

MODULE 2:

Introduction to Digital Marketing, Content Basics & Graphic Design

Session 3: Introduction to Digital Marketing

What is digital marketing ?

- Digital marketing, also called online marketing, refers to all marketing efforts that occur on the internet.
- Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.
- This also includes communication through text or multimedia messages.

Why is it important

- Digital marketing helps you reach a larger audience than you could through traditional methods and target the prospects who are most likely to buy your product or service.
- Additionally, it's often more cost-effective than traditional advertising, and enables you to measure success daily and pivot as you see fit.

Types of digital Marketing

1. Search Engine Optimization (SEO):

SEO involves optimizing a website's content and structure to improve its visibility on search engines like Google. By using keyword research, on-page optimization, and backlinking strategies, businesses can attract organic traffic and enhance their online presence.

2. Content Marketing:

Content marketing focuses on creating and distributing valuable, relevant content to attract and engage a target audience. This strategy builds trust and authority, ultimately driving profitable customer action by providing useful information rather than direct promotion.

3. Social Media Marketing:

Social media marketing utilizes platforms like Facebook, Twitter, and Instagram to connect with audiences and promote products or services. By crafting engaging posts and utilizing targeted ads, businesses can increase brand visibility and foster community interaction.

4. Pay Per Click (PPC):

PPC is an online advertising model where advertisers pay each time their ad is clicked. This approach allows for immediate traffic generation and highly targeted campaigns, reaching specific demographics based on interests and behaviors.

5. Email Marketing:

Email marketing is a direct communication channel that allows businesses to send personalized messages to their audience. By nurturing leads through targeted email campaigns, companies can foster customer loyalty and drive conversions.

6. Sponsored Content:

Sponsored content involves paying for content placement on third-party platforms to reach a wider audience. This form of marketing blends promotional messages with editorial content, making it less intrusive and more engaging for users.

7. Search Engine Marketing (SEM):

SEM encompasses paid advertising strategies to increase a website's visibility on search engines. Through techniques like PPC and keyword bidding, businesses can effectively compete for top positions in search results, driving targeted traffic.

8. Online PR:

Online public relations focuses on managing a brand's reputation through digital channels. By engaging with online communities and leveraging social media, businesses can enhance their visibility, address customer concerns, and build trust.

9. Google:

Google, as the leading search engine, offers various tools and platforms, including Google Ads and Google Analytics, to support digital marketing efforts. Businesses can leverage these tools for effective advertising and to gain insights into user behavior and website performance.

10. YouTube:

YouTube is a powerful platform for video marketing, allowing businesses to share engaging visual content with a vast audience. By creating informative and entertaining videos, brands can enhance their reach and connect with potential customers on a personal level.

Difference between visibility and engagement

Visibility

- Visibility online is the overall presence of a brand or its products in the general consumer environment.
- A business can have a great website, but how are users expected to find it if it's not visible? Search traffic can only direct so many unique visitors.

Types of visibility

Visibility comes in many formats here are some of the types of visibility:

1. Content Marketing.
2. Search Engine Optimization (SEO)
3. Search Engine Marketing (SEM)
4. Social Media Marketing (SMM)

What is engagement?

The term refers to how consumers interact directly with the brand through different actions, such as clicks, likes, comments, and shares.

Why engagement is important in digital marketing?

- Engagement helps you build trust and loyalty.
- Before your audience hits the buy button, they need to trust you and what you promise.
- Engagement, conversations, and interactions can be a most valuable tool when it comes to building trust and loyalty. People like to connect to people – not products.

The difference between promotion & engagement

Promotion

Extends your engagement efforts by presenting a valuable offer that's based on your customers' interests and needs. Social media amplifies your efforts so you can be found by a wider audience to grow your business.

Engagement

Is rooted in consistently sharing insight and providing value every time you connect with a customer. This establishes credibility while building trust and inspiring customers to tell their friends about you.

Assignment:

What type of digital marketing does your business or business idea need?
