



# Digital Marketing

– An Intro

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# Why Digital or Internet?



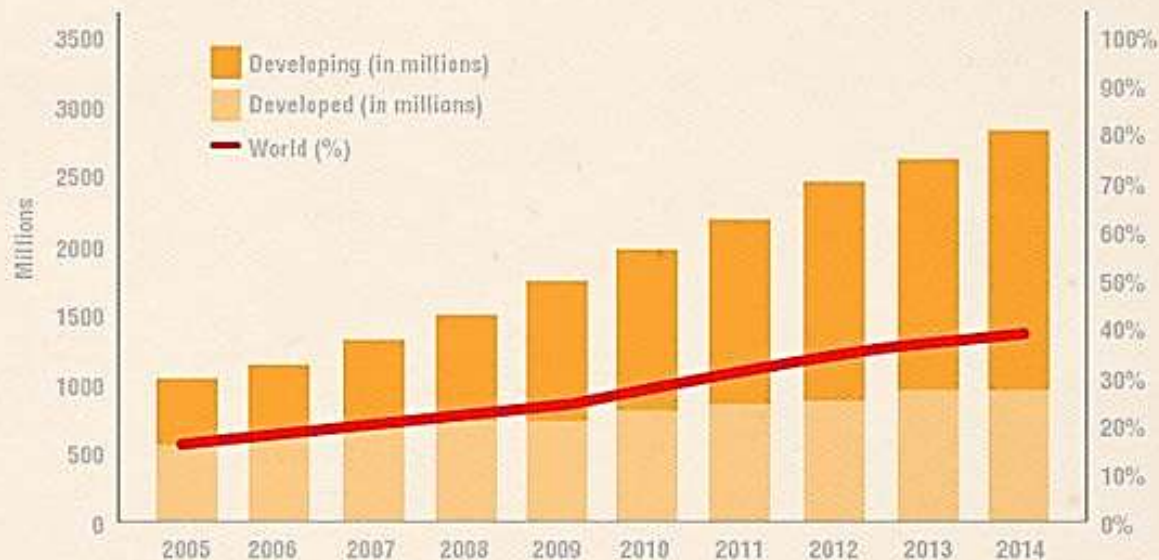
The internet is an excellent channel for promoting your business to potential clients anywhere, anytime. All they need is your website address, whether from a business card, an advert, letterhead, email or search engines.

The Internet has enabled entirely new forms of social interaction, activities, and organizing, thanks to its basic features such as widespread usability and access.

# ALMOST 3 BILLION PEOPLE - 40% OF THE WORLD'S POPULATION - ARE USING THE INTERNET

By the end of 2014, the number of Internet users globally reached almost 3 billion. Two-thirds of the world's Internet users are from the developing world. In developing countries, the number of Internet users will have doubled in 5 years, from 974 million in 2009 to 1.9 billion in 2014.

### Individuals Using the Internet, total and percentage, 2005-2014\*

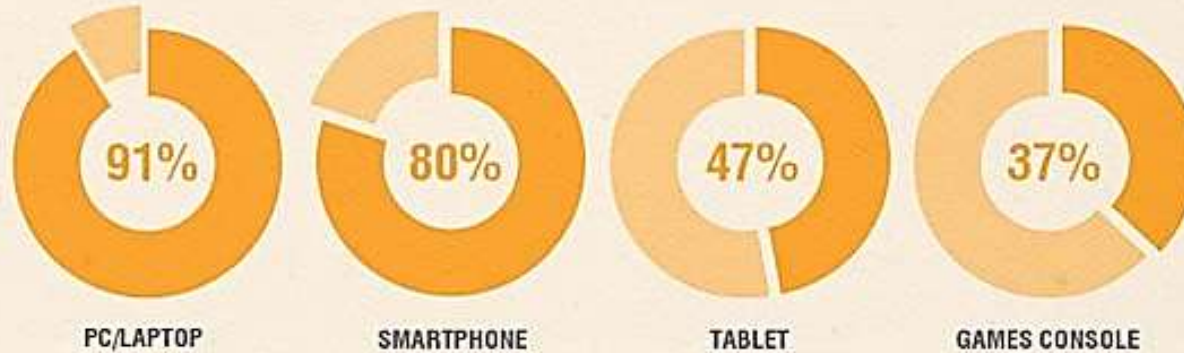


Note: \* Estimate

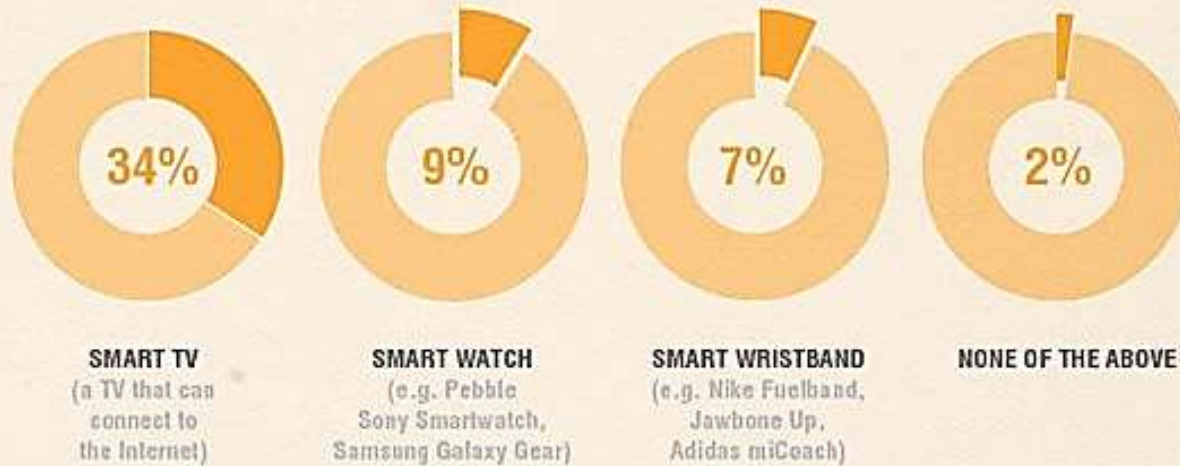
SOURCE:  
<http://www.itu.int/ITU-D/ict/statistics>



## Most Popular Devices Used to Search the Internet



## Emerging Devices Used to Search the Internet



## GROWTH OF INTERNET USERS vs MOBILE INTERNET IN INDIA 2012 - 2016



Source: IAMA, Feb 2016, Figures In Million Users, \*Estimated Number

**DAZ@INFO**

**JAN  
2016**

# GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**7.395  
BILLION**

URBANISATION: 54%

FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN

INTERNET  
USERS



we  
are  
social

**3.419  
BILLION**

PENETRATION: 46%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**2.307  
BILLION**

