MARKETING AND RESEARCH

Lecture Title: Digital Marketing Strategy

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Undergraduate Diploma in Digital Marketing

Lecture Summary

- Understanding digital marketing activities

- Digital marketing strategy and use of digital tools

- The use of virtual channels to market products and services

- Using digital marketing to reach consumers.

- Assignment Q&A

Digital marketing activities

❖Digital marketing is the use of digital technologies and platforms to promote products, services or brands.

❖ It encompasses a wide range of tactics, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, content marketing, and more.
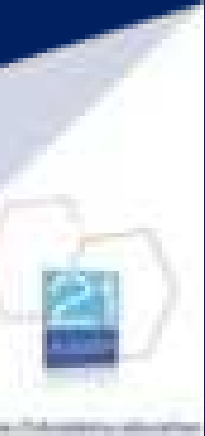
Digital marketing activities

1. Search Engine Optimization (SEO): SEO is the process of optimizing your website to rank higher on search engine result pages. This can include optimizing your website's content, structure, and coding to make it more search engine friendly. Key words here help search engines understand what the content is about.

2. Pay-Per-Click Advertising (PPC): PPC is a form of online advertising where you pay each time someone clicks on your ad. These ads can appear on search engine result pages, social media platforms, and other websites.
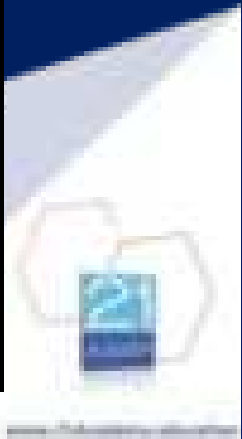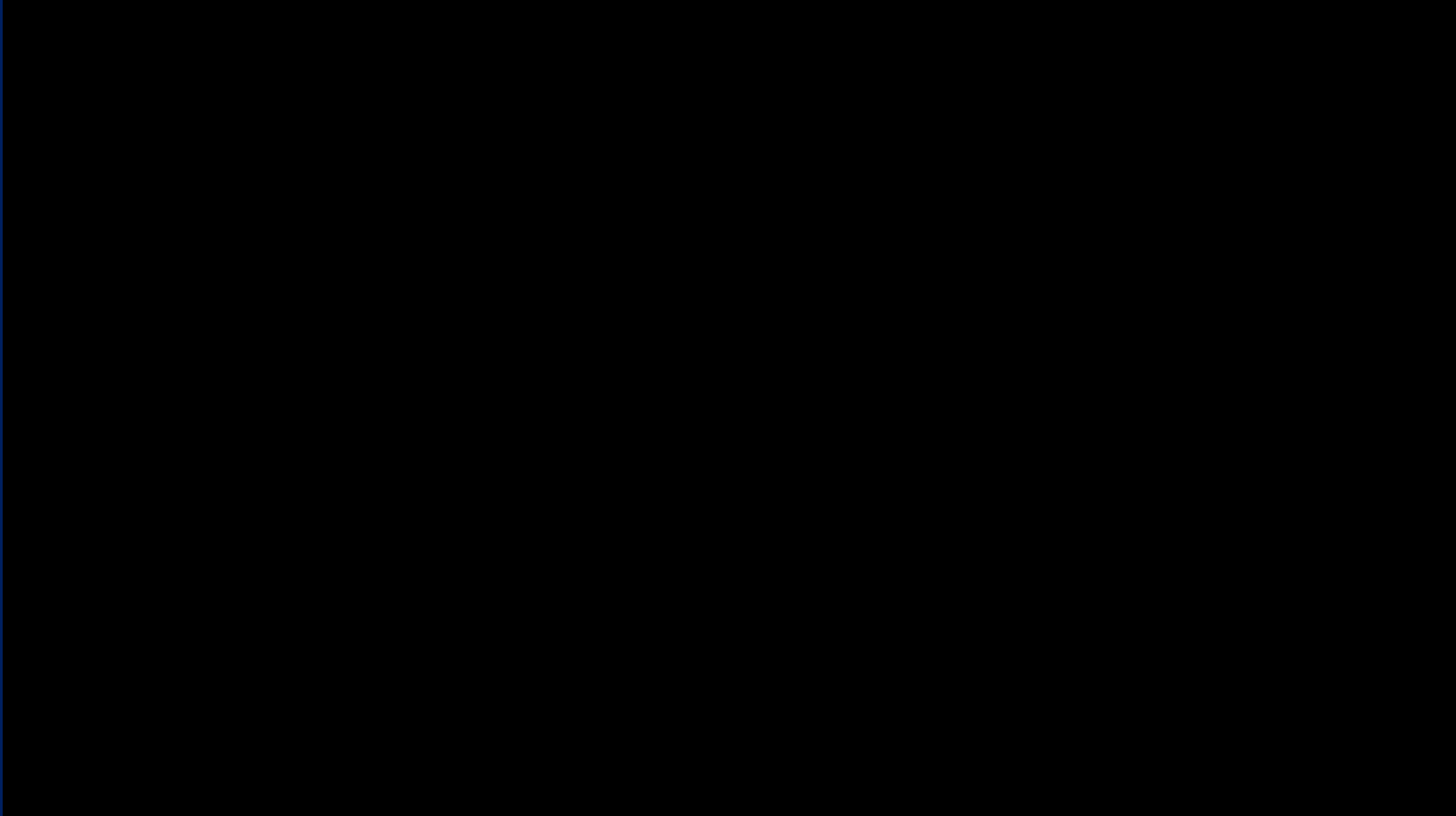
Digital marketing activities

