



KEYNOTE PRESENTATION

Market

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Trends

DIGITAL MARKETING

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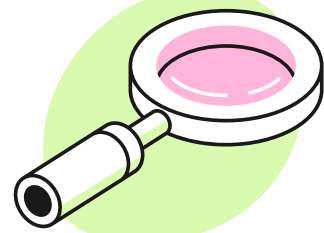
Feedback



Ads

AGENDA

INTRODUCTION



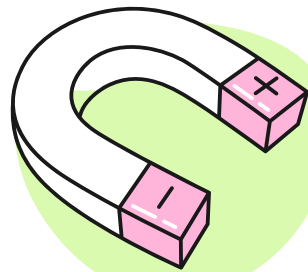
What Is Digital Marketing?

TYPES OF DIGITAL MARKETING



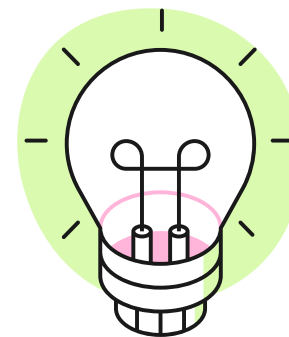
7 Types Of Digital Marketing

DIGITAL MARKETING STRATEGY



Elaborate on steps for digital marketing strategy

CONCLUSION



Elaborate on what you want to discuss

INTRODUCTION

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Essentially, if a marketing campaign involves digital communication, it's digital marketing.



TYPES OF DIGITAL MARKETING

SOCIAL MEDIA MARKETING

Social media marketing

Social media marketing means driving traffic and brand awareness by engaging people in discussions online. You can use social media marketing to highlight your brand, products, services, culture, and more.

The most popular digital platforms for social media marketing are Facebook, Twitter, and Instagram, with LinkedIn and YouTube not far behind.

To create an effective social media marketing strategy, it's crucial to follow best practices. Here are a few of the most important social media marketing best practices:

- Craft high-quality and engaging content
- Reply to comments and questions in a professional manner
- Create a social media posting schedule
- Post at the right time
- Hire social media managers to support your marketing efforts
- Know your audience and which social media channels they're most active on

TYPES OF DIGITAL MARKETING

SEO

Search engine optimization, or SEO, is technically a marketing tool rather than a form of marketing in itself. The Balance defines it as “the art and science of making web pages attractive to search engines.”

The "art and science" part of SEO is what's most important. SEO is a science because it requires you to research and weigh different contributing factors to achieve the highest possible ranking on a search engine results page (SERP).

Today, the most important elements to consider when optimizing a web page for search engines include:

- Quality of content
- Level of user engagement
- Mobile-friendliness
- Number and quality of inbound links

In addition to the elements above, you need to optimize technical SEO, which is all the back-end components of your site. This includes URL structure, loading times, and broken links. Improving your technical SEO can help search engines better navigate and crawl your site.

TYPES OF DIGITAL MARKETING

CONTENT MARKETING

As in any marketing strategy, the goal of content marketing is to attract leads that ultimately convert into customers. But it does so differently than traditional advertising. Instead of enticing prospects with a potential value from a product or service, it offers value for free in the form of written material, such as:

- Blog posts
- E-books
- Newsletters
- Video or audio transcripts
- Whitepapers
- Infographics

Content marketing matters and there are plenty of stats to prove it:

- 84% of consumers expect companies to produce entertaining and helpful content experiences
- 62% of companies that have at least 5,000 employees make content daily
- 92% of marketers believe that their company values content as an essential asset

TYPES OF DIGITAL MARKETING

PAY-PER-CLICK

Pay-per-click, or PPC, is a form of digital marketing in which you pay a fee every time someone clicks on your digital ads. So, instead of paying a set amount to constantly run targeted ads on online channels, you only pay for the ads individuals interact with. How and when people see your ad is a bit more complicated. One of the most common types of PPC is search engine advertising, and because Google is the most popular search engine, many businesses use Google Ads for this purpose. When a spot is available on a search engine results page, also known as a SERP, the engine fills the spot with what is essentially an instant auction. An algorithm prioritizes each available ad based on a number of factors, including:

- Ad quality
- Keyword relevance
- Landing page quality
- Bid amount

PPC ads are then placed at the top of search engine result pages based on the factors above whenever a person searches for a specific query.

