

Digital Marketing

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Digital Marketing Overview

Marketing encompasses a range of activities and processes aimed at understanding and satisfying consumer needs to achieve organizational goals such as increasing sales, profitability, reputation, and brand development.

It involves improving products, setting prices, offering discounts, packaging, advertising, and utilizing the marketing mix elements of target audience, product quality, pricing, distribution, and promotion. When executed effectively and systematically, these inputs result in goal attainment, improved reputation, and profits by reaching the target audience.

Digital marketing is intricately linked to the internet, as it relies on online connectivity and engagement with digital customers for its tools and strategies.



There exist various interpretations of digital marketing, some of which are:

- It is the collective set of online activities aimed at attracting and retaining customers.
- It involves the establishment and upkeep of customer relationships through direct electronic engagements, enabling convenient access to products and services.

The definitions provided earlier highlight that digital marketing is a continuous process involving various steps, which we will discuss later. It is similar to traditional marketing in building and maintaining customer relationships, yet it utilizes the Internet as the primary medium. Digital marketing works alongside traditional media, like TV and telephone, to enhance overall marketing efforts.

Therefore, digital marketing is a cohesive blend of digital processes and activities enabling organizations to efficiently and effectively manage their internal and external relationships, as well as customer interactions and transactions. This management must align with strategic objectives while also addressing competitors. The scope of digital marketing encompasses marketing processes, product/service delivery to customers, online interactions, and all activities that contribute to expanding user base, boosting sales, enhancing operations, achieving profitability, and ensuring customer satisfaction.

Digital Marketing Overview

Digital marketing is the application of marketing principles in the digital realm. It involves three key concepts: digital management, digital commerce, and digital business.



1. Digital management

Digital management is about completing administrative tasks and providing public services electronically, eliminating the need for customers to physically visit authorities. It aims to save time, money, and effort. Digital management includes two main concepts: digital government and digital business.

2. Digital commerce

Digital commerce, or e-commerce, involves using electronic methods to facilitate exchange operations between multiple parties, including the buying and selling of products and services. As mentioned earlier, digital commerce is a component of digital business.

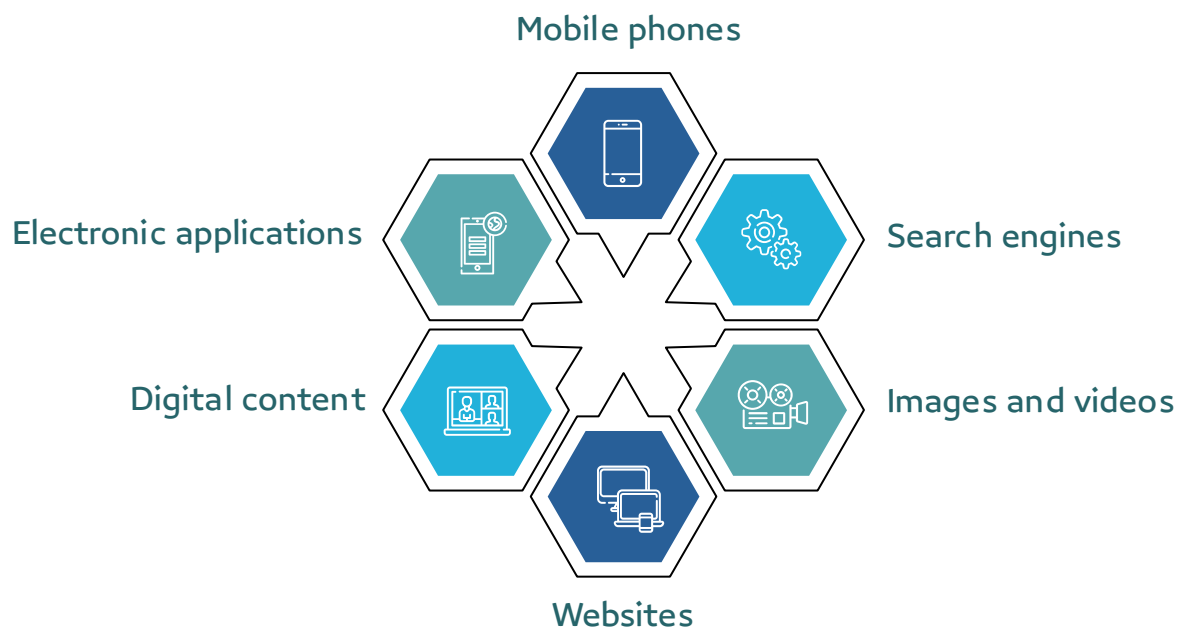
While digital commerce and digital marketing may seem alike, they are not entirely the same. Digital commerce, or e-commerce, is more closely related to trade and transactions, while digital marketing encompasses a broader range of marketing activities beyond just buying and selling.

