



Definition of Marketing

- “Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.”
- Philip Kotler, Marketing Guru

- “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”
- American Marketing Association

Introduction to Digital Marketing

- Digital marketing communication is the adaptation of product, place, promotion, and price in the digital context, just like traditional marketing
- Digital Marketing is often referred to as online marketing / internet marketing / web marketing
- Digital Marketing also boasts of a new branch of Social Media Marketing
- As a marketer – digital or traditional – you need to have a complete understanding of your audience / customer
- Digital media is so widespread now that anybody can access any information anytime from anywhere
- Digital Marketers are able to monitor, in real time, and analyze what works and what doesn't along with the rate of sale conversion

Digital Marketing Communication Mix

- Search Engine Optimization (SEO): Become discoverable to audience
- Web Analytics (WA): Understand how your audience interacts
- Pay Per Click (PPC): Advertise and gain footfalls
- Conversion Optimization: Maximize revenue from footfalls
- Email Marketing: Leverage and engage with your customer base
- Content Marketing: Use content to get your message viral
- Social Media: Harness social media to reach and engage audience
- Mobile Marketing: Grab a share of the fastest growing Internet segment

Career Benefits

- There is huge shortage of specialized professionals in this space. A good training program will prepare you for job opportunities in the digital marketing industry.
- You can position yourself as an internet or online marketing expert and lead communication / content promotion campaigns.
- Employers are now fast moving toward freelance and contract workers to get the higher-level skill set they need instead of hiring full-time marketers

Importance of Digital Marketing for You

- Companies have a digital budget—**68%** of companies have a separate marketing budget for digital media (Gartner).
- Companies are increasing digital budgets—**51%** plan on increasing their digital marketing budget (Gartner).
- There is steep increase in digital budgets—**17%** is the planned average increase in their digital marketing budget (Gartner).
- Companies need lots of digital marketers—There are **220k** digital marketing jobs on Indeed in US. There are **66k** digital marketing jobs on Naukri in India.
- Paid well—Online marketing professionals are paid **82%** more than marketing professionals as per Indeed Salary Data report.

Job Opportunities for Digital Marketer

- There is **27%** talent gap between demand and supply in marketing experts for email, content and social media, **29%** for mobile and **37%** for analytics
- There is an increase of **35%** in social media marketing, **15%**, in search engine optimization and **24%** in digital strategy jobs in 2015-16
- Even pay scale improves for those making the smart transition from traditional to digital marketing
- Also there is less disparity in salaries between male and female employees in the digital marketing space
- Overall, the job market will see about **80%** growth in the next decade

DIGITAL IN 2017: GLOBAL OVERVIEW

- **3.77** billion global internet users, equaling 50% penetration; grew by 10% in 2016, up 354 million compared to 2015
- **2.80** billion global social media users, equaling 37% penetration; increased by 21%, up 482 million versus 2015
- **4.92** billion global mobile users, equaling 66% penetration; grew by 5%, up 222 million over the past 12 months;
- **2.56** billion global mobile social media users, equaling 34% penetration; grew by 30%, up an impressive 581 million in 2016
- **1.61** billion global e-commerce users, equaling 22% penetration

Core Areas of Digital Marketing

Web Analytics

Web Analytics

Web analytics is essential to understand

- where, when, how customers heard about your business
- what are their preferences
- how their past purchases informed their choice

Web Analytics helps to know

- how people have been responding to similar websites
- what is the behavior of the visitors to your website
- what is a good content to improve inbound traffic, etc



Web Analytics



Web Analytics – Training

The training on Web Analytics will enable you to develop

- comprehensive expertise to use the right tools
- assess visitor behavior on websites, so that you can improve site performance and implement better campaigns

You will also learn about

- testing customer behavior
- using competitive intelligence tools
- campaign tracking

After completing this course, you will be able to

- identify Key Performance Indicators for your business
- understand how to segment your data
- become familiar with the methods to extract qualitative data
- Finally, analyze how different digital channels impact the bottom line

Web Analytics – Job Opportunities

Web Analytics have been leading the marketing activities band presently. However, according to survey done by moz.com, there is still shortage of qualified data analysts in the industry.

As users accumulate data on sales, purchase history, site interactions, search activities, etc grows, so does the need for qualified personnel to collate it into usable data. That is the growing world of web analysts.

There is **37%** talent gap between demand and supply in marketing experts for Web Analytics

Web Analytics – course module

- Introduction to Web Analytics
- Key Performance Indicators
- Segmentation
- Qualitative Data
- Campaign Tracking
- Multi Channel Attribution

Social Media Marketing

Social Media Marketing

- Today, the world has indeed become a small place, thanks to social media.
- With an average person spending at least an hour a day on a social networking site, it is important to exploit this avenue as a marketing tool
- Social media training programs help to plan, execute, and assess social media campaign
- You will employ techniques and strategies on social media sites to increase traffic to your website, promote your brand and reputation online

Social Media Marketing

- Video has become essential: A significant 60% of marketers use video in their marketing and 73% plan on increasing their use of video.
- Facebook and YouTube hold the top spots for future plans: At least 63% of marketers plan on increasing their use of these social networks.
- Facebook is the most important social network for marketers: 55% of marketers chose Facebook, followed by LinkedIn at 18%.
- Facebook ads dominate: A surprising 86% of social marketers regularly use Facebook ads,
- Tactics and engagement are top areas marketers want to master: At least 90% of marketers want to know the most effective social tactics and the best ways to engage their audience with social media.

