



Digital Marketing



What is it?



What is Traditional Marketing? Can you name any Traditional Marketing Channel / Platform?

Traditional marketing methods are considered broadcast



Television

Radio

Newspaper

It is a one way form of communicating to the target audience

Digital Marketing

An open, two way channel
for interacting with
customers

generates a more engaged approach

can be tailored to the target demographics,
age, location

The audience also has the advantage that
they can choose:

- how,
- what and,
- when they want to receive the
communication.

Digital Marketing Mediums



1

Website

2

Email

3

Social Media

4

Blogs

5

Web Search





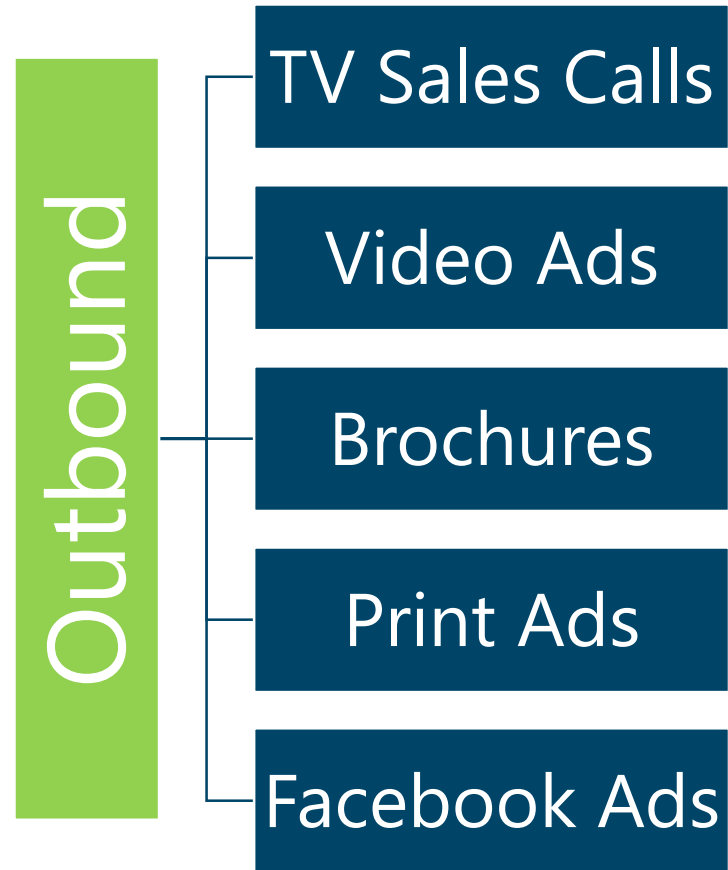
Types of Marketing

1

Outbound (Push) Marketing

When a business pushes a message out to a certain audience

This audience might not be interested in the offering, but they have attributes or interests, which the business believes are a good fit for the message.

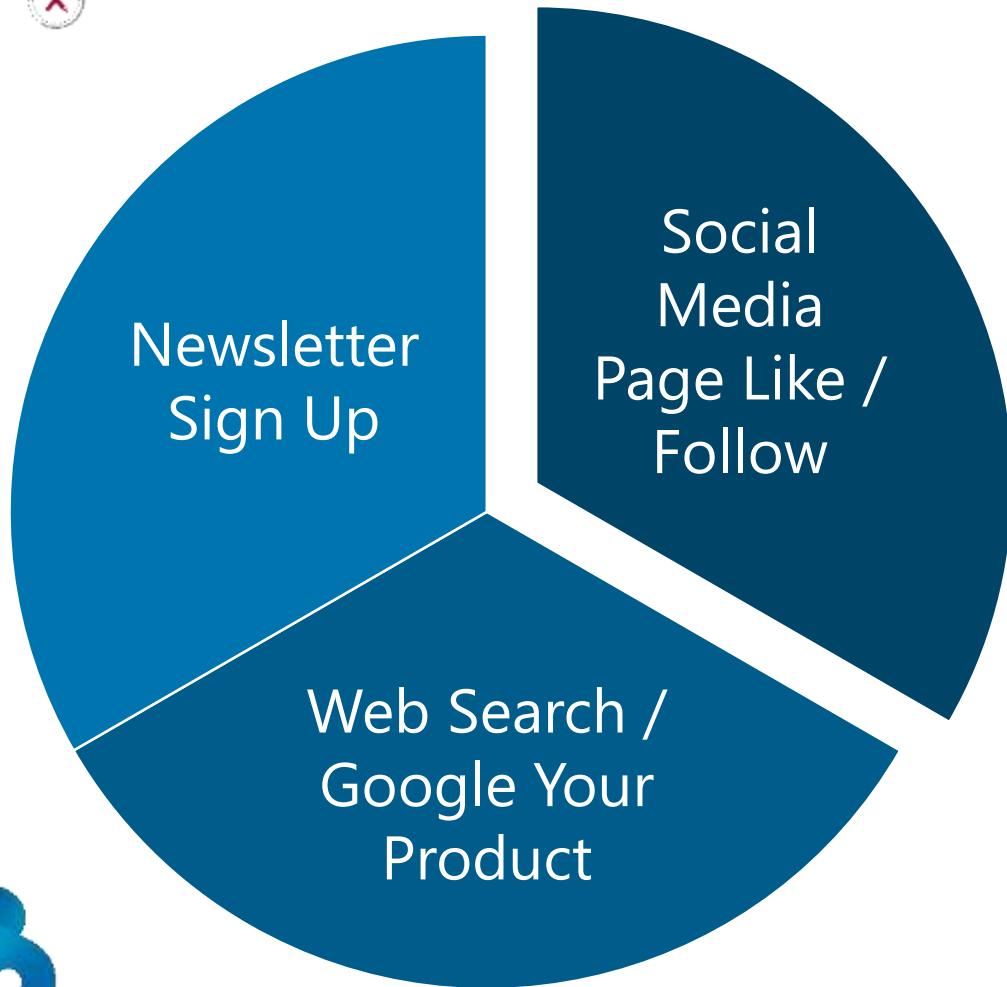




Inbound Marketing

When people seek out a product or brand by searching for it online.

The value of inbound marketing is that the consumer is already interested and is likely to take action, like sign up, become a lead or by.



Understanding Customer Journey

Awareness

Customer will focus on searching for information online about the problem or need.

Businesses may have created informative web pages describing the problem that consumers have or even paid ads which show up when they search about the topic.

Interest

Customer is interested in options. They may become familiar with your product but are still just looking.

They are asking, for example, what solutions are available? What factors should I consider? What are the alternatives?

You may engage them by providing web content on pain points, challenges or opportunities to improve results, or sometimes the solution.

Consideration

Customer knows about your product or service and that it's a good fit. But they are drawing comparisons with others.

At this point, your product page can communicate: How does your product / service stand out?

You can mention key benefits capabilities or value added.

Conversion

At this stage, they are ready to purchase. But they have not purchased yet.

You need to create a sense of urgency. For example, through promotional offers

Retention

It is building a strong relationship with the customer, which is key to ensure recurring revenue.

You need to communicate with the customer post sale, for example, through customer service or email newsletters.

Remember

Digital Marketing can be used at many points across the customer journey (social media, email marketing, search engine marketing and display advertising).



Awareness & Interest

Display Advertising

Social Media

Consideration

Social media can help consumers decide if they will take action (consideration) when they see what other people think of your products or brand.

Conversion

Search engines drive consideration and conversion as the consumer generally sits down in front of their computer or with their mobile device and is likely to take action based on what they have typed into Google.



THANK YOU



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