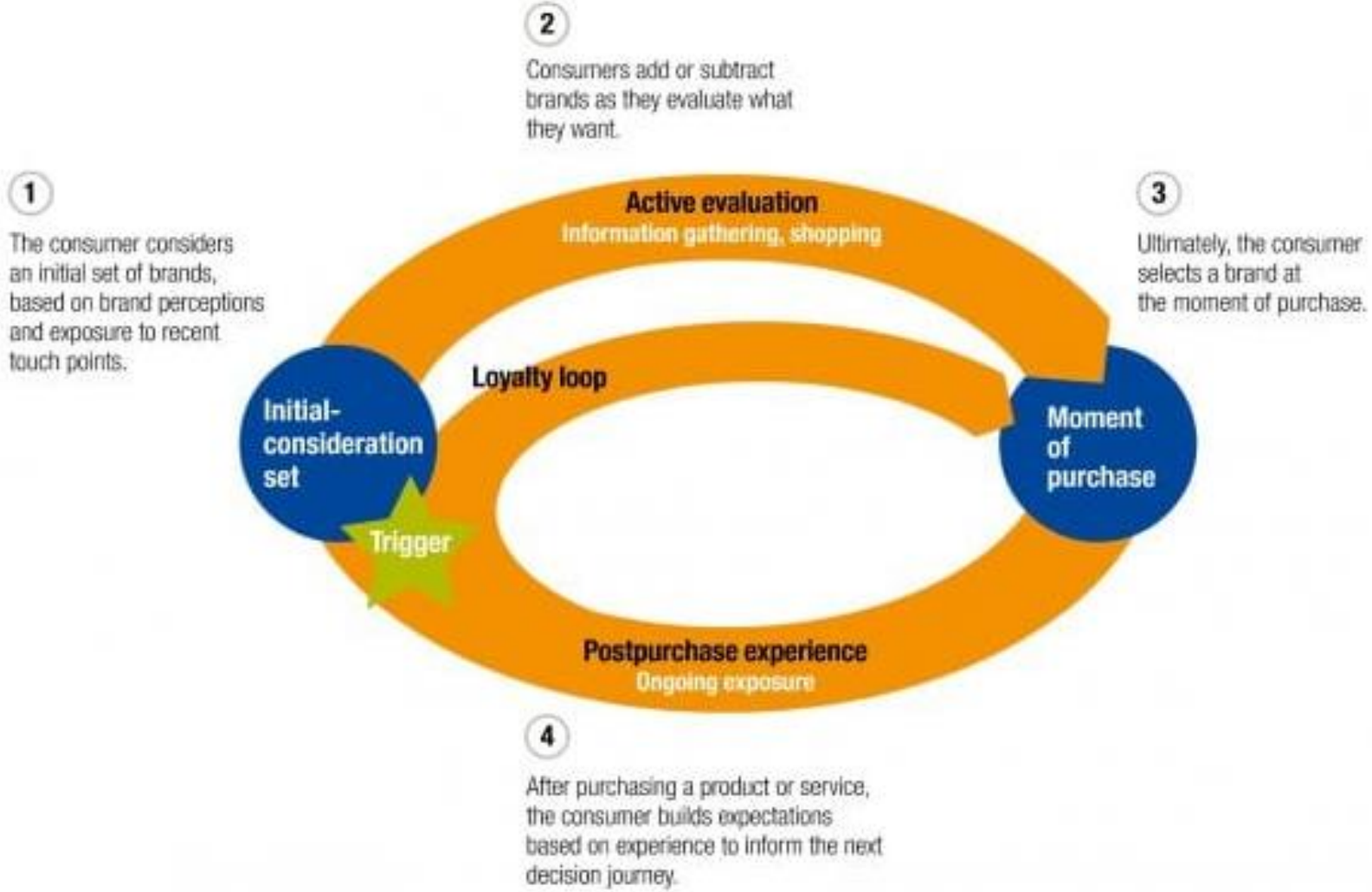


# Content Marketing Mix



# Consumer Decision Journey





## Align

- align resources with “where consumers spend their time.”
- “evaluate” and “advocate” stages become more significant

## Link

- ensure that every message about a product or service is consistent across every touch-point or channel.

## Lock

- “lock in” a customer’s attention
- allocating resources to content that engages the customer at every stage of their journey.

## Loop

- accommodate a process with a continuous loop
- mine data, use it to create valuable, relevant content, and then analyse consumer response.