SYLLABUS
Class: - B.Com Hons I Year
Subject: - Digital Marketing

	Syllabus
Unit- 1	**Introduction to Digital Marketing:** Meaning of Digital Marketing, Differences from Traditional Marketing, Return of Investments on Digital Marketing vs. Traditional Marketing, E Commerce, Tools used for successful marketing, SWOT Analysis of Business for Digital Marketing, Meaning of Blogs, Websites, Portal and Their Differences, Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation.
Unit-2	Search Engine Optimization (SEO): On page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, Creating Display Campaigns. Social Media Optimization (SMO): Introduction to Social Media Marketing, Advanced Facebook Marketing,
Unit-3	Word press Blog Creation, Twitter Marketing, Linkedln Marketing, Instagram Marketing, social media Analytical Tools. Search Engine Marketing: Meaning and Use of Search Engine Marketing, Tools used — Pay Per Click, Google Adwords, Display Advertising Techniques, Report Generation
Unit- 4	Website Traffic Analysis, Affiliate Marketing and Ad Designing: Google Analytics, Online Reputation Management, EMail Marketing, Affiliate Marketing, Understanding Ad Words Algorithm, Advertisement Designing.

Digital Marketing

What is Digital Marketing & Types of Digital Marketing

Marketing has always been about connecting with your customers at the right place and at the right time. In today's time, it is the internet that majorly helps bring potential customers and recruiters together. If figures are to be believed there are 4.66 billion active internet users worldwide which are about 59.5 per cent of the global population.

This means that as a marketer if you are not taking advantage of the digital landscape and building your online presence, you are losing out on opportunities and potentially 4.66 billion clients.

It makes use of digital mediums for disseminating your brand message, advertising, and also measures your brand's impact. Typically, it refers to marketing campaigns that appear on mobile devices, computers, tablets, or any other device. This includes video advertising through channels like YouTube, image advertising through Instagram, search engine marketing on Google, social media advertising on Facebook, content marketing on different channels and platforms, paid advertising campaigns, and many others.

Importance of Digital Marketing

The ROI for Google Search Ads is around 200%, where over 63% of search engines users are likely to click on a paid ad. Digital marketing is not just here to stay but to settle as the foundation for all evolutions that would happen in the marketing space in the future.

With customers increasingly becoming silos with personalized experiences, only digital marketing can deliver personalized advertising based on the preferences and tastes of individual customers.

Traditional Marketing Vs Digital Marketing

Difference Between Traditional Marketing and Digital Marketing

Traditional Marketing is when the marketing activities are undertaken in a conventional fashion, i.e. by way of newspaper, television radio and magazine. As against, digital marketing is when we use the online platform to promote the products and services of our company.

Marketing involves those activities which assist the company in promoting the offerings and converting the prospects into leads. In today's scenario, marketing has completely changed its form, i.e. from physical to digital. So, it is not wrong to say that an average individual comes across thousands of ads in a single day, no matter the mode traditional or digital.

Now coming to our topic of discussion, traditional marketing differs from digital marketing in a number of ways, and one such difference between the two is that in traditional marketing the reach is local, whereas digital marketing is known for its global reach, i.e. the ads that have been placed on the internet can be seen by people belonging to all walks of life and that's the power of digitalization.

Content: Traditional Marketing Vs Digital Marketing

Comparison Chart

BASIS FOR COMPARISON	TRADITIONAL MARKETING	DIGITAL MARKETING
Meaning	Traditional Marketing refers to the marketing that uses traditional channels or media, for the purpose of marketing communication.	Digital Marketing implies the marketing of products and services via digital channels, such as the internet, smartphone, display ads, and other digital medium.
Nature	Static	Dynamic
Conversion	Slow	Comparatively fast
Engagement	Low	Comparatively high
Return on Investment	Cannot be measured easily.	Can be measured easily.
Effectiveness and expensiveness	Less effective more expensive	Less expensive more effective
Tracking	Not possible	Possible
Targeting	Standardized	Customized
Tweaking	Not possible once the ad is placed.	Can be performed anytime, even after

BASIS FOR COMPARISON	TRADITIONAL MARKETING	DIGITAL MARKETING
		the ad is placed.
Reach	Local	Global
Results	Delayed results	Quick and real-time results
Interruptions	Consumers cannot skip the ads, as they are bound to see them.	Allows the consumers to avoid or skip the ads which do not interest them.
Communication	One-way Communication	Two-way Communication

DIGITAL MARKETING SWOT ANALYSIS

SWOT is a well-known business term, however, I see few startups employ this tool as a part of their digital strategy. It serves as an essential component of an online marketing plan and informs the long term direction of a company. In this guide, we'll show you how to successfully perform a Digital Marketing SWOT Analysis.