Each PPC campaign has 1 or more target actions that viewers are meant to complete after clicking an ad. These actions are known as conversions, and they can be transactional or non-transactional. Making a purchase is a conversion, but so is a newsletter signup or a call made to your home office.

TYPES OF DIGITAL MARKETING

AFFILIATE MARKETING

Affiliate marketing is a digital marketing tactic that lets someone make money by promoting another person's business. You could be either the promoter or the business who works with the promoter, but the process is the same in either case.

It works using a revenue-sharing model. If you're the affiliate, you get a commission every time someone purchases the item that you promote. If you're the merchant, you pay the affiliate for every sale they help you make.

Some affiliate marketers choose to review the products of just 1 company, perhaps on a blog or other third-party site. Others have relationships with multiple merchants.

Whether you want to be an affiliate or find one, the first step is to make a connection with the other party. You can use digital channels designed to connect affiliates with retailers, or you can start or join a single-retailer program.

If you're a retailer and you choose to work directly with affiliates, there are many things you can do to make your program appealing to potential promoters. You'll need to provide those affiliates with the tools that they need to succeed. That includes incentives for great results as well as marketing tools and pre-made materials.

TYPES OF DIGITAL MARKETING

INFLUENCER MARKETING

Like affiliate marketing, influencer marketing relies on working with an influencer—an individual with a large following, such as a celebrity, industry expert, or content creator—in exchange for exposure. In many cases, these influencers will endorse your products or services to their followers on several social media channels.

Influencer marketing works well for B2B and B2C companies who want to reach new audiences. However, it's important to partner with reputable influencers since they're essentially representing your brand. The wrong influencer can tarnish the trust consumers have in your business.

TYPES OF DIGITAL MARKETING

EMAIL MARKETING

The concept of email marketing is simple—you send a promotional message and hope that your prospect clicks on it. However, the execution is much more complex. First of all, you have to make sure that your emails are wanted. This means having an opt-in list that does the following:

- Individualizes the content, both in the body and in the subject line
- States clearly what kind of emails the subscriber will get
- An email signature that offers a clear unsubscribe option
- Integrates both transactional and promotional emails

You want your prospects to see your campaign as a valued service, not just as a promotional tool.

Email marketing is a proven, effective technique all on its own: 89% of surveyed professionals named it as their most effective lead generator.

THE BENEFITS OF DIGITAL MARKETING

1

A BROAD GEOGRAPHIC REACH

When you post an Ad online, you are very likely to have it reach a big audience

2

COST EFFICIENCY

Digital marketing not only reaches a broader audience than traditional marketing but also carries a lower cost.

3

QUANTIFIABLE RESULTS

Digital marketing software and platforms automatically track the number of desired conversions that you get, whether that means email open rates, visits to your home page, or direct purchases.

4

MORE CONNECTION WITH CUSTOMERS

It's great when your target audience sees your latest post, but it's even better when they comment on it or share it. It means more buzz surrounding your product or service, as well as increased visibility every time someone joins the conversation.

CREATING A DIGITAL MARKETING STRATEGY

CONDUCT A SWOT ANALYSIS

SET SMART GOALS

IDENTIFY YOUR AUDIENCE

SET A BUDGET

**SELECT YOUR MARKETING
DIGITAL CHANNELS**

**ANALYSE YOUR
MARKETING EFFORTS**

● ● ● CONDUCT A SWOT ANALYSIS

SWOT analysis is an acronym for Strengths, Weaknesses, Opportunities, and Threats. From this standpoint, SWOT includes both internal (strengths/weaknesses) and external (opportunities/threats) components:

- Strengths — Strengths are internal factors that help organizations reach and, potentially, exceed their goals. Examples of strengths can include high sales and profits, customer loyalty, long-term employees, or an attractive brand/culture.
- Weaknesses — Weaknesses are internal factors that prevent businesses from reaching their goals. Examples of weaknesses can include improperly marketed products or services, regular customer complaints, high levels of employee turnover, inadequate funding, or supply chain issues.
- Opportunities — Opportunities represent potentially positive, external situations that might help an organization succeed in the future. Examples of opportunities can include changing attitudes or aspirations, new laws or legislation, trade agreements, or removal of tariffs/sanctions.
- Threats — Threats represent potentially negative, external situations that might harm an organization in the future. Examples of threats can include shifts in the labor market, increasing supply costs, or new competition/technology.





