

DIGITAL MARKETING

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DIGITAL MARKETING

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Foreword



I appreciate the attempts of the Authors to explore and explain various concepts of Digital Marketing in Simple way with examples and case studies.
The book will be useful for the students and Business organisation

Dr. Hansa Lysander Manohar
Chairman
Faculty of Management Science,
College of Engineering, Guindy
Anna University, Chennai-25



My sincere appreciation to the efforts of authors in writing book on Digital Marketing. The book provides both practical and theoretical knowledge to the readers. This book is a valuable resource.

Mr. N. Vijayakumar
Assistant Manager, Process-Planning
BMW (India Pvt Ltd) Chengalpet, Chennai



Preface

Customers spend the majority of their time online as the world transitions to the digital age. Due to the pandemic condition, the majority of individuals are now accessing the internet to buy necessities. Individuals use the internet for a variety of activities, such as browsing the internet and using social media. Also, it enables them to make decisions about purchases more quickly than before. Thus, organisations must have flexible ways to comprehend consumer wants and convert them into potential clients.

The phrase “digital marketing” is more general and incorporates ideas related to e-marketing. Digital marketing techniques cover tactics for using digital platforms such the internet, social media, email, digital billboards, mobile apps, virtual reality, and databases. Digital media material consists of text, graphics, audio, and video. The reader should be familiar with typical marketing theories, techniques, and tactics, while they do not need to be experts, in order to benefit the most from this book. It helps the professionals to make informed decisions right from digital marketing environment assessment and strategy development to marketing operations.

Social Media Marketing, Search Engine optimization are the very important topics which every business management student should be aware about to market their products online and in a efficient way. In this book they can learn about various digital marketing channels available in the market and also the importance of it.

This book starts with the explanation about Introduction of digital marketing and discusses the different types of digital marketing strategies, its positives and areas of weakness, e-commerce, and so on. It also helps the users to develop and evaluate the effects of

their digital marketing strategies. It enlightens about various SEO techniques and also covers about web analytics.

Digital marketing helps a Business appeal to a much larger audience than it could through traditional marketing methods as the reach of the internet is worldwide. This marketing method also enables organizations to target prospective customers who are most likely to buy their product or service

Business Organisation utilises a number of different online methods to reach out to customers, including emails, social media, text, banner advertisements or affiliates. Social media provides a common way for individuals to interact and communicate with organizations. Marketers can also collect insights from their target audience on these platforms and increase customer engagement by communicating with them. Organizations use a variety of tools to understand the behaviour and preferences of customers, prospects and leads.

Digital Marketing is an evolving field that requires further study to better understanding

Dr. K.G. Raja Sabarish Babu

Dr. B. Anbazhagan

Dr. S. Meenakumari

Acknowledgement

My gratitude is due to my parents Dr. K.P. Ganesan and Mrs. K.G. Sadhana for their constant support and encouragement. I owe a lot to them for what I am.

I would like to thank Dr. B. Anbazhagan and Dr. S. Meenakumari, the Co-authors of this book for continuously driving me to achieve my dream of writing this book. I would also like to thank the management of Sourashtra College for providing an academic environment and resources for writing the textbook. I would like to thank the companies, marketers who gave permission for using their data, case studies, images and screenshots.

I would like to thank my wife Aiswarya for her assistance in secondary research and for collating information. My heartfelt thanks are due to my son Master Krrishwin and my brother Amrit Daya for their moral support and cooperation during the period of writing this book.

My sincere thanks to Sultan Chand & Sons, New Delhi for partnering in publishing this book and guiding in increasing the essence of the book.

Dr. K.G. Raja Sabarish Babu

I thank Almighty for completing the Book “Digital Marketing”. I thank my Parents, Dr. Aruna and Mr. N. Sankaravelayutham for motivation rendered. I thank my husband, Mr. M. S. Mani and my sons, Krishnasankar and Gurucharan for their constant support .

I am grateful to my Co-authors Dr. B. Anbazhagan and Dr. K.G. Raja Sabarish Babu.

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My gratitude to Sultan Chand & Sons, New Delhi for publishing this Book

Dr. S. Meenakumari

Snapshot of the Book

<i>S. No.</i>	<i>Chapter Name</i>	<i>Pages</i>	<i>Case Study</i>	<i>Review Questions</i>	<i>Figures</i>
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2.	Search Engine Optimization	21	2	5	5
3.	Search Engine Marketing	21	1	6	5
4.	Email Marketing and Mobile Marketing	30	4	5	4
5.	Social Media Marketing	26	2	5	4
6.	Social Media Platforms	29	2	7	12
7.	E-Commerce	39	2	6	8
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Syllabus

TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION

BBA (DSE1A) Digital Marketing

UNIT-I: Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges – Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing Framework.

