

# **DIGITAL MARKETING**

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# AGENDA → 22/2/19 – 23/2/19

- What, Why, Where?
- How?
- SEO
- SMM
- Google Analytics
- Google AdWords
- Email Marketing
- Affiliate Marketing

# DIGITAL MARKETING

- Promoting your business with help of internet on various devices
  - Desktops
  - Laptops
  - Tablets
  - Mobiles
- With help of following platforms
  - Websites
  - Apps

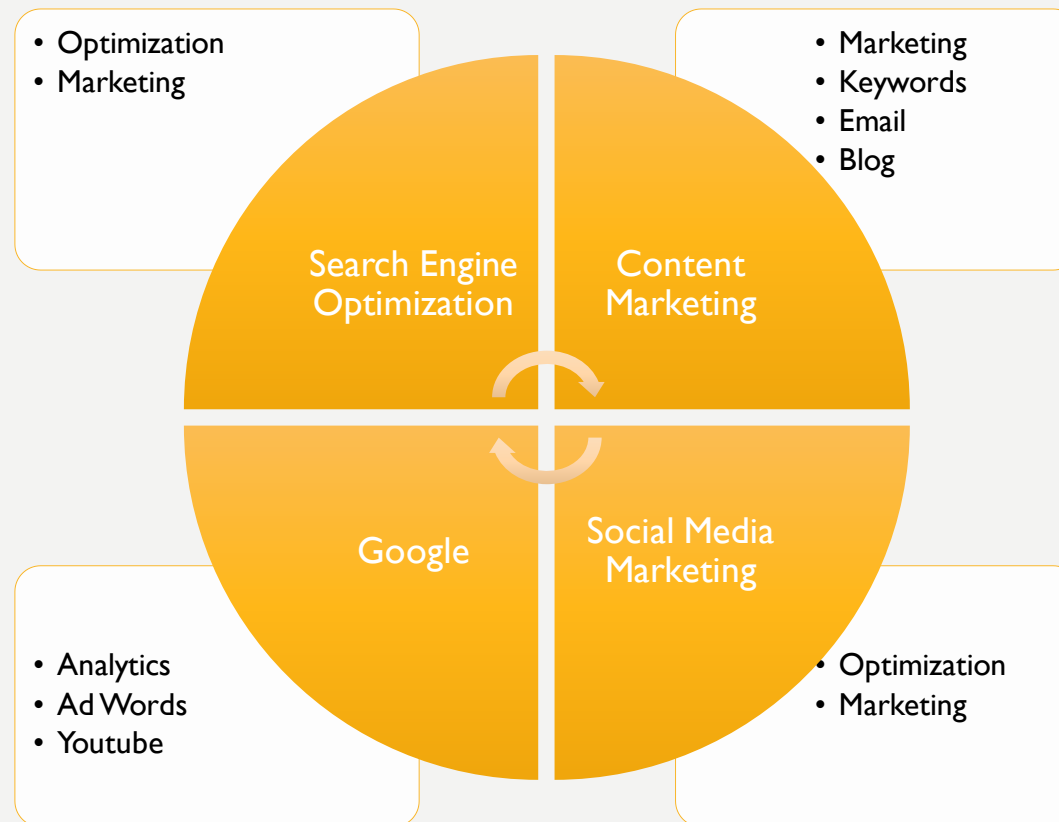


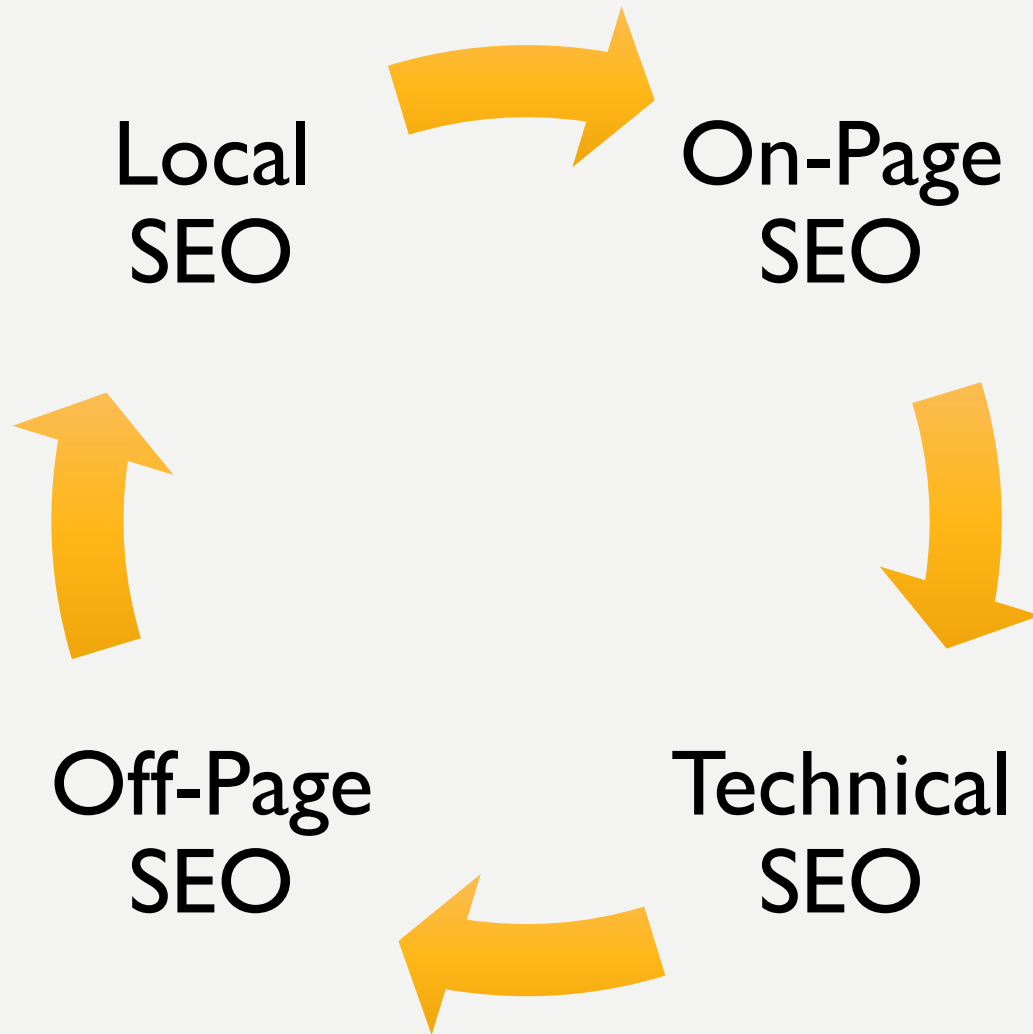
# WHY DIGITAL MARKETING

Traditional Marketing	VS	Digital Marketing
<ul style="list-style-type: none"><li>✓ Allows uni-dimensional communication, with little customer interaction</li><li>✓ Includes greater cost because of the various platforms it includes</li><li>✓ Campaigns tend to be rigid, with no room for adjustments</li><li>✓ The scope is limited, as the target audience tends to be very specific</li></ul>		<ul style="list-style-type: none"><li>✓ Allows multi dimensional communication and facilitates active communication from consumers</li><li>✓ Cost of campaign is on the lower side, as Internet is the predominant platform</li><li>✓ The strategies have much room for facilitating adjustments</li><li>✓ Enjoys a large scope, as the content is largely available to the public as a whole</li></ul>