SET SMART GOALS

In order to establish SMART business goals, marketers and leaders should evaluate the following questions:

- Specific — What am I trying to achieve, why is it important, and what will be required?
- Measurable — How can I measure and track progress to meet deadlines and accomplish the end goal?
- Attainable — Based on available resources and existing constraints, is the end goal actually achievable?
- Relevant — In light of prevailing business needs/realities and overall environment, is the end goal valuable at this time?
- Timely — When can I expect to make progress toward the end goal? What benefits are expected immediately versus in the short, intermediate, or long term?



S specific
M measurable
A attainable
R relevant
T time - bound



IDENTIFY YOUR AUDIENCE

When identifying your target audience, you have to think of:

- Location
- Age
- Gender
- Income
- Profession
- Industry
- Marital Status
- Goals
- Challenges
- Interests
- Hobbies
- Lifestyle





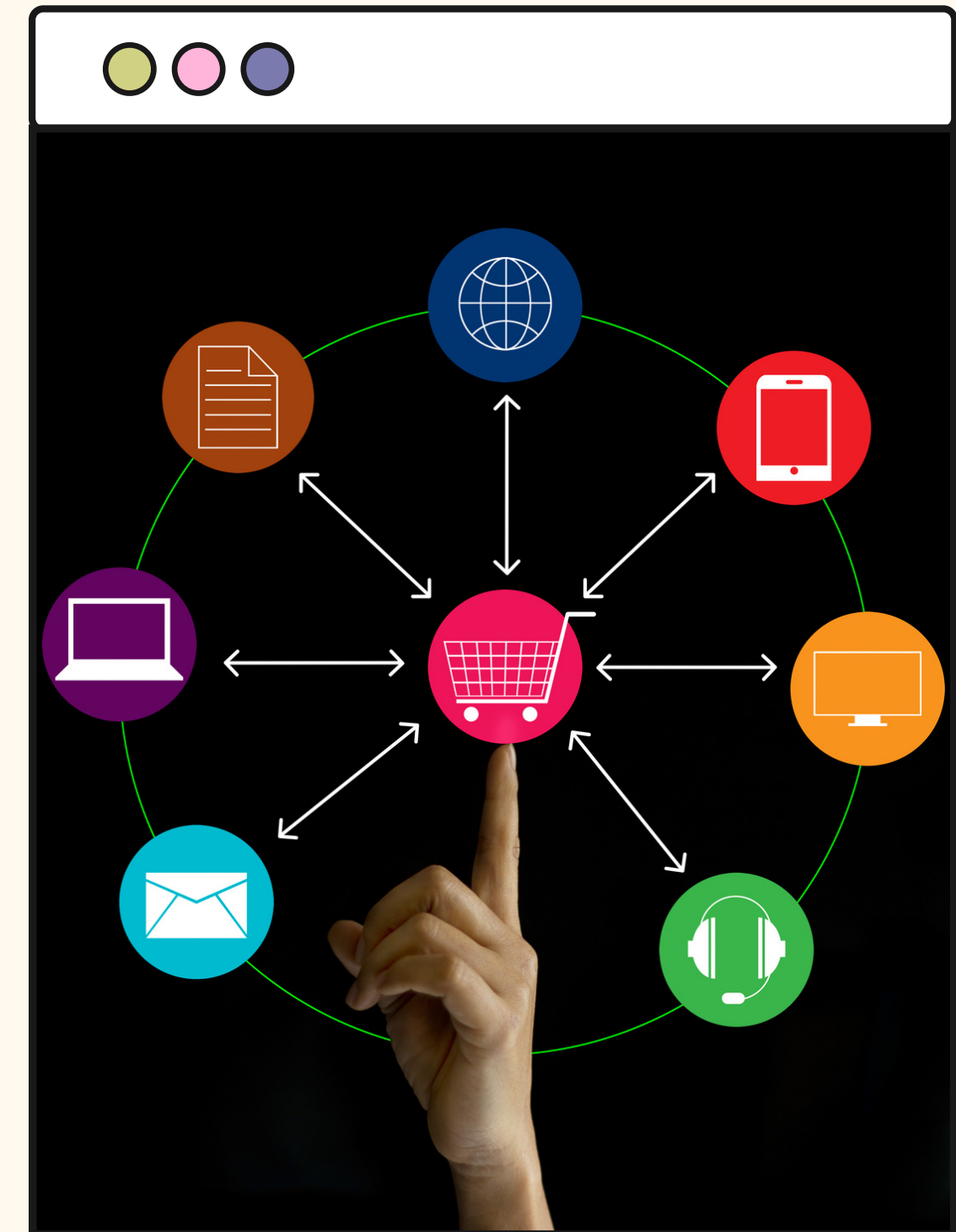
SET A BUDGET

The budget ensures you're spending your money effectively towards your goals instead of overspending on digital marketing channels that may not provide the desired results. Consider your SMART goals and the digital channel you're planning to use to create a budget.



● ● ● **SELECT YOUR MARKETING DIGITAL CHANNELS**

From content marketing to PPC campaigns and more, there are many digital marketing channels you can use to your advantage. Which digital marketing channels you use often depends on your goals, audience, and budget.