3. Digital business

The term "digital business" originated in 1999 when IBM, a computer company, first used it to differentiate between digital business activities and digital commerce. As per IBM's definition, digital business refers to an integrated and flexible approach to delivering unique business value by connecting specialized systems. These systems simplify and enhance core business activities through the use of Internet technology. The term encompasses all facets of an organization's operations, such as finance, human resources, production, operations, supply chain, storage, marketing, and sales. When any of these operations are transformed into an electronic system, it falls under the concept of digital business.

Digital Marketing Tools

Digital marketing utilizes a range of tools to achieve its objectives. These tools include:



The marketing Mix

The marketing mix is comprised of interconnected elements that must function together and cannot be isolated. They need to be integrated simultaneously, in the same time, place, and manner to yield tangible and favorable outcomes. As a result, the marketing mix forms the foundation for any marketing plans, whether short-term or long-term in nature.

The marketing Mix

MARKETING PPPP

Product: This refers to both tangible and intangible items, such as goods and services, that fulfill consumer desires and serve the purpose for which they are purchased. For example, when someone buys a mobile phone, they expect it to offer various advantages in one device, meeting their needs and satisfying them. It is important for the company producing the mobile phone to understand what consumers want and expect from the product.

Price: It is a crucial factor that attracts consumers to a product. The price should be suitable for the benefits it provides to consumers. The marketing department plays a role in determining the right price that ensures profitability for the company and satisfies consumer needs. Setting a high price for a product that lacks features offered by competitors at a lower price can harm sales. Therefore, finding the right balance between price, value, and consumer satisfaction is important.

Place: It is the way a company moves its products from the company to the markets. The goal is to make the product available in the right place and at the right time after promoting it. This involves distributing specific quantities of the product in the markets to gauge consumer demand and keeping stock for distribution when requested.

Promotion: It involves the activities that make consumers aware of a product, especially when it is new. The goal is to present the product in an appealing and informative way, highlighting its benefits and how to obtain it. A well-planned promotion can increase profits by capturing consumer attention and focusing on the positive aspects of the product, rather than its shortcomings.

Target Customers

Who are we trying to reach?

Internet customers are numerous and accessible at all times. However, when we target specific customers, we focus on three types:



How do we monetize Internet customers?

The Internet is brimming with users and potential customers who spend daily and extended hours engaging in activities like browsing websites, socializing on social media, making purchases, watching videos, and reading. With billions of customers and their diverse behaviors, each searching for their specific needs in different ways, is it possible to target all Internet customers? The reality is that their number is countless!

The question at hand is: How can I effectively target Internet customers who are interested in my product or service?

In order to address this question, it is essential to develop a well-defined strategy for customer targeting and establish a long-term plan for effective targeting. This plan involves setting clear, measurable goals for marketing the business online, aligning them with the company's objectives, as well as identifying the specific customer segments to focus on. This is where we start directing our efforts towards the business.

Online Business Marketing

When it comes to online marketing, there are three key methods to consider:

1. Search engines: Users conduct searches through search engines to find what they need. Search engines have three main stages:

1

Crawling: Engines examine the content and browse through it.

2

Indexing: Content is classified into categories.

3

Ranking: Search engines determine the relevance and usefulness of content to users.

2. Email: Users provide their email addresses privately, making it an important target. To effectively market through email, **consider:**

1. Avoid overwhelming customers with excessive content.
2. Encourage customers to share your message.
3. Include direct referral links to your website.
3. Send offers and discounts.
4. Limit the number of questions or interests.

Online Business Marketing

3. Social media networks: These platforms are highly interactive and widely used by users globally.

They have become a key focus in marketing strategies due to the large user base, widespread adoption of smart devices, and ease of access and interaction. However, social media marketing requires careful techniques and should be part of a comprehensive marketing plan that integrates with other elements.

Targeting social media networks:



To achieve remarkable success on social media, it is crucial to follow these steps:

1. Determine why you are using social media.
2. Create content that supports your goals.
3. Identify and connect with your target audience.

Boosting Your Marketing Impact



Mobile-friendly design:

Mobile phones and search engines go hand in hand. When someone wants to find a nearby restaurant or a specific cuisine, they typically turn to their mobile phones and search engines. If your website is not mobile-friendly, you risk missing out on numerous opportunities.

Website optimization: Your website plays a vital role in search engine rankings and keyword planning. By having a distinctive website with quality content, you position yourself among the top companies that customers can easily find through your digital presence or any interactive links associated with your website.

Mobile applications: Mobile apps are highly advanced and widely used. Having a mobile app or ensuring your website is compatible with smart devices is crucial for boosting your online marketing activity.

Key steps to build your website:

Choose a domain name: Start by selecting a domain name for your website. You can do this by visiting name.com or godaddy.com, or by contacting a trusted local website design company to help you register a domain and reserve a web server.

Obtain a web server: A web server is required to host your website and manage email communications. This can be easily arranged through a website design company or via name.com.

When writing on your website, it's best to keep things simple and avoid technical jargon. Focus on providing clear instructions that address the customers' needs.

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