

# Digital Marketing

What is your idea of ‘*Digital Marketing*’?

In simple terms

*‘Achieving marketing objectives through applying digital technologies  
and media’*

## Some other definitions

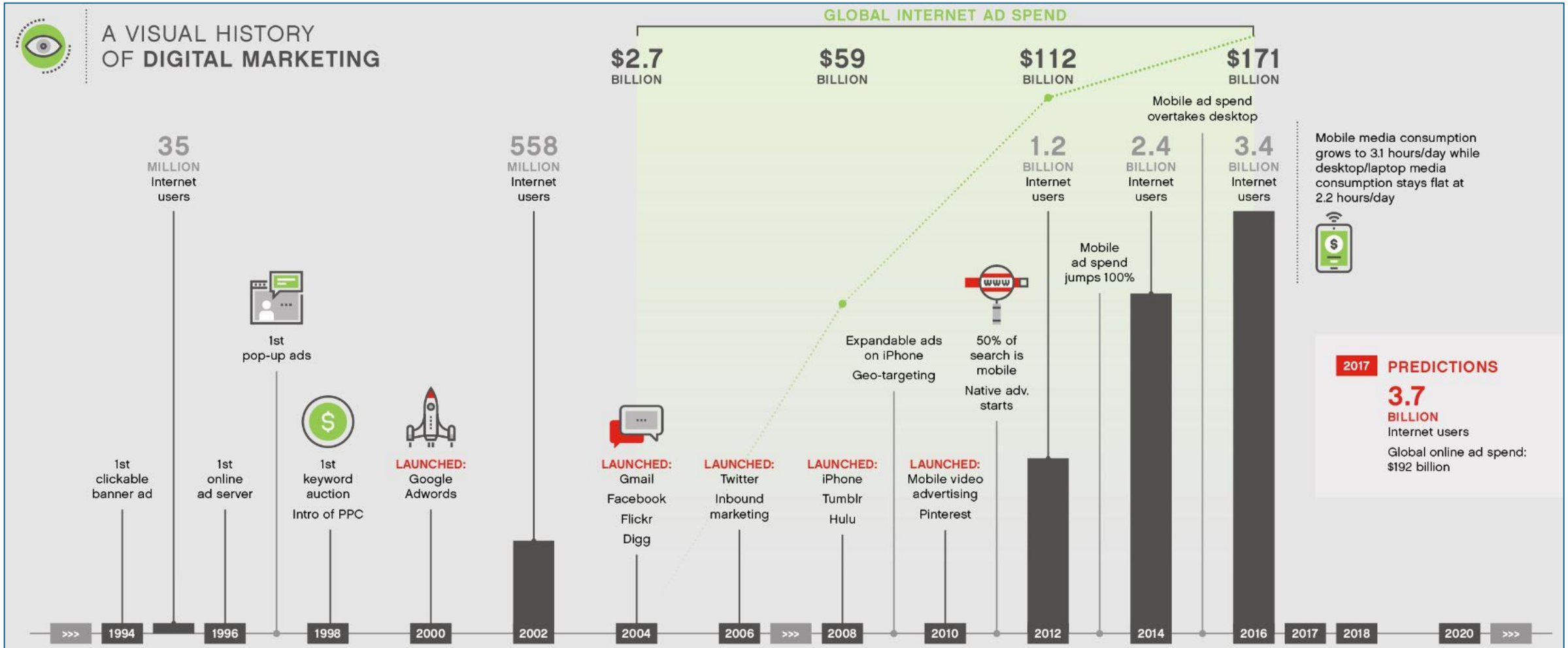
*‘A form of direct marketing which links consumers with sellers electronically using interactive technologies like email, websites, online forums and newgroups, interactive television, mobile communications etc.’ (Philip Kotler)*

*‘It is a means to achieve your business goals using the internet and digital platforms such as search engine, social media, business listing websites, e-commerce portal and so on.’*

OR

*‘The application of the internet and related technologies in conjunction with traditional communications to achieve marketing objective’*

## Evolution of ‘*Digital Marketing*’

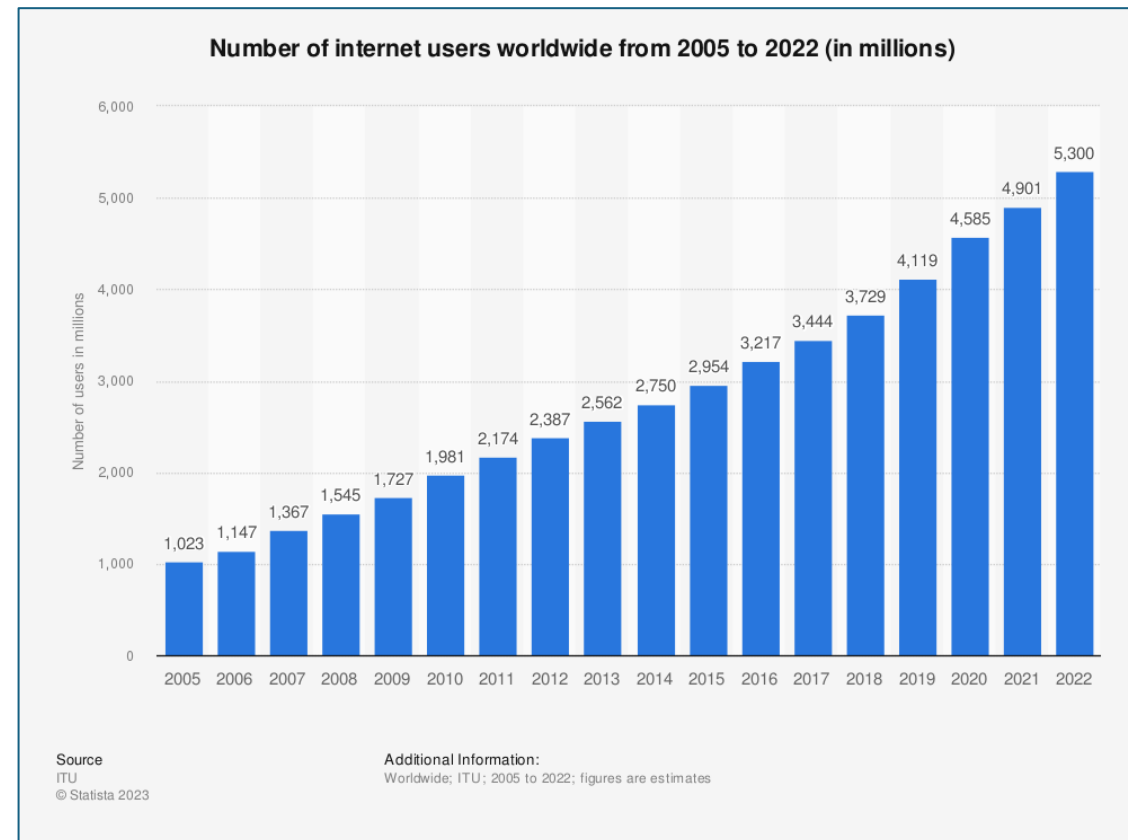


Why do we need ‘*Digital Marketing*’?

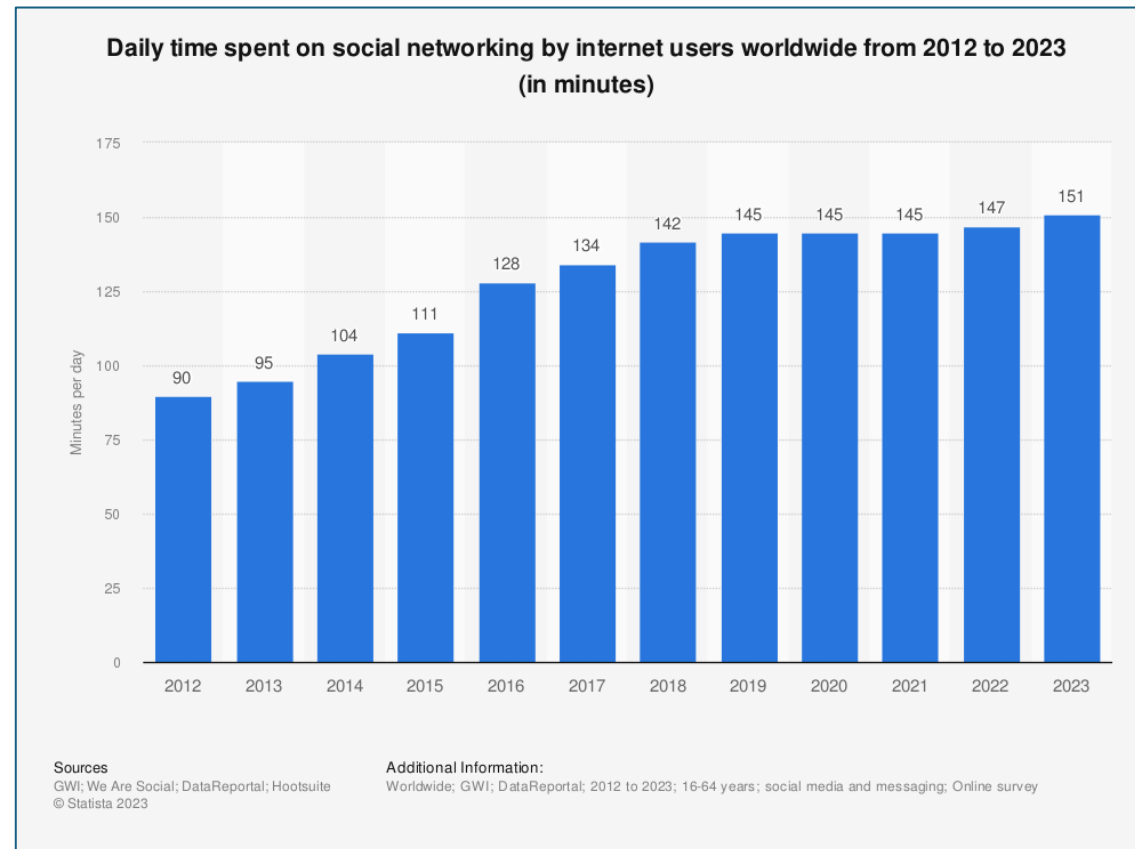
## Why do we need ‘Digital Marketing’?



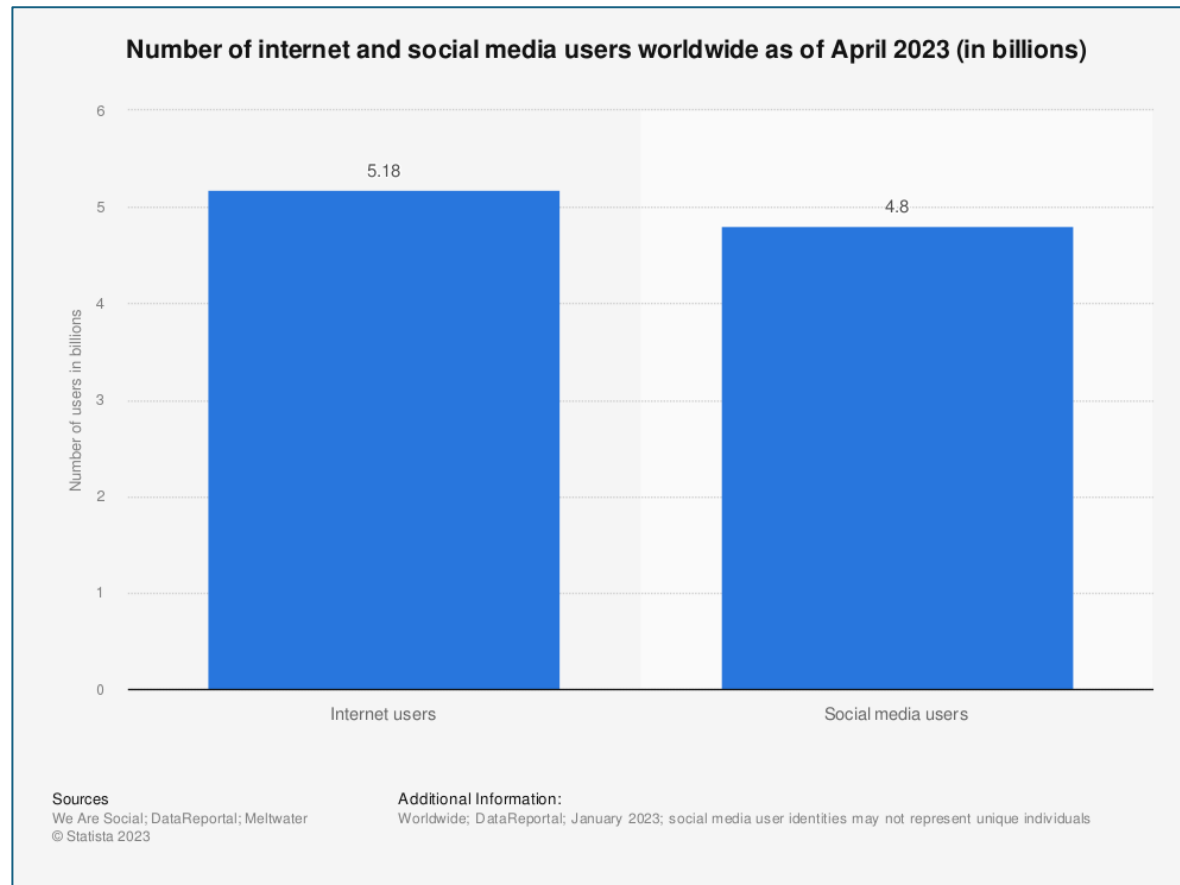
## Why do we need ‘*Digital Marketing*’?



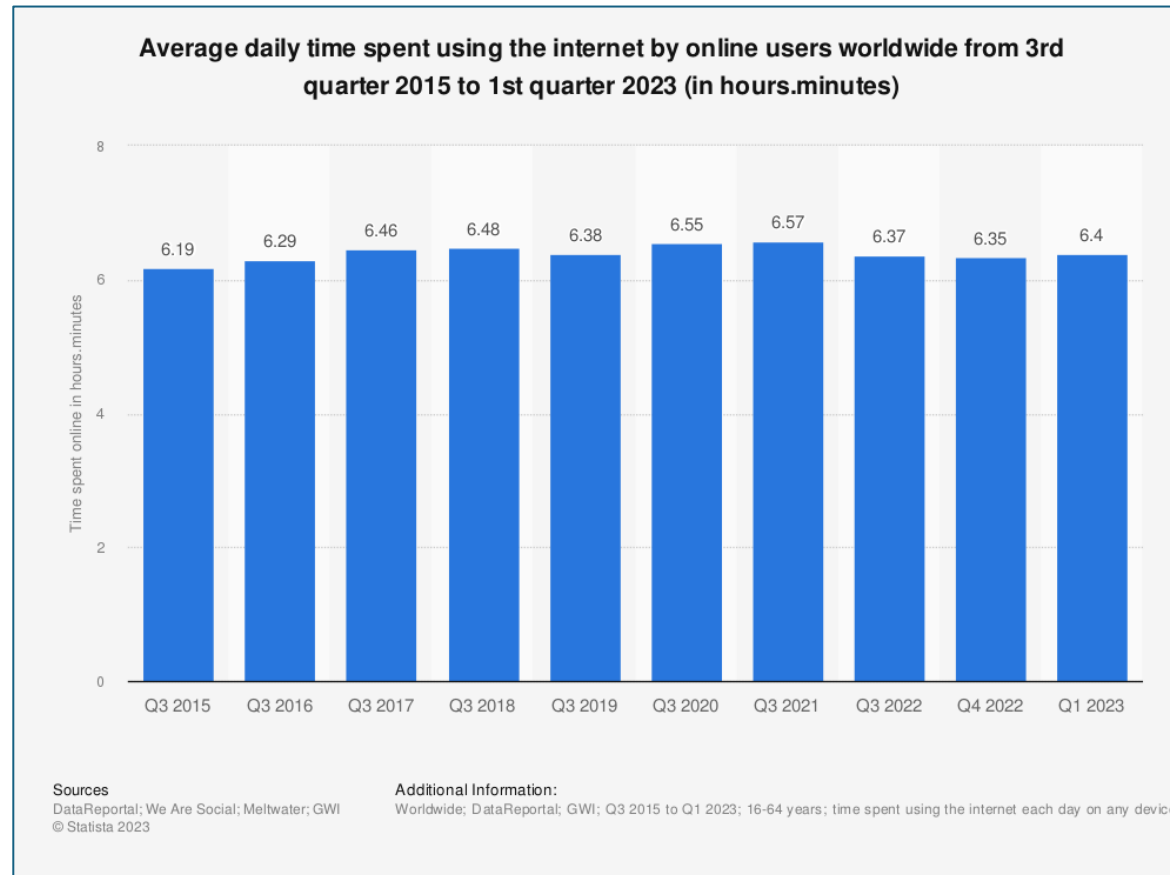
## Why do we need ‘*Digital Marketing*’?