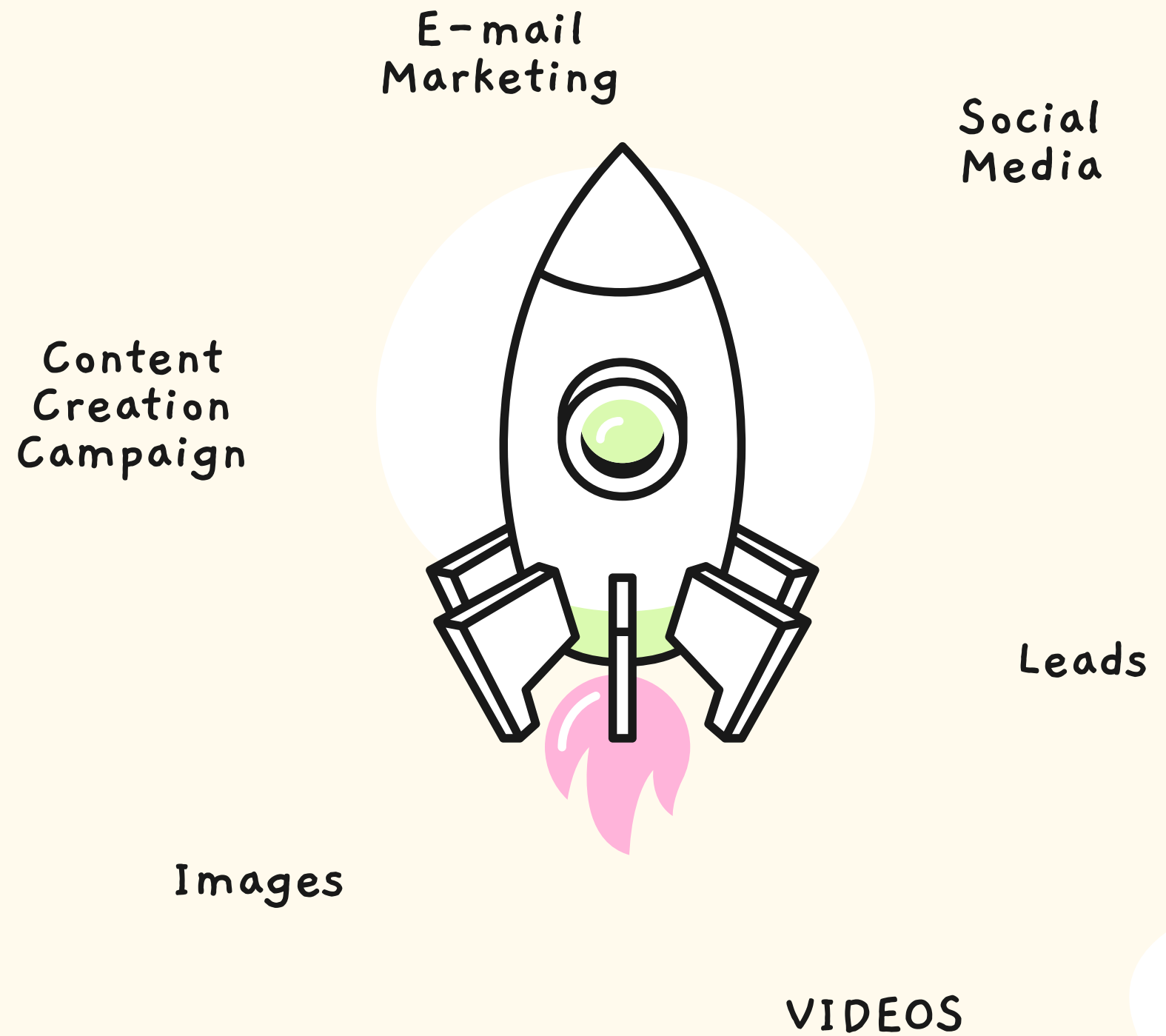
ANALYSE YOUR MARKETING EFFORTS

From content marketing to PPC campaigns and more, there are many digital marketing channels you can use to your advantage. Which digital marketing channels you use often depends on your goals, audience, and budget.



CONTENT CREATION IN DIGITAL MARKETING

Content marketing builds customer awareness, generates leads, and increases conversions. With the advancement of the digital age, content has become an essential part of any marketing strategy.



CONTENT CREATION IN DIGITAL MARKETING

The first step in developing and implementing a process that suits your brand's needs is to consider your goals. Formulate a list of business goals that your content marketing strategy will support. Examples of common goals include:

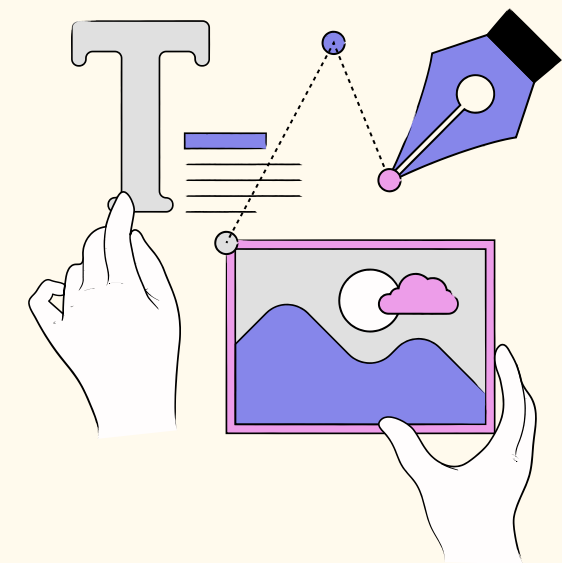
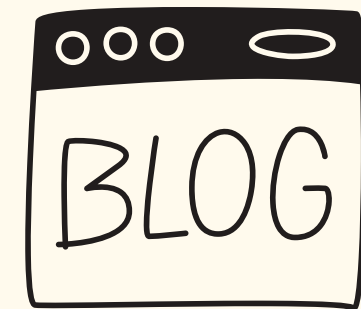
- Lead generation.
- Increased conversions.
- Improved brand reputation.
- Increased brand awareness.



TYPES OF CONTENT CREATION



1. Blogs
2. Podcasts
3. Video
4. Graphics



TYPES OF CONTENT CREATION



BLOGS

Answer a Question
Compare and Contrast Solutions to a Problem
Teach Something
Daily, Monthly, or Weekly Series
Quizzes and Surveys



TYPES OF CONTENT CREATION



PODCAST

Thought Leadership

Interview Influencers

Discuss Trends

Contests and Giveaways



TYPES OF CONTENT CREATION



VIDEOS

Animate Hard-To-Understand Ideas
Repurpose Blog Content
How-tos and Tutorials
Product Demos and Unusual Use Cases

