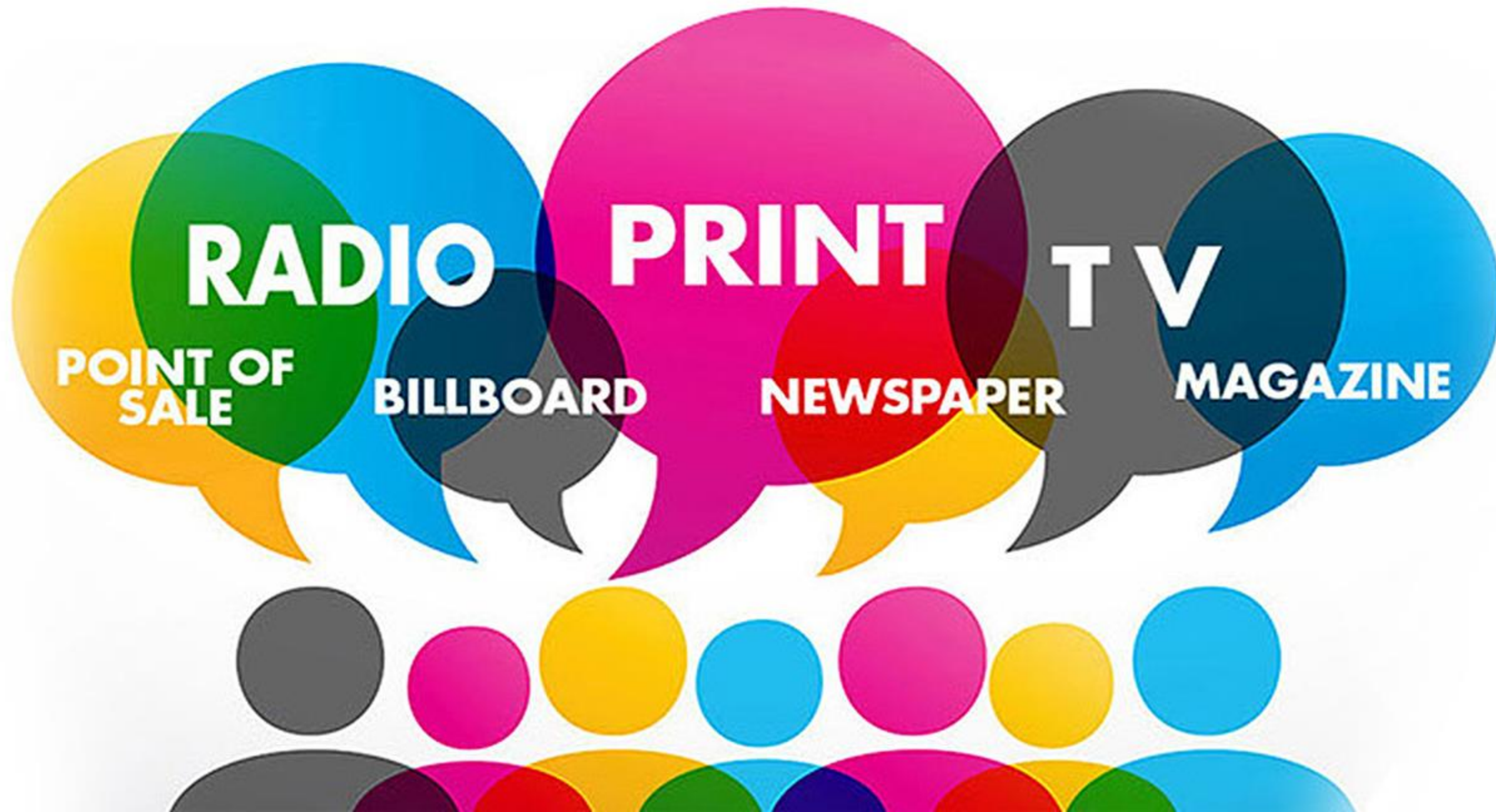




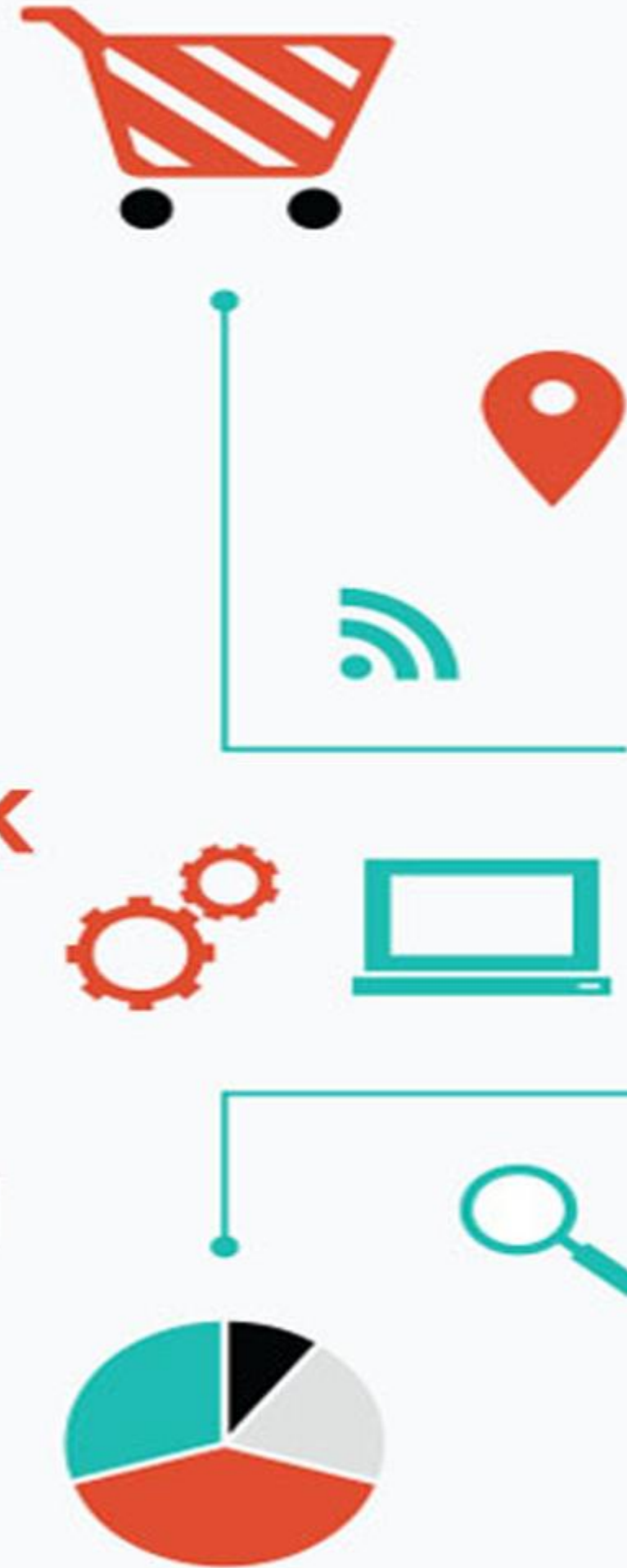
# DIGITAL MARKETING

with **DOTNET Institute**

# Traditional Marketing



**SEO**  
**SEM**  
**SOCIAL**  
**EMAIL**  
**INBOUND**  
**ANALYTICS**  
**PAY PER CLICK**  
**VIDEO**  
**YOUTUBE**  
**CONVERSION**  
**ORM**  
**LEADS**



# DIGITAL MARKETING



# What is Digital Marketing?

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium



# Why Digital Marketing

It goes from planning to execution more quickly

Cost effective and easy to measure the ROI

Welcomes interaction from your audience

Campaigns can be easily adjusted / scaled up or down

Works well with social networks

It ' s more affordable than traditional marketing



# Digital

## SEO

\$1000 Per Month

## Online Ad Buys

5¢ - \$3 Per Click

## Social Media Marketing

\$1 Per 10,000 People Reach

## Email Marketing

0.0015¢ Per Email

# Trackable?

YES

NO

YES

NO

YES

NO

YES

NO

# Traditional

## Broadcast Media

\$20,000 Per Month

## Magazine Ad Buys

\$10,000 Per Quarter

## Newspaper Ad Buys

\$10,000 Per Full Page Sunday Page

## Direct Mail

\$3 Per Order



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# Benefits of Digital Marketing