# WHAT IS EXACTLY DIM





# SEO

optimizing the content of a website in order to gain better placement on the Search Engine Results Page (SERPS).



# SEM

is the process of gaining market online by purchasing Ads on search engines, say Google, Yahoo, or Bing.



# SMM

process of gaining traffic or attention through **social media** sites with help of text, images, videos, gifs and other entertaining entities.





# CONTENT MARKETING

Content Marketing is all about creating and distributing content that engages and attracts a targeted audience, while encouraging them to take action which is profitable to a business.

# SEO- COMPONENTS

## On-Page SEO



- ☐ Content
- ☐ Keyword Selection
- ☐ Keyword Placement
- ☐ Design
- ☐ Layout

## Technical SEO



- ☐ Website Structure
- ☐ Link Structure
- ☐ Meta Tags
- ☐ Usability & Friendliness
- ☐ Indexability
- ☐ Image Optimization
- ☐ Site Speed
- ☐ Code
- ☐ Errors
- ☐ Schema

## Off-Page SEO



- ☐ Social Bookmarking
- ☐ Blog & Forum Commenting
- ☐ Content Marketing
- ☐ Social Media
- ☐ Link Outreach
- ☐ Guest Posts
- ☐ Interviews
- ☐ Infographics

## Local SEO



- ☐ Google
- ☐ Zomato
- ☐ Swigy

# GOOGLE ANALYTICS

How many people visit my website?

- Where do my visitors live?

- Do I need a mobile-friendly website?

- What websites send traffic to my website?

- What marketing tactics drive the most traffic to my website?

- Which pages on my website are the most popular?