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## Why do we need ‘*Digital Marketing*’?



How does *'Traditional Marketing'* is different from *'Digital Marketing'* ?

## How does 'Traditional Marketing' is different from 'Digital Marketing' ?

<i>Traditional Marketing</i>	<i>Digital Marketing</i>
Promotion of <i>product and service</i> through <i>TV, Telephone, banner</i> etc.	Uses <i>electronic medium</i> such as <i>SEO, SEM, PPC</i> etc. to promote products & services
Traditional Marketing is <i>not cost effective</i> .	Digital Marketing is <i>more cost effective</i>
Traditional Marketing is <i>difficult to measure</i>	Digital Marketing is <i>easy to measure</i> with the help of <i>analytics</i> tools.
After the <i>posting of the advertisement, it cannot be altered</i>	Even <i>after the posting of advertisement, it can be amended</i> .

## How does ‘Traditional Marketing’ is different from ‘Digital Marketing’?

<i>Traditional Marketing</i>	<i>Digital Marketing</i>
<i>Reach</i> is <i>limited</i>	<i>Reach</i> is <i>unlimited</i>
Users have <i>no option except</i> to watch the ads	Users can <i>even skip the ads</i> if they lack interest
<i>One-way communication</i> occurs in traditional marketing	<i>Two-way communication</i> occurs that leads to more customer satisfaction.
There are <i>standardized ways</i> of targeting users	The <i>targeting here is customized</i> and relies on the type of user

What are the *Pros(Advantages)* of ‘*Traditional Marketing*’?

## Pros of ‘Traditional Marketing’

- If you want to reach an *older (50+) demographic*, traditional marketing can be very effective. (*Watch TV and reading newspapers as compared to age 21-34*)
- TV or radio commercials will play *multiple times and remind the audience of the business*, whereas digital marketing items *may be skipped* through or *blocked*

Digital Marketing vs. Traditional Marketing, Which one is *better*?  
*Depends*

*What is Inbound Marketing and Outbound Marketing?*

What is the ultimate goal of *'Business (using Digital Marketing)'*?

*Generate Revenue*

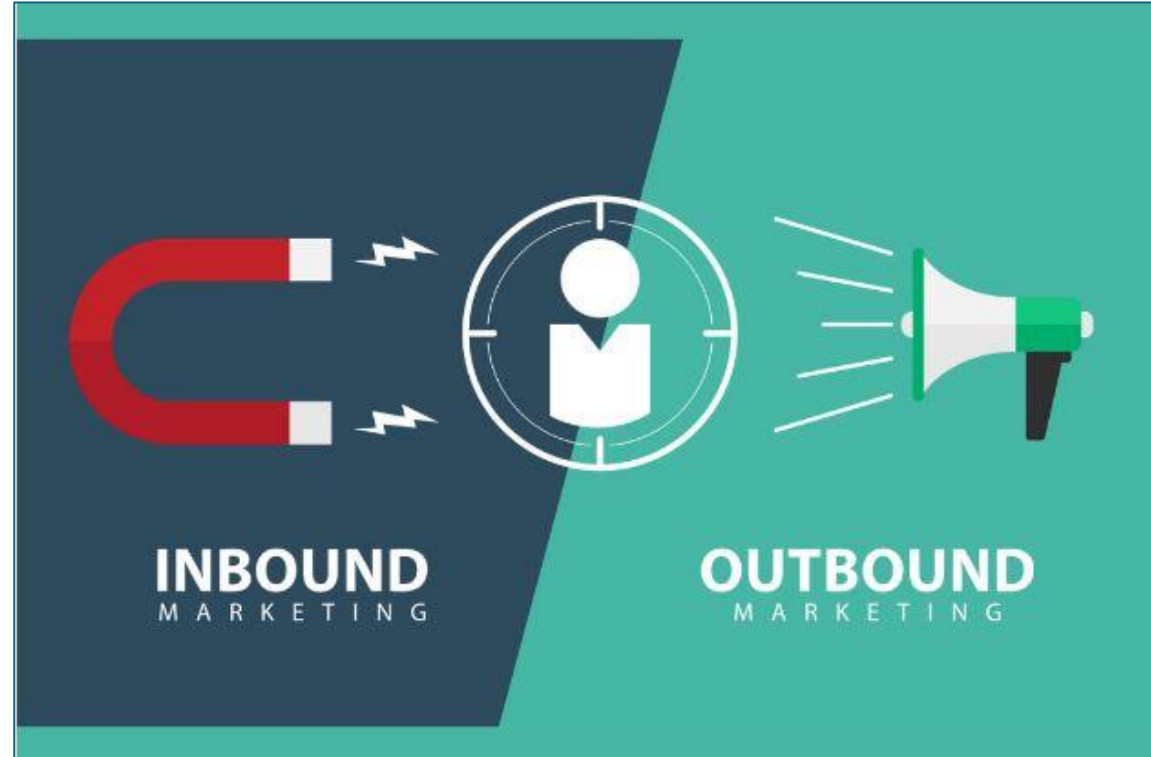
Attract *potential customers* and *convert* them

OR

Driving *traffic* to your *platform*

How can we do this?

## *Inbound Marketing and Outbound Marketing*



Source: <https://www.sarahbeststrategy.com/blog/winning-over-potential-customers-the-difference-between-inbound-and-outbound-marketing>

## *Inbound Marketing*

- Inbound marketing is a *natural, authentic, value-based approach* to drive traffic to your website and develop *brand voice* over time.

*Customers find you when they need you*

- Inbound marketing is one of the most effective marketing methods for *grabbing a customer's attention* and *driving traffic* to your business. (*Pull Marketing*)
- It can lead to *audience growth* and improved *brand presence*.

## *Inbound Marketing*

- It includes *content marketing*, *social media marketing*, *search engine optimization*, *newsletters* and *blogs*
- It aims to provide *potential customers* with *useful information* that they *value*. As a result, you *connect with them* and *build up* a relationship.
- E.g., Search for best marketing tool (*10 marketing platforms*)

## *Inbound Marketing*

Google

best laptop for gaming



## *Outbound Marketing*

- Outbound marketing *sends a message* to a large number of people, in the *hopes of making a sale* (Push Marketing)
- This strategy is rooted in the thought that the *larger the group you message* to, the *larger the return*.
- Frequently, consumers are *not even aware* of or *looking for the* product that's being *advertised*.

## *Outbound Marketing*

ADVERTISEMENT



India's first interactive card is here!

Press a button to choose your payment mode & pay seamlessly with

**IndusInd Bank Nexxt Credit Card**

APPLY NOW

**IndusInd Bank Credit Card**

IndusInd Bank

The advertisement features a blue credit card with a touch screen interface, showing various payment options. The card is displayed on a white pedestal. The background is a light grey with a subtle grid pattern. The text is in a clean, sans-serif font.

*Aware* but *not looking* for

ADVERTISEMENT



A COATINGS WORLD WEBINAR

**Auto Refinish Coating Formulations — Tips Using Rheology Modifiers**

September 28 • 2 PM TRT | 7 AM ET

**EASTMAN**

The advertisement features a close-up of a hand in a purple glove using a spray gun to apply a coating to a metallic surface. The background is a blurred industrial setting. The text is in a bold, sans-serif font.

*Not aware* and *not looking* for

## *Outbound Marketing*

- Outbound marketing is often associated with and include: *Radio Ads, TV commercial, Billboard*. In digital space, *include (banner ads, spam email, pop ups, pay-per-click advertising)*
- E.g., A customer is *driving on the highway* and sees a *billboard for a furniture store* in the area. They might briefly think that *they really should invest* in a new couch, but they keep that in the *back of their mind*.

What are the *Characteristics* of ‘*Digital Marketing*’?

## *Characteristics of 'Digital Marketing'*

- *Two-way Communication*
  - Consumer decides which *brands to interact*. Not just *marketer-controlled* message
- *Precise Targeting*
  - *Precise targeting* can happen in this case based on *age, gender, location, income, interest, behaviour, device* etc.

## *Characteristics of 'Digital Marketing'*

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Food and drink > Cooking

**Baking**

Add demographics, interests or behaviors | **Suggestions** | Browse

Connections ⓘ	<b>Desserts</b>	Interests
	<b>Cake</b>	Interests
	<b>Cooking</b>	Interests
	<b>Recipes</b>	Interests
	<b>Bakery</b>	Interests
	<b>Pastry</b>	Interests

## *Characteristics of ‘Digital Marketing’*

- *Level-Playing Field*
  - Creates *equal opportunities* for all the *marketers*
  - Does not *require big budget* hence also for *small* and *medium businesses*

## *Characteristics of ‘Digital Marketing’*

- *Push and Pull*
  - Marketers has a choice to utilize either *push* or *pull* medium
  - *Banner Ads, Video Ads* are towards the *Push side* of the marketing
  - *Search* is more like a *Pull* marketing

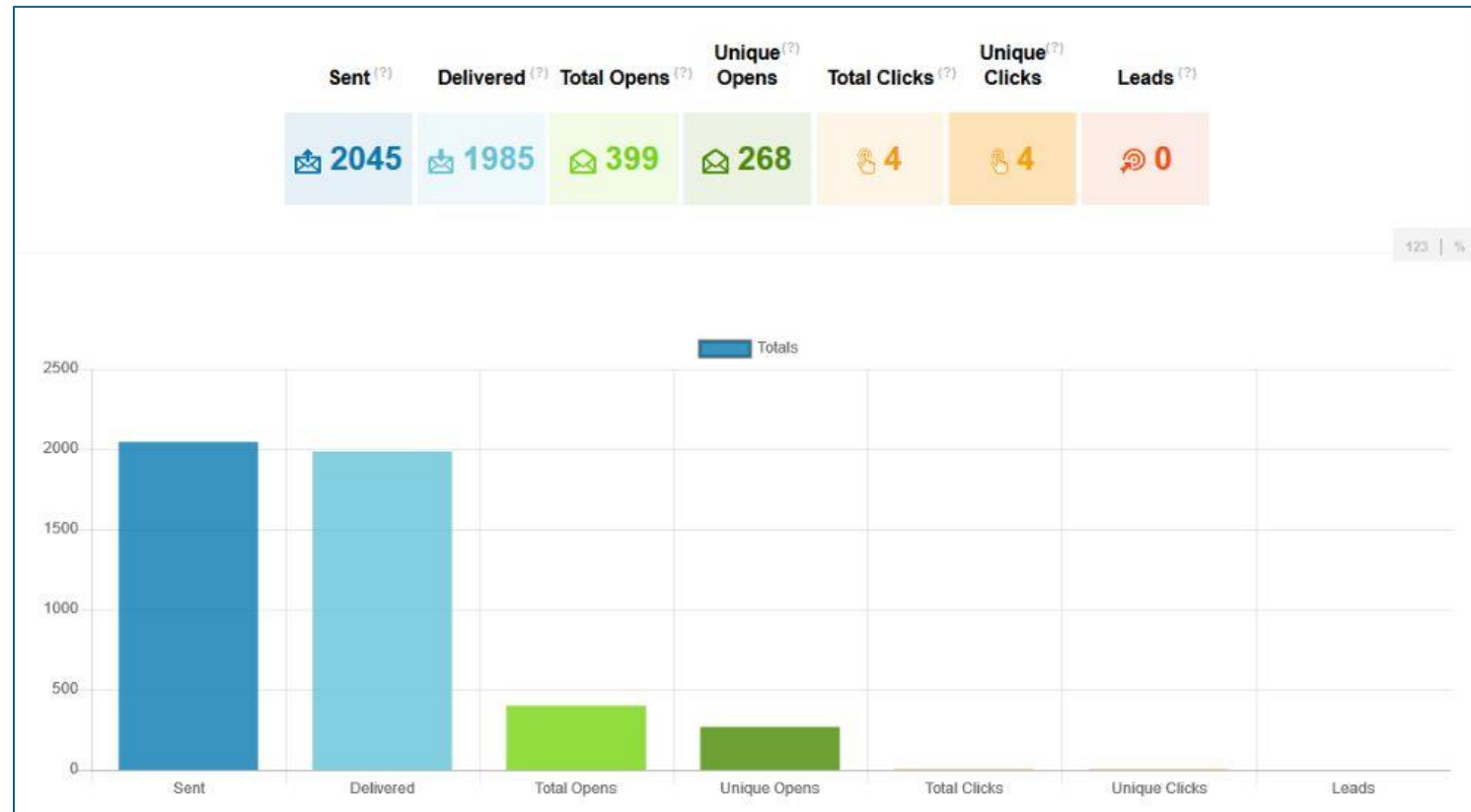
## *Characteristics of ‘Digital Marketing’*

- *Measurability*
  - It made the *measurement* of *performance and ROI* more *powerful*
  - They *can stop the ads* as they know *how many people saw the ad*, how many *clicked*, how many *got registered themselves*

## *Characteristics of ‘Digital Marketing’*

- *Real Time*
    - It *facilitates* the *instant feedback* for marketers; help in *optimize the campaign*
    - The feedback suggest *what is working* and *what is not*; can *tweak it mid-way*
    - Result in *ROI improvement*
- E.g., Launched an Email Campaign, Ad Campaign*

## Characteristics of 'Digital Marketing'



What are you going to do in this ‘*Situation*’?

What are the *Benefits* of ‘*Digital Marketing*’?

## *Benefits of ‘Digital Marketing’*

- *Digital Marketing* is *Cheaper* than *traditional marketing*
- *Digital Marketing* helps you to *reach a larger audience*.  
*(Internet users and daily searches)*
- *Digital Marketing* helps you *precisely target* the right audience  
*(Facebook based on interest, demographics etc.)*

## *Benefits of ‘Digital Marketing’*

- *Digital Marketing* helps you *accurately measure* the effectiveness of your efforts.
- *Free and Paid tools*

*(E.g., Travel Startup set up a blogging site)*

*Primary purpose of blogs to get blog readers to sign up a form to talk to advisor.*

*Also, set up Google Analytics account*

*Benefits of ‘Digital Marketing’*

*Small restaurant distributing flyers to promote home delivery service*

*What will happen in this case?*

## *Benefits of 'Digital Marketing'*

- *Digital Marketing* helps you *build a powerful brand: It helps in building strong brand presence online. Result in higher brand recall.*

*(Buy gift/birthday card in Vizag): Search*

*Run a Facebook Ad for people located in Vizag (interest, visited your website)*

*Run campaign on Instagram*

*(Higher brand recognition and recall)*

## *Benefits of ‘Digital Marketing’*

*Do you think we should ditch traditional marketing?*

*No.*

*Omnichannel Approach: Consistent message across channel (Online/offline)*

*E.g., Disney app*

What are different facets of ‘*Digital Marketing*’?

## Facets of ‘*Digital Marketing*’

- *Website:*

- It is the *face of your* company or business
- It *represent* your business in online world
- It can work as a *key differentiator* for your business

E.g., A *visually appealing and engaging* website from a startup vs a *poor designed* website of a big brand

## Facets of ‘*Digital Marketing*’

- *Website:*
  - Website may be *different for different businesses,*
  - For a *website to succeed: Should Provide a great visitor experience.*

## Facets of ‘*Digital Marketing*’

- *Content Marketing Strategy:*
  - It is all inclusive of *creating content* and *distributing* it to the *targeted audience*.
  - The purpose of creating it includes *generating leads*, *building brand awareness*, or any other *specific marketing goal*

## Facets of 'Digital Marketing'

- *Content Marketing Strategy:*

The content marketing strategy should be *able to answer* the following questions:

- What is the *end goal* you want to achieve with *your content*?
- *For whom* you will *create the content*?
- Which *kind of content* will be *helpful* for your *target audience*?
- What makes your *content unique*?

