

# **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



# WHY DIGITAL MARKETING

## Traditional Marketing

- ✓ Allows uni-dimensional communication, with little customer interaction
- ✓ Includes greater cost because of the various platforms it includes
- ✓ Campaigns tend to be rigid, with no room for adjustments
- ✓ The scope is limited, as the target audience tends to be very specific

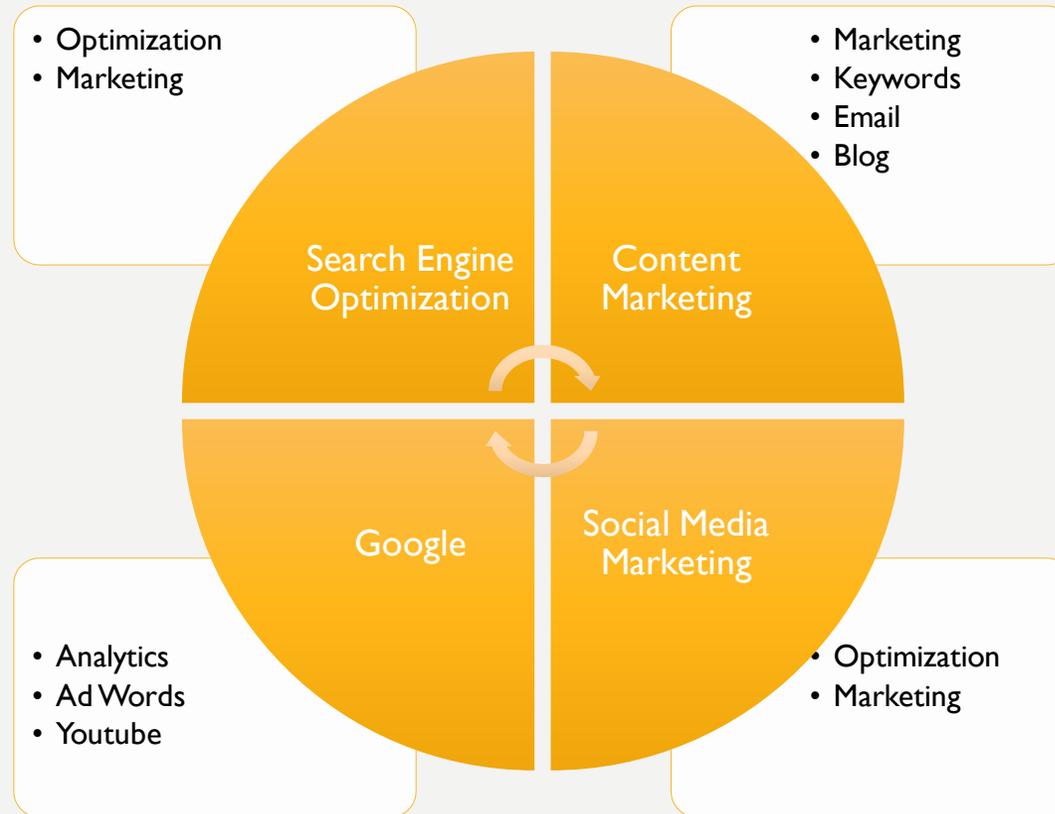