3.**Social Media Marketing:** Social media marketing involves using social media platforms like Facebook, Twitter,Linkedin and Instagram to promote your brand and products. This can include creating and sharing content, running ads, and engaging with followers. The main goal is to engage with customers and build brand awareness

4.**Content Marketing:** Content marketing involves creating valuable and relevant content that attracts and engages your target audience. This can include blog posts, videos, infographics, and other forms of content. Primary goal is to build brand awareness and trust by providing valuable content.
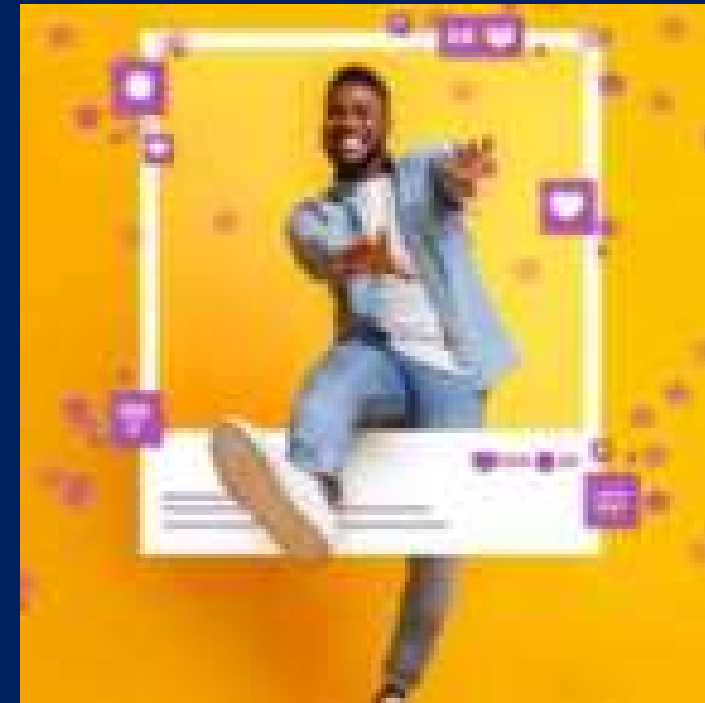
Digital marketing activities

5. **Email Marketing:** Email marketing involves using email to communicate with your audience and promote your brand and products. This can include newsletters, promotional emails, and other types of emails.

6. **Influencer Marketing:** Influencer marketing involves partnering with social media influencers to promote your brand and products. These influencers have large followings on social media and can help you reach a wider audience.

Digital marketing activities

7. Affiliate Marketing: Affiliate marketing involves partnering with other businesses or individuals to promote your products in exchange for a commission. This can be a cost-effective way to reach new customers

Digital marketing activities

8. Video Marketing: Video marketing involves creating and sharing video content, such as product demos or customer testimonials, to promote a brand or product.

9. Mobile Marketing: Mobile marketing involves optimizing a website or digital content for mobile devices and using mobile-specific tactics, such as in-app advertising or SMS marketing, to reach a target audience.

10. Web Analytics: Web analytics involves tracking and analyzing website and digital marketing performance data to optimize campaigns and improve ROI.

Digital marketing vs Traditional marketing

❖One of the main differences between digital marketing and traditional marketing methods is the medium through which they are delivered.

❖ Traditional marketing methods include print ads, billboards, television, radio, and direct mail, while digital marketing takes place on digital channels like social media platforms, search engines, websites, and mobile apps.