## Facets of ‘*Digital Marketing*’

- *Content Marketing Strategy:*
  - How will your target audience *find your content online*?
  - *How often* will you *create content*?
  - How will you *monitor the performance* of your content?

If you already have *content* that you have *created in the past*. In this case, What are you *going to do*?

### *Content Audit*

Find answers to *question listed*.

## Facets of *'Digital Marketing'*

What are different formats of *'Content'*?

*Blog posts*, Videos, *Social media posts*, *Infographics*, Podcasts

## Facets of ‘*Digital Marketing*’

Can be two possibility:

- Content is *written for search engines* (search engine *optimized* content), but *not useful* for target audience.
- Content written with *high level of research*, but it is *not optimized*

## Facets of ‘*Digital Marketing*’

What should you *do*?

*Need to balance* (how users will find the content (*search engine friendly*)) and how much value the content will create for the users (*user friendly*).

## Facets of ‘*Digital Marketing*’

### *Search Engine Optimization (SEO):*

- We all are dependent on *Search engine* to *find information*.
- Whether *searching for restaurant*, *planning your trip* etc.
- Search on Google, Yahoo, Bing etc.
- E.g., Searching for *continental food* on Google. *Ask to allow location*

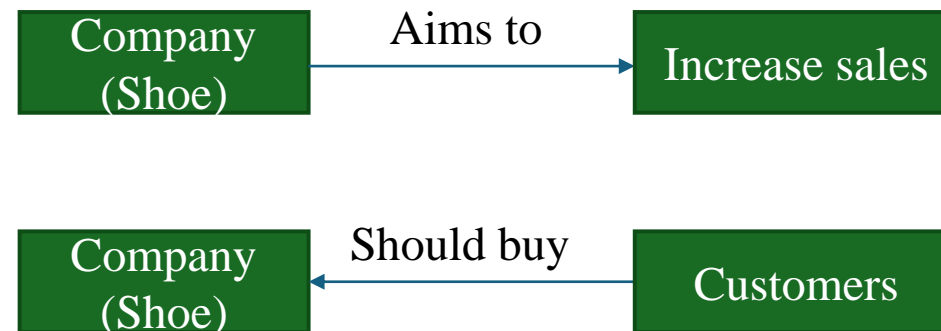
## Facets of ‘*Digital Marketing*’

A *popular hotel* which serves *excellent continental food*, but *not appeared* in the *SERP*, What could be the *reason*?

*Not optimized website* for the keyword ‘*Continental Food*’

## Facets of ‘*Digital Marketing*’

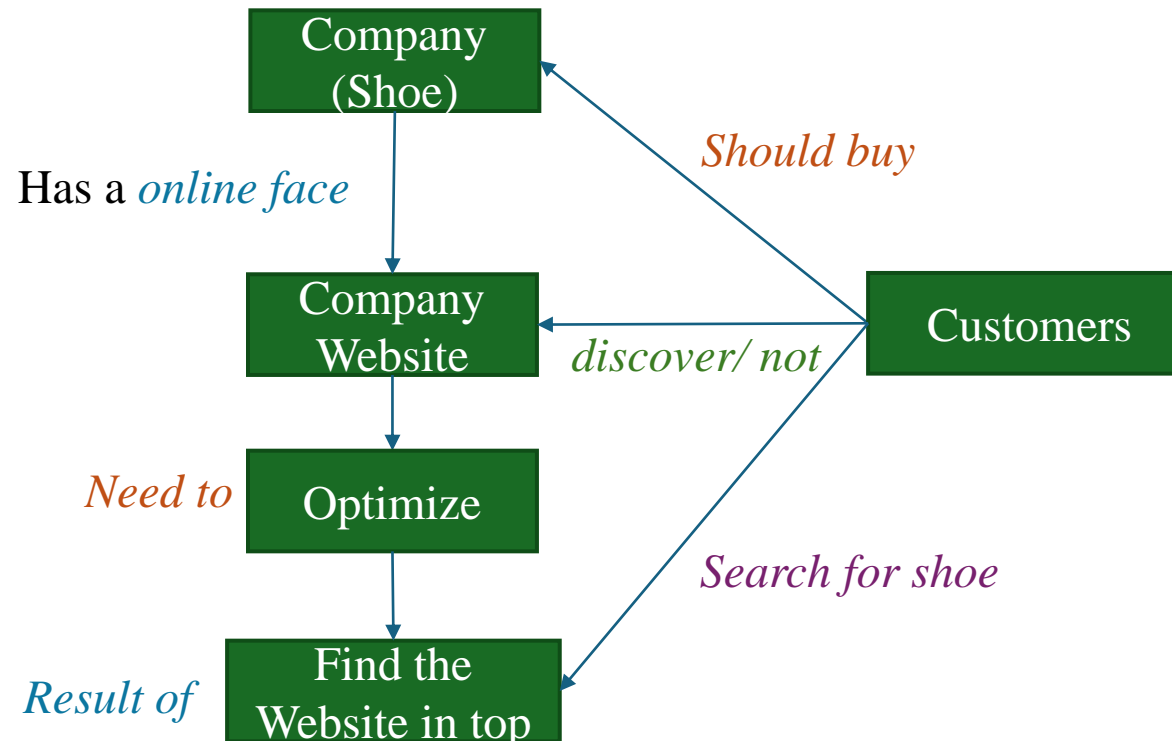
- *Search Engine Optimization (SEO):*



But how?

## Facets of 'Digital Marketing'

- *Search Engine Optimization (SEO):*



## Facets of ‘*Digital Marketing*’

Which type of *content* we will select is dependent upon?

The *industry* in which we are in

## Facets of ‘*Digital Marketing*’

- *Social Media Marketing*:
  - Social media marketing (SEM) is the form of digital marketing in which *content is created* and *distributed* via *social media networks*.

What are the different social media networks?

*Facebook, Twitter, LinkedIn etc.*

## Facets of ‘Digital Marketing’

- *Social Media Marketing:*

- Most *effective form* of marketing , whether running *paid campaign* or doing it *organically*. (Suitable for both)
- It allows us to *target audiences* with *unprecedented level of accuracy*

E.g., **Facebook** provides marketers an opportunity to *target users* based on *location, interest and their level of engagement*

## Facets of ‘*Digital Marketing*’

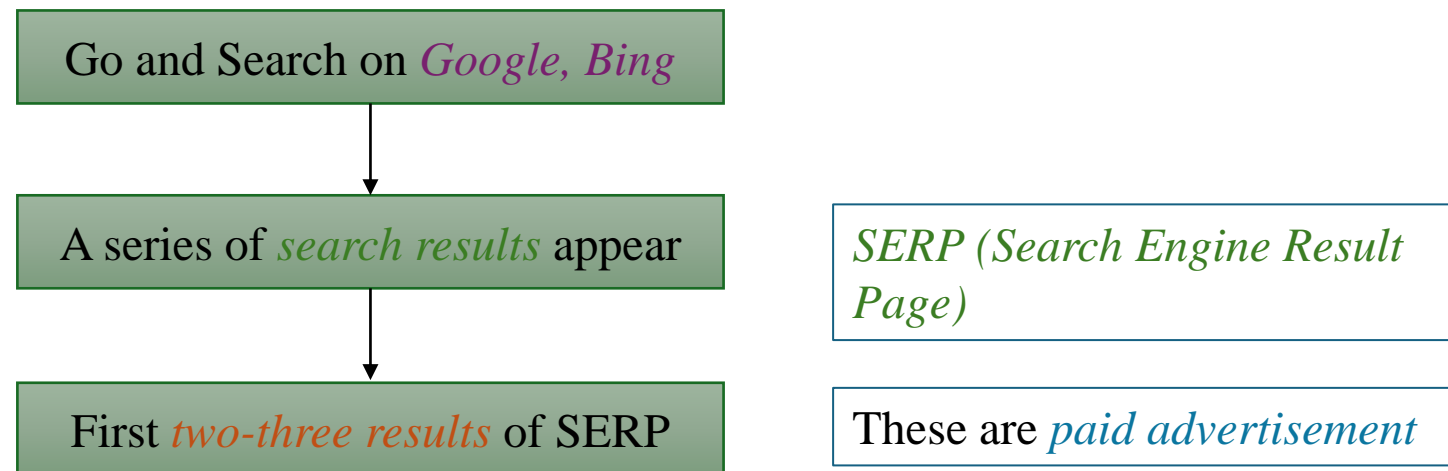
- *Search Engine Marketing (SEM)*:
  - Search engine marketing is the practice of *marketing a business* using *paid advertisements* that appear on *search engine results pages (SERP)*
  - Also know as *pay-per-click (PPC)* advertising.
  - It is used to *run paid ads* in *search engine results*.
  - Uses the search engine platforms such as *Google ads*, *Bing ads* and *Yahoo*:

### *Search Ads*

## Facets of ‘Digital Marketing’

- *Search Engine Marketing (SEM):*
  - Suppose a user is *looking for smartphone*:

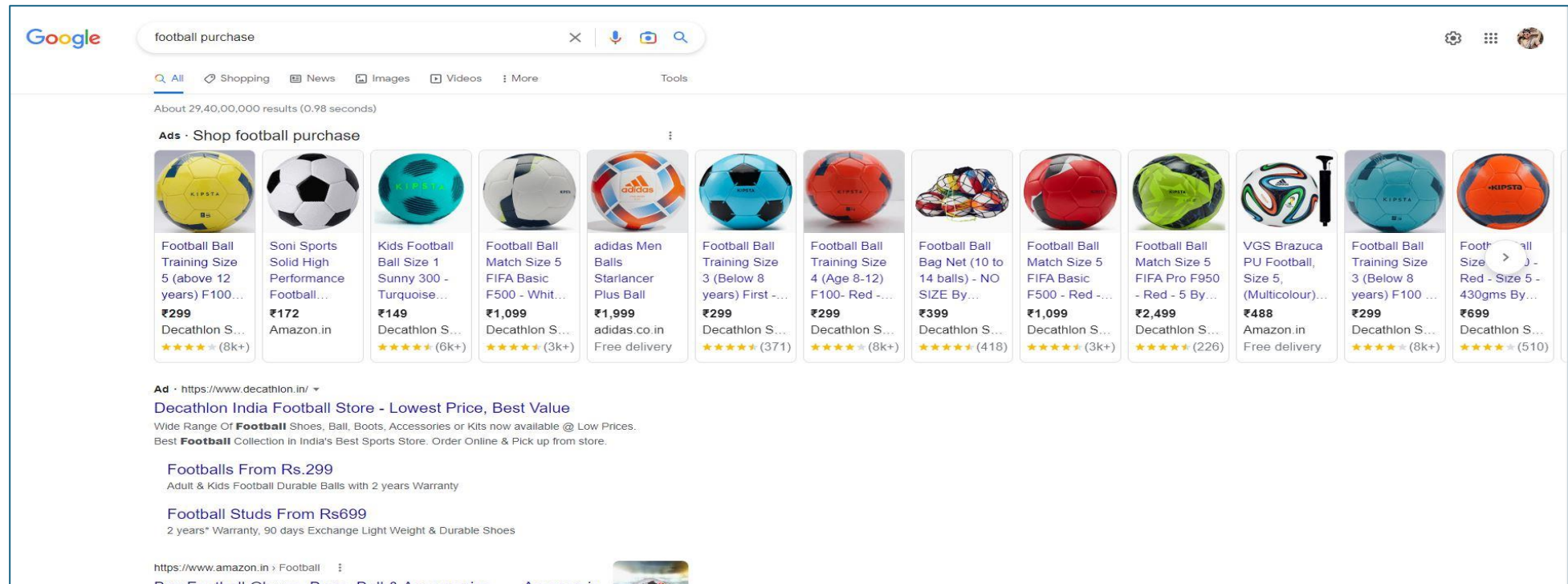
*What next?*



## Facets of 'Digital Marketing'

- Search Engine Marketing (SEM):

SERP



The screenshot shows a Google search for "football purchase". The results include a grid of 13 product ads from Decathlon, each featuring a different football model with its price and rating. Below the grid is a text ad from Decathlon India Football Store, highlighting a wide range of football shoes, balls, boots, and accessories at low prices, with a 2-year warranty on footballs and studs.

Product Name	Price	Rating
Football Ball Training Size 5 (above 12 years) F100...	₹299	★★★★★ (8k+)
Soni Sports Solid High Performance Football...	₹172	Amazon.in
Kids Football Ball Size 1 Sunny 300 - Turquoise...	₹149	★★★★★ (6k+)
Football Ball Match Size 5 FIFA Basic F500 - Whit...	₹1,099	★★★★★ (3k+)
adidas Men Balls Starlancer Plus Ball	₹1,999	adidas.co.in Free delivery
Football Ball Training Size 3 (Below 8 years) First ...	₹299	★★★★★ (371)
Football Ball Training Size 4 (Age 8-12) F100- Red ...	₹299	★★★★★ (8k+)
Football Ball Bag Net (10 to 14 balls) - NO SIZE By...	₹399	★★★★★ (418)
Football Ball Match Size 5 FIFA Basic F500 - Red ...	₹1,099	★★★★★ (3k+)
Football Ball Match Size 5 FIFA Pro F950 - Red - 5 By...	₹2,499	★★★★★ (226)
VGS Brazuca PU Football, Size 5, (Multicolour)...	₹488	Amazon.in Free delivery
Football Ball Training Size 3 (Below 8 years) F100 ...	₹299	★★★★★ (8k+)
Football Ball Training Size 5 - Red - Size 5 - 430gms By...	₹699	★★★★★ (510)






**Ad** · <https://www.decathlon.in/>

**Decathlon India Football Store - Lowest Price, Best Value**

Wide Range Of **Football** Shoes, Ball, Boots, Accessories or Kits now available @ Low Prices.. Best **Football** Collection in India's Best Sports Store. Order Online & Pick up from store.