Most clients focus solely on the execution side of online strategy such as search or email marketing. SWOT, on the other hand, is a strategy development tool. It allows a digital firm to determine its Strengths, Weaknesses, Opportunities and Threats. This strategic view allows a firm to leverage its best areas and work on perfecting its weak points to ensure success.

Before we plunge into the details of the Digital Marketing SWOT analysis, let's consider the small details that others ignore and, as a result, suffer.

A BRIEF OVERVIEW

Strengths and Opportunities are your positive factors while Weaknesses and Threats are your negative factors. Pretty self explanatory. The top row of your analysis contains internal factors. For example, a strength may be key personnel years of experience and a weakness may an underperforming distribution channel.

The second row outlines external factors. An example of an opportunity would be a growing demand forecast for the product and a threat might be a a government bill that negatively impacts your company or entire industry.

If we observe them closely, Strengths and Weaknesses can be controlled by the firm itself. On the other hand, Opportunities and Threats are part of external environment and cannot be controlled by the firm.

HERE ARE 5 STEPS TO AN INSIGHTFUL DIGITAL MARKETING SWOT ANALYSIS:

1. **Determine Strengths**
   - How is your organization better than others?
   - What advantages can your firm leverage?
   - What quality or cost-effective resources are available to you but not others?
   - Which factors result in definite sales?
   - What do competitors consider your company's strengths?
   - What is your unique selling point?

EXPERT TIP: To gauge your strengths, a complete 360 degree view is required. This includes how your customers, competitors, and stakeholders view you. Use our free, editable SWOT analysis template for better results.

2. **Determine Weaknesses**
   - What internal processes need improvement?
   - What do your customers say needs improvement?
   - What factors contribute to loss of sales?
   - What do competitors view your firm's weaknesses?
   - What are activities to avoid?

This is a stage where you must avoid myopia. Be realistic and generate as much data as possible so that you don't have to learn it the hard way.

EXPERT TIP: Again, you need a holistic view of the organization and its stakeholder to come to a list that matters. How are you competitors doing better etc.?

3. **Find Opportunities**
   - Are there any interesting trends that you can benefit?
   - Are there any good opportunities lined up?

Opportunities can appear in different ways for example, a government policy that might help your industry. Change in lifestyle, population and economic and social patterns.

4. **Find Threats**
   - What are the barriers?
   - Does a Government regulation can hurt your business?
   - Does a technology change can make your product obsolete?
   - Are competitors working on a better product/service?
   - Do you have Cash-flow or bad debt issues?

Opportunities can appear in different ways for example, a government policy that might help your industry. Change in lifestyle, population and economic and social patterns.

5. **Develop a Strategy**

Once you finish the online marketing SWOT analysis, it is time to translate these into short and long term strategies. Your findings are just the tip-of-iceberg. The real work starts now.

Where to begin? For that you need to overlap your strengths, weaknesses, opportunities and threats with each other. This is called TOWs analysis.

TOWs analysis allows you to determine how you can use your internal strengths to maximize opportunities and minimize threats. Similarly, you can create strategizes that minimize weaknesses by taking advantage of opportunities and minimize weaknesses to avoid threats.

Spending time to determine your capabilities is essential to your digital marketing strategy.

What is Ecommerce?

E-commerce refers to any form of business transaction conducted online. The most popular example of E-Commerce is online shopping, which is defined as buying and selling of goods via the internet on any device. However, E-Commerce can also entail other types of activities, such as online auctions, payment gateways, online ticketing, and internet banking.

Ecommerce, or electronic commerce, refers to transactions conducted via the internet. Every time individuals and companies are buying or selling products and services online they're engaging in ecommerce. The term ecommerce also encompasses other activities including online auctions, internet banking, payment gateways, and online ticketing.

Now, a little bit of history first.

What are e-commerce business models?

An e-commerce business can operate as the digital arm of a retail giant or a physical store. It can also be a single person selling crafts out of their home through online marketplaces.

Of course, there's a whole range between those extremes. E-commerce models vary widely and include many sales types. Here are the different types of ecommerce businesses:

Business-to-business (B2B)

B2B e-commerce refers to when a company purchases goods or services online from another enterprise. Some examples include a restaurant buying an ice machine or a law firm purchasing accounting software. Business software like customer relationship management (CRM) platforms and payment processing companies are considered to be B2B, too. B2B online sales tend to be more complicated than other forms of e-commerce because they rely on large catalogs of complex products to sell.

Business-to-consumer (B2C)

B2C online retail happens when a consumer purchases an item over the internet for their own use. Although B2C e-commerce seems more prominent, it's only about half the size of the worldwide B2B e-commerce market.

Consumer-to-consumer (C2C)

C2C operates like a digital yard sale or an internet auction in which individual people sell goods to each other. These might be products they make, such as handcrafts or art, or secondhand items they own and want to sell.

Consumer-to-business (C2B)

When a consumer creates value for a business, that's C2B commerce. Creating value can take many forms. For instance, C2B can be as simple as a customer leaving a positive review for a business or a stock photography website purchasing images from freelancers. In addition, businesses that sell secondhand products sometimes purchase merchandise from private citizens online.