# VS

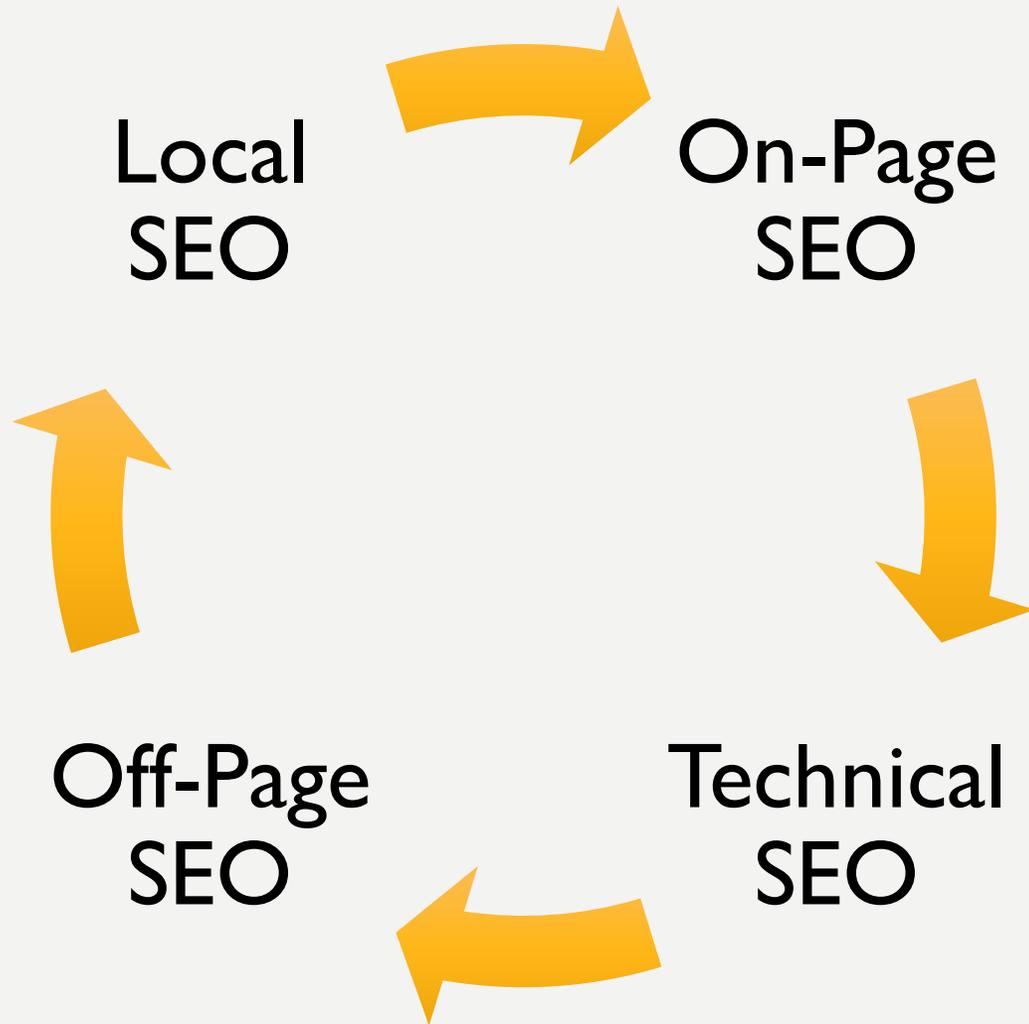
## Digital Marketing

- ✓ Allows multi dimensional communication and facilitates active communication from consumers
- ✓ Cost of campaign is on the lower side, as Internet is the predominant platform
- ✓ The strategies have much room for facilitating adjustments
- ✓ Enjoys a large scope, as the content is largely available to the public as a whole