PENETRATION: 31%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

UNIQUE  
MOBILE USERS



we  
are  
social

**3.790  
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE  
SOCIAL USERS

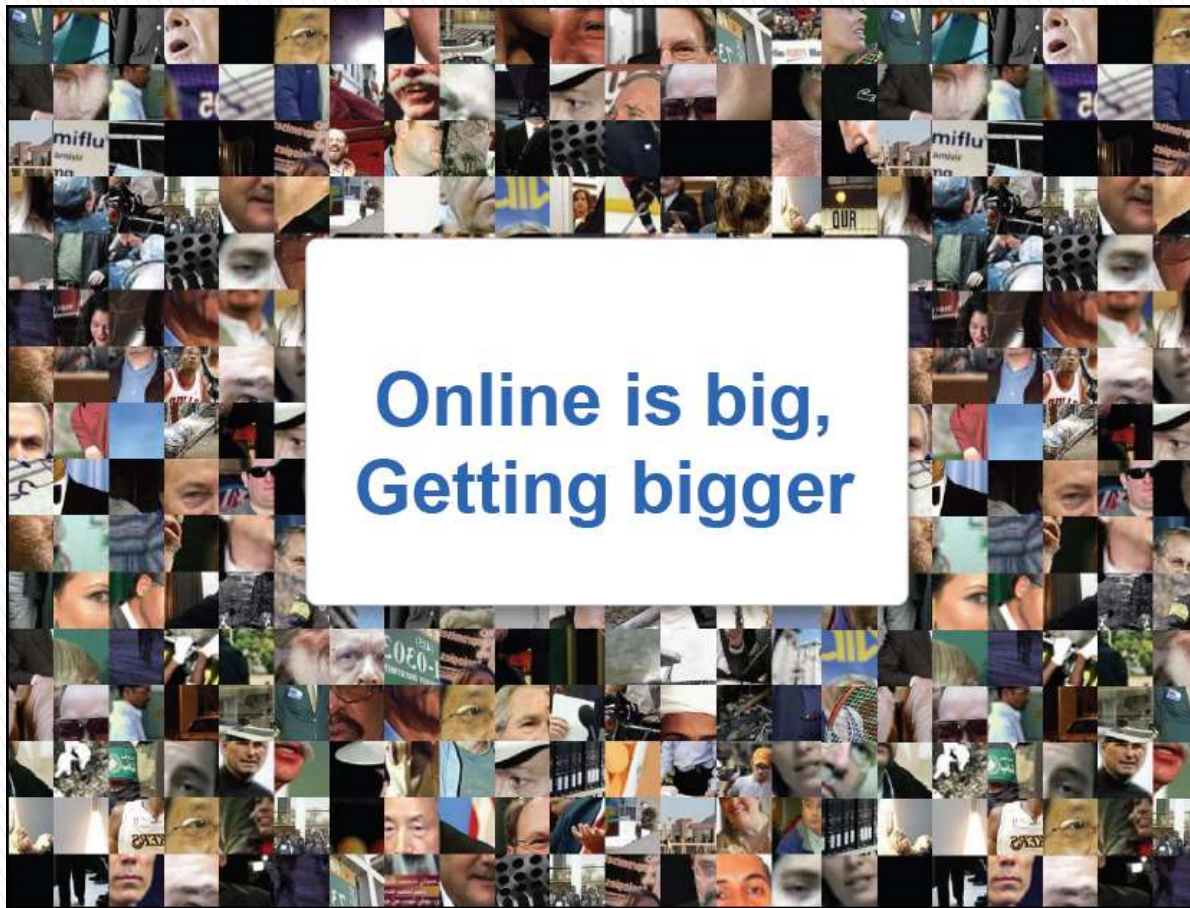


we  
are  
social

**1.968  
BILLION**

PENETRATION: 27%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS



## Online is big, Getting bigger



Today, **1 in 4** people are online

Source: internetworldstats.com



1 NEW DEFINITION IS ADDED ON URBAN DICTIONARY

1,600+ READS ON Scribd

13,000+ HOURS MUSIC STREAMING ON PANDORA

12,000+ NEW ADS POSTED ON craigslist

370,000+ MINUTES VOICE CALLS ON skype

98,000+ TWEETS



20,000+ NEW POSTS ON tumblr

THE LARGEST SOCIAL READING PUBLISHING COMPANY

320+ NEW twitter ACCOUNTS

100+ NEW Linked in ACCOUNTS

13,000+ iPhone APPLICATIONS DOWNLOADED



1 NEW ARTICLE IS PUBLISHED

THE WORLD'S LARGEST COMMUNITY CREATED CONTENT!!

QUESTIONS ASKED ON THE INTERNET...

100+ 40+ Answers.com YAHOO! ANSWERS

6,600+ NEW PICTURES ARE UPLOADED ON flickr



600+ NEW VIDEOS YouTube

50+ WORDPRESS DOWNLOADS

125+ PLUGIN DOWNLOADS

25+ HOURS TOTAL DURATION

70+ DOMAINS REGISTERED

60+ NEW BLOGS

168 MILLION EMAILS ARE SENT

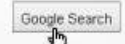
694,445 SEARCH QUERIES

1,700+ Firefox DOWNLOADS

695,000+ facebook STATUS UPDATES



1,500+ BLOG POSTS



79,364 WALL POSTS

510,040 COMMENTS



# Website – Overview

A website will maximize your marketing investment, by leveraging this versatile and dynamic marketing channel which is the internet. There is much more you can do with your website from gathering contact details and information about visitors to your site, to ultimately trading on-line. It becomes your virtual shop window enabling you to compete on much more equal terms with much larger organizations.

Organized by function, a website may be

- a personal website
- a commercial website
- a government website
- a non-profit organization website

# Web Technology

## Development

- Web Design : Photoshop, Paint, frontpage...
- Web Development : PHP, ASP, ASP.Net, JSP....

## Marketing

- Search Engine Optimization (SEO)
- Pay Per Click (PPC)
- Social Media
- Blogs and Forums
- Email Marketing.....

# Digital Marketing– Overview



Digital marketing is marketing technique that makes use of electronic devices (computers) such as PC, Mobile, Tablets and other e–devices to engage with customers.

Digital marketing applies technologies or platforms such as websites, e–mail, apps (classic and mobile) and social networks. Many organizations use a combination of traditional and digital marketing channels.

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

# Digital Marketing Options...

- ▶ Search Engine Optimization (SEO)
- ▶ Pay Per Click (PPC)
- ▶ Social Media Marketing (SMM)
- ▶ Local Marketing
- ▶ Email Marketing
- ▶ Banner/ Display Advertising
- ▶ Content Writing and Marketing
- ▶ Video Marketing
- ▶ Mobile Marketing
- ▶ Reputation Management
- ▶ Online Brand Management



# Search Engine



# Definition – SEO

Search Engine Optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" (organic or algorithmic) search results. (Wikipedia)

# The State of Search



Next to email, Search is the most popular online activity

Search engine results continue to get better every year

Today, Google knows about more than 1 trillion web pages, and they find 2 billion new ones every day

Just as we rely on search engines, they need our help to improve their relevance.

Good or bad... we are what Google says we are.

# Organic vs Paid vs Local

The screenshot shows a Google search for "car insurance" with the following results:

- Paid Results (Adwords / "PPC"):** Includes ads for GEICO.com (\$19 for Auto Insurance), American Family Insurance, State Farm Car Insurance, Progressive Car Insurance, Allstate Car Insurance, Progressive Car Insurance, 21st Century Insurance, and \$19 Car Insurance Quotes.
- Organic Results ("Natural" / SEO):** Includes organic search results for Progressive Car Insurance, Allstate, and a list of local insurance agents in Portland, OR, such as Mike Goosha, Timmo Insurance, Inc., Fox Insurance Agency, Hubert Insurance Agency, YERN FOLK INSURANCE PORTLAND, and Elliott, Powell, Baden & Baker Inc.
- Local Results ("Blended" / SEO):** A map showing local insurance agents in Portland, OR, with labels A through F corresponding to the list below.

**Local Results ("Blended" / SEO) List:**

Label	Business Name	Address	Phone
A	Mike Goosha - Allstate Insurance Agent	2112 NW Northrup St Portland, OR	(503) 296-6711
B	Timmo Insurance, Inc.	1815 NE Broadway St Portland, OR	(503) 288-8818
C	Fox Insurance Agency	1819 SW 8th Ave Portland, OR	(503) 227-2300
D	Hubert Insurance Agency	5001 NW Westgate Dr Portland, OR	(503) 251-2171
E	YERN FOLK INSURANCE PORTLAND, ...	5995 SE Washington St Portland, OR	(503) 448-6188
F	Elliott, Powell, Baden & Baker Inc. - Insur...	1521 SW Salmon St Portland, OR	(503) 227-1771

# Why SEO Matters



# SEO



## WHAT IS IT?

The process of making your website more visible to potential customers.

