

A man with a beard and glasses, wearing a blue and white striped shirt, is sitting on the floor. He is holding a tablet in his left hand and a pen in his right hand. The tablet displays a dashboard with a pie chart and several bar charts. The text "An Introduction to DIGITAL MARKETING" is overlaid on the image in white, with "DIGITAL MARKETING" in a larger font. Below it, the text "::MARKETING WITH PURPOSE::" is also overlaid in white. At the bottom, the website address "www.ebiz-international.com" is written in pink. The eBiz International logo is in the bottom right corner.

An Introduction to DIGITAL MARKETING

::MARKETING WITH PURPOSE::

www.ebiz-international.com



WHAT IS DIGITAL MARKETING?

Digital marketing is an umbrella term for the marketing (Promoting) of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent, as digital platforms are increasingly incorporated into marketing plans, and as people use digital devices instead of going to physical shops.

Source: Wikipedia

THE OLD WAY OF DOING BUSINESS

- Brands control the flow of information
- ROI measurement is hard, nearly impossible.

Traditional marketing is based on exposure, visibility and control of information. Traditional marketing is declining rapidly.

So where are these customers immigrating from traditional media, since they are not using the traditional channels anymore?

TRADITIONAL MARKETING BASED ON 4P'S

1. **P**roduct (what are we going to sell?)
2. **P**lace (where are we going to sell it and advertise?)
3. **P**rice (what will charge people for it?)
4. **P**romotion (How do we get people to buy from us?)

TRADITIONAL MARKETING METHODS



TELEVISION

People are watching



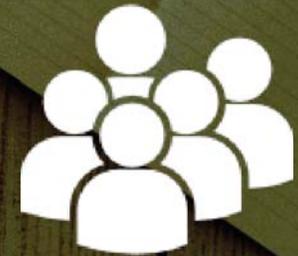
RADIO

People are listening



PRINT

People are seeing



WORD OF MOUTH

People are talking

EVOLUTION OF MARKETING

No longer can you control the flow of information to the customer.

Customers know who you are and what you do by finding you on search engines, social media and websites.

Smartphones are the vehicle that provide individuals with instant knowledge about you, your products, services and about your competitors.

They have the power of KNOWLEDGE in their hands.

WELCOME TO DIGITAL

Digital Marketing puts your **customers first**, where they belong. Digital marketing involves attracting business to your website and then converting visitors into customers.



Permission Marketing

May I please market to you?



Interruption Marketing

Stop what you are doing and listen to me !

Take a look around you and count how many smartphones and connected devices are in the same room as you are right now. Digital allows you to know who your customers are, what they like and how to reach them. And let's to mention it costs less than traditional methods.

4C'S OF MODERN DIGITAL MARKETING

1. **C**ustomers (what are the want and needs of customers?)
2. **C**osts (what is the cost of customers?)
3. **C**onvenience (how easy is it for customers to purchase?)
4. **C**ommunication (How do you talk with customers?)

MODERN MARKETING METHODS



VIDEO

People are watching



AUDIO

People are listening



DIGITAL

People are seeing



WORD OF MOUTH

People are talking

LET'S COMPARE TWO METHODS OF MARKETING

MODERN METHODS



VIDEO (YouTube)
People are watching



AUDIO (Podcasts)
People are listening



DIGITAL (Blogs)
People are seeing



WORD OF MOUTH
People are talking

TARDITIONAL METHODS



TELEVISION
People are watching



RADIO
People are listening



PRINT
People are seeing



WORD OF MOUTH
People are talking

MARKETING TIP

Digital Marketing is not about technology.
Technology merely provides diverse and
relevant ways to connect with consumers.
Digital Marketing is about **People**.

DIGITAL MARKETING PURPOSE



**REVENUE
GROWTH**

Make it happen



**BRAND
AWARENESS**

Share with people



**LEAD
GENERATION**

Develop relationships



**DATA COLLECTION &
ANALYSIS**

Information is knowledge

DIGITAL MARKETING APPROACH



ATTRACT
people



CONVERT
Leads



CLOSE
Sales



DELIGHT
Customers

MARKETING TIP

Marketing is about understanding human relationship and how good influence goes a long way

7 KEY PILLARS OF DIGITAL MEDIA



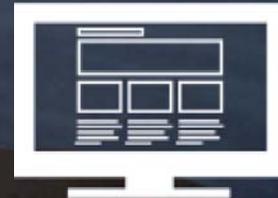
WEBSITE

Land here



EMAIL

Direct marketing



CONTENT

Deliver quality



SEARCH

People are looking



SOCIAL

Be social



BRANDING

Who are you ?



