



Introduction to Digital Marketing

Outcomes

By the end of the training, participants should be able to: -

- Understand the basics of digital marketing
- Understand the different social media platforms and how to leverage them for their digital marketing and sales
- Develop business pages on the different platforms





What is marketing?

Marketing is the practice of understanding the needs of a target market and creating goods and services which meet these needs and deliver value to the target market, through:

- **Market research:** Understand your target audience and their needs.
- **Advertising and promotion:** Creating awareness of your product/service to your target market.
- **Digital marketing.** Reach consumers via internet marketing on social media, video platforms, search engines, blogs, and other digital marketing channels.
- **Public relations:** Leveraging public media to create credibility and publicity for positive positioning.
- **Customer acquisition and retention:** Ensuring customer satisfaction to sustain long-term relationships.

Marketing is about effectively positioning a product in the public consciousness and creating brand loyalty built on lasting relationships with customers.



Introduction to 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.
- ❑ Digital content and marketing is so common that consumers now expect and rely on it as a way to learn about brands. Because digital marketing has so many possibilities, you can get creative and experiment with a variety of marketing tactics on a budget.
- ❑ Overall, digital marketing is defined by using numerous digital tactics and channels to connect with customers where they spend much of their time: online.
- ❑ The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal.

Why go Digital?

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 on a daily basis and pivot as you see fit.

Digital Marketing

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Traditional Marketing

- Cost-effective
- A large number of audience
- Variety of sources
- Higher conversion rate
- Measurable results
- Immediate communication

- Expensive
- Limited audience
- Non-versatile
- Low conversion rate
- Results cannot be measured
- Delayed communication



Traditional Marketing



Digital Marketing





6 Types of Digital Marketing



1. Content Marketing

Content marketing involves researching keywords, writing articles, improving the description of products and services on your site, and creating educational content that will compel your audience to engage more deeply with your brand.

N.B Search engines LOVE content. They want content that is compelling, relevant to the searcher, frequently updated and full of enrichment.

2. SEO (Search Engine Optimization)

There are tactics for both on-site and off-site search engine optimization, and good digital marketers will work both sides of the equation. On-site SEO involves ensuring that your site is developed correctly with the proper framework that appeals to search engines. Off-site SEO refers to any actions that you are taking for your brand that happen off of your main digital properties.

This could include encouraging external sites to link to your brand and posting content in different locations throughout the web that includes breadcrumb trails that lead back to your website.

3. SEM (Search Engine Marketing)

Advertisements are placed on Google or Bing search engines, so when a user is browsing for the answer to a particular question, your paid ad pops your brand to the top of the search engine results page (SERP).



4. SMM (Social Media Marketing)

There are two key forms of social media marketing: paid and organic. While paid social media marketing includes the advertisements we all know and love, it also involves paid options for driving new fans to your page or brand.

Organic social media is a bit more elusive, but that also tends to make it more fun to implement. You gain organic reach when your brand educates or informs your audience, providing value to the reader in a way that they use and share the content that you create.

5. Paid Ads

Paid ads are a fun way to get in front of a wider audience and bring more traffic to your website. Less expensive than traditional advertising, you can advertise across various platforms using methods such as Google Ads, Facebook Ads, and other social media ad offerings.

You will want to use compelling images or videos in whatever ad type you choose to catch the eye of your audience more easily. You will also want to include an irresistible call to action.

6. Email Marketing

The key is to generate more high-quality leads through your other online efforts.

From there, send high-quality content in your emails that speaks to them personally, addressing interests, wants, or needs and enticing them to continue to your website. Email lists are gold to your marketing campaigns. Make the most of them by catering to your content for better results.










5 Ps of Digital Marketing

The 5 Ps of digital marketing are simple: Product, Price, Promotion, Place, and People. All of these factors must work together for your digital marketing strategies to be successful.

- 1. Product:** Your products or services should be at the heart of all of your marketing efforts. You have to understand the needs of your audience, and that should be taken into consideration when you're defining services or building products.
- 2. Price:** Will you look at a cost-plus markup strategy, or are you more interested in determining the pricing that the market will bear? Your pricing strategy could and should change over time and may require a fair bit of tweaking before you find the perfect mix.
- 3. Promotion:** Where and how will you promote your products and services? Promotions don't have to be paid; you can also work with influencers to promote your brand and offer discounts and a variety of creative alternatives that will help keep your ad budget in line while still raising awareness of your brand.
- 4. Place:** While marketing in the past often included a physical location, digital marketing transcends that to digital properties such as your website and mobile applications.
- 5. People:** Who are your tribe? Your products and services could be either mainstream or niche — defined in such a way that there is a small section of the market that is truly passionate about what you produce or the stories that you tell.

Who is your audience? How can you reach them? What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

							
DEMOGRAPHICS	2.7 Billion users Ages 25–34	353 Million users Ages 30–49 68% Male	442 Million users Ages 30–49 78% Female	2.3 Billion users All ages	740 Million users Ages 46–55	1.2 Billion users Ages 25–34	689 Million users Ages 18–24
PURPOSE	Building Relationships	News & Articles; Conversation	“Scrapbook-ing”	“How To”, Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships; Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
DOWNSIDE	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic





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