Slide 1

SASTRI

INTRO
TO DIGITAL MARKETING

www.diahsastri.com

Slide 2

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- What is Digital Marketing
- Why Digital Marketing?
- Advantage and Disadvantage
- Social Media Marketing
- What's Next?

Slide 3

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What is digital marketing?

"Digital marketing" is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.

Plain English: Getting found online

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#IntroToDigital
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THE

PROMOTION

OF | A PRODUCT,
A SERVICE
OR A BRAND

ON ELECTRONIC DEVICES.

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#IntroToDigital
diahsastri

NEWSLETTER
CONTENT MARKETING
DISPLAY
BLOG   SEM

DIGITAL MARKETING

BIG DATA
SOCIAL MEDIA
SEO
VIDEO
CRM   MOBILE

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Key components

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

Slide 1

WHY DIGITAL MARKETING?

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Digital marketing objectives

- ✓ Reaching the **right audience**
- ✓ To **engage** with your audience
- ✓ To **motivate** your audience to take action
- ✓ **Efficient spending** on your campaign
- ✓ **Return on investment (ROI)**

Digital marketing goal
Digital marketing is about generating sales and/or capturing leads from customers that are searching on the Internet for answers.

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Internet User By Country

Internet users by country

UK 48m 72%
Russia 38m 27%
Germany 55m 67%
France 41m 66%
USA 227m 74.7% — Internet users — percentage of nation's population
China 298m 22.4%
Japan 94m 73.8%
India 81m 7.1%
S.Korea 37m 76%
Brazil 68m 34.3%
Australia 17m 80.8%

Slide 4
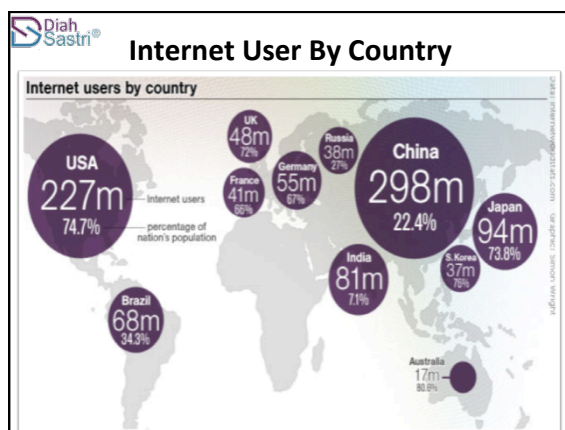
Online Marketing Vs Traditional Marketing

Slide 5

Yesterday's marketing

Slide 6

DIGITAL MARKETING VS Traditional Marketing

| Digital Marketing	Traditional Marketing
1 Reach out to maximum people	1 Limited Audience
2 Targeted or Client Specific Marketing	2 Global Marketing
3 Versatile (can make changes in the advertisings)	3 Non- Versatile (cannot be altered once published)
4 Immediate Communication	4 Delayed Communication

Why are people going online?

- ✓ For information on a new product, service or location
- ✓ If they have a question
- ✓ If they are looking for help
- ✓ If they want more information on certain individuals or organizations
  - ✓ Meeting attendants
  - ✓ Business contacts
  - ✓ General information
  - ✓ New employees
  - ✓ Available jobs

PPAP

ADVANTAGE AND DISADVANTAGE

Benefits of Effective Digital Marketing

	Action	Impact
Brand Equity	Aligning digital efforts with business objectives	Improvement in brand perception: 10% or more
	Using social media to drive improved brand perception	
Sales Growth	Reaching consumers more effectively	Sales increase: 0.7% to 1.1%
		Spend increase: 50% to 75%
	Integrating social media with marketing strategy	Return Rate Decrease: 20% to 65%
Customer Service	Improving customer service through social media	Increase in resolved customer complaints: 90%
		Cut in support costs: 40%
Media Buys	Refining the media mix	Cut in inefficient media spend: 10% to 20%
	Shifting money to more efficient channels	Savings, depending on previous channels: up to 80%
Consumer Insights	Improving products by listening to what consumers want	Hundreds of thousands of dollars in research savings
		Reduction in research costs: up to 80%

Sources: Forrester Research, BCG Interviews, BCG Case Work, BCG Analysis

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Advantages

- One to one approach
- Cater to specific interests
- Different content by choice
- Geo- marketing
- Relatively inexpensive
- Global business
- Measuring statistics is easy
- Accountability