UNIT-II: Content Marketing – Content Creation Process – Content Pillar – Types – A/B Testing – Display Advertising – Search Engine Marketing – Search Engine Optimization (On-page & Off-page Optimization) – Email Marketing, – Mobile Marketing.

UNIT-III: Social Media Marketing: Building Successful Social Media Digital Strategy – Piggy Bank Theory – Personal Branding in Social Media – Crowd Sourcing – Lead Generation & Sales in Social Media.

UNIT-IV: Online Reputation Management: Social Commerce: Ratings & Reviews – Word of Mouth – User Generated Content – Co-Marketing – Affiliate Marketing – Influencer Marketing.

UNIT-V: Digital Analytics & Measurement: Importance of Analytics in Digital Space – Data Capturing in Online Space – Types – Tracking Mechanism – Google Analytics Structure – Conversion Tracking –

Digital Engagement Funnel; Define – Key Performance Indicator(s) (KPIs) – Ad-Words & Display Networks. Overview – Applications of Sentiment Analysis & Text Mining; Measuring Campaign Effectiveness – ROI (Return on Investment) & CLV (Customer Life Term Value).

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IV Semester – Marketing Elective

UNIT-I: E-Commerce Business & Digital Marketing – Meaning – Paradigm Shift – Application of E-Commerce in different Sectors – Digital Marketing Trends and Challenges in E-Commerce Business.

UNIT-II: Business Model – E-Commerce & Digital Marketing – B2B and B2C – Intelligent Agents – Mobile Commerce Online Payment – E-Security – Security Protocols – Sites Hacked – Internet Governance – Firewall.

UNIT-III: Digital Marketing – Vision, Mission, and Goals of Digital Marketing – Importance of Digital Marketing – Website Design and Hosting – Search Engine Optimisation (SEO) – Blogs – Digital Marketing Channels – Social Media Marketing – Email Marketing – Youtube Marketing – Pay per Click and Search Engine Marketing.

UNIT-IV: Digital Marketing and Advertising – Types of Digital Promotions – Print Advertising – Display Screens – Content Marketing and Customization Strategies – Digital Advertising in India – Digital Marketing and understanding Buyer Behavior.

UNIT-V: Digital Marketing Strategies and Services – Online Retail Sector – Online Financial Services – Online Travel Services – Online Career Services – Online Publishing – Online Entertainment – Consumer Protection Privacy and Information Rights – Warranties and New Products.

PERIYAR UNIVERSITY

M.Com Semester - II, Core VIII – E-Commerce

UNIT-I: *Introduction to E-Commerce:* Introduction to E-Commerce – Benefits of Electronic Commerce – Impact of Electronic Commerce

– Classification – Application of E-Commerce Technologies – Business Models of E-Commerce.

UNIT-II: *Network Infrastructure:* E-Commerce & Network Infrastructure – LAN – Ethernet – WAN – Internet – TCP/IP – DNS – FTP – WWW – HTTP – HTML – Electronic Mail – Firewalls.

UNIT-III: *E-Commerce and EDI:* E-Commerce & Electronic Data Interchange – EDI Applications in Business – Inter Organisational Electronic Commerce – Macro Forces and Internal Commerce – Supply Chain Management (SCM) – IT in SCM.

UNIT-IV: *Advertising and Online Marketing:* Advertising on the Internet – Models of Internet Advertising – Banner Advertisements – Corporate Website – New Age of Information Based Online Marketing – Charting the Online Marketing Process – Online Market Research.

UNIT-V: *Security Network Transaction:* E-Commerce & Security Network Transaction – Transaction Security – Cryptography – Digital Signature – Digital Certificate – Electronic Payment System – Characteristics of Online Payment System _ E Cash _ Cyber Cash – Electronic Check.

ANNA UNIVERSITY, CHENNAI

MBA – Digital Marketing

UNIT-I: Online Market Space – Digital Marketing Strategy-Components – Opportunities for building Brand Website – Planning and Creation – Content Marketing.