TYPES OF CONTENT CREATION



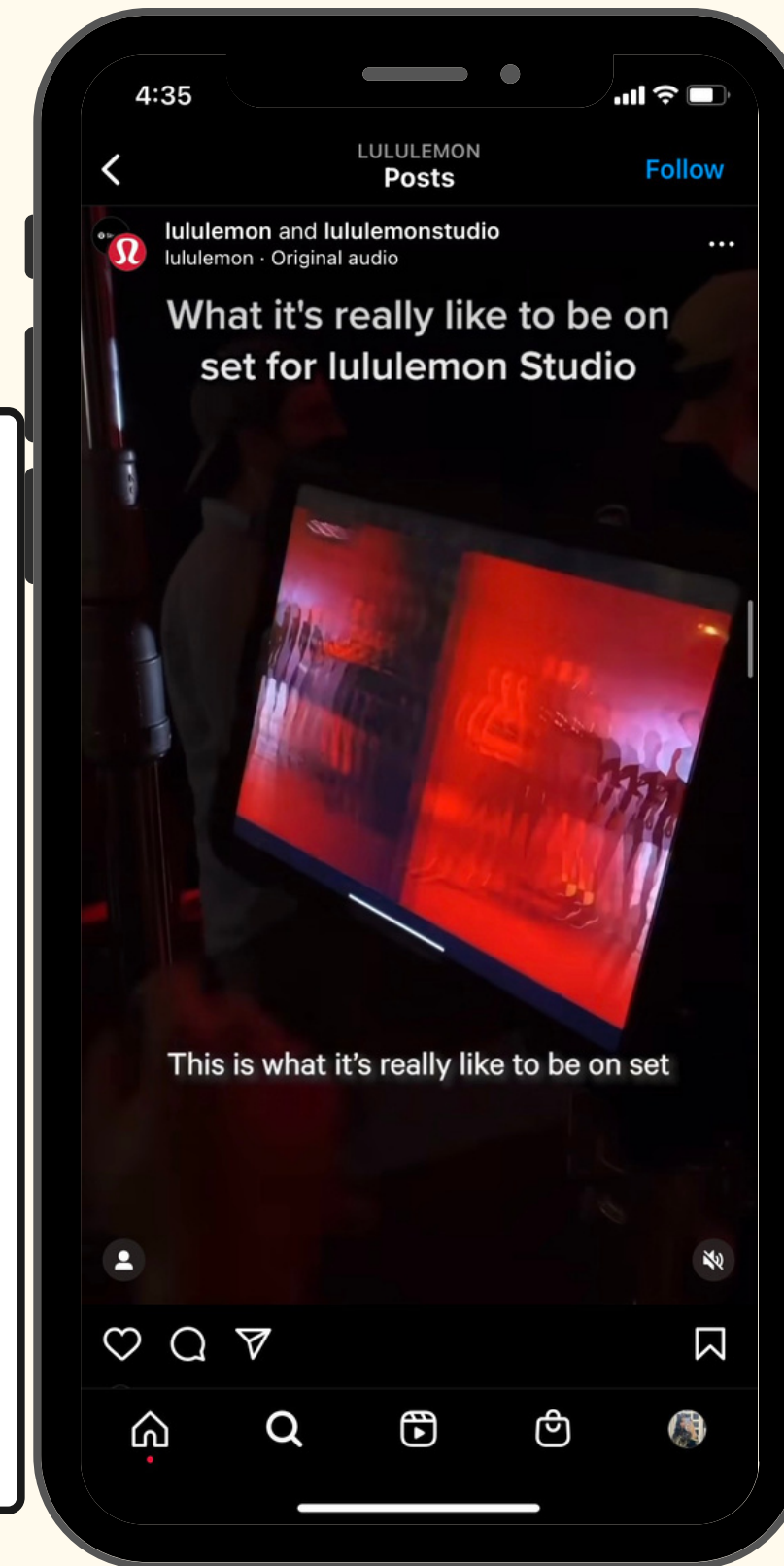
GRAPHICS

Image-based Content Creation Ideas
Visual Storytelling
User-Generated Content
Go Behind the Scenes