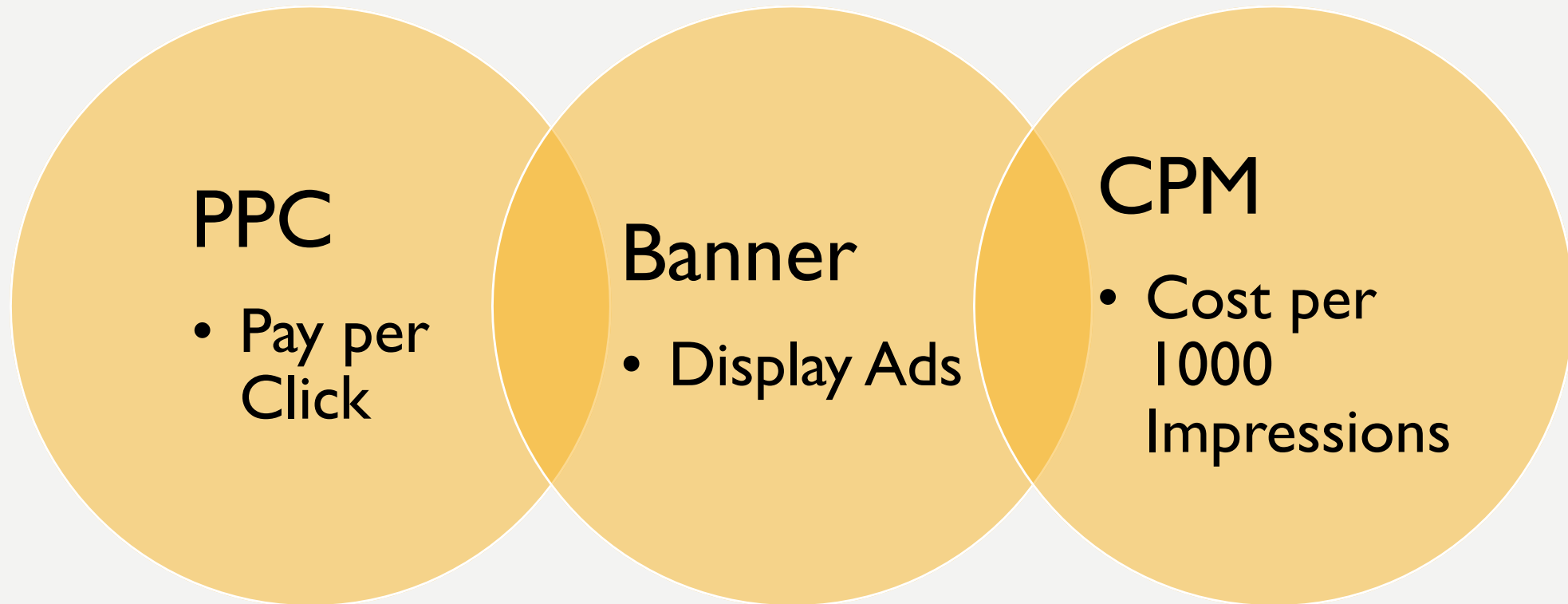
- How many visitors have I converted into leads or customers?

- Where did my converting visitors come from and go on my website?

- How can I improve my website's speed?

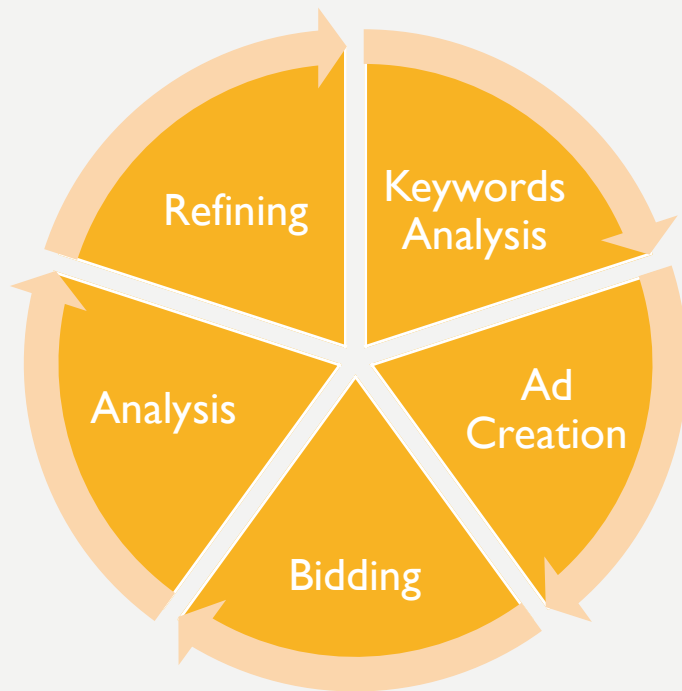
- What blog content do my visitors like the most?