# WHAT IS EXACTLY DIM





# SEO

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



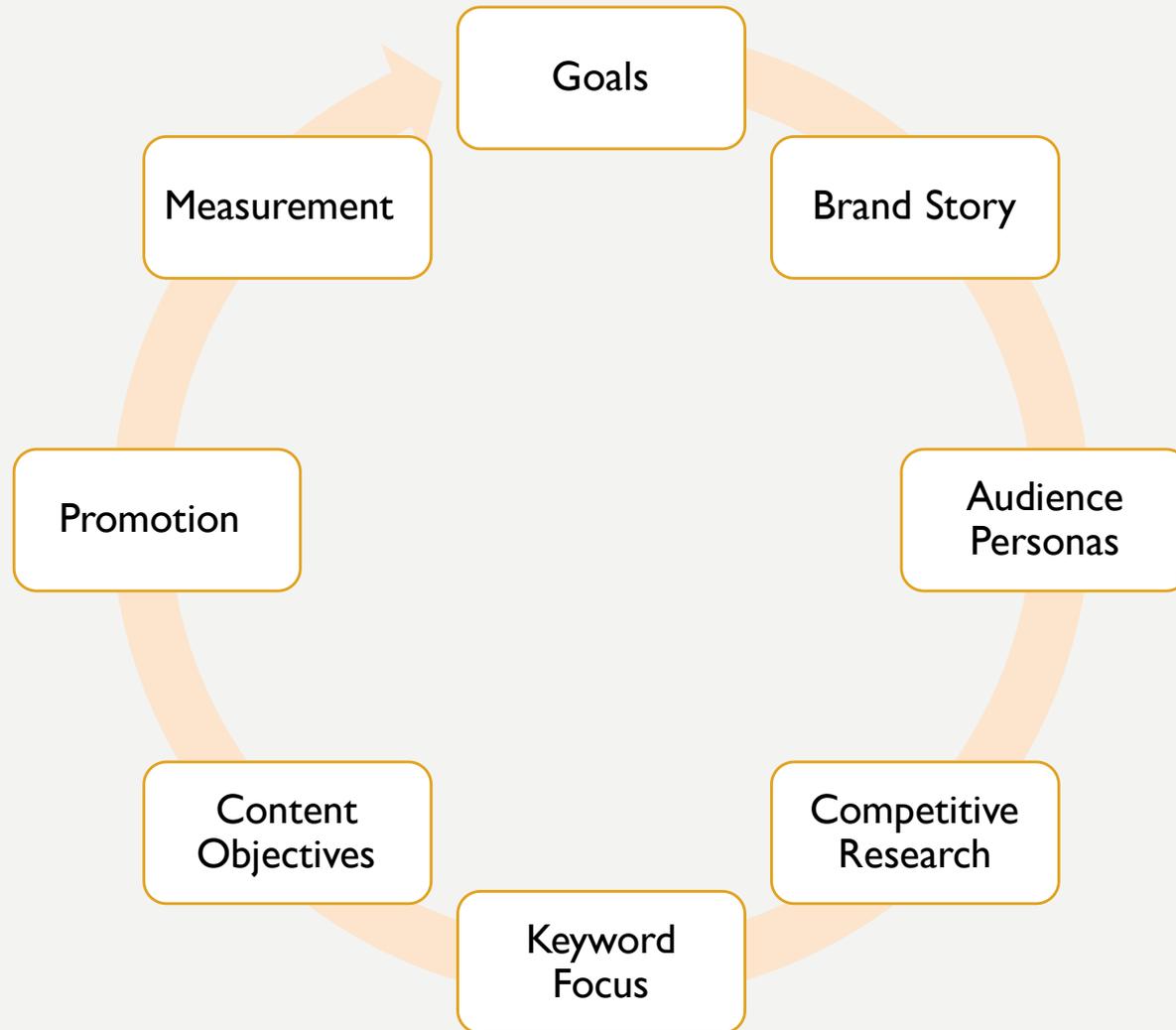
# SEM

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

## PPC

- Pay per Click

## Banner

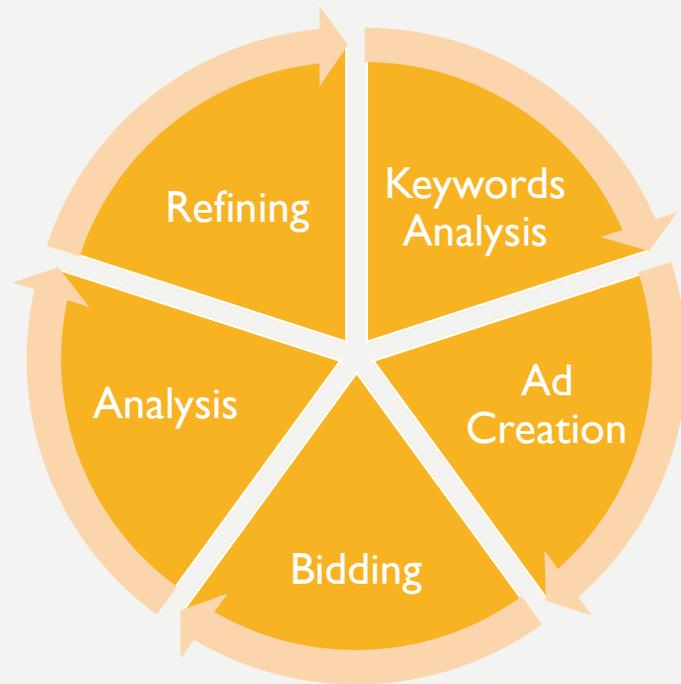
- Display Ads

## CPM

- Cost per 1000 Impressions