**Footballs From Rs.299**  
Adult & Kids Football Durable Balls with 2 years Warranty

**Football Studs From Rs699**  
2 years\* Warranty, 90 days Exchange Light Weight & Durable Shoes

<p>Google <input type="text" value="farmhouse coffee table"/></p> <p>Shopping Images Videos News More Settings Tools</p> <p>About 94,700,000 results (0.68 seconds)</p> <p>See farmhouse coffee table <span>Sponsored</span></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 15%;">  <p><b>Havalance Coffee Table</b> by Ashley HomeStore, ... <b>\$339.99</b> Ashley Furniture ★★★★★ (20)</p> </div> <div style="width: 15%;">  <p><b>Elihu Coffee Table</b> Rosecliff Heights Base Color: White <b>\$199.99</b> Wayfair Free shipping</p> </div> <div style="width: 15%;">  <p><b>Aldwin Coffee Table</b> with Lift Top by Ashley HomeStore, Gray <b>\$306.99</b> Ashley Furniture ★★★★★ (2k+)</p> </div> <div style="width: 15%;">  <p><b>International Concepts</b> Hampton Unfinished... <b>\$168.83</b> Home Depot ★★★★★ (190)</p> </div> <div style="width: 15%;">  <p><b>The Gray Barn</b> Distressed Coffee Table (White Wash / ...) <b>\$178.64</b> Overstock.com ★★★★★ (22)</p> </div> </div> <p>Ad • www.ashleyfurniture.com/ ▾ <b>Medium Farmhouse Coffee Tables   Ashley Furniture HomeStore</b> End of Season Sale! Up to 30% Off or 60 Months Special Financing Online Or In-Store. Don't Miss Out On Great Savings at Ashley Furniture - Shop Today and Save.</p>	<p><b>S</b> <b>E</b> <b>M</b></p>	<p><input type="text" value="farmhouse coffee table"/></p> <p>ALL IMAGES VIDEOS MAPS NEWS SHOPPING</p> <p><b>Overstock™ Official Site - Great Quality at Low Prices</b> <a href="https://www.overstock.com/official/site">https://www.overstock.com/official/site</a> ▾ Ad The Home of Your Dreams is Just an Overstock Order Away! Over 20 Years of Experience To Give You Great Deals on Quality Home Products and More.</p> <p><b>America's Top Furniture Brands - jkhomefurnishings.com</b> <a href="https://www.jkhomefurnishings.com/ekornes/stressless">https://www.jkhomefurnishings.com/ekornes/stressless</a> ▾ <span>Shop Now</span> Ad Stop By a J&amp;K Showroom Near You &amp; Save Big on Ekornes StressLess Collection. 4/5 ★★★★★ (225 reviews)</p> <p><b>Farmhouse, Coffee Tables, Tables - Lamps Plus</b> <a href="https://www.lampsplus.com/lighting/deals">https://www.lampsplus.com/lighting/deals</a> ▾ <span>Free Shipping</span> Ad Nation's Largest Lighting Retailer. Low Price Guarantee &amp; Free Shipping Deals!</p> <p><b>Joss &amp; Main® Farmhouse coffee table - Free Shipping Over \$35.</b> <a href="https://www.jossandmain.com/living-room/free-shipment">https://www.jossandmain.com/living-room/free-shipment</a> ▾ <span>Free Shipping Over \$35</span> Ad Best-Selling Tables! Shop More to Save More! Refresh the Home for Less! Order now for 30 Days of free shipping! Top Brand Names! Our affordable mix works effortlessly in any home. Free shipping over \$35.</p>
<p>www.amazon.com › farmhouse-coffee-table › k=farmh... ▾ traffic (us): 550/mo - keywords: 95</p> <p><b>farmhouse coffee table - Amazon.com</b> 1-16 of over 1,000 results for "farmhouse coffee table" ...</p> <p>www.wayfair.com › ... › Coffee Tables &amp; End Tables traffic (us): 1000/mo - keywords: 65</p> <p><b>Modern Farmhouse Coffee Tables You'll Love in 2020   Wayfair</b> Center your living room or den around charming style with this lovely <b>coffee table</b>. The perfect pick for modern <b>farmhouse</b> aesthetics, it showcases a streamlined ...</p>	<p><b>S</b> <b>E</b> <b>O</b></p>	<p><b>Farmhouse : Coffee Tables : Target</b> <a href="https://www.target.com/c/coffee-tables-living-room...">https://www.target.com/c/coffee-tables-living-room...</a> ▾ Farmhouse : Coffee Tables. The best way to tie your room together is with a stylish <b>coffee table</b>. It lets you create a warm and inviting look with your favorite decor, collectibles, potted plants etc. A <b>coffee table</b></p> <p><b>Farmhouse &amp; Cottage Style Coffee Tables   Hayneedle</b> <a href="https://www.hayneedle.com/furniture/coffee-tables...">https://www.hayneedle.com/furniture/coffee-tables...</a> ▾ Complete your living room with the Better Homes &amp; Gardens Modern Farmhouse Coffee Table. This rectangular <b>coffee table</b> is a wonderful fit for casual modern or farmhouse-style rooms. Its frame is ...</p>

## Facets of ‘*Digital Marketing*’

- *Analytics:*
  - It gives marketers the *power to understand* the *effectiveness* of their marketing strategy
  - One can easily measure the *ROI* of their marketing activities
  - Analyze the *behavior on the website* (*engaged* with your content over *social media, blog* etc.); *actionable insights*; help you to grow business

## Facets of ‘Digital Marketing’

- *Analytics:*
  - Can use Google Analytics *free tool* to analyze marketing effort.
    - Which channel is *performing* the best (*blog, website, social media channel, paid campaigns or referral*)
    - *Referral traffic* (visitors from other websites linking to your site)
  - It helps us to *improve* our marketing strategy to get better result
  - With it, you *do not have to wait long* to know whether you are *doing right things* or *not*

## Analytics



## Digital Marketing

### Auto Brands Paid Media Mix

	Facebook	Youtube	Instagram	Twitter
Toyota	62%	18%	18%	2%
BMW	46%	2%	32%	20%
Honda	38%	33%	27%	2%
Audi	32%	54%	13%	1%
Ford	55%	39%	6%	<1%
Infiniti	52%	7%	40%	<1%
Cadillac	34%	40%	18%	8%
Porsche	14%	47%	39%	<1%
Tesla	0%	0%	0%	0%

## *Digital Marketing*

Why Should *Manufacturers* use *Digital Marketing*?

*Buyers* has *changed*

## Digital Marketing

Digital marketing can *solve many pain points* for *manufacturers*, *engineering firms* and *construction companies*, such as:

- *Educating buyers* on *complex products*
- *Improving brand perception* and *industry perception*
- Generating *qualified leads*
- *Increasing sales* velocity
- Recruiting *skilled workers*

## Digital Marketing Strategy

It is a *series of actions* you take to *achieve your business goals* with the help of *online marketing channels*

*Include*

*Paid, Earned and Owned Media*

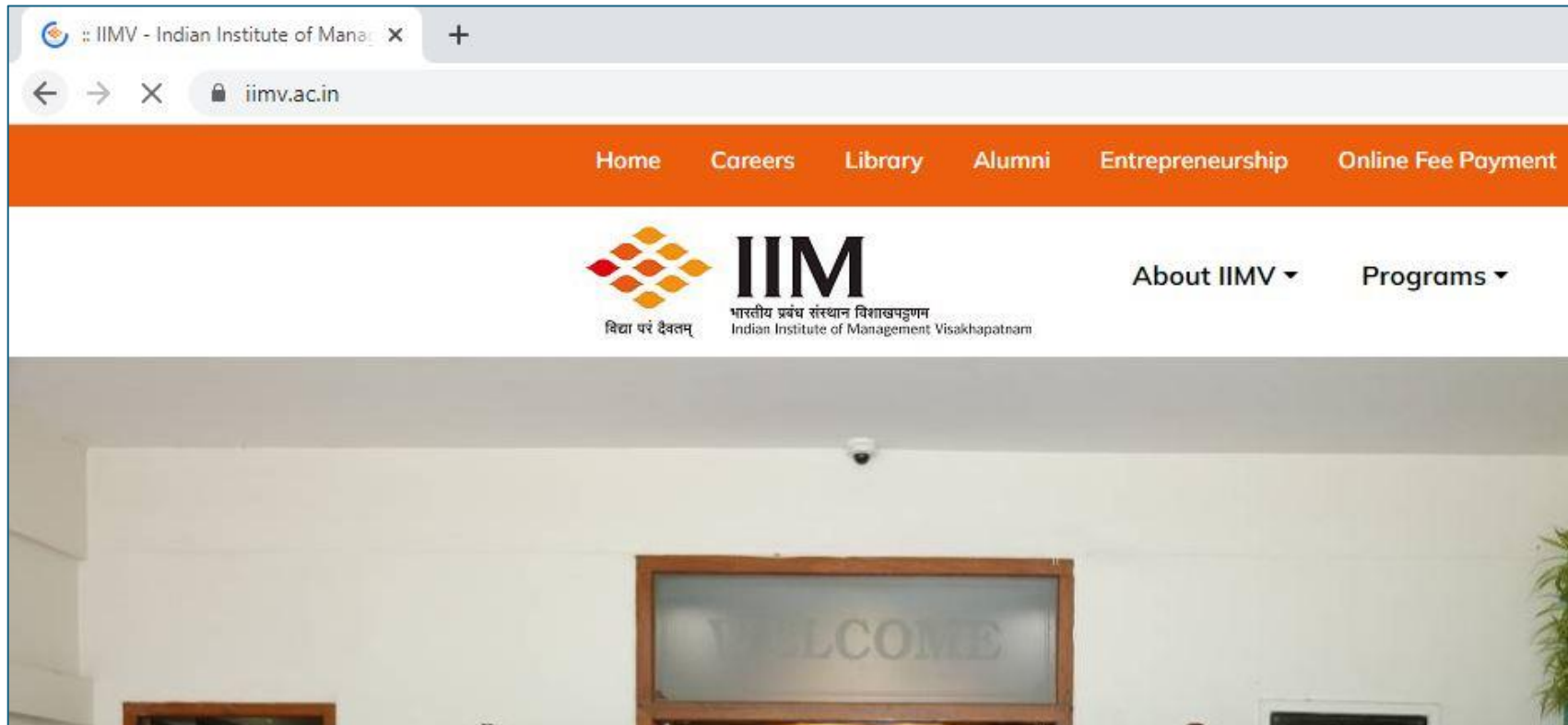
*Also known as PEOM framework*

## Digital Marketing Strategy

### *PEOM Framework*

- *Owned Media:*
  - It is like an *asset* of the company; company has *ownership* of this media.
  - Company has *full control* over these media which includes
    - *Company's website*
    - *Company's Facebook page*
    - *Company's Twitter handle*
    - *Company's YouTube Channel*

## Digital Marketing Strategy



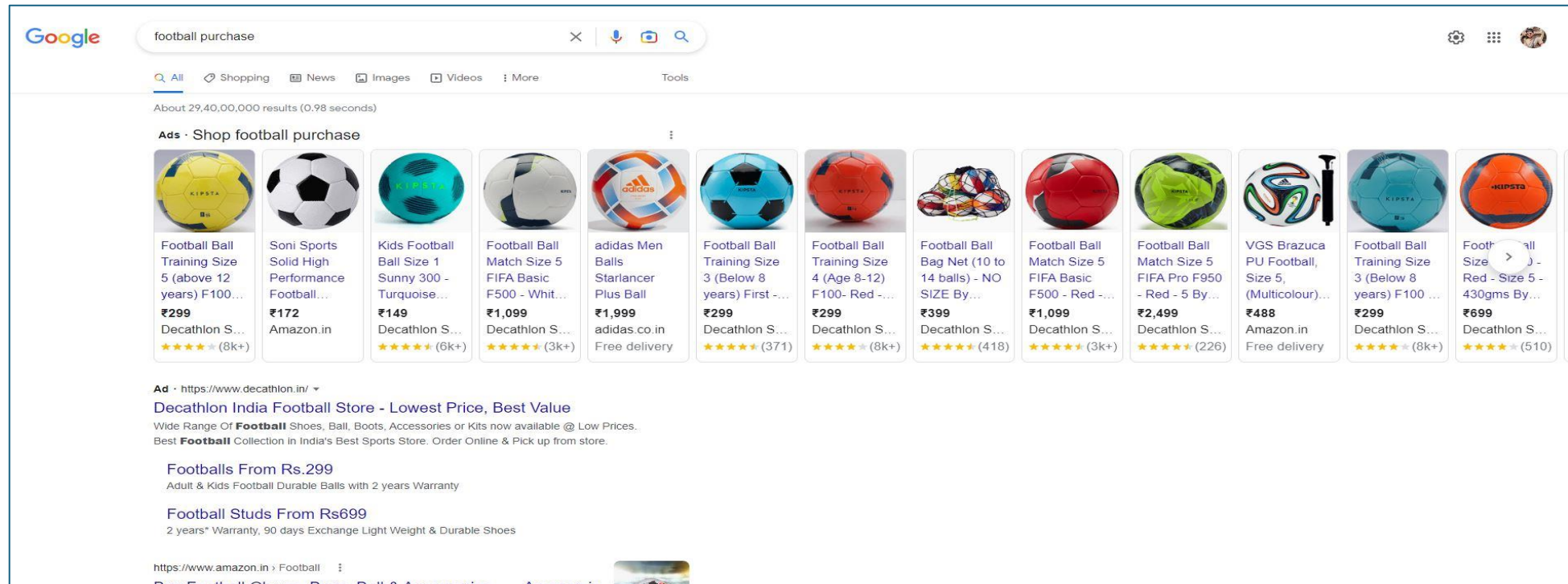
## Digital Marketing Strategy

- *Paid Media:*

When a company *pay for running advertisement* or *sponsorship* on third-party sites includes

- *Search Engine Marketing*
- *Ads on Facebook, LinkedIn and Twitter*
- *Third-Party website*

## Digital Marketing Strategy



The screenshot shows a Google Shopping search for "football purchase". The search results display a grid of 14 different football products, each with an image, title, price, and seller. Below the grid is an advertisement for Decathlon India Football Store, highlighting a wide range of football shoes, balls, boots, and accessories at low prices. The ad includes a headline "Decathlon India Football Store - Lowest Price, Best Value" and sub-headlines for "Football Studs From Rs699" and "Footballs From Rs.299".

Product Name	Price	Seller	Rating
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Football Ball Bag Net (10 to 14 balls) - NO SIZE By...	₹399	Decathlon S...	★★★★★ (418)
Football Ball Match Size 5 FIFA Basic F500 - Red -...	₹1,099	Decathlon S...	★★★★★ (3k+)
Football Ball Match Size 5 FIFA Pro F950 - Red - 5 By...	₹2,499	Decathlon S...	★★★★★ (226)
VGS Brazuca PU Football, Size 5, (Multicolour)...	₹488	Amazon.in	Free delivery
Football Ball Training Size 3 (Below 8 years) F100 ...	₹299	Decathlon S...	★★★★★ (8k+)
Football Ball Training Size 5 (Above 12 years) F100 - Red - Size 5 - 430gms By...	₹699	Decathlon S...	★★★★★ (510)

**Ad** · <https://www.decathlon.in/>

### Decathlon India Football Store - Lowest Price, Best Value

Wide Range Of **Football** Shoes, Ball, Boots, Accessories or Kits now available @ Low Prices.  
Best **Football** Collection in India's Best Sports Store. Order Online & Pick up from store.

**Football Studs From Rs699**  
2 years\* Warranty, 90 days Exchange Light Weight & Durable Shoes

**Footballs From Rs.299**  
Adult & Kids Football Durable Balls with 2 years Warranty

<https://www.amazon.in/> Football

## Digital Marketing Strategy



## Digital Marketing Strategy

### *Earned Media:*

- It is *organic and unpaid publicity*; also call *free publicity (Voluntarily)*
- When *consumer, press* or *anyone shares* your content or *speak about your brand*
  - *Word of mouth*
  - *Social Media Engagements (like, share, comment, replies, retweet)*
- It is *generated by the users* hence *credibility is high*
- Successful only when *users like the content* and *engage* with it

## Digital Marketing Strategy

### Reviews Q&A

**5.0** ●●●●● 6,104 reviews

Excellent	6,072
Very good	26
Average	5
Poor	1
Terrible	0


Q Search reviews...

Filters English Most Recent

#### Popular mentions

monkey forest amazing tour balinese culture rice fields tirta empul temple day tour  
great photographer our honeymoon tegenungan waterfall amazing photos  
recommend this trip coffee plantation water temple driver guide visiting bali adi

---

 **Kirrily B**  
1 contribution

●●●●●

**Amazing Day!**  
Sep 2023 • Solo

Yudi was my guide, he had so much knowledge and made the tour interesting and very fun! Highly recommend this tour to see many attractions without any hassle.

