



The Path to Digital Journey

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DIGITAL MARKETING STRATEGY

Module 1 - The Path to Digital Journey



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What is Marketing & Marketing Management?

- ▶ Marketing management is the administration of a company's marketing efforts, which includes the planning, organizing, directing, motivating, coordinating, and managing processes.
- ▶ It is the process of an organization's customers' requirements and wants being met.
- ▶ Marketing management is an important role of an organization because it brings the company closer to its customers. It entails creating a marketing-oriented company that places a strong emphasis on the customer. It is essential to the organization's success.

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What is Marketing & Marketing Management?



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Example Of Marketing & Marketing Management?



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How has Marketing changed over the years?

- ▶ There are over a dozen different types of marketing, and each one necessitates a unique set of skills.
- ▶ Marketing has experienced a significant transition as a function.
- ▶ It is vital to keep up with the developments in order to build a name for yourself in the marketing field.

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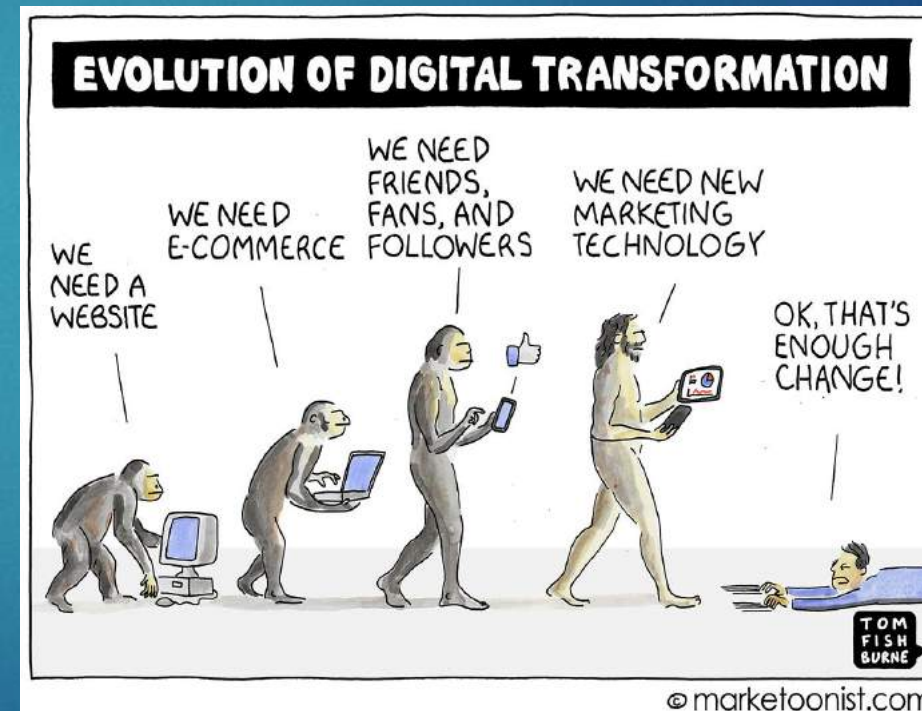
How has Marketing changed over the years?

MARKETING IN 1999 VS MARKETING IN 2019

MARKETING IN 1999	MARKETING IN 2019
 TELEVISION	 SOCIAL MEDIA
 RADIO	 SEO
 PRINT	 EMAIL

MARKETING METHODS HAVE CHANGED IN THE LAST TWENTY YEARS DUE TO THE WAY PEOPLE CONNECT & THE TECHNOLOGY THAT IS USED BY THE MASSES.

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How is Digital Marketing Different from Marketing?

- ▶ The primary distinction between digital and traditional marketing is the medium through which a marketing message is delivered to an audience. Traditional marketing relies on print media such as magazines and newspapers, whereas digital marketing relies on digital platforms such as social media and websites.



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How is Digital Marketing Different from Marketing?



