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# **DIGITAL MARKETING FOR BUSINESS**

BBA Semester 1 – Calicut University

# MODULE 1: INTRODUCTION TO DIGITAL MARKETING

## Digital Marketing Overview

1. Digital Marketing is the promotion of products and services using digital technologies and internet-based platforms.
2. Uses websites, search engines, social media, email and mobile apps to reach customers.
3. Allows businesses to communicate directly with target audiences.

### Characteristics

1. Global reach.
2. Measurable results.
3. Interactive communication.
4. Cost-effective.
5. Real-time engagement.

### Significance

1. Reaches large audiences quickly.
2. Helps small businesses compete with larger firms.
3. Improves customer targeting and personalization.

## Traditional Marketing vs Digital Marketing

Traditional Marketing	Digital Marketing
TV, radio, newspapers	Internet-based platforms
Limited audience targeting	Highly targeted audience
Difficult to measure results	Easy to track performance
One-way communication	Two-way communication
Expensive	Often cost-effective

## 7 C's of Digital Marketing

1. Customer.
2. Content.
3. Context.
4. Community.
5. Convenience.
6. Cohesion.
7. Conversion.

## 5 A's of Digital Marketing

1. Aware.
2. Appeal.
3. Ask.
4. Act.
5. Advocate.

*These stages describe the customer's journey from awareness to brand promotion.*

## Types of Digital Marketing

1. **Search Engine Optimization (SEO):**
  - a. Improving website visibility in search results.
2. **Search Engine Marketing (SEM):**
  - a. Paid advertising on search engines.
3. **Social Media Marketing (SMM):**
  - a. Marketing through social media platforms.
4. **Content Marketing:**
  - a. Creating valuable content to attract customers.
5. **Email Marketing:**
  - a. Sending promotional emails to customers.
6. **Affiliate Marketing:**
  - a. Third parties earn commission by promoting products.
7. **Influencer Marketing:**
  - a. Using social media influencers to promote products.

## Digital Marketing Tools

### Meaning

1. Software and platforms used to manage digital marketing activities.

### Examples

1. Google Analytics.
2. Google Ads.
3. Canva.
4. Mailchimp.
5. HubSpot.

### Advantages

1. Saves time.
2. Improves tracking.
3. Automates tasks.
4. Better customer insights.

### Disadvantages

1. Costly tools may be expensive.
2. Requires technical knowledge.
3. Privacy concerns.

## Trends in Digital Marketing and Career Opportunities

### Influencer Marketing

1. Brands collaborate with influencers to promote products.

### Omnichannel Marketing

1. Consistent customer experience across all channels.
2. Example: Website + App + Social Media + Physical Store.

### Jobs in Digital Marketing

1. SEO Specialist.
2. Social Media Manager.
3. Content Creator.

4. Digital Marketing Executive.
5. PPC Specialist.
6. Email Marketing Specialist.

## AI, Video Marketing, Long-Form Content, Social Shopping and PWAs

### Artificial Intelligence (AI)

1. Uses machine learning and data analysis to improve marketing decisions.

### Video Marketing

1. Promotion through videos.
2. Highly engaging and shareable.

### Long-Form Content

1. Detailed blogs, guides and articles.
2. Helps improve SEO and authority.

### Social Media Shopping

1. Buying products directly through social media platforms.

### Progressive Web Apps (PWAs)

1. Websites that function like mobile apps.
2. Faster and more user-friendly.

## MODULE 2: SOCIAL MEDIA MARKETING

### Social Media

1. Online platforms where users create, share and interact with content.
2. Important tool for communication and marketing.

### Benefits

1. Brand awareness.
2. Customer engagement.
3. Direct communication.
4. Market research.
5. Community building.

### Social Media Marketing (SMM)

1. Using social media platforms to promote products, services or brands.

### Types

1. Organic Marketing.
2. Paid Advertising.
3. Influencer Marketing.
4. Community Marketing.

### Common Tools

1. Meta Business Suite.
2. Buffer.
3. Hootsuite.
4. Canva.

## Opportunities, Challenges and Ethics in Digital Marketing

### Opportunities

1. Global reach.
2. Lower marketing cost.
3. Better targeting.
4. Real-time feedback.
5. Business growth.

### Challenges

1. High competition.
2. Frequent technology changes.
3. Data privacy concerns.
4. Ad fatigue.

### Ethical Issues

1. Data misuse.
2. Fake reviews.
3. Misleading advertisements.
4. Spam marketing.
5. Privacy violations.

## Advantages and Disadvantages of SMM

### Advantages

1. Low cost.
2. Large audience reach.
3. Better customer interaction.
4. Fast feedback.
5. Targeted advertising.

### Disadvantages

1. Negative comments spread quickly.
2. Time-consuming.
3. Algorithm changes affect reach.
4. High competition.

## Social Media Platforms and Their Uses

1. **Facebook:**
  - a. Advertising.
  - b. Community building.
  - c. Brand awareness.
2. **Twitter (X):**
  - a. Real-time updates.
  - b. Customer support.
3. **Instagram:**
  - a. Visual content.
  - b. Influencer marketing.
4. **LinkedIn:**
  - a. Professional networking.
  - b. B2B marketing.