Written 21 September 2023

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

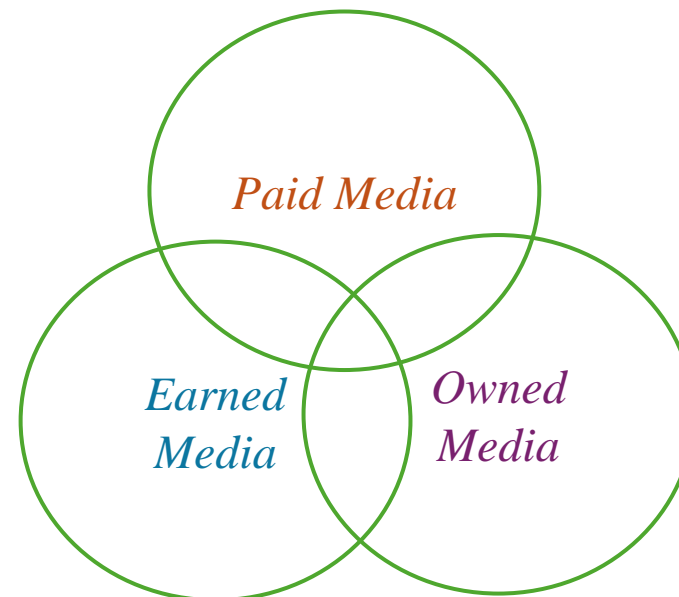
## Digital Marketing Strategy

### *PEOM Framework*

- A firm should use the *combination of these media*.
- Divide the *marketing budget* in 50-50, 50% for the *content creation* and 50% for *running Paid Ads*

## Digital Marketing Strategy

### *PEOM Framework*



## Digital Marketing Strategy

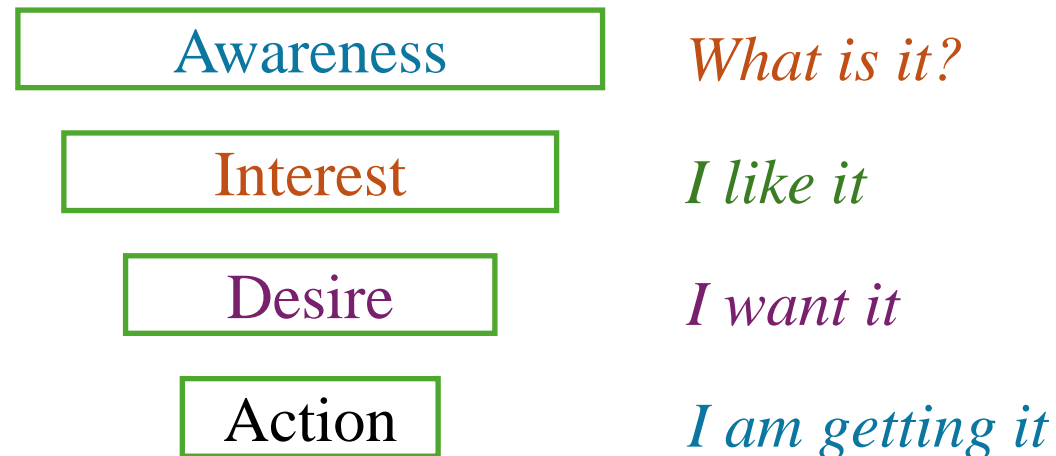
### *Consumer Decision Journey:*

A consumer goes through *different stage* in their *buying journey*.

### AIDA Model

- *Awareness/Attention*
- *Interest*
- *Desire*
- *Action*

## AIDA model



## AIDA Model

- Awareness

- The *objective* here *to create awareness* about *product/brand*

What is the implication of *brand awareness* on *consumer purchase decision*?

- *No awareness* implies *no brand consideration* in the journey

How can we create product/brand awareness among consumer?

*Display Advertising on web, social media channel*

## AIDA Model

- Interest

Is it enough to *make consumer aware about the product/brand* ?

- It is also known as ‘*consideration stage*’, where consumer has *substantial number of brand* in their mind.

How can we *create interest about the product/brand in consumers*?

Show customers the *extraordinary features* of the products.

## AIDA Model

- Interest

- As they have *several set of option available*,

*Interest can be sparked by running creative campaigns that break the clutter and the product/brand will stand out.*

The ads can *highlight the unique benefits of the products over other.*

## AIDA Model

- Desire
  - With the available media, it is easy for consumer to *'evaluate'* the choices using the inputs from *peers, retailers, influencers, specialist* etc.
  - Here, the marketers can *use the credibility platforms* to *build credibility* for the product/brand.
  - It includes, *celebrity endorsement, influencer marketing, reviews and rating.*

## AIDA Model

- Desire
  - It provides consumers *additional information* and *faith in their purchase* decision making
  - Here *educate customer* about the *different criteria* on which *they can evaluate* (E.g., *screen size*, *camera mega pixel*, *battery life*), more precisely
  - Criteria for selecting diamond, *4 Cs- Carat, Color, Clarity and cut*

## AIDA Model

- Action
  - Here the *purchase of the product happen* which the consumer desire and prefer
  - This is a stage which *every marketer is looking* for as *generate revenue*
  - Here, the marketers should look for the *various way* through which consumers can *approach the product/brand to buy* the product.
  - Inform customer about the *ease of locating retail stores* or *availability of product online*

## AIDA Model

- Action
  - Also, marketers should ensure the *smooth navigation of the website* so that customer can find the product *at the right time* and *right place*.
  - The marketer should ensure that the *website should load quickly*, has *right design*, *payment gateway* is working properly.
  - Marketers should ensure that all the *hurdles are removed*

## Digital Marketing Strategy

- *AIDA Model*

<i>AIDAA</i>	<i>Platforms</i>
<i>Awareness</i>	Display Ads, YouTube, Facebook
<i>Interest</i>	Online PR, Rating, Testimonial, Celebrity, Comparison, Review
<i>Desire</i>	
<i>Action</i>	E-commerce, marketplace, Aggregators, Portals
<i>Advocacy</i>	Referrals, Recommendations, Review Websites

## *Google Search*

What are the *key factors* that help in *determine* which results are returned ?

## key factors:

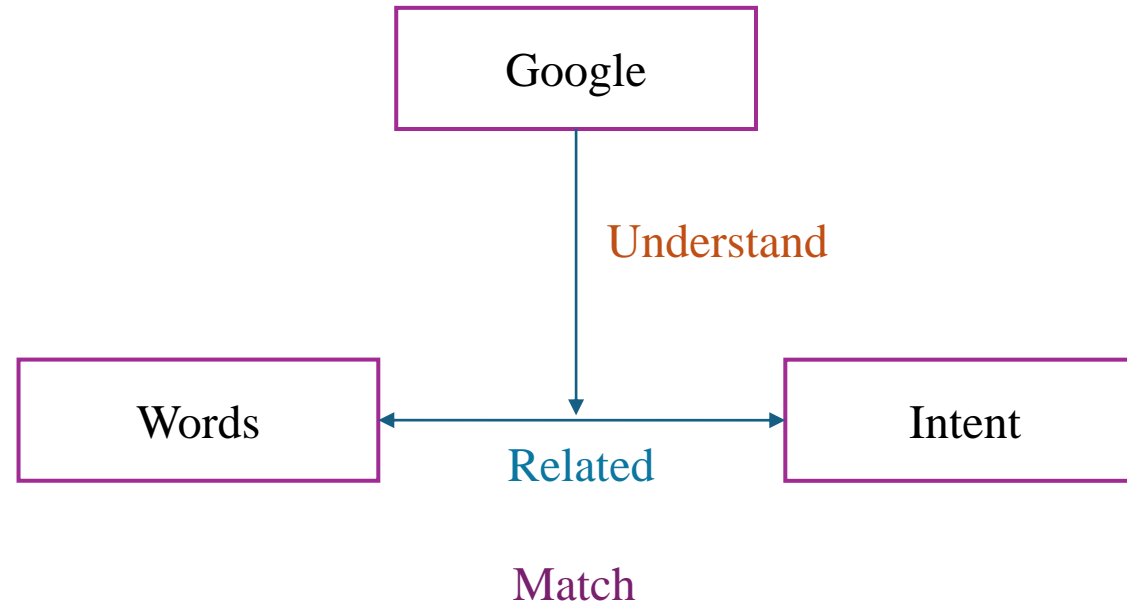
- *Meaning*
- *Relevance of Content*
- *Quality of Content*
- *Usability*
- *Context*

## Meaning:

- First try to establish *what are you (user) looking for?: intent behind the user's query*
- Involves *recognizing* and *correcting spelling, mistakes* and *fill it* with the *synonym system* the Google has to understand the query to provide the relevant results.
- E.g., User might search for '*Change laptop brightness*'

But Company has written '*Adjust the Laptop brightness*'

## Meaning:



## Meaning:

- Suppose a user used words in search query like *'cooking'* or *'picture'*,
- Google systems realize that *showing recipe* or *images* may be the *best to match the intent*.
- If you *search 'pizza'*, then you *get results* about *nearby businesses that deliver pizza*.

## Relevance of Content:

- Once *system match* the *words* and *intent*, it look for the *best content for the search query*.
- Google analyze the content to assess whether it *contains information* that *might be relevant* to what a *user is looking* for.

What is the *basic signal* in this?

When it contains the *same keywords* as your search query.

## Relevance of Content:

- E.g., *user search keyword* in search query
- If those *keyword appear on the page*, or if they appear in the *headings* or *body of the text*: Information might be relevant.
- E.g., If someone search for *'Dog'*: What does it mean?
- Might be one will get the pages contains *dog as keyword*. But *user don't want* pages *contains 'Dog'*. Some more relevant content like *Dog picture*, *videos* etc.

dogs


All Images Videos Shopping News More Tools

About 5,85,00,00,000 results (0.44 seconds)



## Dog


Animal

Overview Breeds Sounds Videos Diet Games Hobbies



Good Housekeeping





NETFLIX OFFICIAL TRAILER

YouTube • Netflix

Dogs | Official Trailer [HD] | Netflix

Six stories of unconditional love between humans and their best friends. Dogs,...


29-Oct-2018

Lifespan

10 – 13 years

Species

C. familiaris




LiveLaw


Stray Dog Bite: Punjab & Haryana High Court Orders Minimum Rs.10K...

1 day ago


### Breeds >




German Shepherd




Bulldog




Labrador Retriever



Golden Retriever



French Bulldog



Siberian Husky

### About

The dog is a domesticated descendant of the wolf. Also called the domestic dog, it is derived from extinct Pleistocene wolves, and the modern wolf is the dog's nearest living relative. The dog was the first species to be domesticated by humans. Wikipedia

**Lifespan:** 10 – 13 years

## Quality of Content:

- After *identifying relevant content*, Google *Priorities* those content which *seem most helpful*.
- Identify signal that can help determine which content *demonstrate expertise, authoritativeness* and *trustworthiness*.

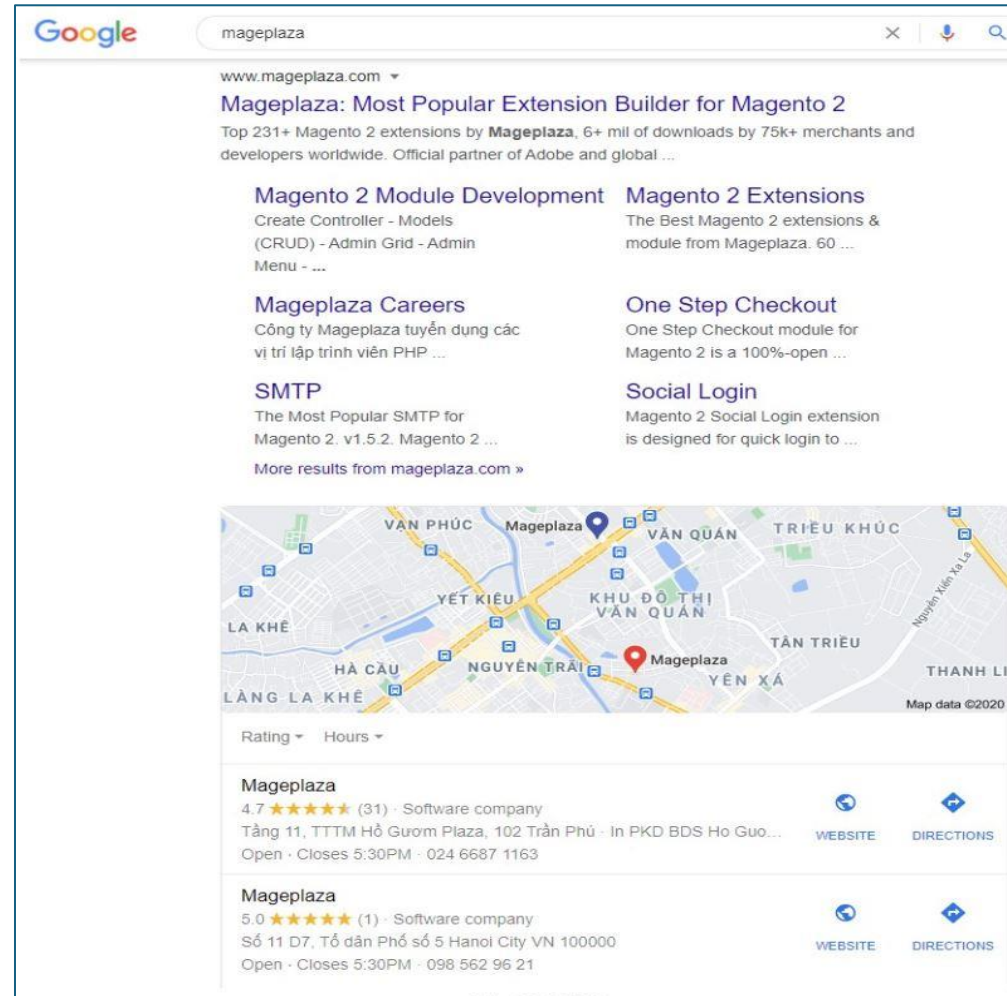
Usability: *Page experience (mobile friendly), loading time*

Context: Your *location of search*. E.g., search *football* in New York: *American Football*

## *Search Engine Result Page*

## *What is Search Engine Result Page?*

The *Search Engine Results Page* (*SERP or SERPs*) is a single page that *search engines serve* in response to a *user's search query*.



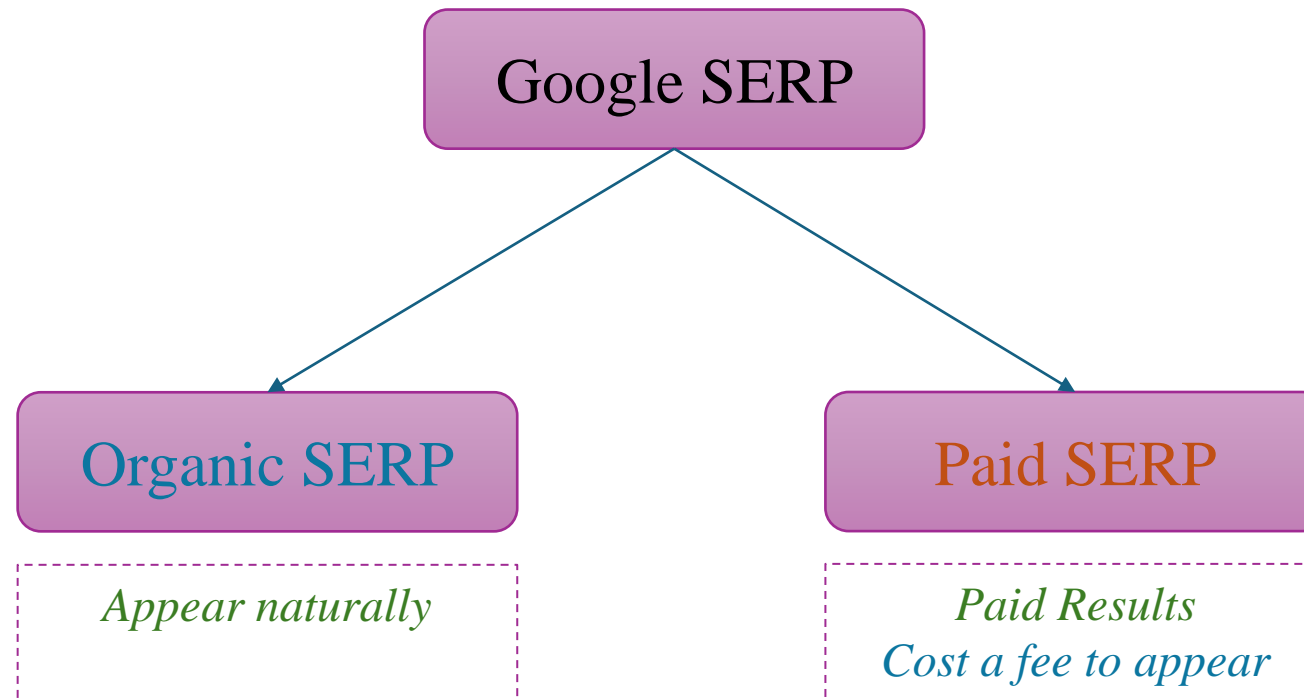
The screenshot shows a Google search for 'mageplaza'. The search results include the website 'www.mageplaza.com' with the title 'Mageplaza: Most Popular Extension Builder for Magento 2'. Below the title, there are several featured snippets for various services and products offered by Mageplaza, such as 'Magento 2 Module Development', 'Magento 2 Extensions', 'Mageplaza Careers', 'One Step Checkout', 'SMTP', and 'Social Login'. At the bottom of the search results, there is a map showing the location of Mageplaza in Hanoi, Vietnam, with two specific locations marked. Below the map, there are two business listings for Mageplaza, each with a 4.7 and 5.0 star rating respectively, and contact information including website and directions links.