## HOW DOES IT WORK?

By using quality content, linking, keywords on page, and blogging.



## STRENGTHS

- Great long term marketing
- Great ROI
- Trusted by consumers
- Trackable
- Results compound & increase over time
- Long lasting
- Stable budgets
- Targeted traffic



## WEAKNESSES

- Requires time to rank
- Requires long term vision
- Some keywords very competitive making it harder to rank

# ADWORDS



## WHAT IS IT?

Paid advertising on google, based on keywords that are pertinent to your business.

## HOW DOES IT WORK?

You pay google when people click on your ad, on the top or right of the screen.



## STRENGTHS

- Can lead to instant sales
- Short time to set up
- Ads up within one day
- Great for direct offers
- Can be split tested
- Trackable & measurable



## WEAKNESSES

- Can be expensive
- Pay per click, not per sale
- Not so effective without a direct offer
- No long term benefits
- Potentially small audience
- To increase sales, budget must also increase

# SOCIAL MEDIA



**WHAT IS IT?**  
Virtual platforms to create, share, and exchange information and ideas eg Facebook, Twitter, Linked In, Pinterest, Google +

**HOW DOES IT WORK?**  
People post comments, opinions, images etc to their networks.



## STRENGTHS

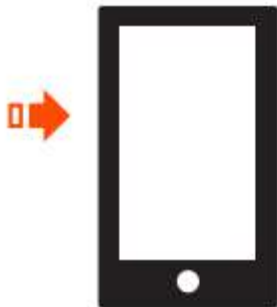
- Free to use
- Great way to communicate with large number of people
- Great for building brand awareness
- Great for promoting new offers
- Shared content helps SEO
- Content can be recycled
- Creates relationships



## WEAKNESSES

- Requires investment of time
- Requires strategy not random activity
- Not regarded as instant sales funnel
- Short shelf life
- Needs constant monitoring

# MOBILE OPTIMISED



**WHAT IS IT?**  
An additional version of your website built specifically for mobile devices.

**HOW DOES IT WORK?**  
By identifying the most important areas from your web, and reconfiguring to be easy to read and use on a smaller screen.



## STRENGTHS

- Makes is even easier for clients to find you when out & about
- Great for looking progressive
- Instant call function
- Cheaper than an app
- Updated through the main site
- Great performance across all platforms



## WEAKNESSES

- Initial cost
- Restricted to the amount of information due to space

# BLOGGING



## WHAT IS IT?

Writing articles which are informative, interesting and position you as an expert.

## HOW DOES IT WORK?

Load articles and images to your blog page and let your network know.



## STRENGTHS

- Great free way to share knowledge
- Great for building brand awareness
- Good for building confidence & trust
- Shared content helps SEO
- Easy to set up
- Builds profile & relationships
- Can create income



## WEAKNESSES

- Requires investment of time
- Requires strategy not random activity
- Not regarded as instant sales funnel
- Needs regular activity

# DIRECT EMAIL



## WHAT IS IT?

Emailing articles and offers directly to your database.

## HOW DOES IT WORK?

By using one of the many email newsletter software platform.



## STRENGTHS

- Great personalised contact
- Some free software available
- Great for building brand awareness
- Fully trackable & measurable
- Great for special offers
- Fast to despatch
- Ability to personalise



## WEAKNESSES

- Requires investment of time
- Must be relevant & quality
- Requires strategy not random activity
- Not regarded as instant sales funnel unless there is an offer
- Firewalls can hinder delivery