Social Media Marketing



Social Media Marketing – Job Opportunities

- The need for Social Media specialists increases as consumers turn more towards the social media networks for information.
- Business2community.com says that social media have a **42%** job growth.
- Normally a fresher can earn Rs 15000 – Rs 25000 per month depending on his / her skills while the average salary for a social media manager is anywhere between Rs **4 Lakh** and **Rs 6 Lakh** per annum.

Social Media Marketing – Facebook

- The king of Social Networking
- Over 1 billion monthly users
- 80% of users access facebook at least once from mobile



Interactive

Multi-media

Discussions

Conversions

Social Media Marketing – YouTube

- The second most popular social networking channel
- Allows to discover, watch and share originally created videos
- Over 1 billion unique visitors every month
- Mobile makes up more than 40% of global watch time
- Over 50% of sales now come from YouTube



Social Media Marketing – LinkedIn

- The world's largest professional network online
- The most valuable B2B channel of business
- Mobile accounts for 45% of unique visitors



Social Media Marketing – Course module

- Introduction to Social Media
- Social Media Channels
 - Blogs
 - Microblogs
 - Social networks
 - Media sharing sites
 - Social review sites
- Engaging With Influencers
- Listening & Reputation Management
- Social Media Measurement

Pay Per Click (PPC)

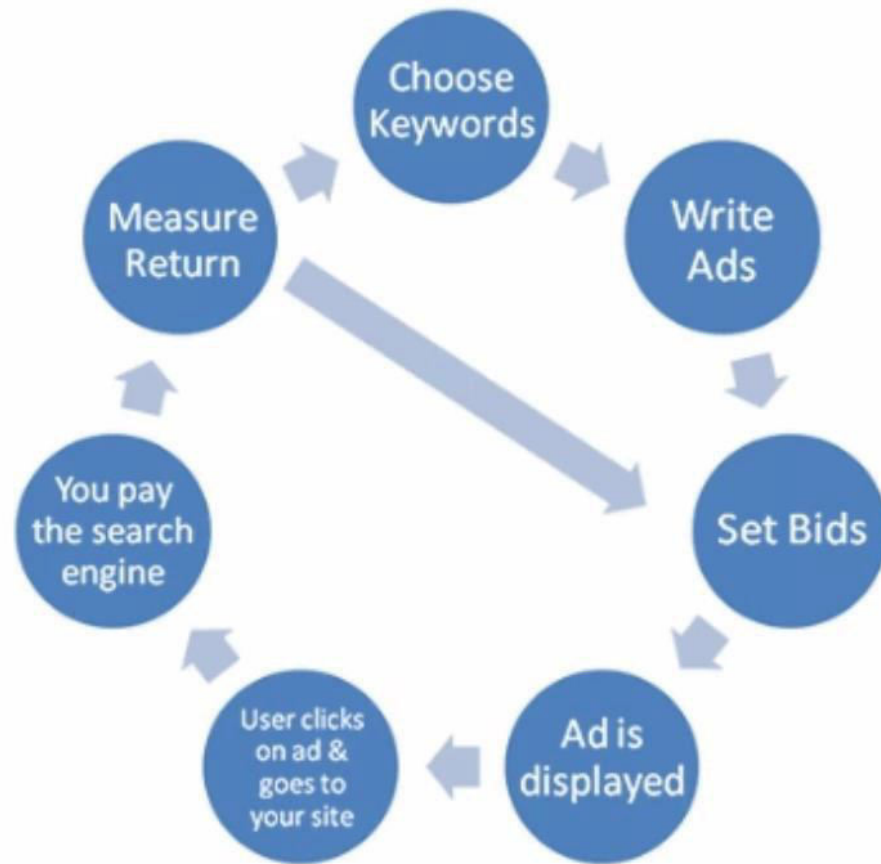
Pay Per Click (PPC)

- Pay per click (PPC) is an online advertising model where the revenue comes in through sponsored click-through advertisements; which means that a website carries an advertisement but is only paid if that ad is clicked
- Pay Per Click (PPC) and Cost Per Click (CPC) are the money drivers in the internet world
- PPC training program focuses on optimizing ad spends and maximizing click-through rate (CTR) and conversion

Pay Per Click (PPC)



Pay Per Click (PPC) Cycle



'R' factors of Pay Per Click (PPC)

- The three 'R' factors make PPC a level playing field across businesses

 Reach

 Relevance

 ROI

Pay Per Click (PPC) – Job Opportunities

: As per searchenginewatch.com, PPC specialist was the **second** most sought after job profile across several online job listings

Average salary for a PPC expert is around **Rs 25000 – Rs 30000** per month.

Pay Per Click (PPC) – course module

- Introduction to PPC
- Account Hierarchy
- The PPC Auction
- PPC Targeting Options
- Keyword Research
- Measuring Goals & Bidding Options

Mobile Marketing

Mobile Marketing

- A keen digital marketing expert will not overlook a major digital segment – the mobile world, as the technology world keeps getting more ‘mobile’ with newer versions of phones and tablets
- In order to make the most of the mobile market, you need to be equipped to conceptualize, design, implement and monitor a mobile marketing campaign strategy on your own.

Mobile Marketing



Mobile Marketing – Job Opportunities

In a survey conducted by Smart Insights about Digital Marketing Trends in 2015-16, mobile marketing was **third** after content marketing and marketing automation.

Having a ‘mobile friendly’ website is one step closer to the end customer.

With every site getting a separate ‘app’ for mobile, it is the fastest growing internet segment now.

As mobile segment grows, so does the demand to market better on this platform – which transforms into more jobs for the mobile marketers!

Thank You