## SERP

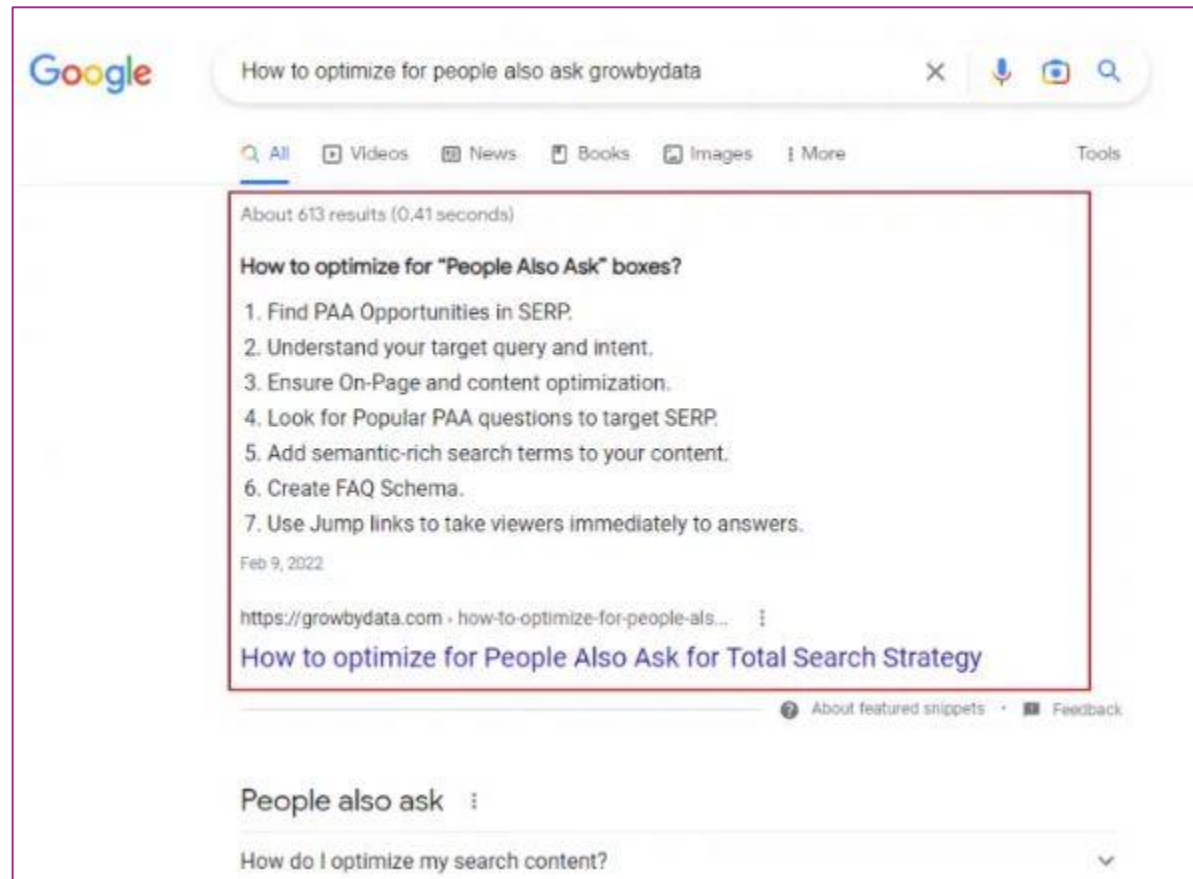
Is it *easy* for *people* to *find* your *website*?

*No*, Hence *a top position* on *SERP* can make a *big difference* in your digital marketing strategy

## SERP



## Organic SERP

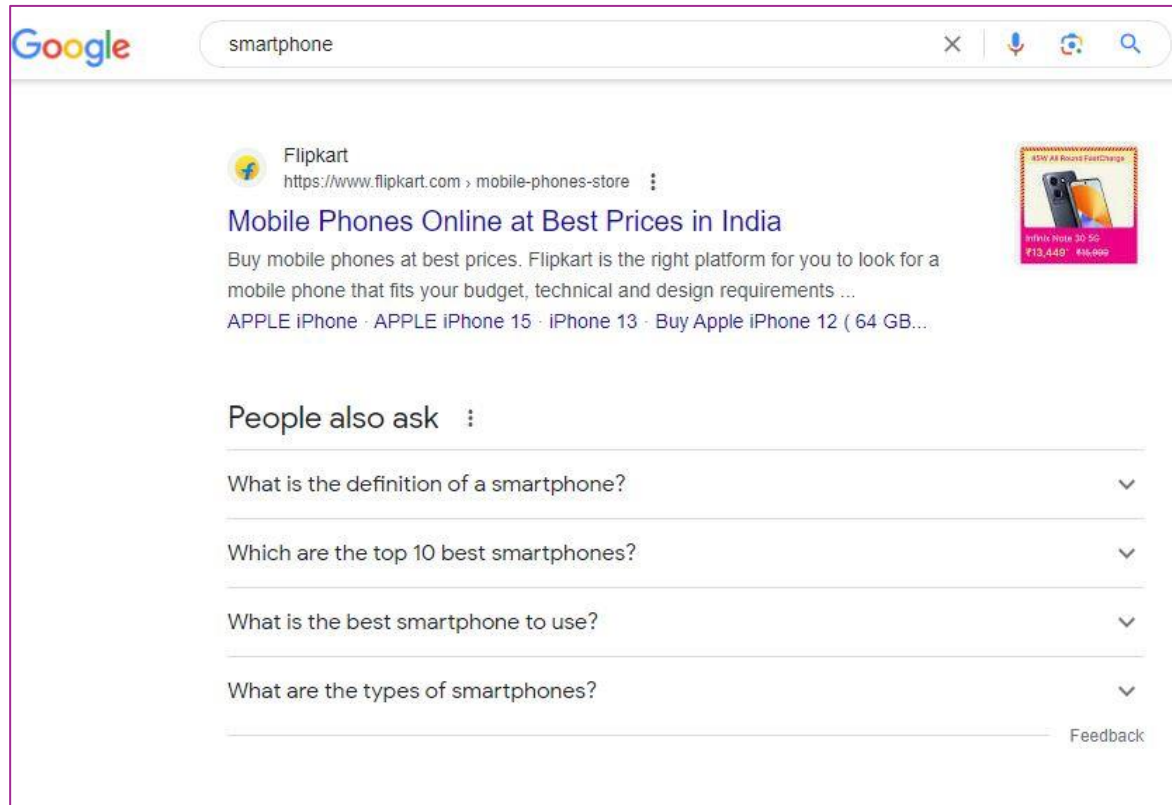


### *Google Features Snippet*

- It is a large box located at the *top of SERP*.
- Here, it displays a *snippet of the top-ranking organic results*.
- Google started it in *year 2014*.

*What is intent of the user?*  
*Informational*

## Organic SERP



Google smartphone

Flipkart  
https://www.flipkart.com › mobile-phones-store

**Mobile Phones Online at Best Prices in India**

Buy mobile phones at best prices. Flipkart is the right platform for you to look for a mobile phone that fits your budget, technical and design requirements ...

APPLE iPhone · APPLE iPhone 15 · iPhone 13 · Buy Apple iPhone 12 ( 64 GB...

People also ask :

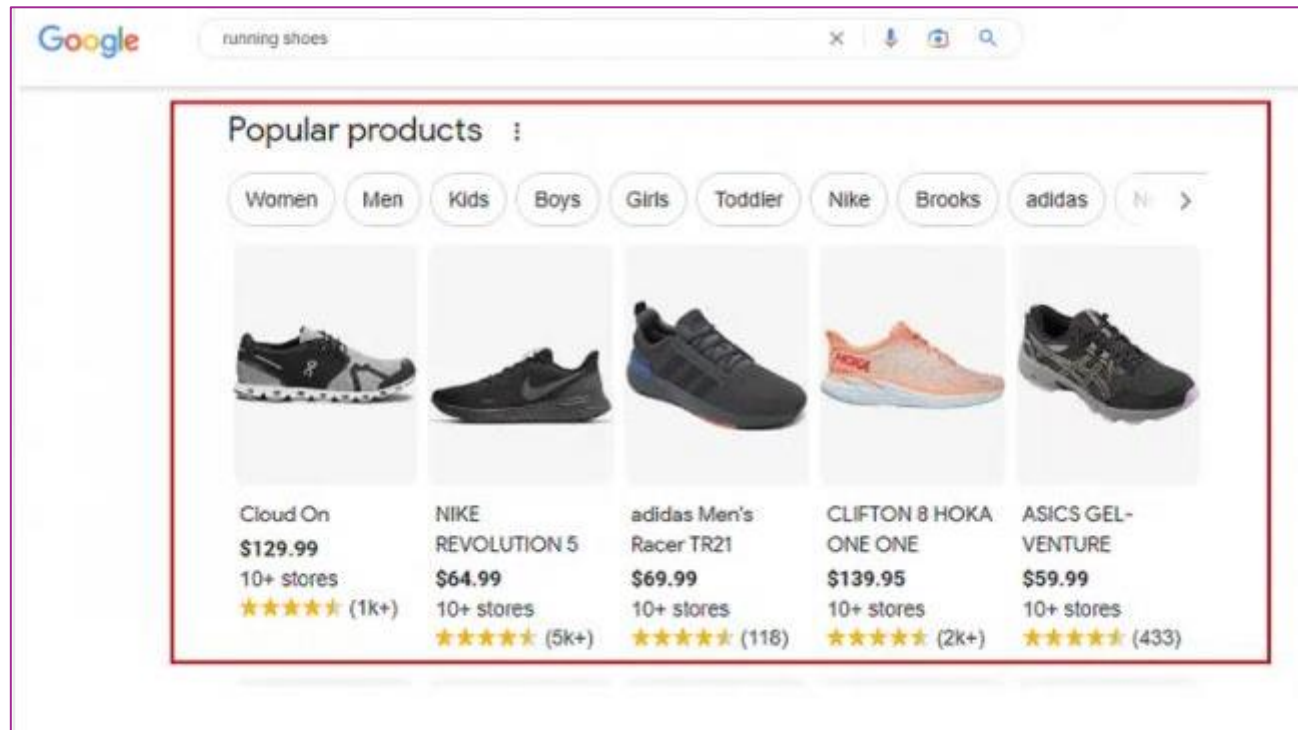
- What is the definition of a smartphone?
- Which are the top 10 best smartphones?
- What is the best smartphone to use?
- What are the types of smartphones?

Feedback

### *People Also Ask*

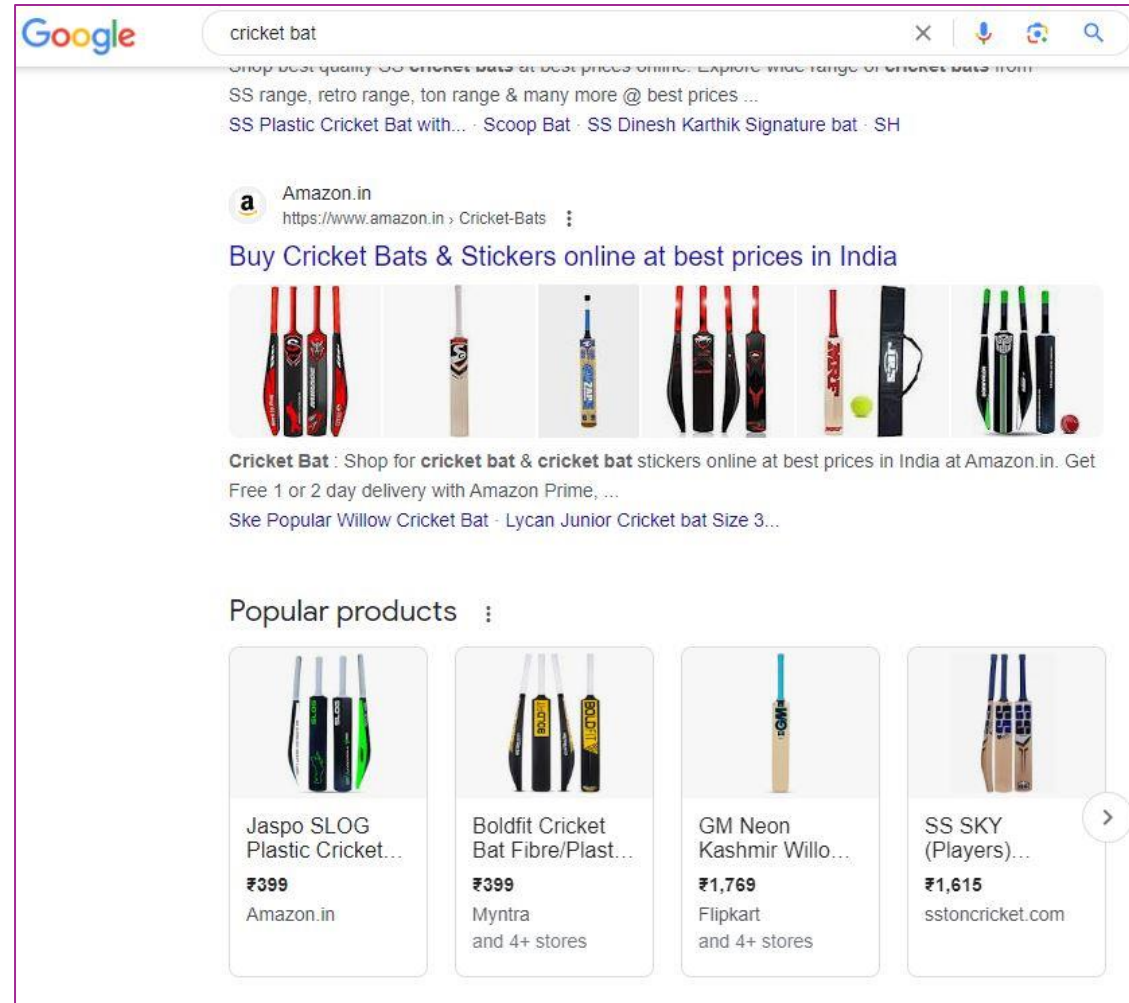
- Questions *relevant to search query*.
- Google started it in *year 2015*.
- Aims to provide users with *additional information* by answering *a series of closely related questions*.

