

Digital marketing

Presented by-

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HOW IT'S STRUCTURED

- THE FUNDAMENTALS OF DIGITAL MARKETING IS A **40-HOUR ONLINE COURSE**. IT HAS **26 MODULES**. EACH MODULE HAS BITE SIZED **VIDEO LESSONS**. AT THE END OF EACH LESSON YOU GET TO DO A **SHORT EXERCISE TO TEST** THE KNOWLEDGE GAINED FROM THAT PARTICULAR LESSON. AFTER YOU COMPLETE ALL THE LESSONS IN A MODULE, YOU DO AN **END-OF-MODULE TEST**.
- TO **COMPLETE THE COURSE** YOU HAVE TO DO A **FINAL TEST** CONSISTING OF 40 QUESTIONS. AFTER THAT YOU WILL IMMEDIATELY BE AWARDED WITH A **PDF CERTIFICATE**. THE CERTIFICATE HAS AN ID AND PROVIDES A LINK TO PROVE THE AUTHENTICITY OF THE CERTIFICATE. IT'S REALLY WELL DONE AND LEGIT.

COURSE FORMAT OF THE GOOGLE DIGITAL GARAGE

- ❖ The course is free. All you need is a Google Account which lots of people have already or you can simply sign up online at Google Digital Garage
- ❖ Once you sign in at Digital garage you can start learning.
- ❖ There are 23 topics altogether including useful subjects such as ‘Your online presence’, ‘Make search work for you’, ‘Get noticed locally’.
- ❖ The full course covers all the main areas for promoting a business online from the very basics of getting online, social media, search engine optimisation, e-commerce, Analytics plus advertising options such as video, Pay Per Click and display network advertising.
- ❖ Each topic is broken down into 4 to 5 lessons each, all delivered as 3 to 5 minute online videos. The presenters and examples are all British so I assume that it is tailored to language and location preferences. It never gets very technical and you get the transcript included so you can revise the material when you need it.
- ❖ Each lesson is finished with a single questions to test understanding and further reading links for more information. There’s often a glossary of terms included. Once you have finished all the lessons on a topic then you get a topic assessment online test of about 6 to 10 multiple choice questions.

KEY LEARNINGS

- It's aimed at small business owners eg. hairdressers, bakeries, craft beer shops etc.
- Have a clear Goal for your online marketing efforts
- Have a mission statement and know your USP with crystal clear clarity
- Start small and iteratively – you don't need to spend lots on a digital marketing agency
- Start with the basics – eg get listed locally
- SEO – learn what gets you higher rankings in search engine results
- SEM – learn how to pick longer-tail, less competitive keywords to target, and focus on the bid amount as well as the relevance of your ad to your business
- Content marketing – focus on answering the questions that your customer really wants answered
- Social media – focus on engaging with your customers to let them know more about your business and how you could improve your product or service
- Use analytics to assess, test, and then improve your online marketing efforts. Get familiar with Google Analytics
- *What would I improve about the course?*
- **I'd probably make it slightly harder to pass each module's quiz, with more questions, tougher questions and reduced ability to go back immediately and change your answers until you got the right one.**

Why Digital Marketing Is Important?

- A source of entertainment, news, shopping and social interactions.
- **Consumers have access to information any time and any place they want it.**
- People are now **exposed to what media**, friends, relatives, etc. are saying about your brand, and **they are more likely to believe them than you.**
- **People want brands they can trust**, companies that know them, communications that are personalized, and **offers tailored to their needs** and preferences.