DIGITAL ADS

Start today, stop tomorrow

WEBSITE



- INFORMATION/TRANSPARENCY
- FAST LOADING
- LEAD GENERATING/CTAs
- SALES CONVERTING
- DATA GATHERING/FORMS
- MODERN LOOK/SIMPLE
- RESPONSIVE/MOBILE FIRST
- FULL CONTROL/OWNED MEDIA

There is no replacement for your website. Never under-estimate the power of your website in your digital marketing plan.

EMAIL



- DIRECT MARKETING
- PERMISSION BASED
- SEGMENT CUSTOMERS
- REQUEST ACTION
- TRACK BEHAVIOR
- TRACK RESULTS
- LOW COST
- HIGH ROI

Email marketing yields an average 4,300% return on investment for businesses in the united states. (Direct Marketing Association)

CONTENT



- RELEVANCY
- CREATE/CURATE
- PROMOTE/SHARABLE
- ENGAGEMENT
- LEAD GENERATION
- AUTHORITY

Content Marketing is one of the main pillars of your Digital Marketing campaign. 84% of performing companies are using or plan to start using content marketing and content automation this year.

SEARCH



- ORGANIC/FREE LEADS
- TARGET SEGMENTATION
- EXACT KEYWORDS
- PAID PER CLICK (PPC)
- LINK BUILDING
- STRATEGY

On average, 71.33% of searches resulted in a page one Google organic click. Page two and three get only 5.59% of the clicks. On the first page alone, the first 5 results account for 67.6% of all the clicks and the results from 6 to 10 account for only 3.73%. (Advanced Web Ranking)

SOCIAL



- WORD OF MOUTH
- MASSIVE REACH
- ENGAGE CONSUMERS

- SOCIAL PROOF
- ORGANIC
- VIRAL (WORD OF MOUTH)

Facebook in September 2016 set a record of 1.49 billion people using the social media platform in one day.

BRANDING

- PURPOSEFUL
- ESTABLISHED
- VALUES

“Your brand is what other people say about you when you are not in the room.”

Jeff Bezos, Amazon.

Customers prefer to interact with brands over businesses. Building a brand is far more than creating a logo. Values and beliefs play a central role.



- QUALITY
- SERVICE/SUPPORT
- IDENTITY

DIGITAL ADVERTISING



- SALES/LEADS
- ACCURATE ROI
- START TODAY
- STOP TOMORROW
- FITS ANY BUDGET
- DIRECT ACTION

Digital advertising provides instant results that are accurate, targeted and time based.

MARKETING TIP

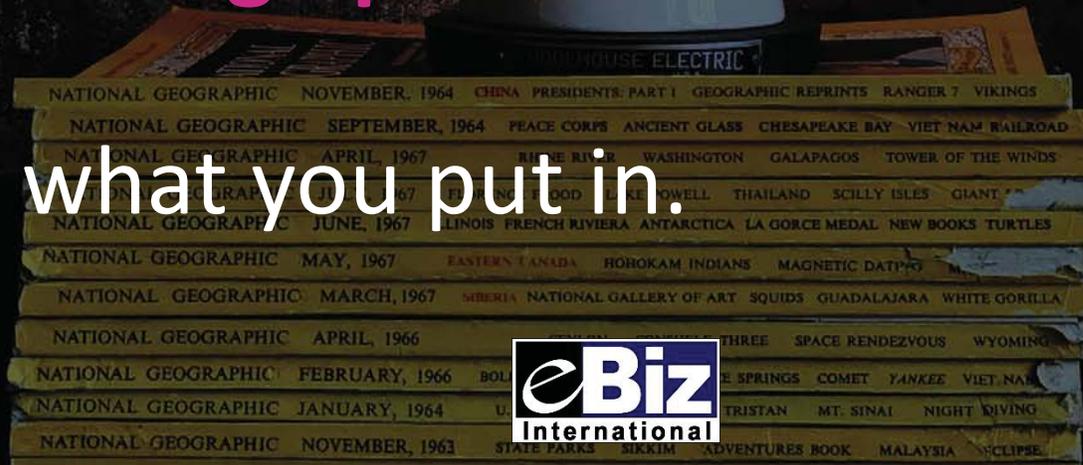
Not everything on Social Media is FREE!

Performance is directly related to allocated budget.

Low budget = low performance.

High budget = High performance.

You get out what you put in.



SUCCESS

A person is seen from behind, standing on a cliff edge with their arms outstretched horizontally. They are wearing a patterned short-sleeved shirt and light-colored shorts. The background features a vast, hazy landscape with rolling hills and mountains under a bright blue sky filled with scattered white clouds. The overall scene conveys a sense of freedom, achievement, and looking towards the future.

... is determined by the actions you take.
What is your choice?

**READY TO EXPLORE OPPORTUNITIES IN
DIGITAL WORLD?**

THANK YOU

THANK YOU

We hope you liked the digital marketing short introduction.

Feel free to visit our website and send us your questions:

www.eBiz-international.com