OUTBOUND MARKETING ICONS



TV & RADIO



BILLBOARD ADS



COLD CALLING



TRADE SHOW



NEWSPAPER



PRINT ADS



DIRECT MAIL



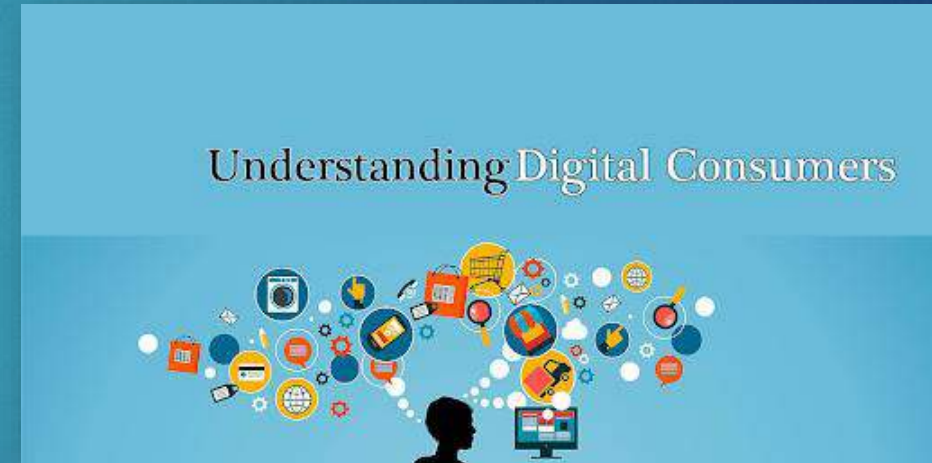
BRANDING

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Understanding The Digital Consumer

- ▶ Digital consumers are those who buy and sell products and services using technology.
- ▶ They're the same folks who walk into your store, call to place a purchase, or ask for a discount.
- ▶ These are regular people, just like us. For example, someone reading this post right now is a digital customer on our site.



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Understanding The Digital Consumer



To Begin With

Research is of great help

Influencers can bridge the gap

All starts with a great product!

Promotion does the rest

Make things simple

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Understanding The Digital Consumer



Understanding the digital consumer: 6 key insights

1.

Every business should embrace customer centricity.

2.

The number one skill for current-day professionals? Empathy.

3.

Digitization affects the customer experience in more ways than you could imagine.

4.

Build and maintain customer loyalty by combining digital with human.

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5.

Don't be afraid to challenge the status quo.

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6.

Product first, everything else comes later" is not a valid approach.

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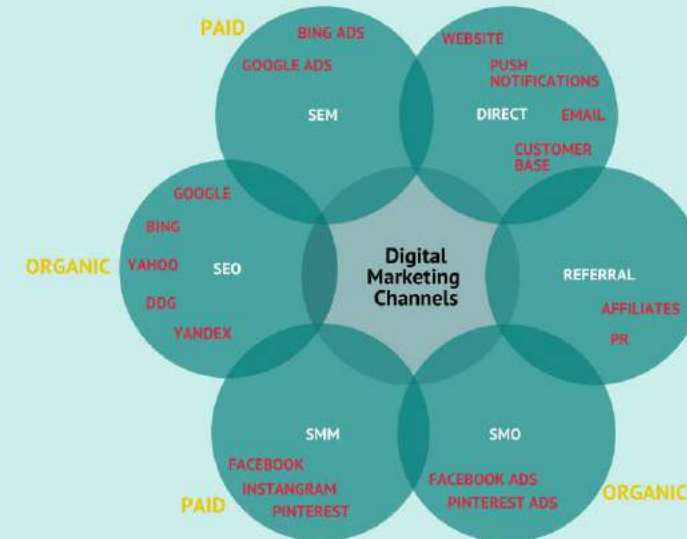


Digital Marketing Channels

- Digital channels, also known as online marketing channels, are the methods via which you communicate with your target audience on the internet. A digital marketing channel is any method for bringing your product or service in front of your target audience via the internet.