Disadvantages

- Illegal or unethical practices
- Physical demonstration and needs to be tangible
- Transparency
- Cost of Hardware

Slide 1

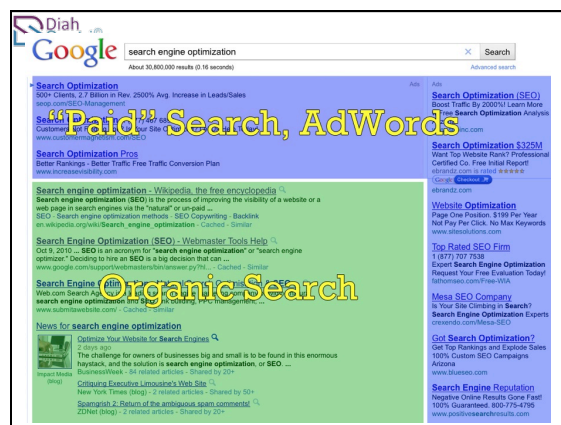### Digital marketing Evolution

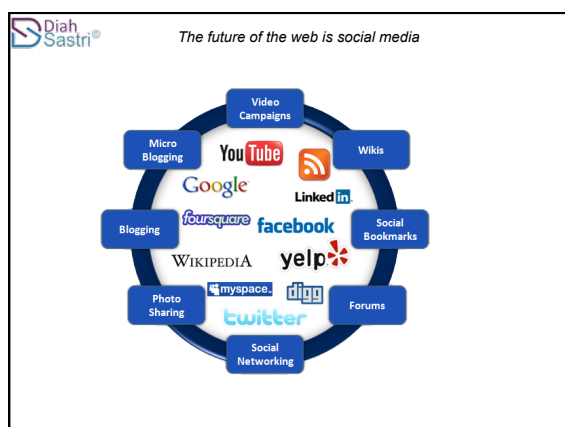**Back in the day, it was all about search engine optimization – (organic search)**

✓ Build a website
✓ Apply the art of on and off page SEO to your website, you build links, you build more links, and you build even more backlinks, focus on the meta-tags, content, etc.
✓ You hope it shows up in Google someday
✓ You hope it displays on the results 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 – (paid search)

✓ 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)
✓ Build ads around keywords and pay for everyone that clicks the ad and visits your site

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"Paid" Search, AdWords

Organic Search

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Slide 4

SOCIAL MEDIA MARKETING

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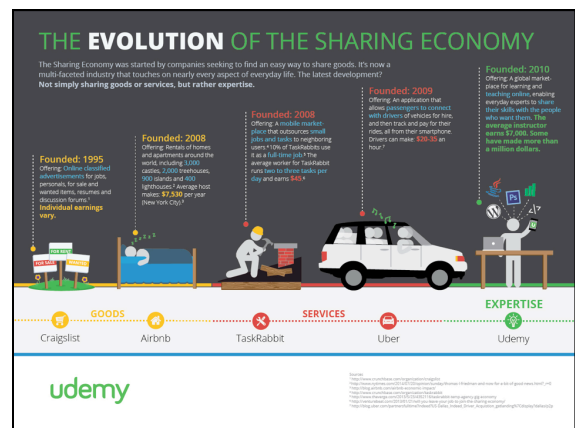
The future of the web is social media

Slide 6

Social Media Marketing Explainer Video - SF Bay Area Web Design

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WHAT'S NEXT?
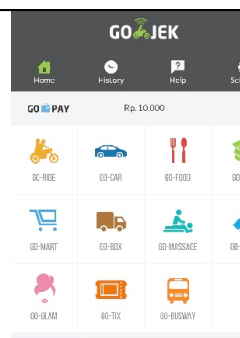
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wonderful indonesia

- Aps available on Google play store and apple App Store
- Free, mass availability; personal preferences that suits each traveller's needs

THE **EVOLUTION** OF THE SHARING ECONOMY

The Sharing Economy was started by companies seeking to find an easy way to share goods. It's now a multi-faceted industry that touches on nearly every aspect of everyday life. The latest development? **Not simply sharing goods or services, but rather expertise.**

GOODS — SERVICES — EXPERTISE

Craigslist — Airbnb — TaskRabbit — Uber — Udemy

udemy

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VIRTUAL REALITY

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