❖Key advantage of digital marketing over traditional marketing is the ability to track real-time results

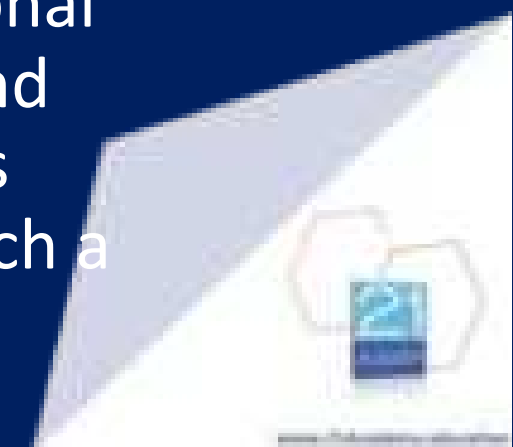# Digital marketing vs Traditional marketing

Benefits of Digital Marketing

Ability to target specific audiences

One of the benefits of digital marketing is ***the ability to target specific audiences*** with greater precision. Digital marketing channels allow businesses to create targeted ads based on demographics, interests, behaviors, and other factors, which can result in higher conversion rates and lower advertising costs.

Provides greater flexibility and scalability

Additionally, digital marketing ***provides greater flexibility and scalability*** compared to traditional marketing methods. Businesses can quickly and easily adjust their digital marketing campaigns based on performance data, and they can reach a wider audience with lower costs.

Benefits of Digital Marketing

The ability to track and measure the effectiveness of campaigns

Another benefit of digital marketing is **the ability to track and measure the effectiveness of campaigns**. With digital marketing, businesses can track metrics such as website traffic, click-through rates, conversion rates, and more, which can provide valuable insights into the success of their marketing efforts.

Digital marketing strategy and use of digital tools

A digital marketing strategy is a comprehensive plan that outlines how a business can use digital channels and tools to achieve its marketing objectives. The following are the key steps involved in developing a digital marketing strategy:

- Define Business Objectives

- Identify Target audience

- Analyse Competitors

- Develop a Messaging Strategy

- Select Digital Channels

- Develop content Strategy

- Allocate Budget and Resources

- Measure and Optimize

The use of virtual channels to market products and services

Virtual channels are digital channels that enable businesses to market their products and services to their target audience through digital means.

Here are some additional examples of virtual channels used by other well-known brands to market their products.

Virtual channels used by brands

Airbnb: Airbnb is a company that provides a platform for people to book vacation rentals and short-term accommodations. They use virtual channels such as social media and email marketing to target potential travelers with personalized recommendations and promotional offers.

Sephora: Sephora is a global beauty retailer that uses virtual channels like social media, influencer marketing, and user-generated content (UGC) to engage with customers and promote their products. Sephora also has an online community where customers can share reviews and recommendations of their favorite products.

Virtual channels used by brands

Red Bull: Red Bull is an energy drink company that uses virtual channels like social media, content marketing, and event streaming to reach out to their target audience. Red Bull has a strong presence on social media, where they showcase extreme sports events, share athlete profiles, and engage with their followers.

Dollar Shave Club: Dollar Shave Club is a men's grooming company that uses virtual channels like social media, video marketing, and influencer marketing to promote their products. They create humorous video ads that have gone viral and work with influencers to showcase their products to a wider audience.
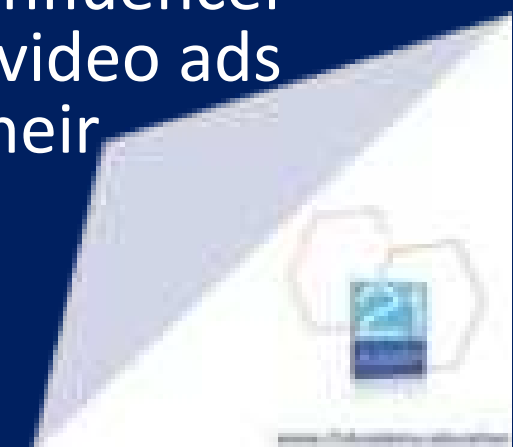
Using digital marketing to reach consumers.

Digital marketing offers businesses a wide range of tools and techniques to reach their target audience and promote their products or services. By leveraging digital marketing channels effectively, businesses can increase brand awareness, generate leads, and drive revenue growth.

Why is optimising customer touchpoints online beneficial for businesses???

It provides customers with value every time they come into contact with a brand, helps to build trust.