#### 5. Snapchat:

- a. Short-lived content.
- b. Youth audience.

#### 6. Pinterest:

- a. Product discovery.
- b. Lifestyle brands.

#### 7. YouTube:

- a. Video marketing.
- b. Tutorials and reviews.

#### 8. TikTok:

- a. Short-form videos.
- b. Viral marketing.

#### 9. WhatsApp:

- a. Customer communication.
- b. Business updates.

#### 10. Telegram:

- a. Community management.
- b. Content distribution.

## MODULE 3: SEO AND SEM ESSENTIALS

### SEO (Search Engine Optimization)

1. Process of improving a website's ranking in search engine results.
2. Increases organic (free) traffic.

#### Role of SEO

1. Improves visibility.
2. Increases website traffic.
3. Builds credibility.
4. Supports long-term growth.

#### Types of SEO

1. **On-Page SEO:** Optimization within the website.
2. **Off-Page SEO:** Optimization outside the website.
3. **Technical SEO:** Improving website performance and structure.

#### On-Page SEO vs Off-Page SEO

On-Page SEO	Off-Page SEO
Done within website	Done outside website
Content optimization	Backlinks and promotion
Keyword placement	Brand authority
Website structure	External reputation

#### Elements of Successful On-Page SEO

1. Quality content.
2. Relevant keywords.
3. Proper title tags.
4. Meta descriptions.
5. Internal linking.
6. Mobile-friendly design.
7. Fast loading speed.

#### Keywords

1. Words users type into search engines.
2. Foundation of SEO campaigns.
3. Examples:
  - a. "best laptop under 50000"

- b. "digital marketing course"

### SEM (Search Engine Marketing)

1. Marketing through paid search engine advertisements.

#### Importance

1. Immediate visibility.
2. Quick traffic generation.
3. Highly targeted advertising.

#### Keywords for SEM

1. Selected based on search intent and relevance.

#### Google Ads (Google AdWords)

1. Google's advertising platform.
2. Displays ads on search results pages.

#### Ad Creation

1. Headline.
2. Description.
3. Call-to-action.

#### Keyword Targeting

1. Ads shown to users searching for selected keywords.

### Similarities and Differences between SEO and SEM

#### Similarities

1. Increase website visibility.
2. Use keywords.
3. Improve online presence.
4. Aim to attract traffic.

#### Differences

SEO	SEM
Organic traffic	Paid traffic
Long-term results	Immediate results
No direct advertising cost	Advertising budget required
Slower growth	Faster visibility

## MODULE 4: E-MAIL MARKETING

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### E-Mail

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1. Electronic message sent through the internet.
2. Common tool for personal and business communication.

### Types of E-Mails

1. Personal Emails.
2. Business Emails.
3. Transactional Emails.
4. Promotional Emails.

### E-Mail Marketing

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1. Using email to communicate with customers and promote products.

### Objectives

1. Increase sales.
2. Build customer relationships.
3. Improve brand awareness.
4. Generate leads.

### Benefits

1. Cost-effective.
2. Personalized communication.
3. Measurable results.
4. Direct customer access.

### Types of E-Mail Marketing

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1. **Inbound Email Marketing:**
  - a. Customers voluntarily subscribe to receive emails.
  - b. Focuses on relationship building.
2. **Outbound Email Marketing:**
  - a. Emails sent to potential customers who may not have subscribed.

- b. Focuses on reaching new prospects.

### E-Mail Marketing Campaigns

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#### Meaning

1. Planned series of emails sent for a specific purpose.

#### Types

1. **Promotional Campaign:** Promote products or offers.
2. **Newsletter Campaign:** Share updates and information.
3. **Welcome Campaign:** Introduce new subscribers to the brand.
4. **Re-engagement Campaign:** Reconnect inactive customers.

### Automation in Email Marketing

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#### Meaning

1. Use of software to send emails automatically based on predefined rules.

#### Features

1. Automatic email scheduling.
2. Customer segmentation.
3. Personalized messages.
4. Trigger-based emails.
5. Performance tracking.

#### Benefits

1. Saves time.
2. Improves consistency.
3. Enhances customer engagement.
4. Increases marketing efficiency.