# CUSTOMER LIFECYCLE ENGAGEMENT



## REACH

GROWING YOUR AUDIENCE WITH ONLINE MARKETING



## ACT

ENCOURAGING INTERACTION THROUGH CONTENT MARKETING



## CONVERT

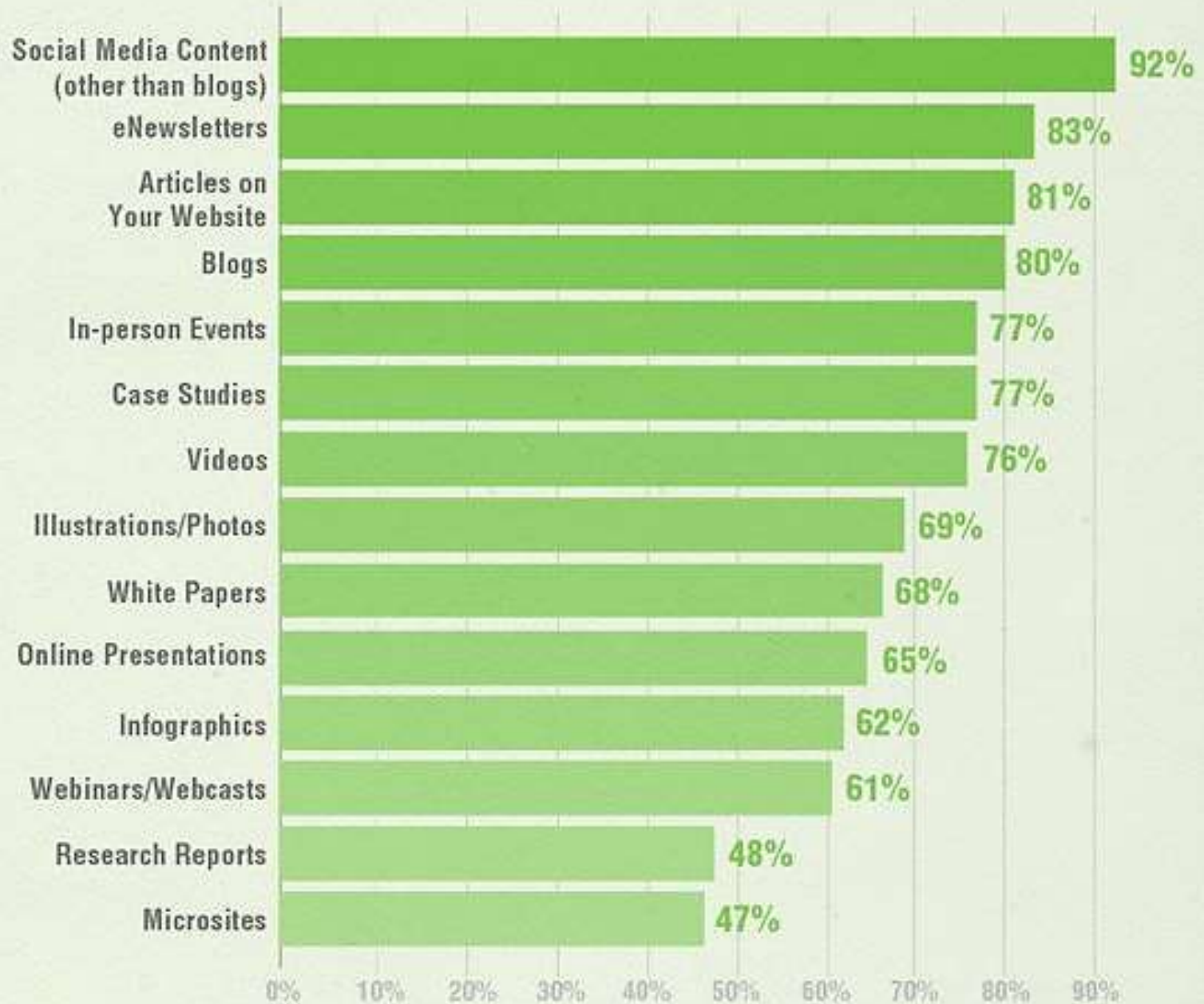
INCREASING CONVERSION TO SALE



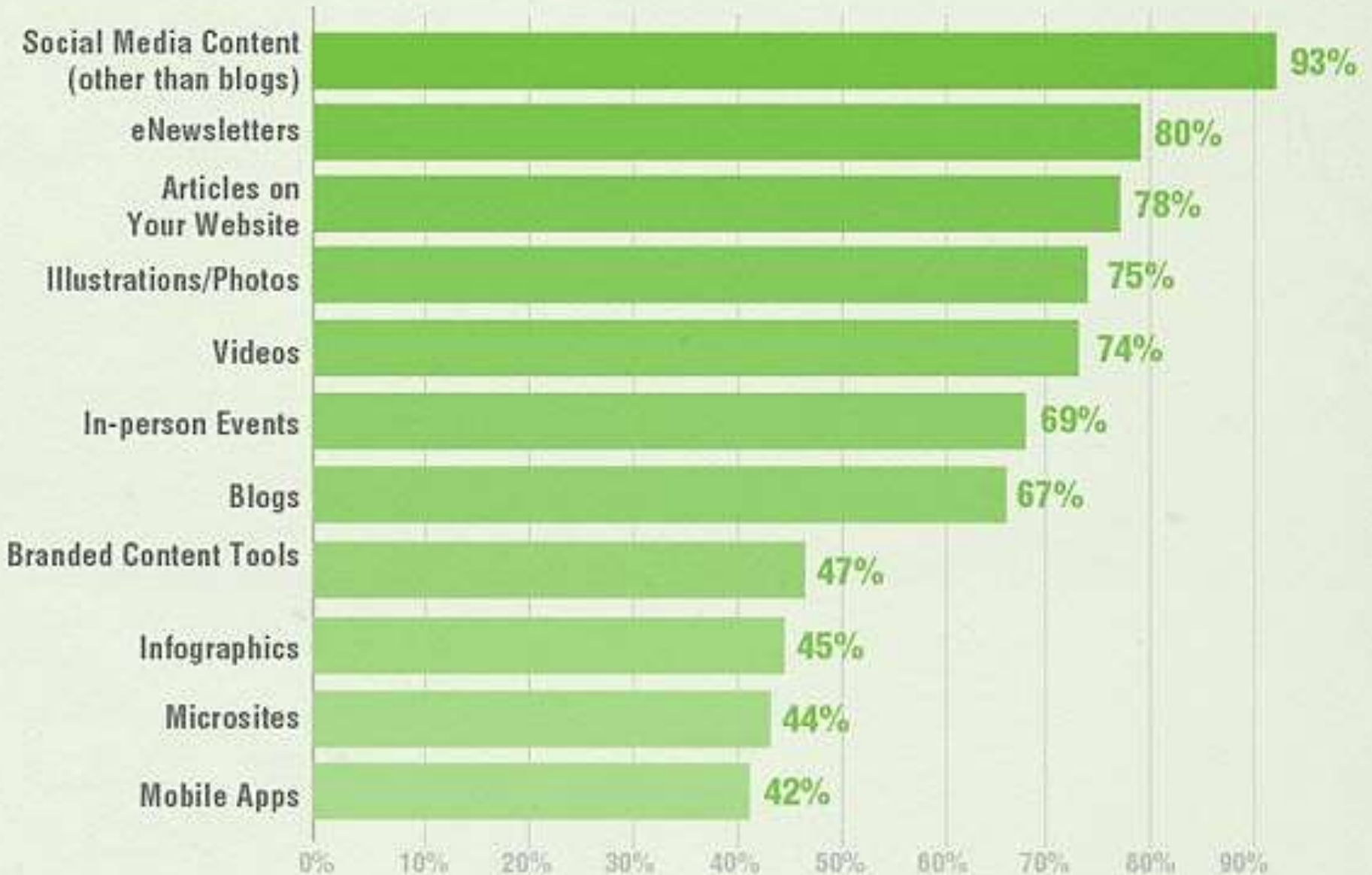
## ENGAGE

IMPROVING CUSTOMER COMMUNICATIONS AND LOYALTY