UNIT-II: Search Engine Optimisation – Keyword Strategy – SEO Strategy – SEO Success Factors – On-Page Techniques – Off-Page Techniques – Search Engine Marketing – How Search Engine Works – SEM Components – PPC Advertising – Display Advertisement.

UNIT-III: E-Mail Marketing – Types of E-Mail Marketing – Email Automation – Lead Generation – Integrating Email with Social Media and Mobile – Measuring and Maximising Email Campaign

Effectiveness – Mobile Marketing – Mobile Inventory/Channels – Location Based; Context Based; Coupons and Offers, Mobile Apps, Mobile Commerce – SMS Campaigns – Profiling and Targeting.

UNIT-IV: Social Media Marketing – Social Media Channels – Leveraging Social Media for Brand Conversations and Buzz. Successful/Benchmark Social Media Campaigns. Engagement Marketing – Building Customer Relationships – Creating Loyalty Drivers – Influencer Marketing.

UNIT-V: Digital Transformation & Channel Attribution – Analytics – Ad-words, Email, Mobile, Social Media, Web Analytics – Changing your Strategy based on Analysis – Recent Trends in Digital Marketing.

MANNAR THIRUMALAI NAICKER COLLEGE

Digital Marketing

UNIT-I: *Digital Marketing Fundamentals:* Website Planning and Structure – Facebook Marketing for Business

UNIT-III: *Google Adwords:* Understanding Adwords – Google Ad Types – Pricing Models – PPC Cost Formula – Ad Page Rank Billing and Payments Adwords User Interface – Keyword Planning – Keywords Control – Creating Ad Campaigns – Creating Text Ads – Creating Ad Groups – Bidding Strategy for CPC – Practical Examples.

UNIT-III: *LinkedIN and Twitter Marketing:* Google Analytics and Web Master Tool – Search Engine Optimization (SEO) – Affiliate Marketing & Google AdSense – Case Studies and Practical Assignments – Google Certification Program Training.

UNIT-IV: *Marketing v/s Sales Section:* Marketing Mix and 4 Ps – What is Digital Marketing? Inbound vs Outbound Marketing – Content Marketing – Understanding Traffic – Understanding Leads – Strategic Flow for Marketing Activities.

UNIT-V: *PPC Advertising:* YouTube and Video Marketing – E-mail Marketing for Business – Lead Generation & Marketing Automation – E-Commerce and Payment Gateway – Remarketing Strategies – Advance Level – Google Plus for Business.

ROURKELA INSTITUTE OF MANAGEMENT STUDIES, ODISHA

Introduction to Digital Marketing

Module-I: Fundamentals of Digital marketing & Its Significance, Traditional marketing vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's Expectation & Influence wrt Digital Marketing.

Module-II: The Digital users in India, Digital Marketing Strategy- Consumer Decision Journey, POEM Framework, Segmenting & Customizing Messages, Digital Advertising Market in India, Skills in Digital Marketing, Digital Marketing Plan.

Module-III: Terminology used in Digital Marketing, PPC and Online Marketing through Social Media, Social Media Marketing, SEO Techniques, Keyword Advertising, Google Web-master and Analytics Overview, Affiliate Marketing, Email Marketing, Mobile Marketing.

Module-IV: Display Advertising, Buying Models, Different type of ad Tools, Display Advertising Terminology, Types of Display ads, Different ad Formats, Ad Placement Techniques, Important ad Terminology, Programmatic Digital Advertising.

ISB EXECUTIVE EDUCATION – Digital Marketing Course

Module 1 – Marketing in the Digital World

1. Definition, Growth & Benefits of Digital Marketing.
2. Traditional Marketing & Digital Marketing.
3. The positioning challenge and Marketing Crisis.
4. How the 4Ps of Marketing are Transformed in the Digital Space.
5. Utilising Digital Opportunities to create value. The “long-tail” Effect.

Module 2 – Customer in the Digital World

1. How customer behavior is different in the digital domains?
2. Easy access to information and decision making.

3. The role of peer influence in the purchase process.
4. What are customer networks and their use in digital marketing.
5. Case Study – Creating Value for Customers.

Module 3 – Customer Journey

1. What are customer personas and how are they used in digital marketing segmentation.
2. Digital Marketing Funnel: What is it and how is it used?
3. Customer journey.
4. Privacy vs Personalization: The current debate on this issue; its impact on marketing strategy.
5. Case Study – Digital Marketing Funnel Strategy.