**Marketing is
Changing
Very Fast**



Evolution of Digital Marketing



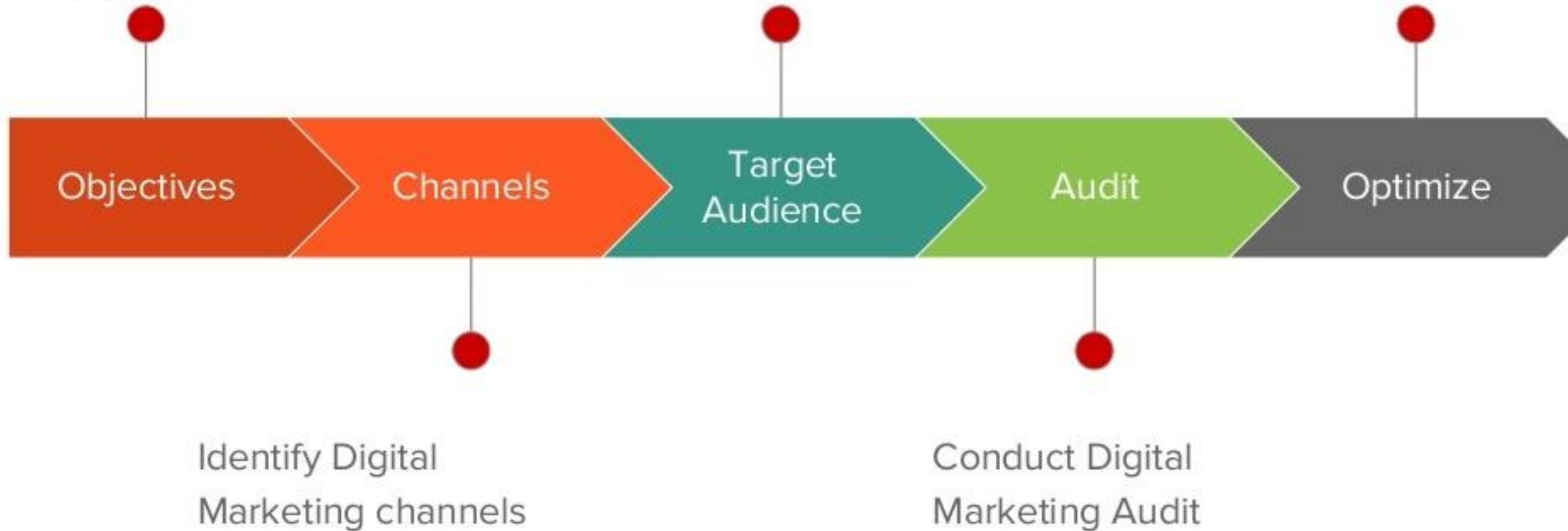
From Traditional to Digital



Define your marketing objective like Branding, Lead Generation or Sales

Define Target Audience and Message

Optimize your Digital Marketing Channels and Assets



Getting Started with Digital Marketing

Digital Marketing Channels



Platforms



Google Search

Types

Display
Search Network



Youtube

Types

PreRoll
Bumper
Display Ad
Overlay Ads



Facebook

Types

Domain
Multi-Product
(Carousel Ads)
Offer
And more



Instagram

Types

Photo
Video
Carousal
Stories



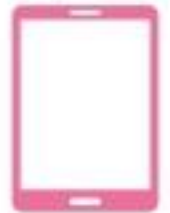
- Email
- Market Place marketing



- SEO
- SEM

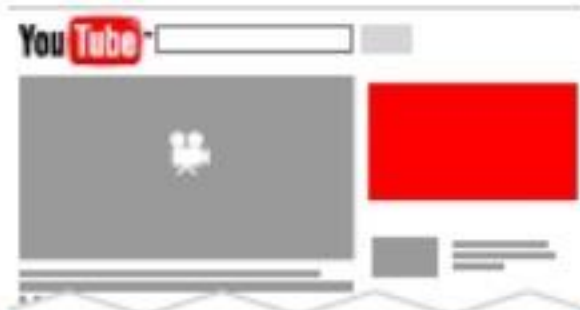


- Social Media
- YouTube
- SMS

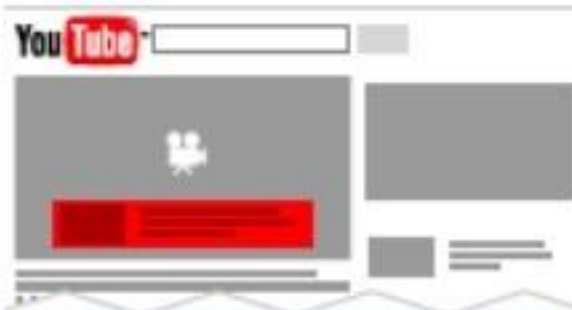


- Affiliate Marketing
- Influencer Marketing

You Tube



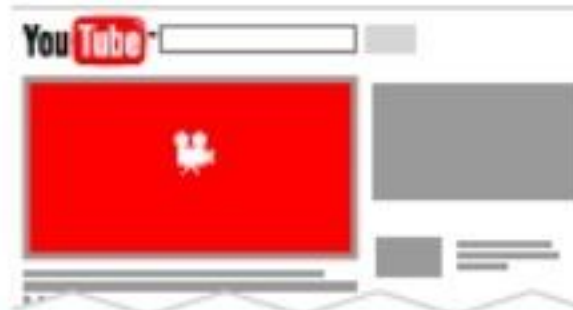
Display Ads
Desktop



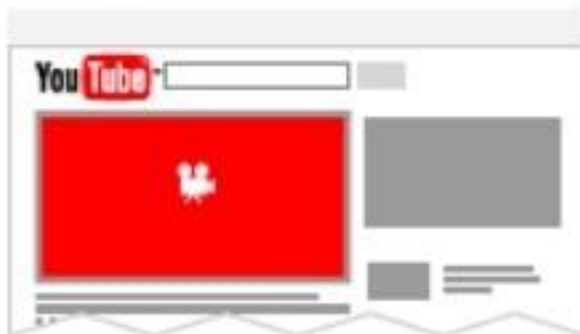
Overlay Ads
Desktop



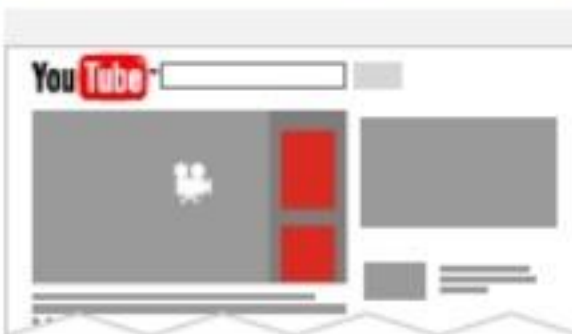
**Non-Skippable
video ads**



Skippable video ads



Bumper ads
Desktop & Mobile



Sponsored cards
Desktop & Mobile



Facebook



Domain Ad



Multi-Product Ads
(Carousel Ads)



Offer Ads



Video Ads



Lead Ads



Canvas Ads



Dynamic Ads



Branded Content
(Sponsored)

Instagram



**Photo
Ads**



**Video
Ads**



**Carousel
Ads**



**Story
Ads**



Would I recommend it?



Yes definitely especially if you have no grounding in the topic, or it's not part of your day job. It's always good to add strings to your bow and this gives you a solid overview of the subject as well as giving you a certificate at the end.



I'd also recommend this course if you're a small business owner. There's lots of content in the course which shows how small business owners such as online cake makers use digital marketing to grow their businesses.

DIGITAL MARKETING

THANK
YOU !!!