## B2C Content Marketing Tactic Usage



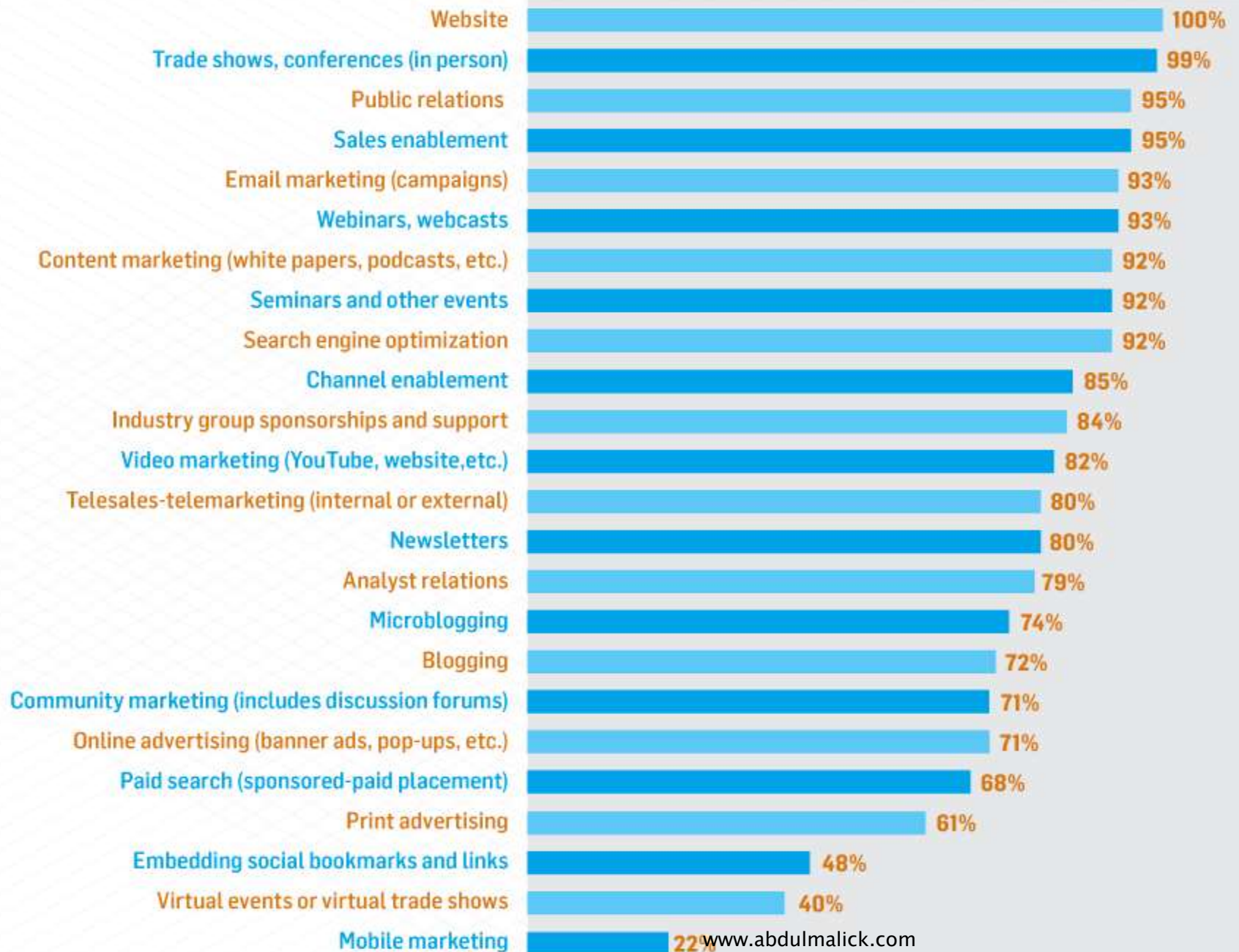
## B2B Content Marketing Tactic Usage



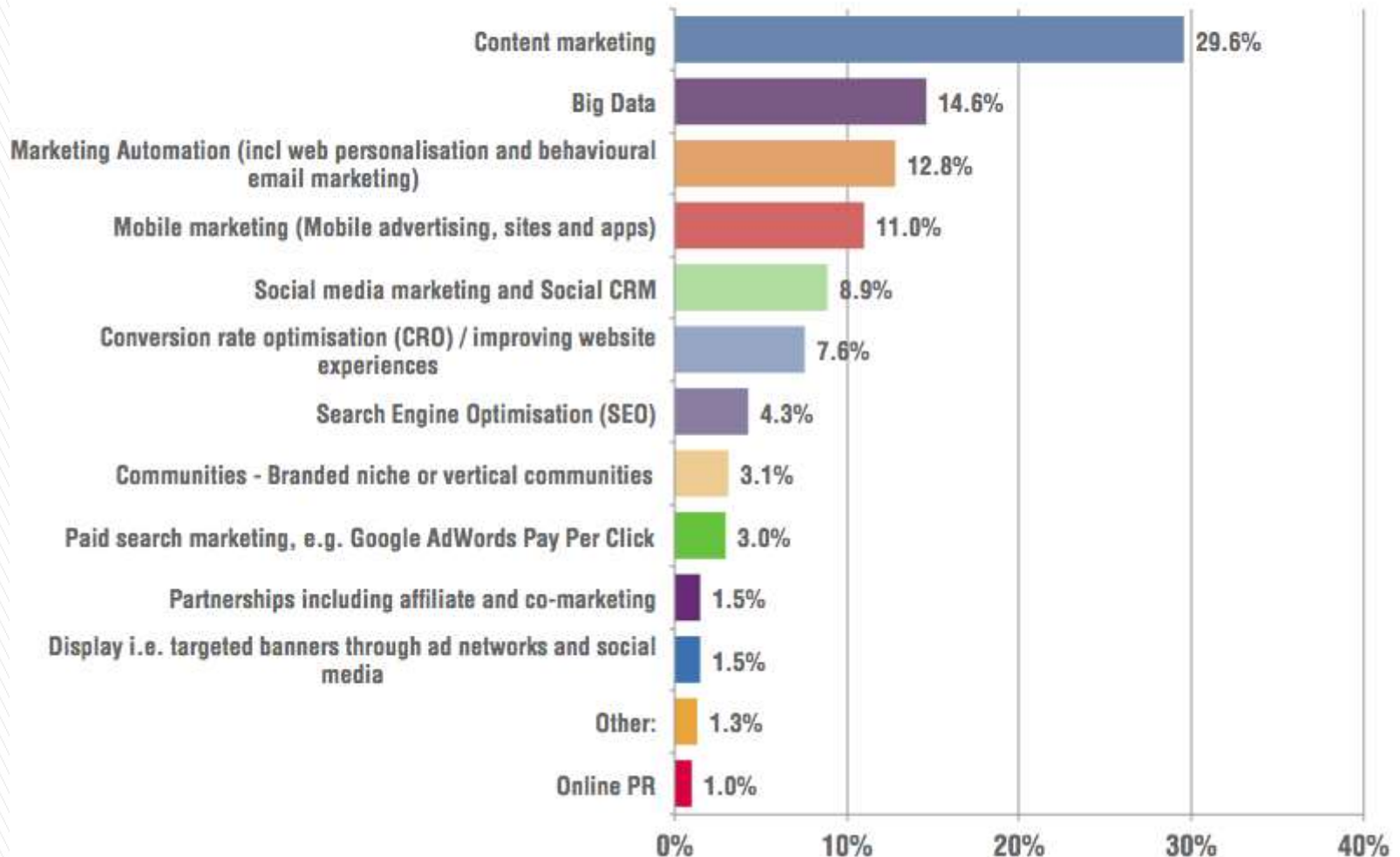
# Social Media Optimization – SMO



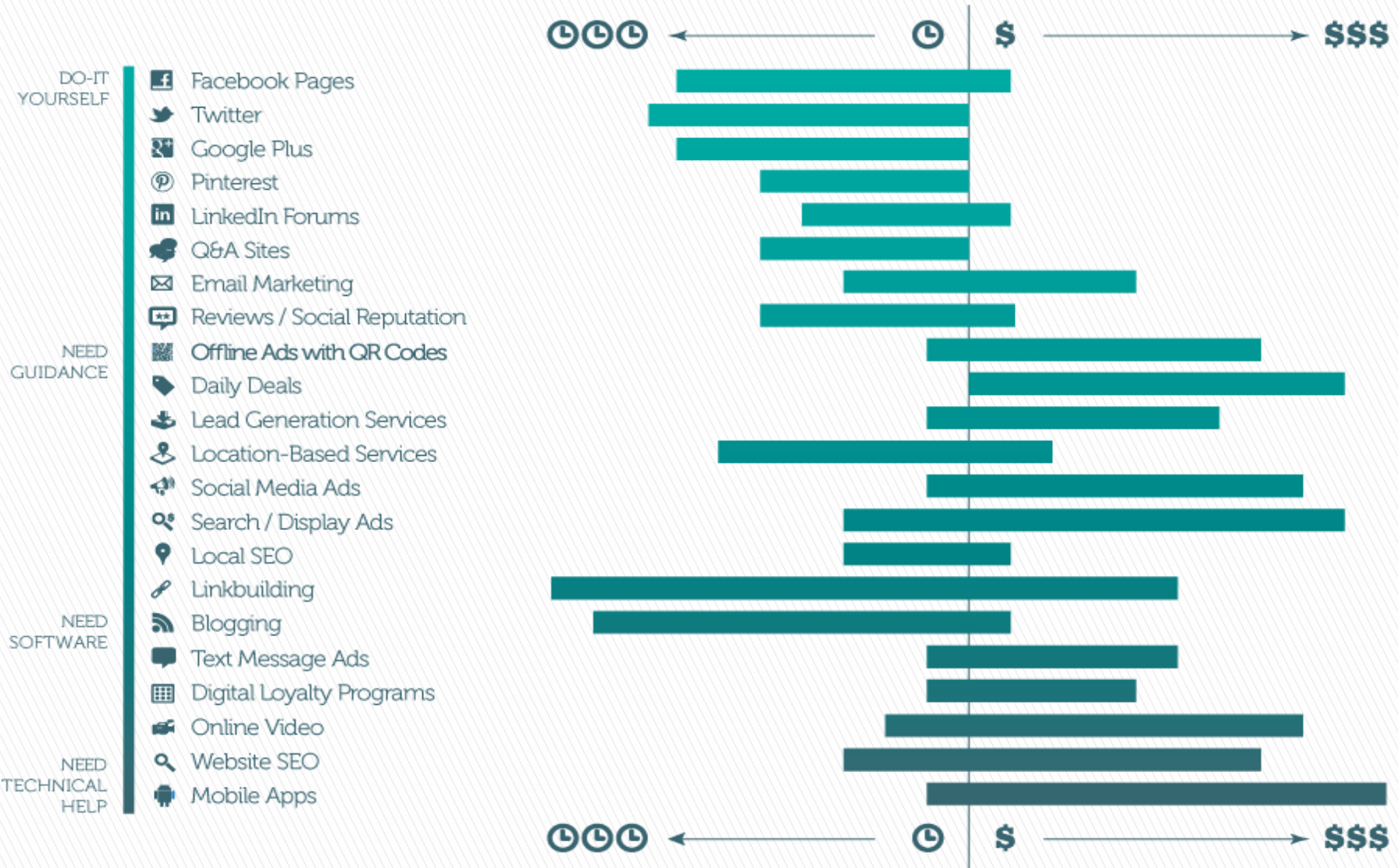
## MARKETING TACTICS USED BY ORGANIZATIONS