Module 4 – Reaching and Engaging the Customer

1. Exploring the P-O-E-M (paid, owned, earned, media) framework to reach and engage customers.
2. How do you integrate off-line with on-line channels and its impact on customer engagement.

Module 5 – Making Digital Work: *Strategies for Paid Ad Campaigns*

1. Outlining a planning framework for paid ad campaigns.
2. Highlight examples to reveal key insights and ideas in PPC.
3. Describing the ecosystem for google ad campaigns, display and social media ads and email ads;
4. Outline managerial decisions that need to be made in each and factors that need to be considered while making them.

Module 6 – Email, Display and Social Media Advertising

1. Email and social media marketing strategies and their execution in Digital Marketing.
2. Build an engaging social media marketing strategy leveraging social listening.
3. Analyse digital marketing strategies of a few brands.

Module 7 – Strategies and Evaluation: *Metrics, and ROI*

1. Identify key factors for campaign success.
2. Analyze metrics of a campaign, what metrics are important.

3. Key KPIs, branding or financial and understanding the challenges of measuring marketing ROI within organisations.
4. An overview of tools that are available across platforms.
5. An introduction to causal inference and its importance in the digital world.
6. Overview of techniques related to A/B testing and split testing and how it can be applied in social media.
7. Understanding the trade-offs between a short-term and long-term focus. How to incorporate CLV measures in ROI analysis?
8. How to incorporate CLV measures in ROI analysis.
9. Understand the right data framework and test strategies required to make your campaign a success (HONEST company).

Module 8 – Digital Strategy and Analytics

1. What are the data requirements for different platforms? How do you integrate off-line with on-line?
2. Optimising Campaigns using Data Analytics.
3. Data strategies for marketing.

Module 9 – Digital Marketing: Strategy, Planning and Execution

1. Defining target audience and audience persona, need identification.
2. Identifying and profiling competitors based on different attributes.
3. Content production and distribution through earned, owned, and paid media.
4. Launching an effective digital marketing campaign and post-campaign analysis.
5. Examples of successful strategy planning and execution from India and global markets.

Module 10 – Emerging Technologies for Digital Marketing

1. New technologies and marketing transformations in digital environments.
2. IoT and Robotics.
3. The impact of artificial intelligence on the future of marketing and consumer behavior.

About the Book

The Book answers what is e-commerce and its transaction models. It explains on digital marketing concepts, its needs. It outlines about POEM framework and ASCOR framework which is the backbone for the entire ecosystem of digital marketing activities and concepts. It explains why display advertising or mobile marketing is not enough and it explains the importance of content marketing, social media marketing and search engine marketing. This book covers LinkedIn and Facebook marketing and also helps the managers to know about the process of running campaigns, choosing the target audience and also helps in optimizing the campaign. It exposes students to various tools which can be used for implementing marketing strategy. This book focuses and covers the syllabus of major universities in India and helps students to understand about the digital in simple and elegant way.

Salient Features

- This book starts from basic topics and also throws insights on advanced concepts of digital marketing.
- It has many theories and real time examples and cases studies.
- It helps you to differentiate traditional and digital marketing
- This book discusses about many trending social medias in detail, for example Facebook, LinkedIn, Instagram etc. It also explains about the steps in publishing the advertisement in social media.
- It helps to understand the metrics of importance of digital marketing.
- This book will meet the needs of students and professionals of digital marketing.
- It helps to understand the theory concept and also shows the way in application of theory into practice

About the Authors

Dr. K.G. Raja Sabarish Babu is an assistant professor of Business Administration at Sourashtra College (Autonomous), Madurai. He has published articles in Marketing, Cryptocurrency, Human Resources He has published around 8 articles in UGC listed Journals, Participate in International conferences for knowledge transfers. His current research interests include the Digital Marketing Trends, E-HRM, Future of Cryptocurrencies, Search Engine Optimization (SEO). He teaches courses in undergraduate and graduate composition, Human Resources Management, Business Statistics and Computers.

Dr. B. Anbazhagan, Associate Professor, Research Department of Business Administration, Sourashtra College (Autonomous), Madurai-625 004 has 25 years of teaching experience and Fifteen years of research experience. He has produced 25 PhDs, 54 M.Phils and guided over 200 MBA projects so far. His area of interest is General Management and Services Marketing. He has published over 35 articles and presented over 50 papers in national and state level seminars. Sourashtra College Council has awarded him with the Best teacher award and Madurai Thirupugazhsabai has given him an award for his philanthropic services.

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