Business-to-government (B2G)

These are sometimes called business-to-administration (B2A) sales. They happen when a private firm exchanges goods or services with a public agency. Usually a business contracts with a public organization to carry out a mandated service. For instance, a custodial firm might bid online for a contract to clean the county courthouse, or an IT firm might reply to a proposal to manage a city's computer hardware.

Consumer-to-government (C2G)

Ever paid a parking ticket online? Then you've experienced C2G. This model also includes paying taxes online and purchasing goods from a government agency's e-auction. Any time you turn money over to a public agency using the internet, you engage in C2G e-commerce.

Definition of Visitor Engagement:

Engagement Marketing is all about building relationships together with your customers. The visitor engagement is about boosting and attracting customers to engage in the evolution of their brand or brand experience. It's known when brand and customer connect.

The lack of visitor engagement will result in a lack of conversions as you were hoping for when first posting and promoting new content. Unfortunately, there are several different reasons visitors might not be engaging together with your site.

Methods of Visitor Engagement:

There are some key actions to extend the amount of returning visitors. To try to do this, it's necessary to supply content which will engage, create loyalty, and always be in touch together with your audience.

The content is defined by its purpose to be created. That purpose is getting casual readers to subscribe to your email list more often than not, but it could even be getting them to shop for or download a product. Here are **various methods for visitor engagement** in this digital world.

- **Simple Navigation**

The marketplace is crowded and noisy, to mention the smallest amount. The simplest websites embrace a minimalist approach, going with simple and stylish. When it involves UX and website navigation, less could also be better.

Leverage a neat and easy layout with limited widgets, boxes, callouts and pop-ups. Reduce the quantity of CTAs on your pages to direct users toward what you would like them to try to. Produce easy-to-understand navigation bars with collapsed menus by theme or sections. Be conscientious of clutter use white space where you'll.

If you don't want to feature much content to your website, then create videos that cover subjects written and embed them into your site. The graphic designer can show the merchandise features in videos or animation form alongside highlighting your offering.

A major aspect of web typography also plays an important role. It's all about how you employ different fonts, letters, words & paragraphs on the webpages for a display to make an aesthetic feeling among visitors.

- **Optimize For Speed & Responsiveness**

If your website is slow, potential consumers might drive their business away. Beyond that, site speed is a crucial Google ranking factor when it involves attracting organic traffic to your site.

Therefore, one among the primary moves you create in upping your website engagement should be optimizing your site speed and responsiveness. To stop this from happening, you ought to work with a developer or your chosen service provider to hurry up your site and optimize it for mobile.

- **Collect Email Addresses**

Blog traffic won't assist you if those visitors leave and never return. That's why it's important to capture their email addresses so you'll stay in-tuned. Growing your email list is important to put together a community for your business. And email marketing is one among the most important money-makers.

Collecting email addresses will allow you to bring **targeted traffic in digital marketing.** Then later on speak to them directly any time you've got something to mention. If you would like to market a product or announce a purchase, an email list is that the best thanks to roll in the hay.

- **Use Notifications**

In the digital world, businesses should retain themselves renewed with trending methods. Using push or mobile notifications is one among the simplest techniques which may be wont to engage your users on both web and mobile.

Push notifications provide a more powerful amount of conversion rates than many other techniques. It will assist to heighten through website engagement. The great thing is that the user doesn't need to get on your website or mobile app to receive these notifications that mean you'll engage them anytime.

- **Make Sign-up Easy**

Encourage and facilitate visitor sign-ups for your website offerings and your company will enjoy a transparent conversion path to new customers. The simplest conversion path features several calls-to-action, i.e. "Sign-up Today" or other verbs on links/buttons.

An artfully crafted landing page will convince visitors to require meaningful action within the sort of requesting more information or making a sale. All of those points encompass the crucial pieces to your website puzzle!

- **Lengthen Your Text**

Studies show that pages with 1,000 to 2,500 words tend to experience the very best user engagement. It is sensible as the higher amount of words there is, the longer site visitors will spend reading.

Don't expand your text with fluff, but do your best to supply quality, informative, and actionable content that gives value to your visitors' lives. That's the sort of content today's site visitors are more apt to interact with.

- **Add Content Upgrades**

A content upgrade is an exceptional way to captivate potential customers especially the ones who might not be quite ready to buy. You can snag their email address and market to them until they are ready to make a purchase.

Discounts are one popular content upgrade for websites, but there are many others. The key is to provide something your potential customers will find value in something they are willing to hand their email addresses over for.

The Bottom Line:

To keep your visitors engaged isn't that hard. All you need to do is create an "environment" for your users where they'll enjoy spending their time. That's it for now. What's next? It's time for you to implement the 9 ways that we've mentioned above!