# SEM

## COMPONENTS

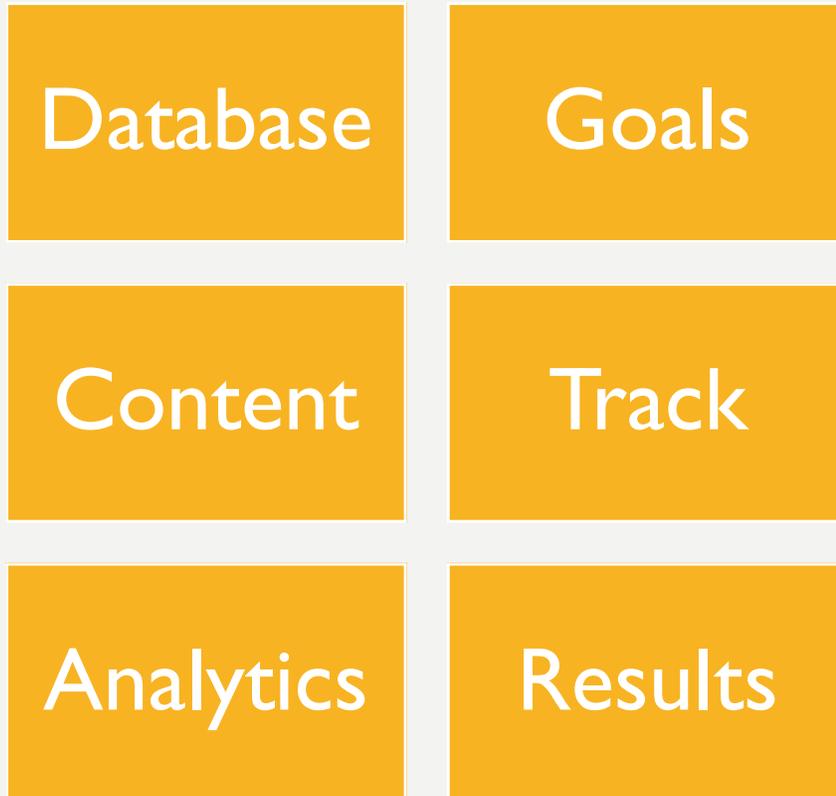


## RESULTS IN

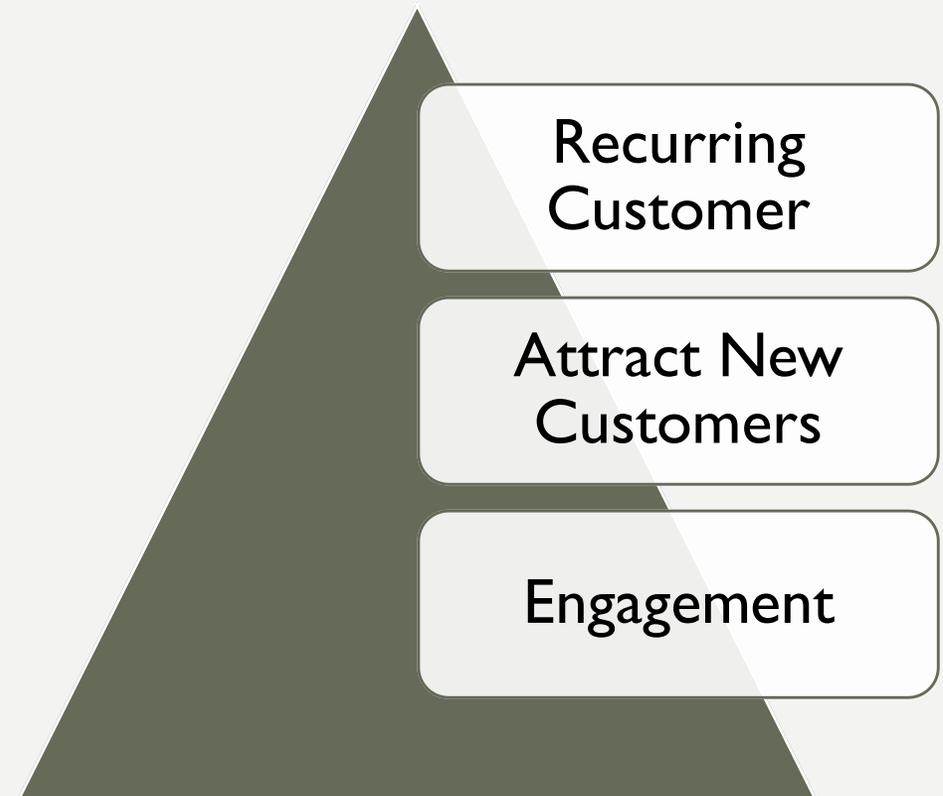


# EMAIL MARKETING

## COMPONENTS



## REWARDS



# AFFILIATE MARKETING

## COMPONENTS

Automatic Process

Remarketing At Budget

No Product Money

## REWARDS

Feasible

High Rewards

Easy to Start