



The Path to Digital Journey

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DIGITAL MARKETING STRATEGY

Session 5: Digital Marketing Channels



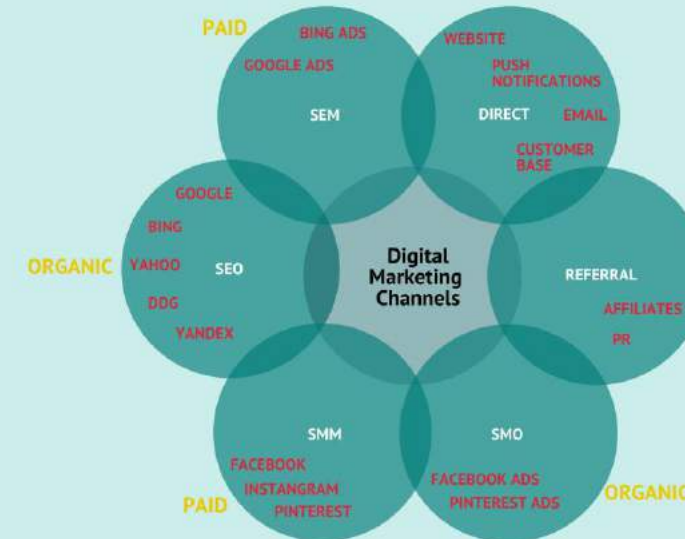
Digital Marketing Channels



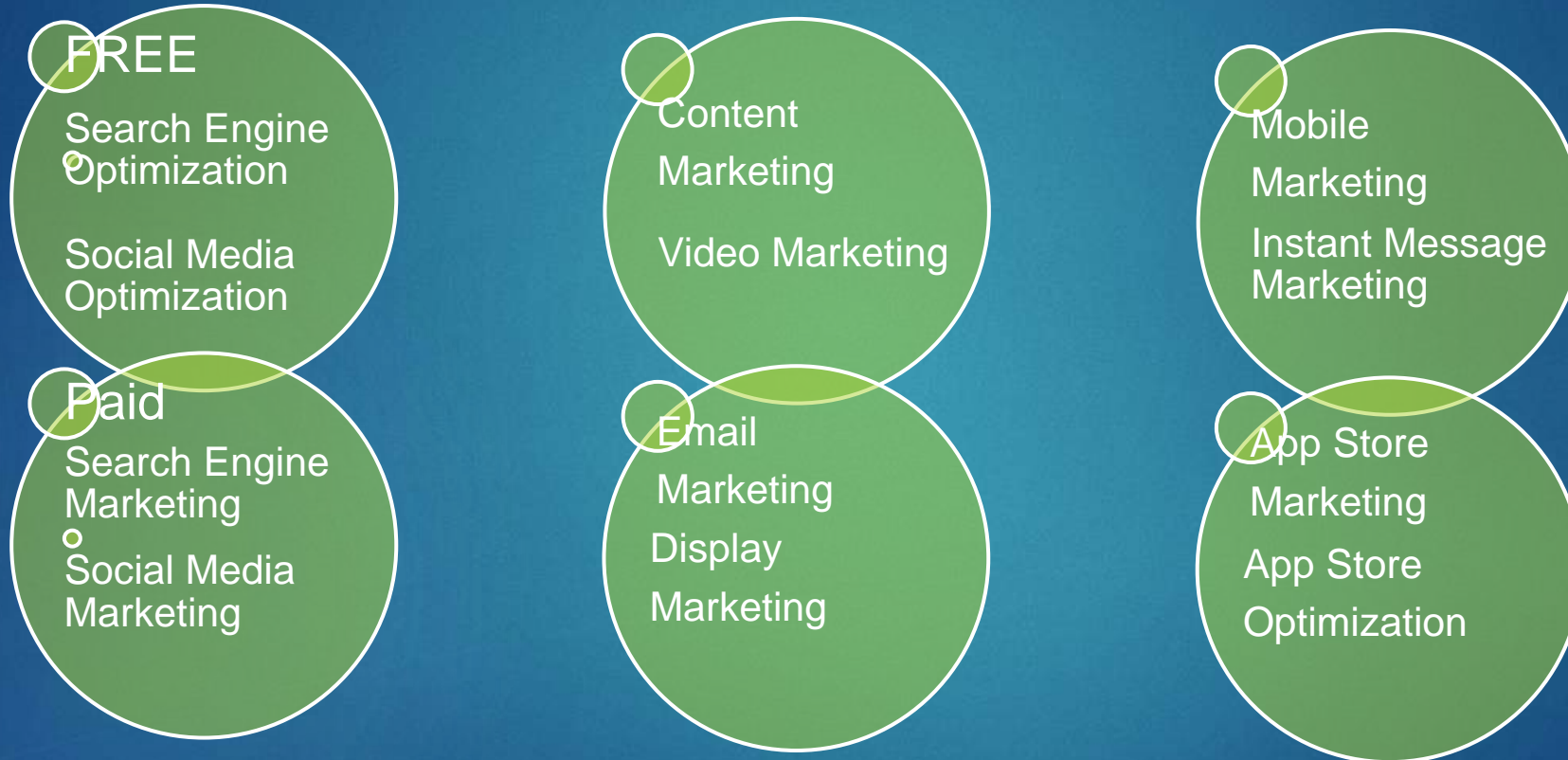
- Digital channels, also known as online marketing channels, are the methods via which you communicate with your target audience on the internet. A digital marketing channel is any method for bringing your product or service in front of your target audience via the internet.