# Most commercially important Digital Marketing Trend for 2015?



# Digital Marketing Options For Business



# Digital Marketing Industry Growth

January 2014



947 companies

January 2015




1,876 companies

Digital Marketing Landscape : <http://www.smartinsights.com/wp-content/uploads/2014/01/marketing-technology-services-2015.png>

# Emerging Trends

## Google Now

**Flights**

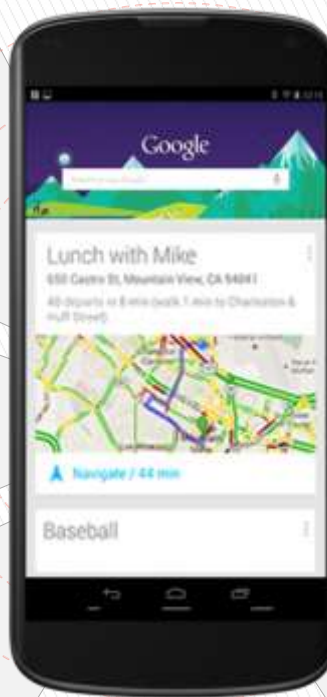
Pacific Airlines flight 2340   
**Flight Delayed** / Wed, Jun 21, 2002  
Depart San Francisco

---

**SFO** 7:09pm (sched. 5:20pm)  
Terminal 3, Gate #3


---

**TPE** 10:32pm  
Terminal 2, Gate 4)



**Right information, at the right time.**  
Swipe up to view the latest information.

**Next appointment**  
Lunch with Brad @ 12pm



[Get directions](#)

**No digging required.**  
Cards (e.g. airline boarding passes) appear when they're needed

**Sports**

Final, April 26  
Fenway Park, Boston

	<b>Red Sox</b>	<b>6</b>
	<b>Astros</b>	<b>1</b>

1 2 3 4 5 6 7 8 9 H R E  
Red Sox 1 3 0 2 2 0 1 0 4 1 1 1  
Astros 1 0 0 0 0 0 0 0 0 1 0 2  
Final

**You're in control.**  
Choose exactly which cards you see. You control whether you get personalized results from your calendars, locations and searches after opting in.

## Emerging Trends



Vending Machine recommends drinks based on visual demographic profiling based on facial recognition (Japan).

# Emerging Trends



Hailing a taxi or ordering lunch is as simple as pushing a button.  
Uber is revolutionizing more than just the taxi experience.

# Emerging Trends



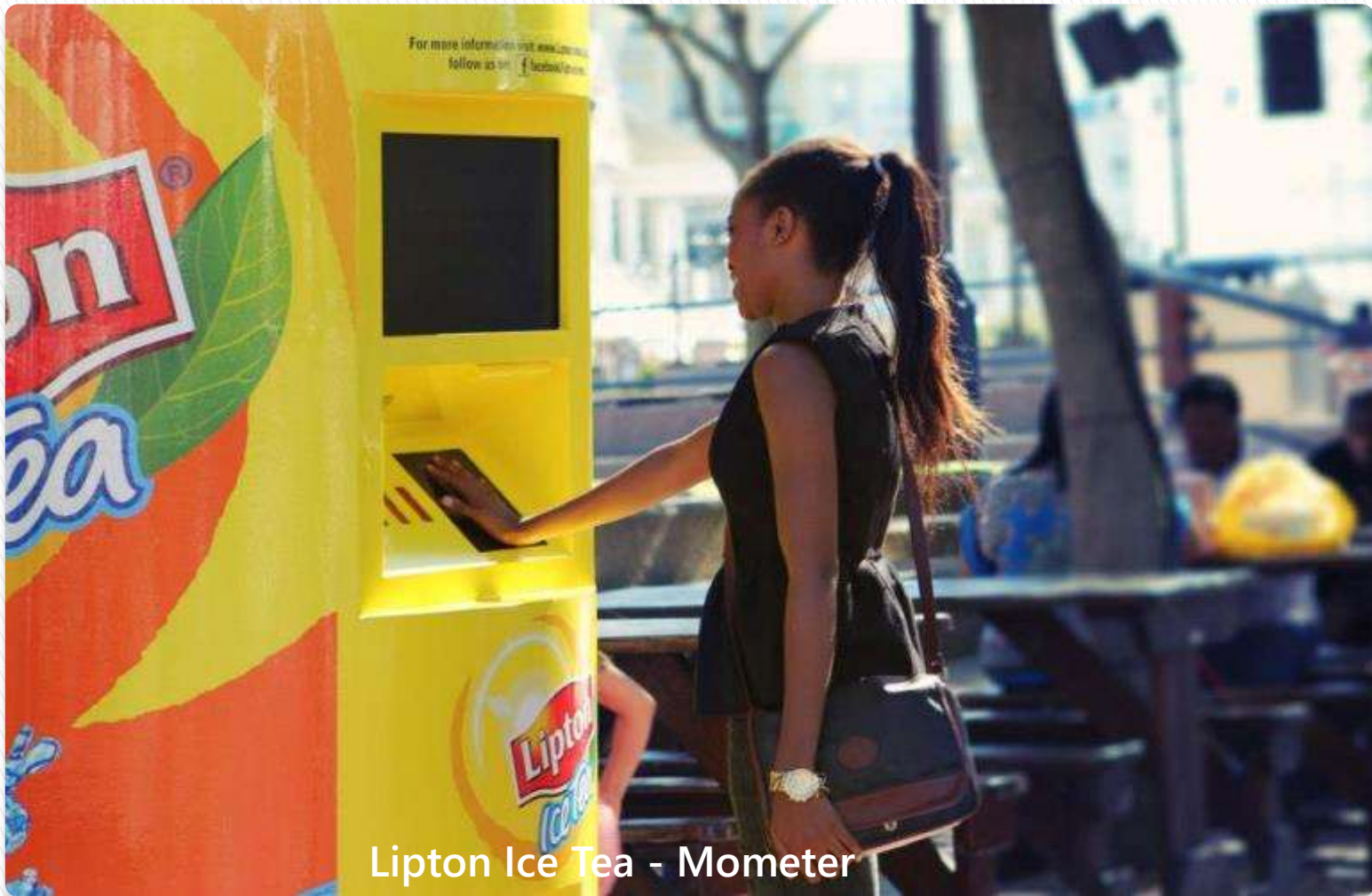
Hailing a taxi or ordering lunch is as simple as pushing a button.  
Uber is revolutionizing more than just the taxi experience.

