



Digital Marketing Overview

ASCII Services|

Task



- Each slide focuses on a **different aspect** of Digital Marketing.
- **In groups**, **brainstorm** the answers to each question.
- Draw from your own knowledge to elaborate the concepts presented (**YOU** are the marketing experts!)
- **Make note** of **key** vocab items in **red**.

Digital Marketing Overview

Key points



- ✓ What is digital marketing?
- ✓ Why are people going online?
- ✓ Benefits of digital marketing
- ✓ What does digital marketing consist of?
- ✓ Search engine optimization (SEO)
- ✓ Pay per click (PPC)
- ✓ Social media Marketing (SMM)
- ✓ Digital marketing measurement
- ✓ How digital marketing evolved



Digital Marketing Overview

Defition



What is digital marketing? (brainstorm)

“**Digital marketing**” is the process of building and maintaining customer relationships through online activities to generate sales and/or capture customers that are searching on the Internet for answers.



Plain English: Getting found online

Digital Marketing Overview

Why are people going online? (brainstorm)



Digital Marketing Overview

Why are people going online?



- ✓ For information on a new product, service or location

With the constant growth of the web, and more people getting connected every day, digital marketing has become a necessity for many organizations. This also includes small businesses that want to **trade** online and make a name for themselves on the web.

The web is **crowded** with information. If you have a website, how can these people reach you? **What are the benefits of digital marketing?**



Digital Marketing Overview

What are the benefits of digital marketing? (brainstorm)



*Over traditional marketing **

- ✓ Puts the consumer in control
- ✓ Provides convenience
- ✓ Drives brand **loyalty**
- ✓ Reduces the **selling cycle**
- ✓ Builds your **brand**
- ✓ It is measurable
- ✓ It is **cost effective**



Digital Marketing Overview

Digital marketing objectives



One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have **5 objectives**: (brainstorm)

1. **Reach** the right **audience**
2. **Engage** with your audience
3. **Motivate** your audience to take action
4. Ensure **efficient** spending on your campaign
5. Maximize return on investment (**ROI**)



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What does digital marketing consist of? (brainstorm)



Key components

- ✓ Website design (**user** experience)
- ✓ Search engine optimization (**SEO**)
- ✓ Pay per click (**PPC**)
- ✓ Social media marketing (**SMM**)
- ✓ Email marketing
- ✓ Display advertising (**banner ads**)

Let's look more closely at some of these key components.



Digital Marketing Overview

What is search engine optimization (SEO)? (brainstorm)



SEO definition

Search engine optimization (**SEO**) is the process of getting traffic from the “free,” “organic,” or “natural” listings on search engines.

All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos or local listings are shown and **ranked** based on what the search engine considers most relevant to users. Payment isn't involved, as it is with paid search ads.





search engine optimization

X Search

About 30,800,000 results (0.16 seconds)

Advanced search

Search Optimization

500+ Clients, 2.7 Billion in Rev. 2500% Avg. Increase in Leads/Sales
seop.com/SEO-Management

Search Optimization (77) 467 688
Customers Not Finding You? Is Your Site Optimized? Here's How
www.customermagnetism.com/SEO

Search Optimization Pros

Better Rankings - Better Traffic Free Traffic Conversion Plan
www.increasevisibility.com

Search engine optimization - Wikipedia, the free encyclopedia

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ...

SEO - Search engine optimization methods - SEO Copywriting - Backlink
en.wikipedia.org/wiki/Search_engine_optimization - Cached - Similar

Search Engine Optimization (SEO) - Webmaster Tools Help

Oct 9, 2010 ... **SEO** is an acronym for "**search engine optimization**" or "search engine optimizer." Deciding to hire an **SEO** is a big decision that can ...

www.google.com/support/webmasters/bin/answer.py?hl... - Cached - Similar

Search Engine Optimization - Natural Search Optimization & SEO

Web.com Search Agency is a leading search engine optimization company providing search engine optimization and SEO link building, PPC management, ...

www.submitawebsite.com/ - Cached - Similar

News for search engine optimization



Impact Media (blog)

Optimize Your Website for Search Engines

2 days ago

The challenge for owners of businesses big and small is to be found in this enormous haystack, and the solution is **search engine optimization**, or **SEO**. ...