## Organic SERP



### Google Popular Products

- *Unpaid and organic display* of Google shopping product listings.
- Shows carousel of products *relevant to search term* and *available to purchase*.
- *Positioned* in the *middle* of the search result page




Google cricket bat

Shop best quality SS CRICKET BATS at best prices online. Explore wide range of CRICKET BATS from SS range, retro range, ton range & many more @ best prices ...  
SS Plastic Cricket Bat with... Scoop Bat · SS Dinesh Karthik Signature bat · SH

**a** Amazon.in  
https://www.amazon.in / Cricket-Bats

Buy Cricket Bats & Stickers online at best prices in India

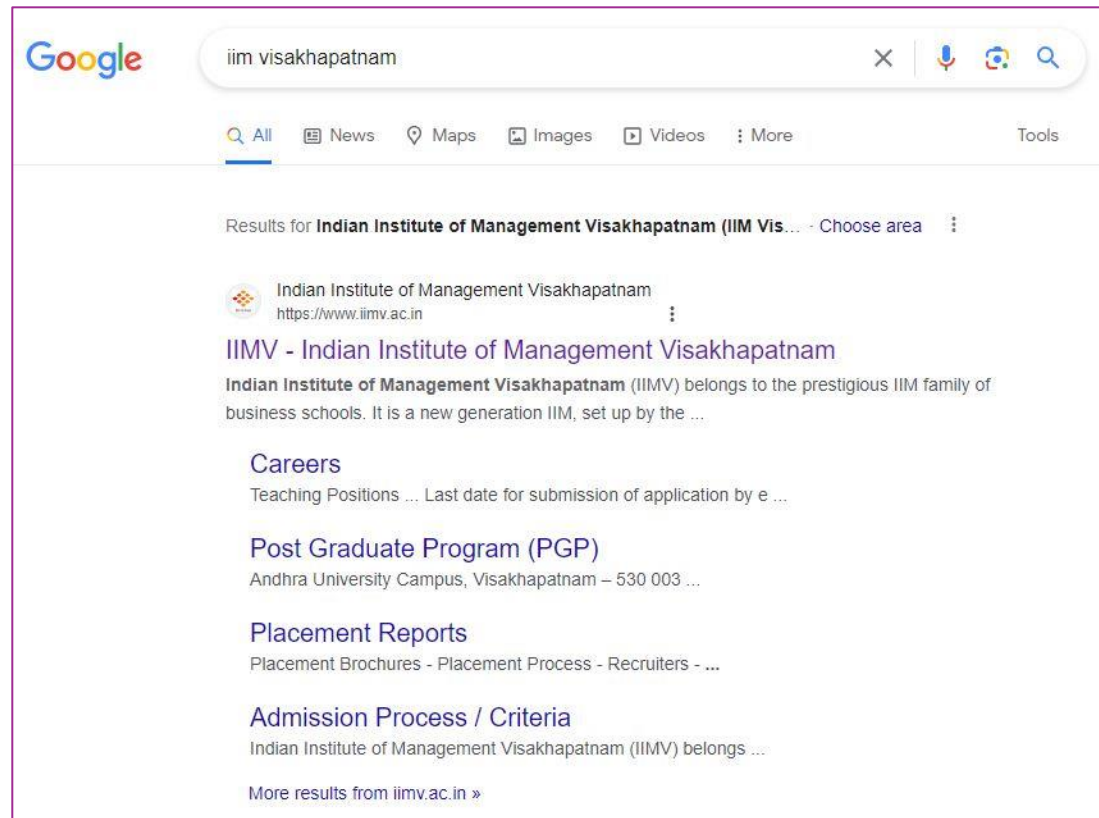


**Cricket Bat** : Shop for **cricket bat** & **cricket bat** stickers online at best prices in India at Amazon.in. Get Free 1 or 2 day delivery with Amazon Prime, ...  
Ske Popular Willow Cricket Bat · Lycan Junior Cricket bat Size 3...

Popular products :

Product Name	Price	Store
Jaspo SLOG Plastic Cricket...	₹399	Amazon.in
Boldfit Cricket Bat Fibre/Plast...	₹399	Myntra and 4+ stores
GM Neon Kashmir Willo...	₹1,769	Flipkart and 4+ stores
SS SKY (Players)...	₹1,615	sstoncricket.com

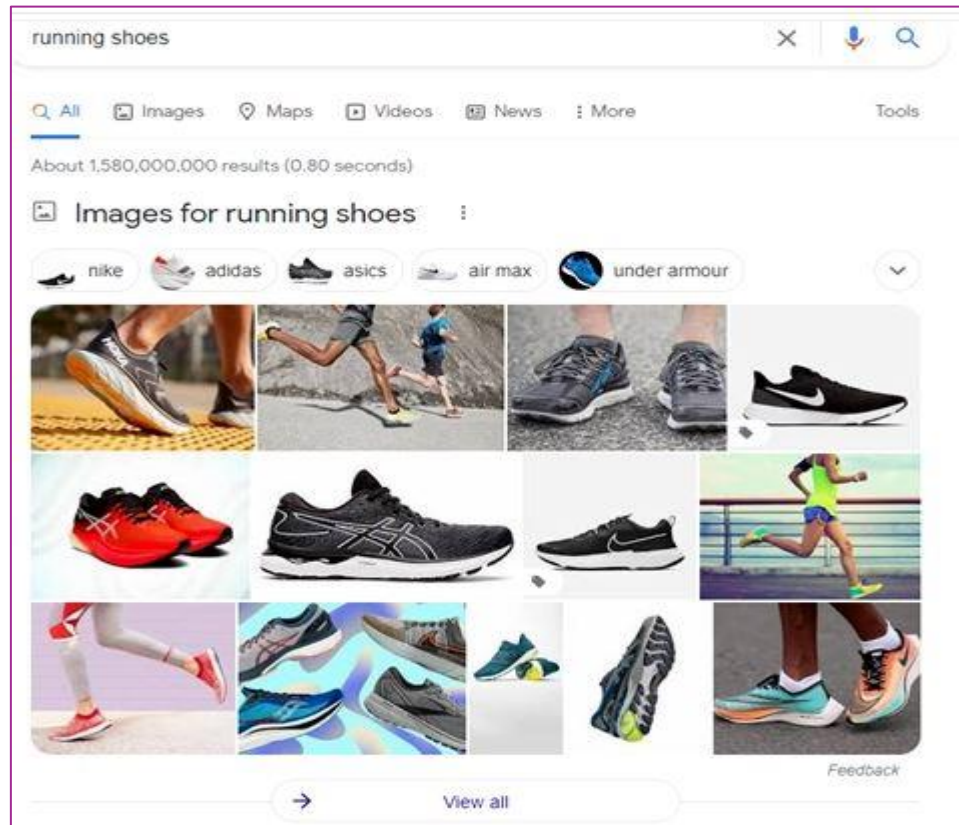
## Organic SERP



### Sitelinks

- Sitelinks are links to *different pages* on a *specific website*, which help *users find quicker*.
- Google will pick out site links from your website

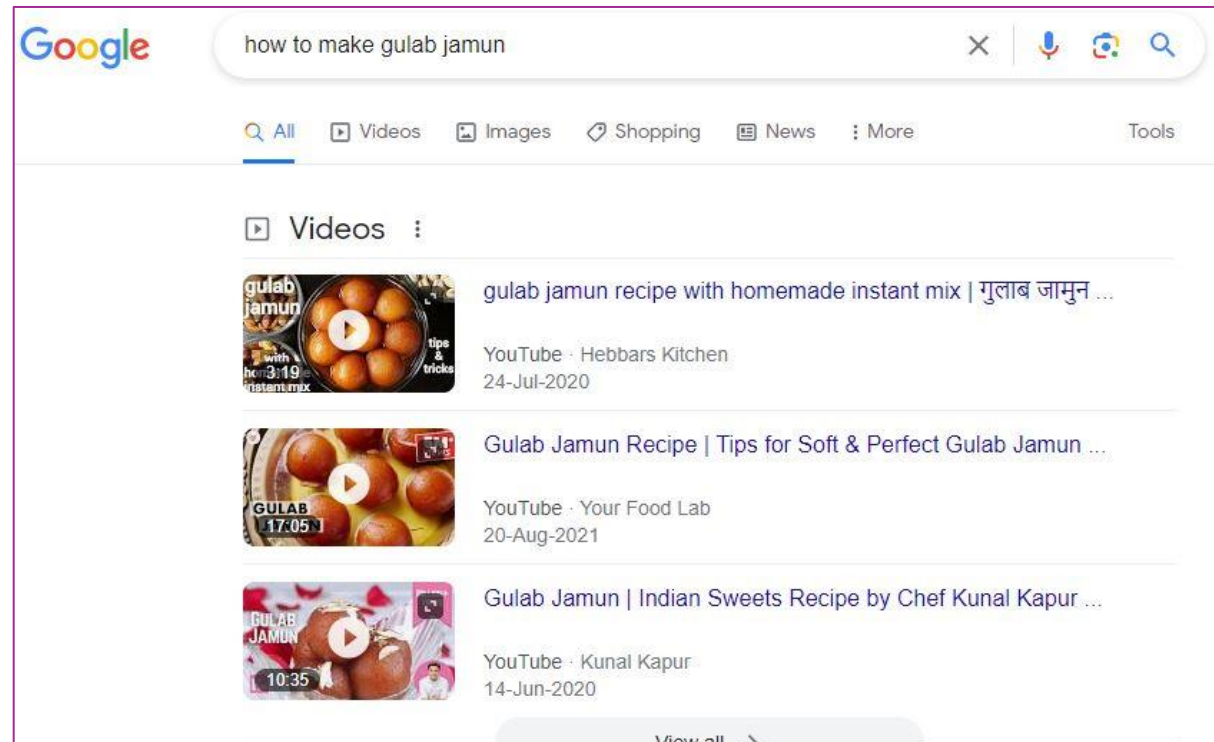
## Organic SERP



### Image Pack

- Consists of a *series of images* displayed by Google based on *search query*.
- It would benefit from *visual results*.
- Introduced in early 2010.

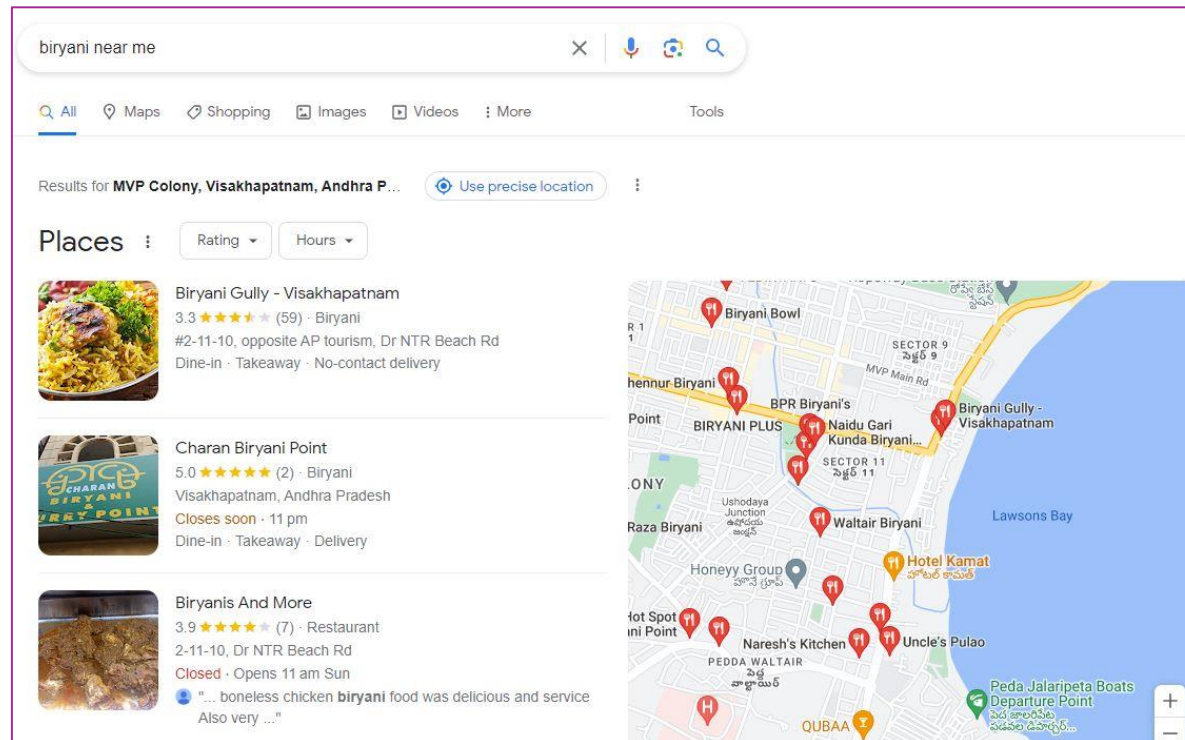
## Organic SERP



### Videos

- Video results are actually *organic results* enhanced with a *video thumbnail*, and only pages with *embedded videos* are eligible.

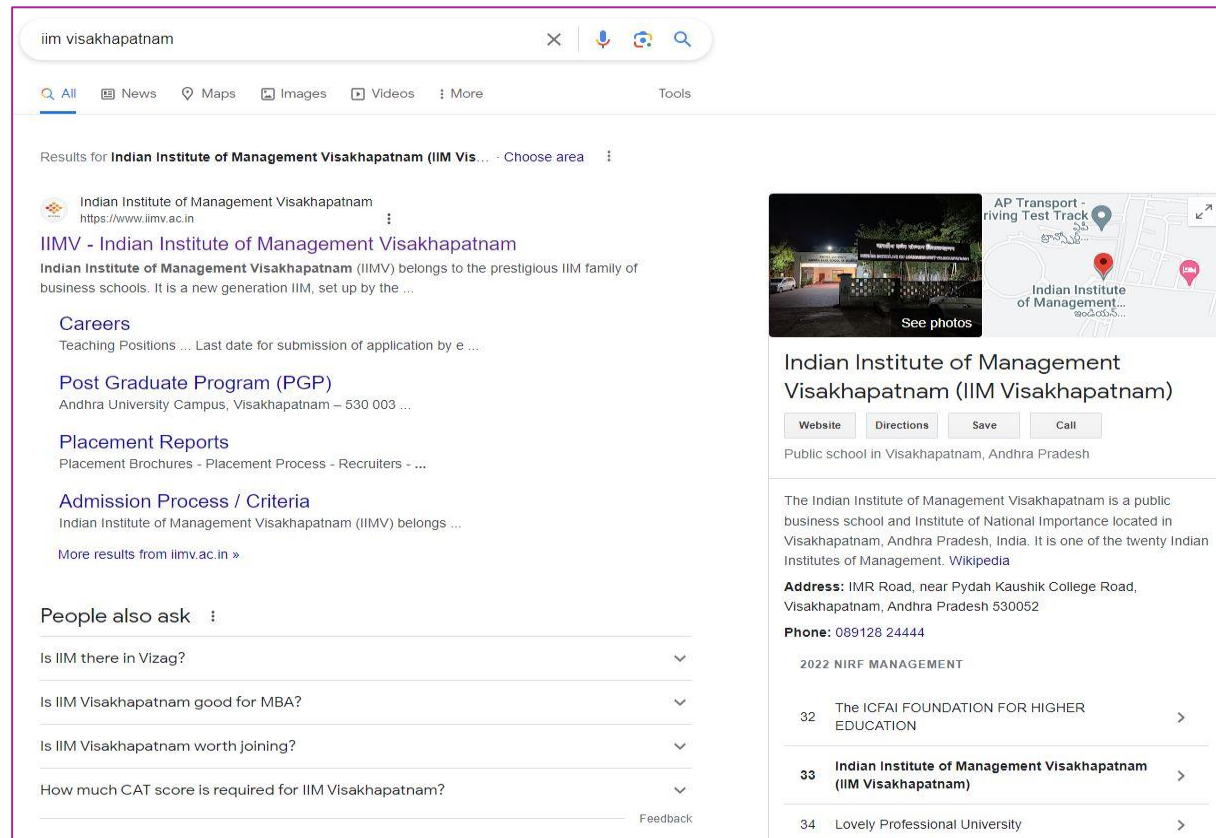
## Organic SERP



### Local Map Pack

- Local packs appear when someone enters a query with a *location name* or when Google finds that a searched item is *available nearby*.