# Emerging Trends



Subway riders scan items which are delivered same day

# Emerging Trends



Lipton Ice Tea - Mometer

# Emerging Trends



# Emerging Trends



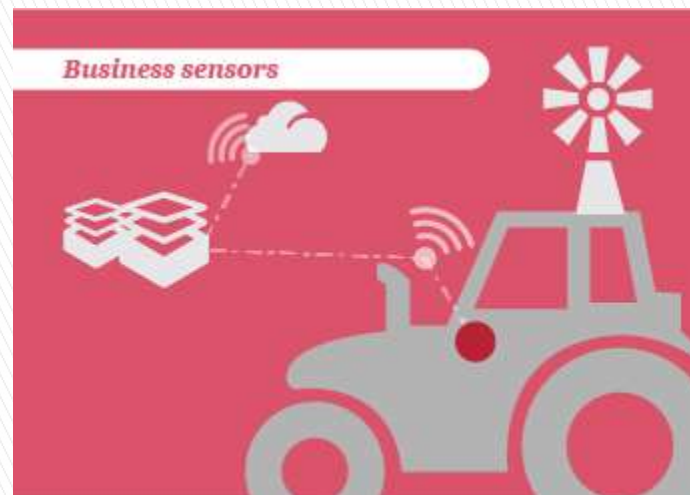
# Emerging Trends



# Emerging Trends



# Emerging Trends



# Online Equivalents Of Traditional Techniques



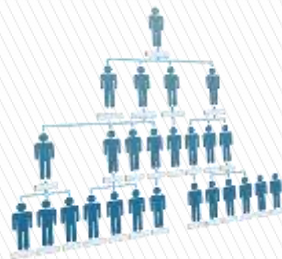
Physical Office >>> Website



Direct Postal Mail >>> Email.



Traditional Advertising >>> Online Advertising



Surveys, Polls And Market Research >>> Web Analytics

Traditional PR >>> Web PR

Word Of Mouth >>> Viral

# Choose Digital Marketing/SEO as Your Career

High demand

A LOT of people have made a successful career

Digital Marketers make Good Money !

Only Web-Designing MAY NOT be enough

Logical step ahead if you come from marketing or advertising

Learn, Learn and Learn – Lots of Learning

Digital Marketing and SEO are already recognized as a career

Challenging Career

will be active, smart professional after some years

# Some Digital Marketing Existing titles

- . **Digital Marketing Manager**
- . **Digital Marketing Analyst**
- . **Digital Marketing Executive**
- . **SEO/M Specialist**
- . **SEO/M Manager**
- . **SEO/M Director/ Director of SEO/M**
- . **SEO/M Strategist**
- . **SEO/M Expert**
- . **SEO/M Engineer**
- . **SEO/M Analyst**
- . **SEO/M Program Manager**
- . **SEO/M Technologist**
- . **SEO Architect**
- . **SEO Copywriter**
- . **SEO Editor**
- . **SEO Webmaster**
- . **Search Marketing  
(Specialist/Guru/Mgr/Director/VP/SVP)**
- . **Internet Marketing  
(Specialist/Guru/Mgr/Director/VP/SVP)**
- . **Web Marketing  
(Specialist/Guru/Mgr/Director/VP/SVP)**
- . **Head of SEO/M**
- . **Chief Search Officer**
- . **Technical SEO/M  
(Specialist/Guru/Mgr/Director/VP/SVP)**
- . **Technical Marketing  
(Specialist/Guru/Mgr/Director/VP/SVP)**
- . **Traffic Acquisition  
(Specialist/Guru/Mgr/Director/VP/SVP)**
- . **Search Traffic Acquisition  
(Specialist/Guru/Mgr/Director/VP/SVP)**