# GOOGLE ADWORDS



# SEM

## COMPONENTS

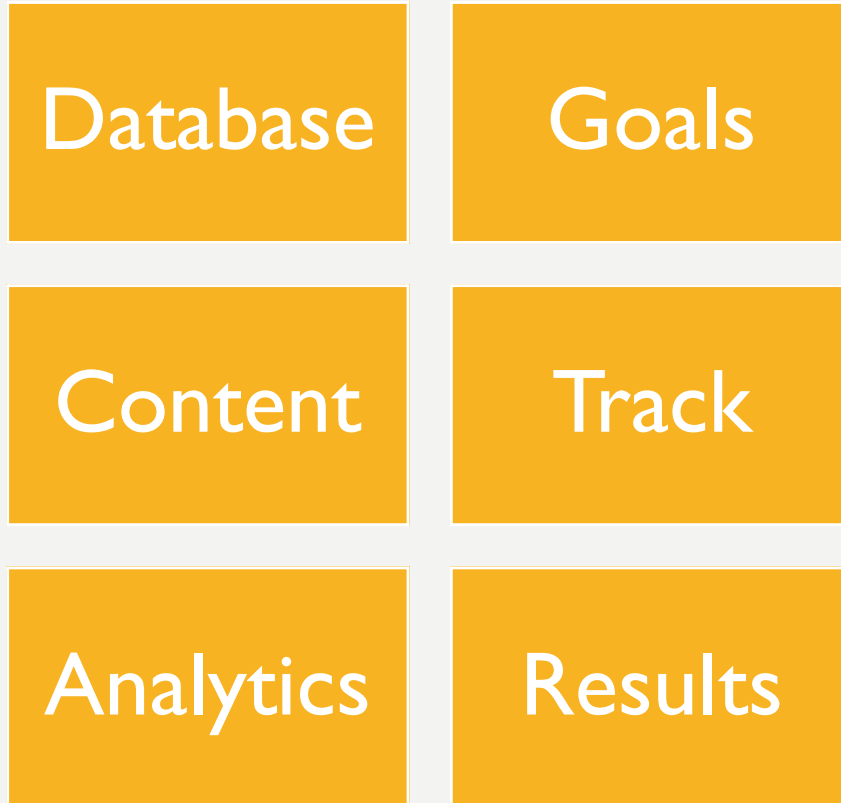


## RESULTS IN

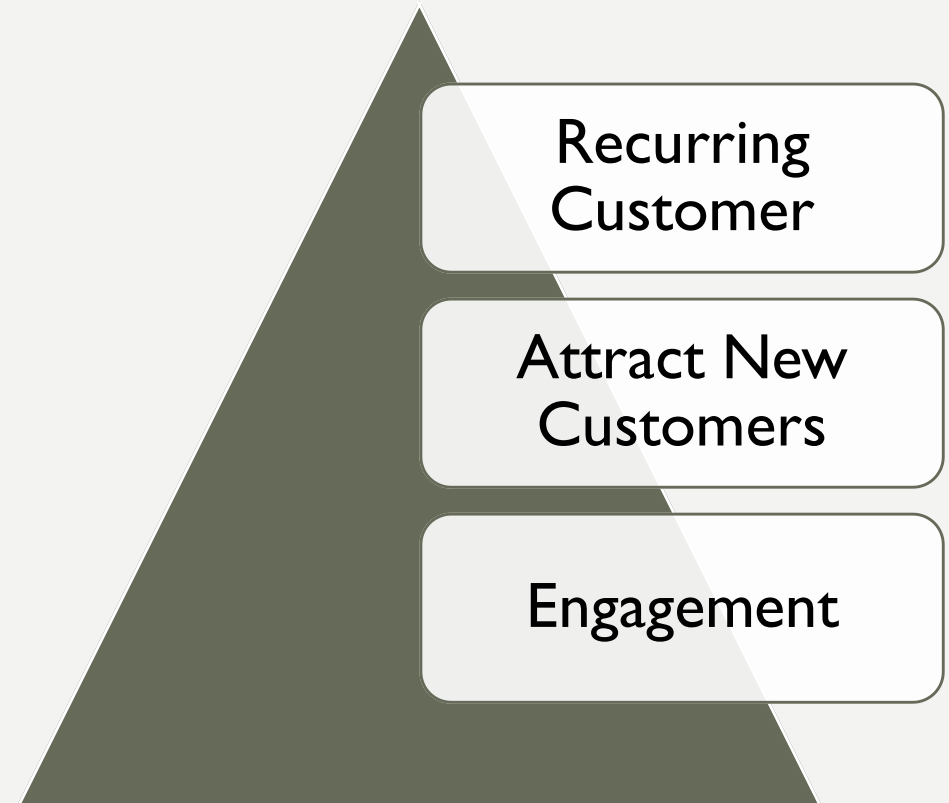


# EMAIL MARKETING

## COMPONENTS



## REWARDS



# AFFILIATE MARKETING

## COMPONENTS

Automatic Process

Remarketing At Budget

No Product Money

## REWARDS

Feasible

High Rewards

Easy to Start