## Organic SERP

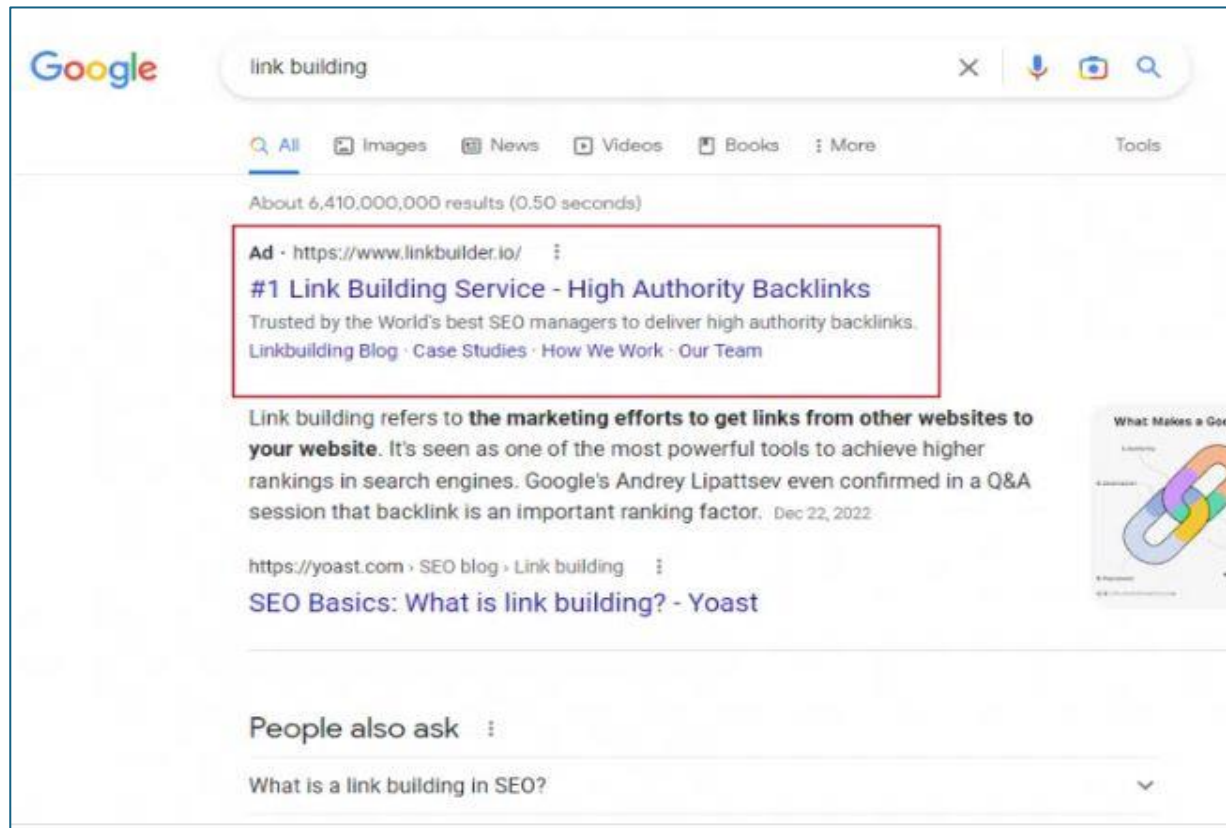


The screenshot shows a Google search for "iim visakhapatnam". The search bar is at the top with the query "iim visakhapatnam". Below the search bar, there are filters for "All", "News", "Maps", "Images", "Videos", and "More". The search results are for "Indian Institute of Management Visakhapatnam (IIM Visakhapatnam)". The Knowledge Panel on the right includes a photo of the building, a map, and the text: "Indian Institute of Management Visakhapatnam (IIM Visakhapatnam) Public school in Visakhapatnam, Andhra Pradesh". Below the Knowledge Panel, there is a snippet from Wikipedia: "The Indian Institute of Management Visakhapatnam is a public business school and Institute of National Importance located in Visakhapatnam, Andhra Pradesh, India. It is one of the twenty Indian Institutes of Management. Wikipedia". The address is "IMR Road, near Pydah Kaushik College Road, Visakhapatnam, Andhra Pradesh 530052" and the phone number is "089128 24444". There is also a list of 2022 NIRF Management rankings: 32 The ICFAI FOUNDATION FOR HIGHER EDUCATION, 33 Indian Institute of Management Visakhapatnam (IIM Visakhapatnam), and 34 Lovely Professional University.

### Knowledge Panels

- A knowledge panel often includes *images, facts, social media links*, and other *relevant information* to the search query.
- This feature normally appears when the *search is tailored* for *specific places, organizations, people, events*, etc.

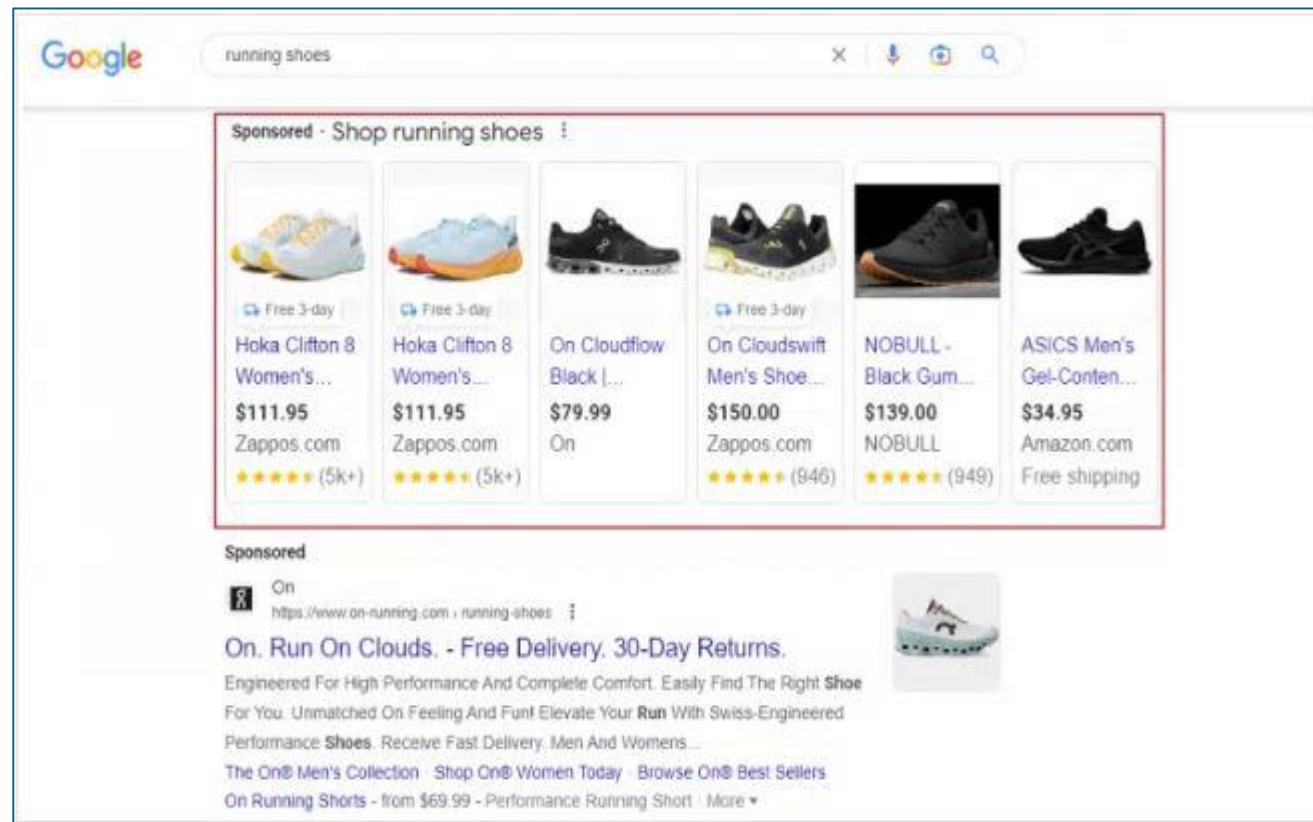
## Paid SERP



### Google Text Ads

- Google Text Ads are *paid advertisements* created by *advertisers* aiming to have their *links displayed* in Google's search results for *a keyword*.
- Introduced text ads directly on its SERP in 2000.

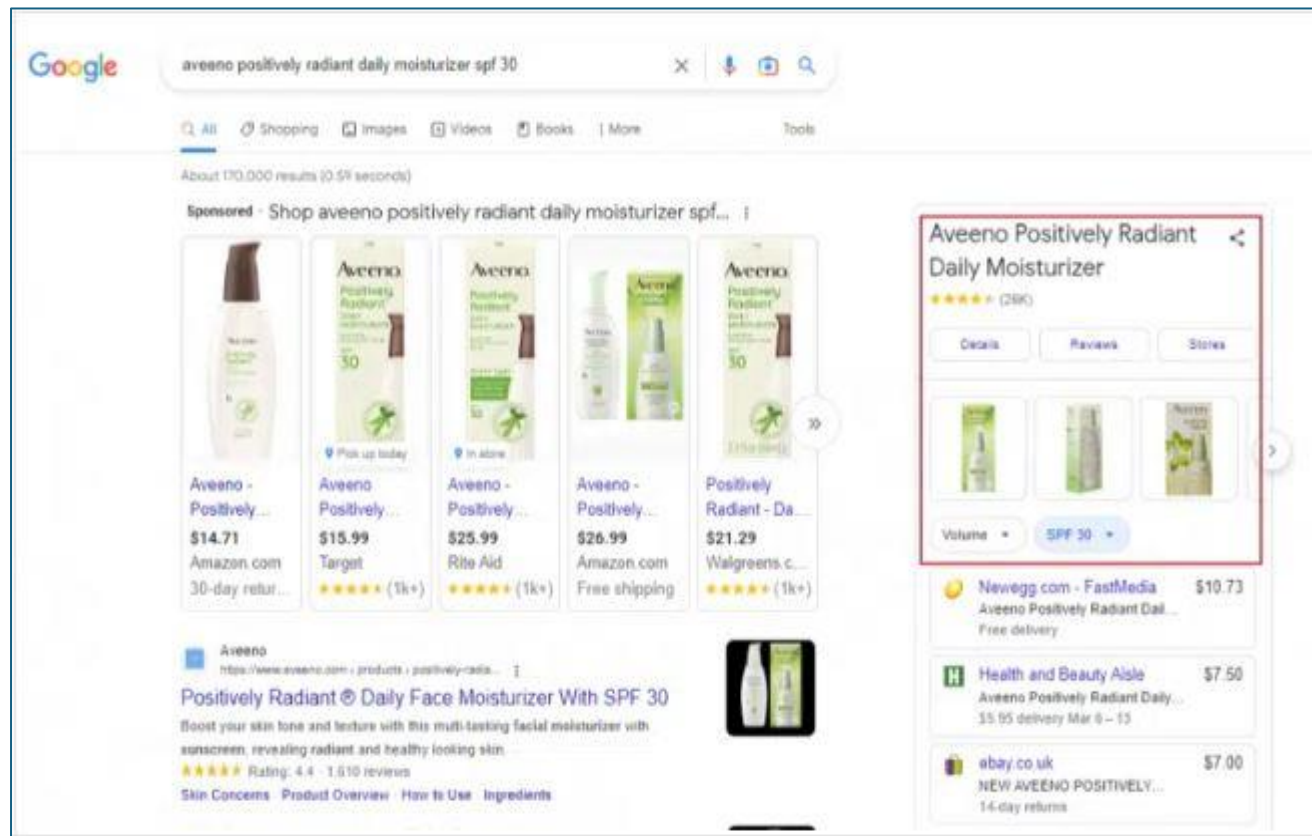
## Paid SERP



### Google Shopping Ads

- Known as *Product Listing Ads* introduced in early 2010s.
- Google Shopping Ads displays a carousel of products relevant to a *user's keyword* that are available for *purchase from paid advertisers*.
- People can browse products across *multiple e-commerce websites*

## Paid SERP




### Shopping-Multistore


- *Paid results in SERP* that refer to sponsored listings from *multiple online stores*.
- Appear at the *top or bottom* of a SERP depending on the *user's search query*.

REDMI 12
X 🔍


All
Shopping
Images
News
Videos
More
Tools

See results about  **Xiaomi 12 8GB/256GB 6.28** Mobile phone


**Popular products :**




**Redmi 12 (6GB RAM, 128GB,...**  
₹10,499  
Croma  
★★★★★ (2k+)  
6.8 Inches screen  
- 8 MP Rear




**Redmi Note 12 5G**  
₹11,999  
Flipkart and 10+ stores  
★★★★★ (9k+)  
6.7 Inches screen  
- 50 MP Rear



**Redmi 12 Jade Black 6 GB +...**  
₹11,499  
Mi.com  
★★★★★ (2k+)  
6.8 inches screen  
- 8 MP Rear



**Redmi 12C**  
₹6,999  
Amazon.in and 10+ stores  
★★★★★ (9k+)  
6.7 inches screen  
- 50 MP Rear



**Redmi 12**

The Redmi 12 and Redmi 12 5G are Android-based smartphones as part of the Redmi series, a sub-brand of Xiaomi Inc. 4G model was announced on June 15, 2023 and 5G model was announced on August 1, 2023. In China, Redmi 12 5G is also sold as Redmi Note 12R. Wikipedia

**Colors:** Midnight Black, Sky Blue, Polar Silver

**Dimensions:** 168.6 mm (6.64 in) H; 76.3 mm (3.00 in) W; 8.2 mm (0.32 in) D


**Display:** 6.79 in (172 mm); 1080 x 2460 px resolution (~396 ppi density); IPS LCD, 90Hz, 550 nits (peak)

**Memory:** 12/5G/Note 12R: 4, 6 and 8 GB RAM LPDDR4X; POCO M6 Pro: 4 and 6 GB RAM LPDDR4X

**Series:** Redmi

**SIM:** Hybrid Dual SIM (Nano-SIM, dual stand-by)


**Storage:** 12: 128 and 256 GB eMMC 5.1; 12 5G/Note 12R: 128 and 256 GB UFS 2.2; POCO M6 Pro: 64 and 128 GB UFS 2.2




Xiaomi  
<https://www.mi.com> › Mi Global Home › redmi-12

**Redmi 12 | Xiaomi Global**

Measuring just 8.17mm thin, **Redmi 12** brings an all-new meaning to looking and feeling good with its stylish and durable glass back design.






Xiaomi  
<https://www.mi.com> › Xiaomi India › redmi-12

**Buy Redmi 12 - Xiaomi India | Best Price and Offers**

**Redmi 12 Specs:** Biggest Display By Redmi Ever. 50MP AI Triple Camera. 5000mAh Battery. 90hz refresh rate. 128GB Storage | 1TB Expandable Storage.  
₹9,499.00 to ₹11,499.00



[Feedback](#)

Organic or Inorganic?

Search results for "xiaomi redmi 12".

**Sponsored**

- Redmi - 12 5G (8 GB RAM, 256 GB Storage) - ₹14,999 - Vijay Sales - Free delivery
- Redmi - 12 5G (8 GB RAM, 128 GB Storage) - ₹14,999 - Vijay Sales - Free delivery
- Redmi - 12 (6GB RAM, 128GB Storage) - ₹10,499 - Croma - 5 stars (2k+)
- Redmi - 12C (6GB RAM, 128GB Storage) - ₹9,499 - Croma - 5 stars (9k+)
- Redmi - 12 (6GB RAM, 128GB Storage) - ₹9,499 - Vijay Sales - Free delivery

**Organic**

**Redmi 12 | Xiaomi Global**  
Measuring just 8.17mm thin, **Redmi 12** brings an all-new meaning to looking and feeling good with its stylish and durable glass back design.

**Redmi 12 5G- Xiaomi India | Price and Offers**  
Redmi 12 5g Specs: Snapdragon® 4 Gen 2, Speed with X61 5G Modem with up to 2.5Gbps Speed. 256GB STORAGE 1TB Expandable Storage. 5000mAh battery.  
₹11,999.00 to ₹14,999.00  
Review(818) · FAQ · MI Screen Protect Terms...

**People also ask**

- Is Redmi 12 a 5G phone?
- Is Redmi 12 worth buying?

**Xiaomi 12 8GB/256GB 6.28** (2.9T)  
Details | Reviews | Shops

Typically ₹11,999-₹16,490

- Flipkart: ₹14,930.00 (Free delivery 2-9 Nov)
- Croma: ₹14,999.00 (Free delivery 1-4 Nov)
- Happi Mobiles: ₹17,599.00 (Free 3-day delivery, 2-day returns)
- jiomart.com: ₹15,499.00 (Not eligible for returns)

Organic or Inorganic?