## Average Salary of Jobs with Related Titles



# SEO Events:

**DIGITOCAS**

**SIMX**  
*Search Marketing Expo.*

 **searchcamp**  
PHILLY

 **barcamp** winter edition!  
Bangalore 5

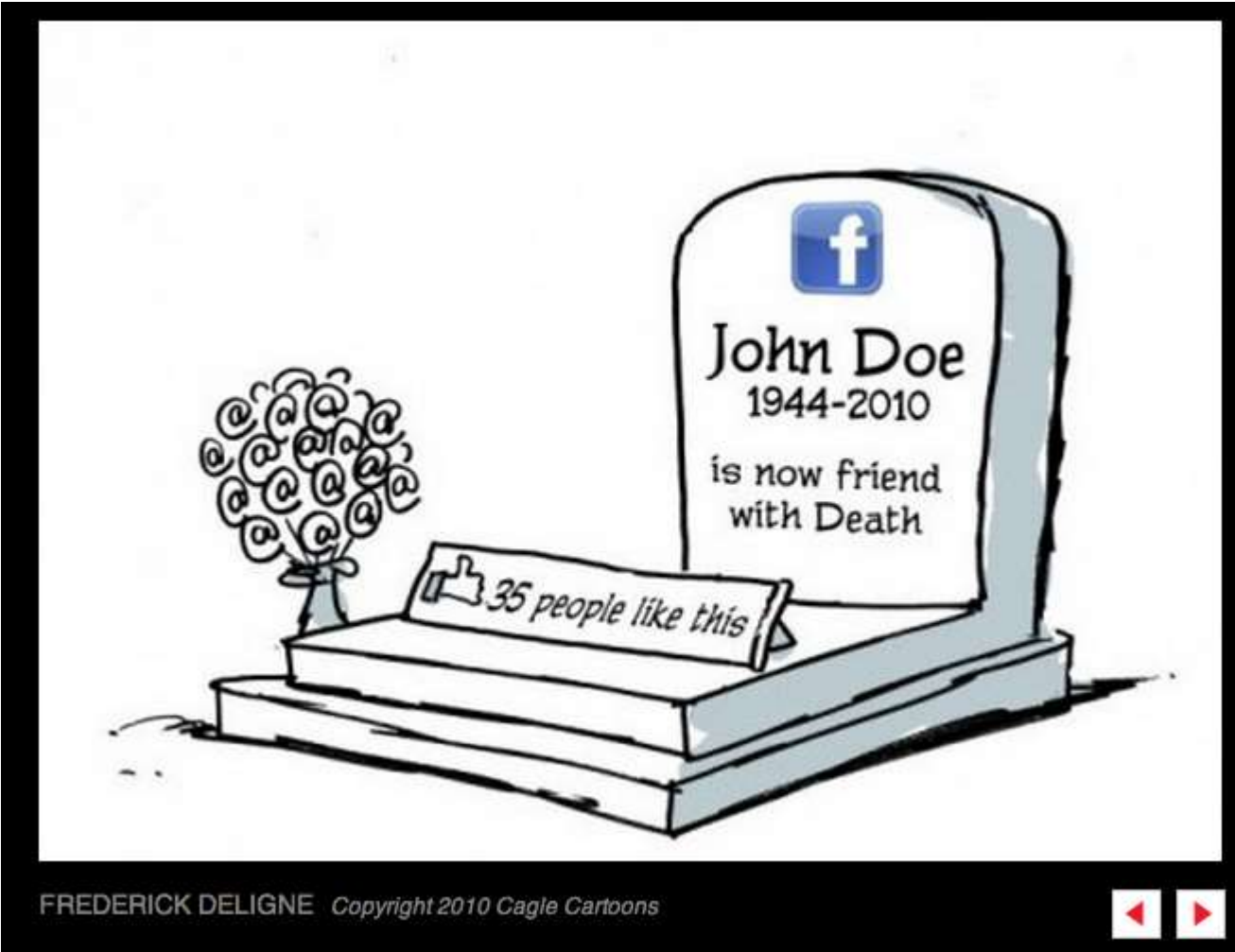


searchmasters '09  
Google India

**SearchCamp**

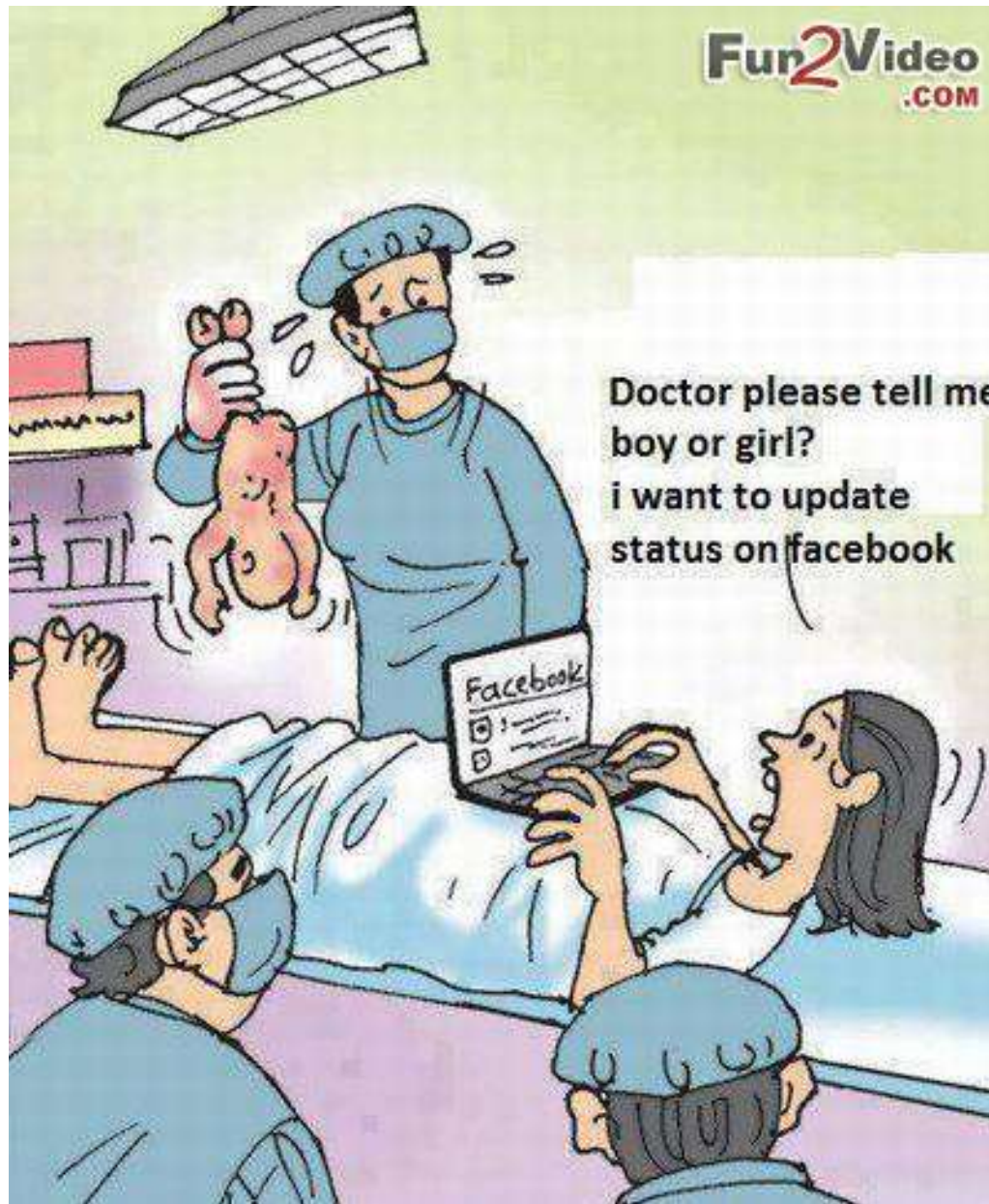
**SEMPO :**

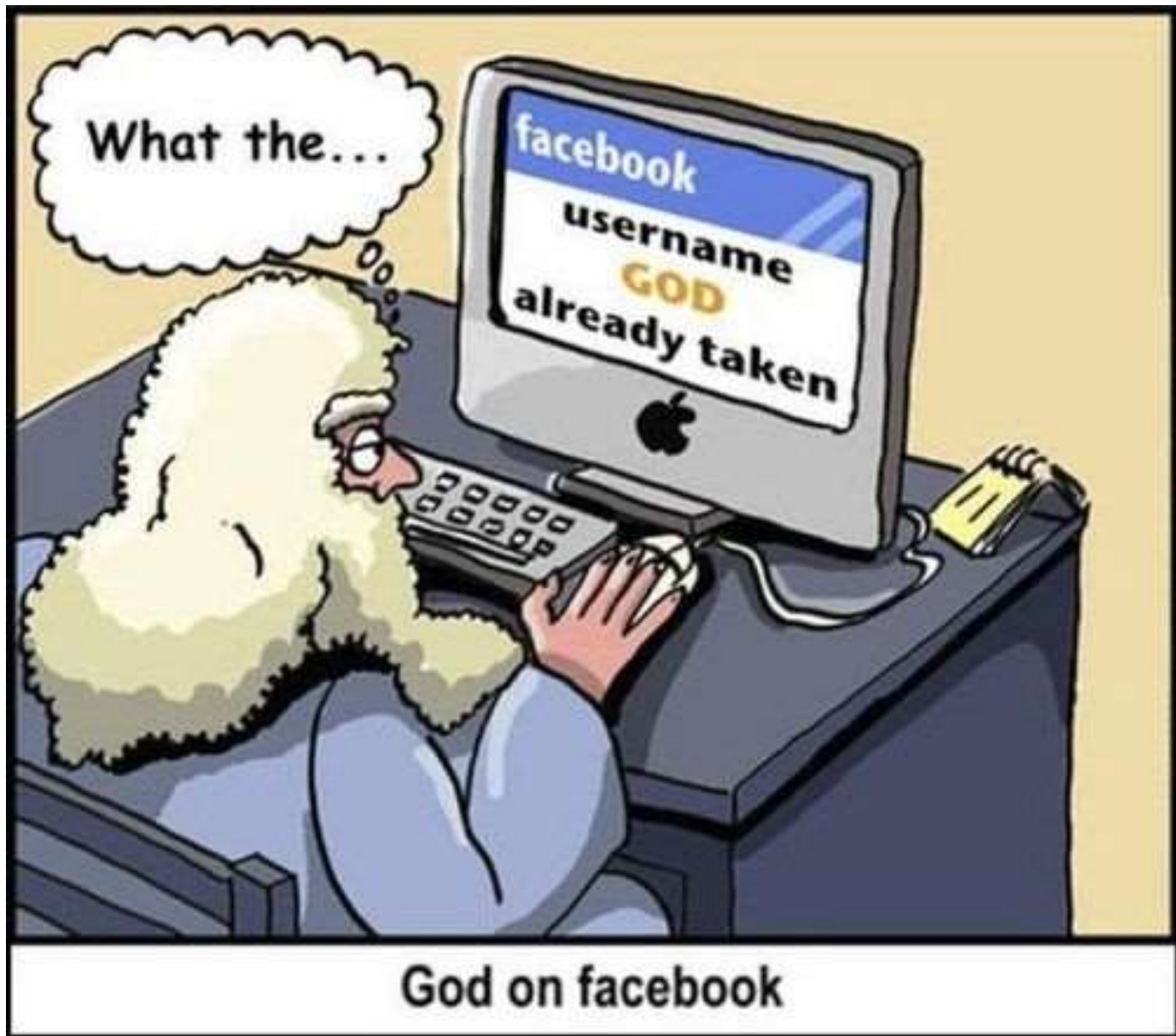




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Thank  
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