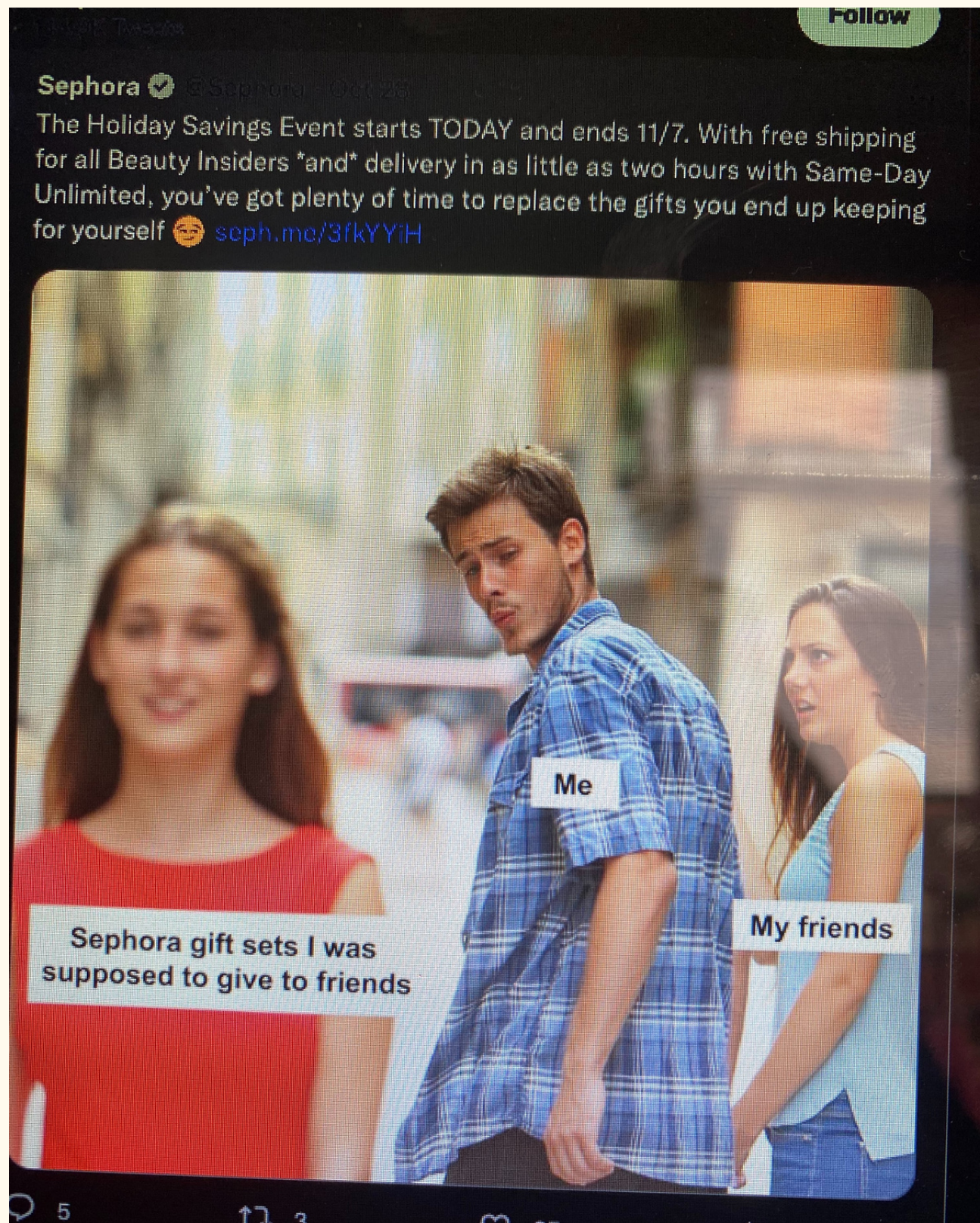
CONTENT CREATION IDEAS FOR INSTAGRAM

1. Show off with product posts
2. Convert customers with product tags
3. Produce fun Instagram Reels
4. Take followers behind the scenes
5. Repost user-generated content
6. Give your employees the spotlight
7. Announce new products/business milestones
8. Run an Instagram contest/giveaway
9. Seize the moment with seasonal posts
10. Encourage followers to tag a friend

1. Inspire followers with a quote
2. Share your community involvement
3. Cover an event
4. Partner with influencers for content
5. Cross-promote with other brands
6. Ask questions and provide answers
7. Solicit comments/content with a prompt
8. Provide video tutorials
9. Get them swiping with carousel posts
10. Go Live!