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.



Digital Marketing Channels



Digital Marketing Channels



Search Engine Optimization

- ▶ The purpose of SEO is to encourage a company's website to rank higher in Google search results, resulting in more traffic from search engines. To do so, SEO marketers look for words and phrases that people use to seek for information online and include such terms into their own content. According to Moz's "Beginners Guide to SEO," SEO includes a variety of factors, including the text on your web pages, how other websites link to you on the web, and how your website is constructed.

Digital Marketing Channels



Search Engine Optimization

- ▶ How SEO works today
 - Content indexing
 - Good link structure
 - Keywords and keyword targeting

Digital Marketing Channels



Social Media Marketing

- ▶ One of the most effective internet marketing methods today is social media. Facebook, Instagram, YouTube, Twitter, and other social media platforms give a platform for dynamic two-way conversation. These online venues are where most internet users spend the majority of their time. As a result, brands cannot afford to miss out on the opportunity to capture more eyeballs and must actively advertise their products.

Digital Marketing Channels



Content Marketing

- ▶ Content is at the centre of every digital marketing strategy, and it's the one big piece that won't change no matter how much the market changes. Your website and other Internet marketing real estate will attract significant inbound traffic from highly focused audiences – all of whom may be potential clients – if you have good, high-quality, and very relevant content. In 2014, up to 73 percent of B2B digital marketers plan to increase their content marketing efforts. Text, pictures, movies, and other relevant items that people are looking for and are particularly interested in are all examples of content.

Digital Marketing Channels



Email Marketing

- ▶ When companies use lead generation and other marketing tactics, they collect contact information from potential consumers such as phone numbers and email addresses, as well as permission to send them updates and other information by email. Email marketing is one of the most effective digital marketing platforms, with a return on investment of up to 4,300% for firms.

Digital Marketing Channels



Pay Per Click

- ▶ Paid advertising platforms, such as Pay-Per-Click, give highly targeted traffic of potential buyers in a short amount of time. This strategy, on the other hand, is based on how much you're willing to spend on bids and ad spots, as well as how much you're willing to pay for a single consumer.

Digital Marketing Channels



Display Advertisement

- ▶ Many people read blogs, participate in forums, and visit other websites that they find interesting or useful. By placing relevant display advertisements on these third-party sites, digital marketers may reach out to these potential buyers. Banners, boxes, interactive advertisements, video ads, interstitial ads, overlays, and other similar ads linked to a landing page or website fall under this category.

Digital Marketing Channels



Benefits of digital marketing

- ▶ These are just some of the many digital marketing benefits:
 - Constant online presence
 - Cost-effective
 - Provides instant and highly measurable results
 - Delivers an excellent return on investment (ROI)
 - Provides a straight communication route between you and your customer

Digital Marketing Channels



Benefits of digital marketing

- ▶ These are just some of the many digital marketing benefits:
 - Reaches potential customers during the early stages of the buyer's journey
 - Can interact with targeted audiences in real time
 - Highly targetable
 - Offers personalization capabilities
 - Has a global reach

Digital Marketing Channels



Considerations when determining the most effective digital marketing channels for your business

- ▶ Every business is different. Therefore, before you can determine the most effective digital marketing channels for your business, here are some key factors to consider:
 - What is your brand?
 - What are your business goals?
 - What are your marketing goals?
 - Where is your target audience?
 - What is your budget?

Digital Marketing Channels



Define your primary company goals for using Digital Marketing channels.

- ▶ Some of these goals that your business may be rooting for includes:
 - Brand Awareness
 - Sales Generation
 - Lead Generation
 - Educate Potential customer
 - Generate Traffic

Digital Marketing Channels



Define your budget allocation.

- ▶ Defining what digital marketing channels to use will also help identify the budget that you will set aside for pursuing these campaigns. Budget allocations may include the following:
 - Fees for digital marketing manager and staff
 - Paid advertising budgets
 - Payment for content creation services
 - Fees for graphic artists, photographers and videographers
 - others

Digital Marketing Channels



Identify Your Available talent

- **Development Skills** – for your website design and development needs.
- **Creative Skills** – includes both writing and visual creation skills.
- **Search Skills** – talent needed for search marketing.
- **Social Skills** – talent needed for engaging potential customers through social media.

Thank You!

