

DIGITAL MARKETING

AN OVERVIEW OF THE BASICS

DEFINITION

Digital marketing is the **act of promoting** and selling products and services **by leveraging online marketing tactics** such as **social media marketing, search marketing, and email marketing**. The cardinal rule in marketing is to make the right offer at the right time and in the right place.

Today, **4.54 billion people** use the internet: hanging out in social media, staying updated on news sites and blogs, and searching online. Digital marketing puts a company in those same channels, so your best prospects can see you, learn more about you, and even ask questions to learn more about you and your products or services.

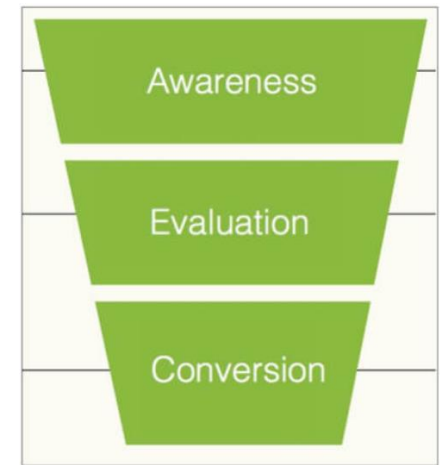
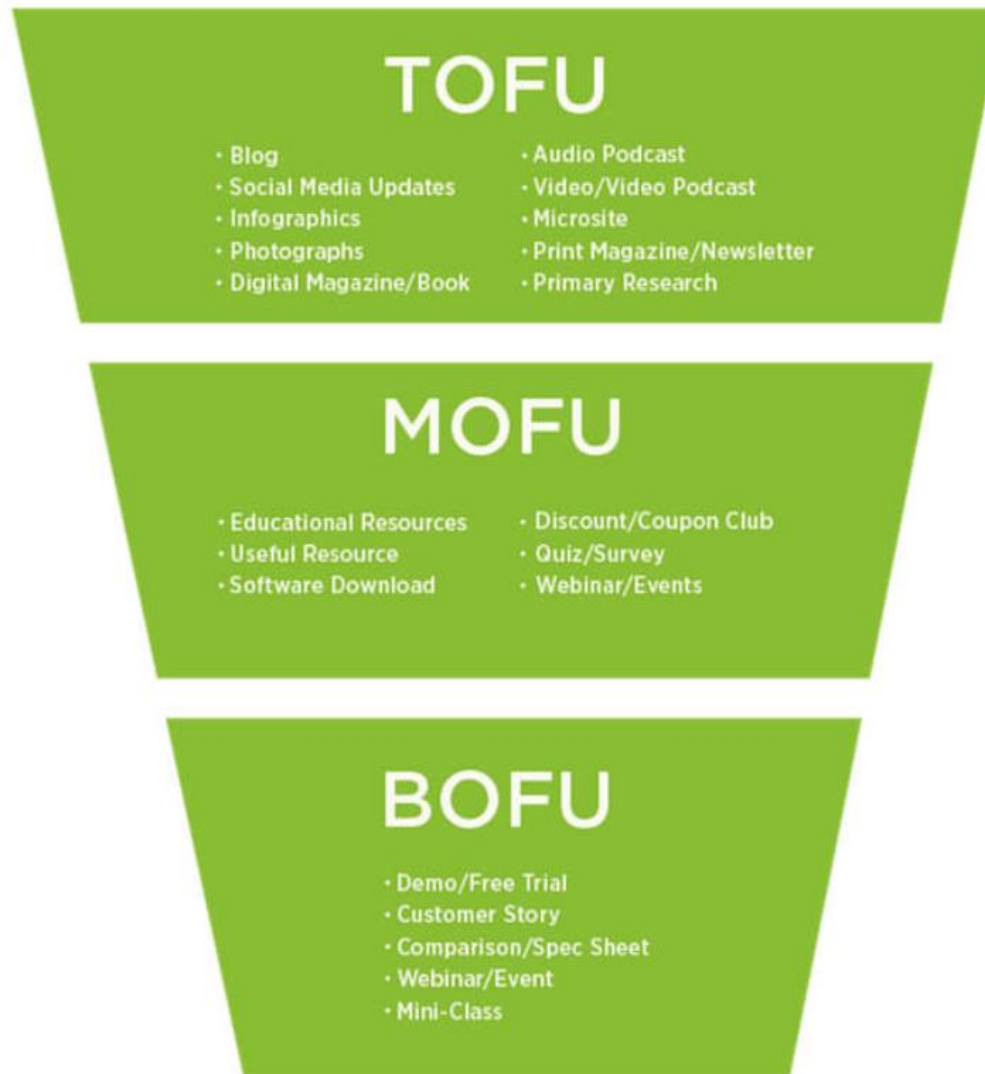
THE CUSTOMER'S JOURNEY



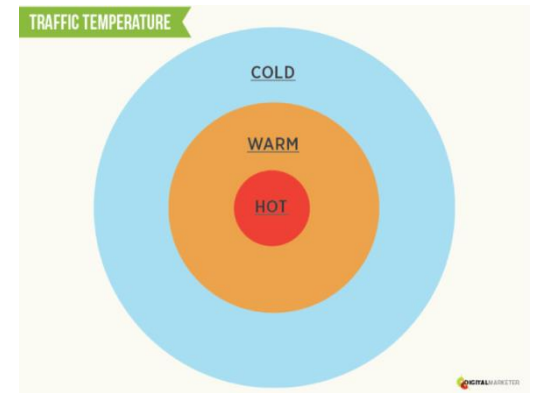
COMPONENTS

1. Content Marketing
2. Digital Advertising Plan
3. Social Media Strategy
4. Email Marketing
5. Search Marketing
6. Website analytics

CONTENT MARKETING



DIGITAL ADVERTISING PLAN



The 5 elements of a high-performing campaign:

- The offer
 - A combination of your product/service with bonuses
- The copy
 - The messaging used in the ad campaign
- The creative
 - The graphic elements of the ad (Image, video or carousel images)
- Ad Scent
 - The congruency throughout the campaign
- Targeting

SOCIAL MEDIA STRATEGY

SOCIAL MEDIA

Listening



EMAIL MARKETING



There are three types of emails used for marketing

1. **Transactional** – to provide customer service.
2. **Relational** – to engage subscribers and nurture relationship with them.
3. **Promotional** – for generating sales.

Broadcast emails vs. Triggered emails

SEARCH MARKETING



WEBSITE ANALYTICS