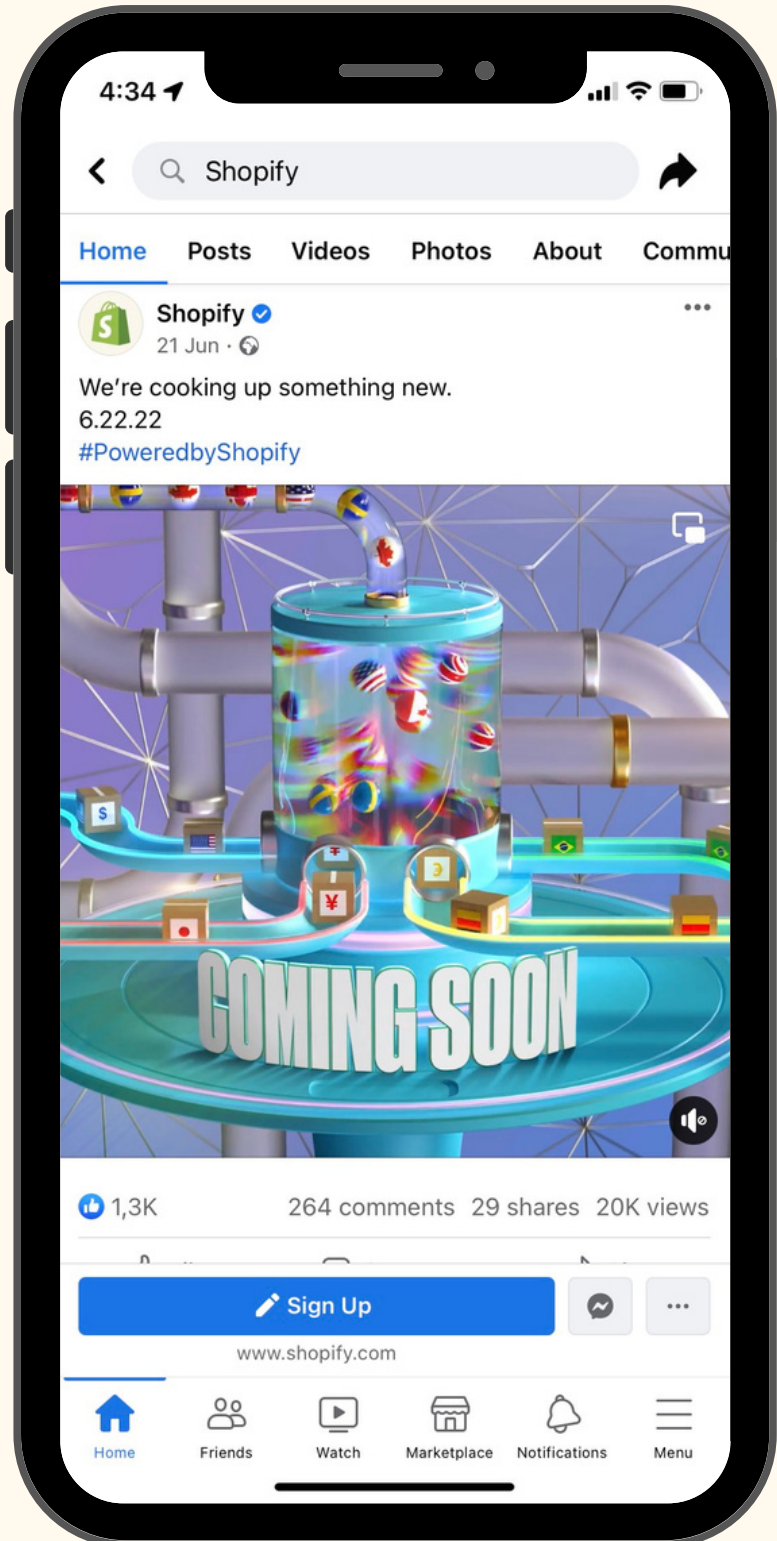


CONTENT CREATION IDEAS FOR TWITTER



1. Product Teaser Tweet
2. Viral Giveaway Tweets
3. Product Placement Tweets
4. Limited Time Promotion Tweets
5. Customer Testimonial Tweets
6. User Engagement Tweets
7. Share Relevant User-Generated Content
8. Twitter Polls

CONTENT CREATION IDEAS FOR FACEBOOK



1. Promote your website.
2. Tell a story.
3. Share behind-the-scenes content.
4. Ask your followers questions.
5. Post tutorials and how-tos.
6. Share industry-related news and content.
7. Share user-generated content.
8. Post videos.
9. Post blog content
10. Use hashtags.
11. Post about trending topics.
12. Share product photos.
13. Memes
14. Partner with influencers.



**THANK
YOU**