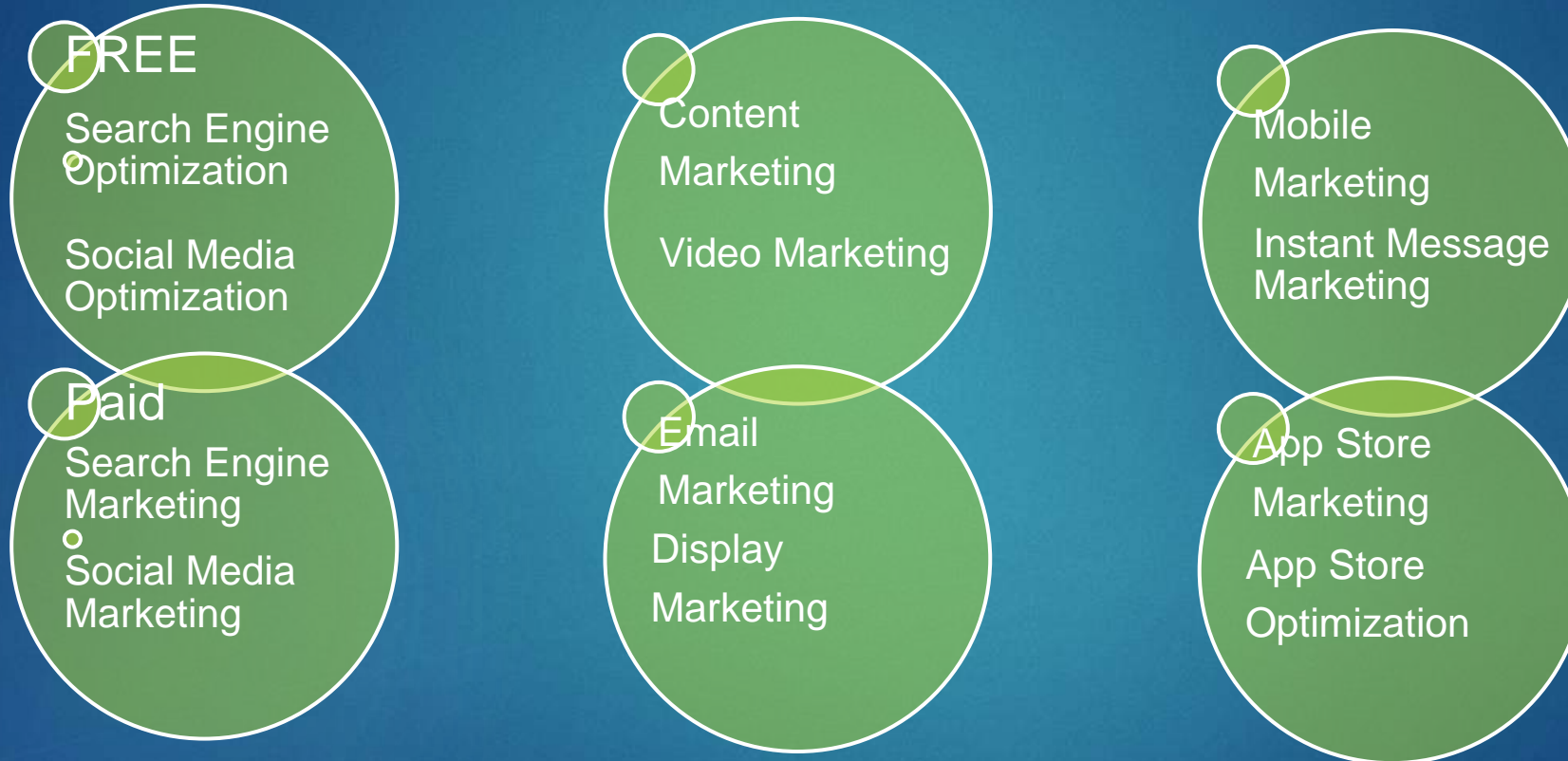
Digital Marketing Channels In A Nutshell

A digital channel is a marketing channel helping an organization to reach its potential customers via electronic means. There are several digital marketing channels, usually divided into organic and paid channels. Some organic channels are SEO, SMO, email marketing. And some paid channels comprise SEM, SMM, and display advertising.



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Digital Marketing Channels



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Digital Marketing Metrics

- ▶ This digital marketing metric will highlight which pages are the most prominent on the internet, particularly in search results.
- ▶ How would you know if your marketing efforts are effective or not if you aren't tracking them? That's when KPIs, or Key Performance Indicators, come in handy!
- ▶ KPIs allow you to track the indicators that are most important to your company so that you may continue to grow.

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Best Digital Marketing Metrics



The top KPIs for modern digital marketers that are data-driven:

- Web traffic sources
- Brand awareness
- Cost per lead
- Website traffic leads
- Returning visitors
- Online conversion rates
- Lead conversion rates
- Click thru rate
- Customer lifetime value

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Digital Marketing Metrics





Thank You!

