



# The Path to Digital Journey

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DIGITAL MARKETING STRATEGY

# Session 3: How is Digital Marketing Different from Marketing?





# How is Digital Marketing Different from Marketing?

- ▶ Any activity that raises brand awareness, creates customer relationships, conducts market research, advertises, or sells is referred to as marketing. It can be done both online and offline. Traditional marketing refers to offline marketing, such as handing out your company's leaflets. It's known as digital marketing when it's done online. Create an Instagram account, for example, to raise brand exposure.

# How is Digital Marketing Different from Marketing?

## ***Marketing:***

- ▶ Marketing is the process through which a company receives what it need and desires by developing and exchanging goods and services with its customers.
- ▶ Similarly Digital Marketing is selling of product & services with the help of internet.

# How is Digital Marketing Different from Marketing?



<https://www.investopedia.com/terms/m/marketing.asp>



# How is Digital Marketing Different from Marketing?

## *Understanding Marketing:*

- ▶ As a discipline, marketing encompasses all of a company's efforts to attract customers and sustain connections with them. Writing thank you notes, playing golf with prospective clients, promptly responding calls and emails, and meeting with clients for coffee or a meal are all examples of networking with future or past clients. Marketing, at its most basic level, aims to match a company's products and services with people who desire to use them. Profitability is ensured by matching products to clients.





# How is Digital Marketing Different from Marketing?

## *Understanding Marketing:*

- ▶ The Four Ps of marketing are product, pricing, location, and promotion. The Four Ps make up the key marketing mix that a firm requires to advertise a product or service. In the 1950s, Neil Borden popularised the marketing mix and the concept of the Four Ps.



# How is Digital Marketing Different from Marketing?

## *Product:*

- ▶ A product is an item or set of things that a company intends to sell to clients. The product should aim to fill a gap in the market or satisfy consumer demand for more of a product that is already offered. Marketers must first determine what product is being offered, how it differs from its competitors, whether the product may be coupled with a secondary product or product line, and whether there are alternative products on the market before they can develop an effective campaign.





# How is Digital Marketing Different from Marketing?

## *Price:*

- ▶ The price of a product relates to how much it will cost the company to sell it. Companies must consider the unit cost pricing, marketing costs, and distribution costs when determining a price. Companies must also examine the prices of competing products in the marketplace, as well as whether their projected price point is sufficient to constitute a viable alternative for consumers.



# How is Digital Marketing Different from Marketing?

## *Place:*

- The location of a product's distribution is referred to as its location. Whether the goods will be sold in a physical store, online, or through both distribution channels is an important decision. What kind of physical product placement does it get when it's sold in a store? What kind of digital product placement does it get when it's sold online?



# How is Digital Marketing Different from Marketing?

## *Promotion:*

- ▶ The integrated marketing communications campaign is the fourth P, or promotion. Advertising, selling, sales promotions, public relations, direct marketing, sponsorship, and guerilla marketing are all examples of promotion.
- ▶ Promotions are different based on where the product is in its life cycle. Marketers recognise that consumers identify a product's price and distribution with its quality, and they account for this when developing a marketing strategy.



# How is Digital Marketing Different from Marketing?

## *Digital Marketing:*

- ▶ Digital marketing, at its most basic level, is advertising distributed via digital channels like as search engines, websites, social media, email, and mobile apps. Digital marketing is the process of organisations endorsing goods, services, and brands through the use of these online media channels.

# How is Digital Marketing Different from Marketing?



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## *Digital Marketing*

<https://www.shutterstock.com/search/digital+marketing>

# How is Digital Marketing Different from Marketing?

## *Which type of marketing should you use?*

- ▶ Finding the correct balance between traditional and digital marketing is crucial to a successful campaign. Digital marketing will be the yin to traditional marketing's yang in 2020. Both are crucial parts of a marketing strategy, but when employed together, they have a greater impact.
- ▶ Take, for example, Guinness. Their TV ads are well-known for their distinctive and striking cinematography. Guinness' famous 1999 "Surfer" campaign is still considered one of the best TV advertisements of all time, even after 20 years. Despite its legendary position, Guinness must keep up with the changes and incorporate digital marketing into their strategy to avoid missing out on a major marketing opportunity.





# How is Digital Marketing Different from Marketing?

## *Which type of marketing should you use?*

- ▶ Guinness recently broadened their digital marketing frontiers by creating video content exclusively for Facebook and Instagram in order to reach a bigger and younger audience. Rather than simply repurposing existing TV commercials, they shot their campaigns as social first videos, crafting shots exclusively for Facebook and Instagram. The videos were made expressly with the intended consumers in mind.
- ▶ As a consequence, a visually spectacular and powerful social media ad about Compton cowboys caring for their horses in California was created. Instagram fodder that is both trendy and shareable.

# How is Digital Marketing Different from Marketing?

## Traditional marketing: Pros

Impactful



Permanent



Memorable



## Traditional marketing: Cons

Hard to measure



Expensive

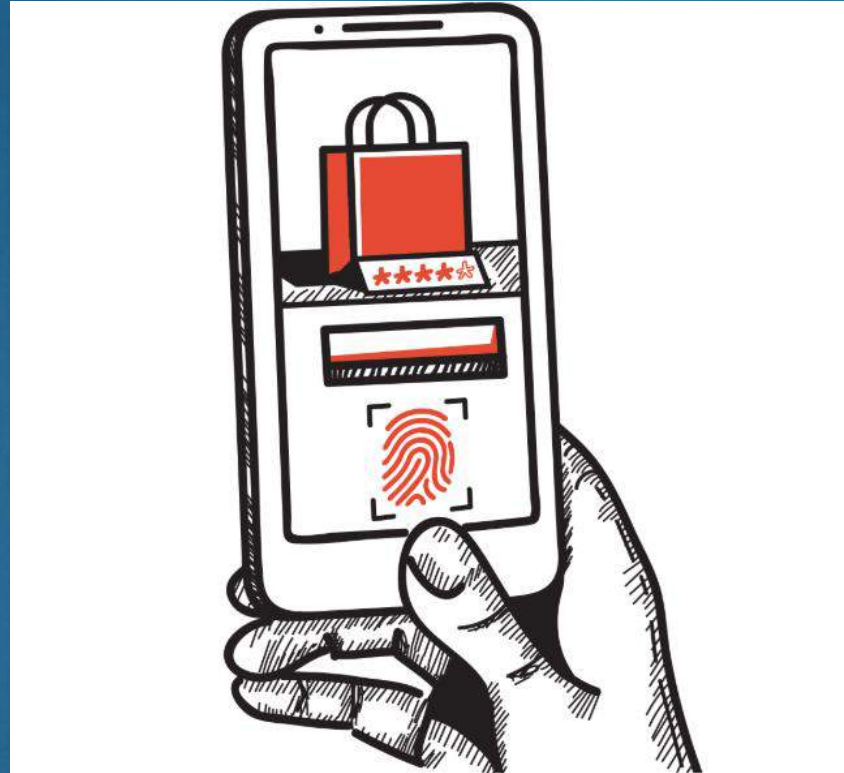


No direct interaction



***Traditional marketing: pros and cons***

# How is Digital Marketing Different from Marketing?



*Digital Marketing: Pros & Cons*





Thank You!