BusinessWeek - 84 related articles - Shared by 20+

Critiquing Executive Limousine's Web Site

New York Times (blog) - 2 related articles - Shared by 50+

Spamgrish 2: Return of the ambiguous spam comments!

ZDNet (blog) - 2 related articles - Shared by 20+



Ads

Ads

Search Optimization (SEO)

Boost Traffic By 2000%! Learn More
Free Search Optimization Analysis

www.seo-inc.com

Search Optimization \$325M

Want Top Website Rank? Professional Certified Co. Free Initial Report!
ebrandz.com is rated ★★★★★

Google Checkout

ebrandz.com

Website Optimization

Page One Position. \$199 Per Year
Not Pay Per Click. No Max Keywords
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Top Rated SEO Firm

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Expert Search Engine Optimization
Request Your Free Evaluation Today!
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Mesa SEO Company

Is Your Site Climbing in Search?
Search Engine Optimization Experts
crexendo.com/Mesa-SEO

Got Search Optimization?

Get Top Rankings and Explode Sales
100% Custom SEO Campaigns
Arizona
www.blueseoo.com

Search Engine Reputation

Negative Online Results Gone Fast!
100% Guaranteed. 800-775-4795
www.positivesearchresults.com

"Paid" Search, AdWords

Organic Search

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What is pay per click (PPC)? (brainstorm)



PPC definition

Pay per click (**PPC**) is a type of sponsored online advertising that is used on a wide range of websites, including search engines, where the advertiser only pays if a web user clicks on their ad. Hence the title, 'pay per click'.

Advertisers place **bids** on keywords or phrases that they think their target audience would type in a search field when they are looking for specific goods or services.



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Advantages of pay per click (PPC)? (brainstorm)



- ✓ Very fast
 - ✓ Get targeted visitors within hours (sometimes minutes)
- ✓ Can **yield** highly profitable results
- ✓ Great testing **platform** and can be highly targeted
 - ✓ Time of day
 - ✓ Geographic area
 - ✓ Keywords and phrases
 - ✓ Immediate feedback



Digital Marketing Overview

Disadvantages of pay per click (PPC)?



- ✓ No guarantees
- ✓ Heavy competition
- ✓ You pay regardless of any sales
- ✓ Competitive keywords demand higher bids
- ✓ Restricted to text and image ads
- ✓ Traffic stops when you stop paying



Digital Marketing Overview

What is Social media marketing (SMM)? (brainstorm)



Social media marketing definition

Social media is a medium or instrument for communication, like a newspaper or a radio.

Social media = a social instrument of communication.



Digital Marketing Overview

Advantages of social media marketing (SMM)?



- ✓ **Targeted** traffic
- ✓ High return on investment (**ROI**)
- ✓ Does not require specialization or vast technical skills
- ✓ Ability to go viral therefore high visibility
- ✓ **Cost effective** (only time and effort)



Digital Marketing Overview

Disadvantages of social media marketing (SMM)?



- ✓ More time **consuming** than SEO and PPC
- ✓ No **short term ROI**
- ✓ Everything is public
- ✓ Ineffective use = brand credibility **loss**

Digital Marketing Overview

Digital marketing measurement



ROI (return on investment)

Many tools and systems are available to calculate your **ROI** and to measure the **effectiveness** of your digital marketing campaign.

ROI tools

- ✓ Google analytics
- ✓ Google webmasters tools
- ✓ Basic google search
- ✓ Google adwords
- ✓ Social media monitoring tools

Twitter: @asciiservices

Blog: <http://www.asciiservices.com/blog/>



WHICH IS THE MOST EFFECTIVE? Find out and tell us!

Digital Marketing Overview

How has digital marketing evolved over the years?



Back in the day, it was all about

- ✓ Build a website
- ✓ Build links, build more links, and build even more backlinks
- ✓ Hope it shows up in Google someday
- ✓ Hope it displays on the results page with the right **keywords** (what people are typing in when they search)
- ✓ It was like fishing and hoping you will get a catch.

With SEO, PPC was born – (pay per click)

- ✓ Build ads around **keywords** and pay for everyone that clicks the ad and visits your site
- ✓ Eg. Google's **Adwords** (3 line ads that show up on the right/top of search engine results)
- ✓ Microsoft's **Adcenter**
- ✓ Yahoo's search marketing (**Overture**)



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