How to improve the digital customer experience using data

1 Evaluate your current customer experience.

2 Focus your customer acquisition strategy.

3 Retarget one-time buyers.

4 Track customer retention metrics.

5 Optimize your omnichannel strategy.

6 Develop automated customer journeys.

Ways to Personalize Digital Customer Experience (CX)

Get to know your customers by name, especially those who are loyal

Encourage customers to create user profiles on your website platform to monitor their behaviour

Segment your customers to sent only relevant content to each segment

Seek regular customer feedback. Listen, analyze, and understand your customer feedback.

Implement geotargeting. It means to use the customer's location to personalize the experience.

Understanding Landing pages and CTAs

A landing page is a pivotal element in digital marketing, specifically crafted to capture visitor information and drive conversions. This dedicated webpage serves as the entry point for potential customers, offering them a focused experience that encourages specific actions.

Central to this strategy is the **Call to Action (CTA)**, a vital component that guides visitors on what to do next. Examples of effective CTAs include phrases like "Buy Now" or "Sign Up," which motivate users to engage further with the brand. An impactful CTA not only enhances user experience but significantly increases conversion rates by creating a clear path for action.
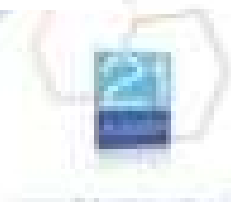
The Importance of A/B Testing in Digital Marketing

A/B testing : This process involves comparing two variants of a marketing message to determine which one performs better. By analysing user interactions, marketers can identify which elements resonate more with their audience—be it the wording of a CTA, the layout of the landing page, or even the colour scheme.

For instance, testing two versions of a **"Buy Now"** button (one in green and the other in blue) can reveal valuable insights into consumer preferences. A/B testing not only enhances the effectiveness of marketing strategies but also drives better decision-making, ensuring that every campaign achieves its full potential.

AI (Artificial Intelligence)-Generated Content

It has been observed that AI-generated content can sometimes be of low quality, poorly written, and not aligned with the strategy, and it can even be detrimental to the website's SEO as search engines may consider it as spam.

However, AI tools are trending because they are increasingly being used by various organizations to automate research and cross-referencing, track and classify content in different languages, identify emerging trends, generate summaries of speeches, videos, articles, and documents, fact-check, process data, and even write complete articles.

How is AI used in digital marketing?

Automated Target Audience Segmentation

AI can analyze customer data such as age, gender, location, interests, and purchase behaviors to create more targeted ad campaigns. This allows marketers to increase conversions and scale their search engine marketing strategies.

Automated Ad Optimization

AI can help marketers optimize their ad campaigns by testing different ad variations, such as copywriting, calls to action, and visuals, and measuring their performance. Also, ad campaigns can be adjusted in real-time, allowing to optimize marketing strategies quickly.

How AI is used in digital marketing?

Automated Email Campaigns

By sending automated emails, thanks to AI, you can send personalized and targeted messages to your customers and leads. Also, AI can help you segment your audience appropriately to send the right emails to the right people.

Chatbot Technology Interactions

Users want quick answers to their questions and needs whenever they need them. You can create chatbots on your website and social profiles thanks to AI. Chatbots can provide customers with answers to their questions instantly and help them navigate websites and make purchases. Additionally, they provide a more personalized experience and increase customer satisfaction.

How AI is used in digital marketing?

Voice Search Optimization

AI can help you optimize your website for voice searches. 27% of the global population is using voice search on mobile devices. Leveraging AI to optimize your website for voice search will help boost search engine optimization (SEO) and increase your business's visibility online.

Automated Social Media Marketing and Posting

Marketers can also automate their social media marketing efforts and posting frequency thanks to AI. AI can help analyze users' interests, preferences, and purchase history so that you can redirection your social campaigns to the right audience. You can also optimize your content creation strategy to create compelling content that engages users.

How AI is used in digital marketing?

Social Listening and Reputation Management

Through social listening and reputation management tools, AI helps monitor customer conversations and reviews to understand your target market better. It can analyze customer feedback to identify trends and customer sentiment. This will help you quickly respond to customer feedback and take proactive steps to improve customer experience.

Predictive Analytics

AI can predict customer behaviors and purchasing trends by analyzing customer data to identify patterns and trends. This helps marketers anticipate customers' needs and create more targeted campaigns based on insights and statistics.

How AI is used in digital marketing?

Virtual Assistants

With AI, you can automate routine tasks while increasing productivity significantly through virtual assistants. Also, virtual assistants can answer customer questions and provide product recommendations. This allows marketers to provide customers with a more personalized experience and increase customer satisfaction.

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Assignment tutorial – Q&A

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