# Benefits of Digital Marketing

**Reduced cost**

**Simple to measure**

**Real time results**

**Brand Development o Viral**

**Greater engagement**

**Worldwide Target**

**Depth Analysis**

**Equal Opportunity for all**



## TRADITIONAL

VS

## DIGITAL

### TRADITIONAL MARKETING

- Limited Audience
- Less Information
- High Price For Advertising
- Non-Versatile
- Delayed Communication
- The Scope Is Very Limited



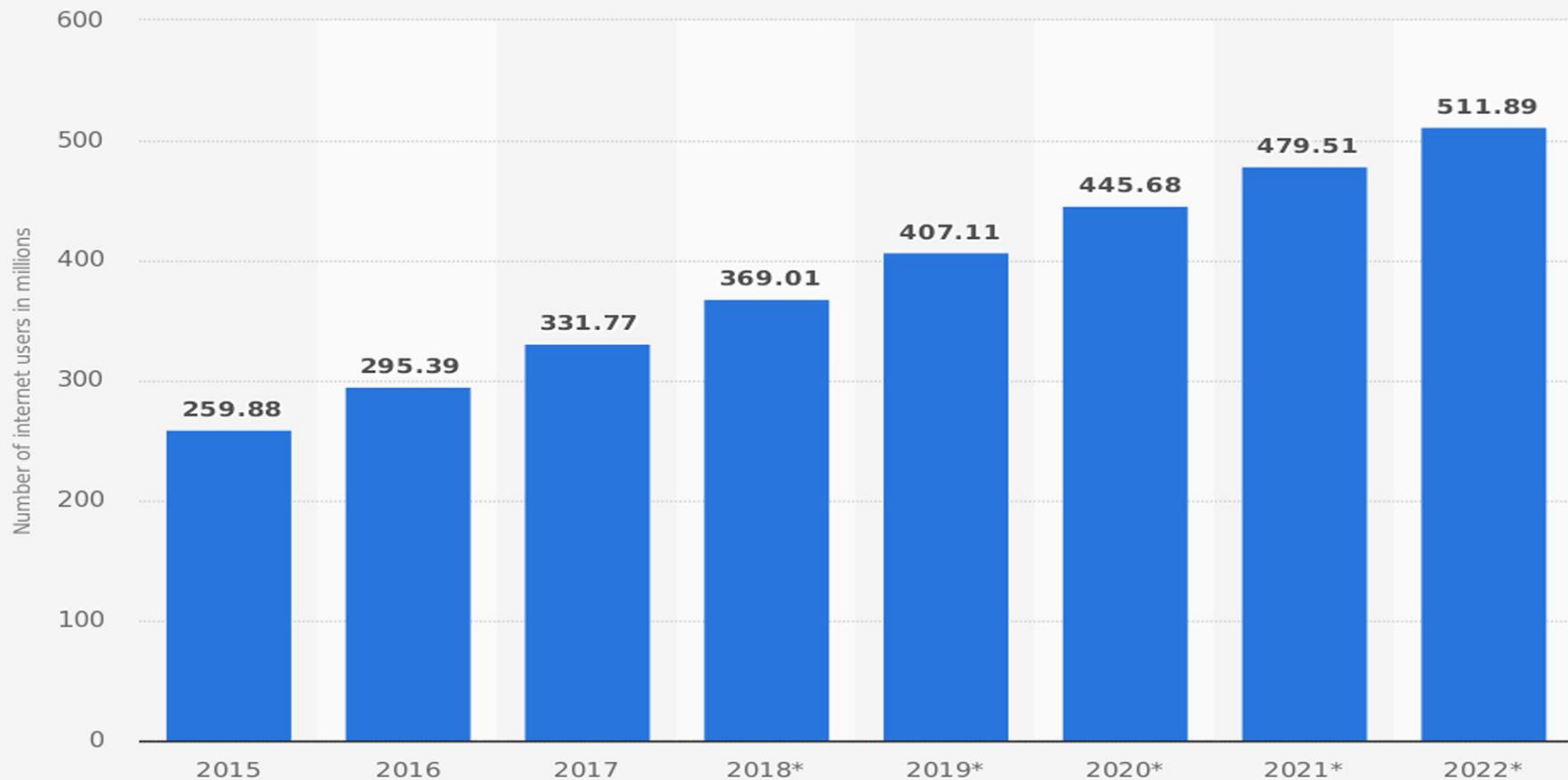
### DIGITAL MARKETING:

- Low Cost
- Wider Range Of Sources
- Higher Conversion Rate
- Measurable Online Marketing
- Higher Rate Customer Engagement
- Immediate Communication



**The future  
scope of  
Digital Marketing  
in India**

## Number of internet users in India from 2015 to 2022 (in millions)



### Sources

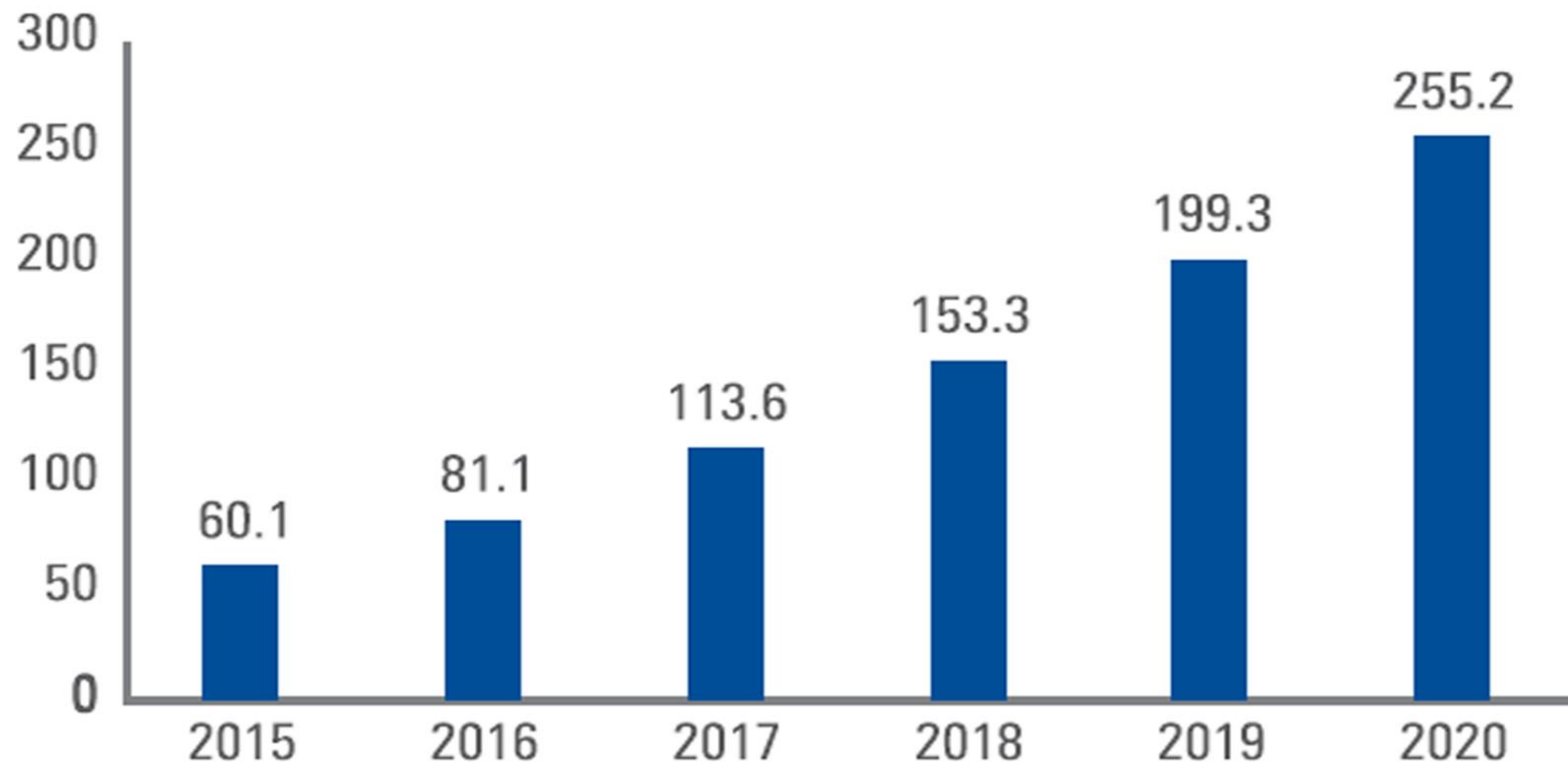
Statista; Statista DMO  
© Statista 2018

### Additional Information:

India; Statista DMO; 2015 to 2017

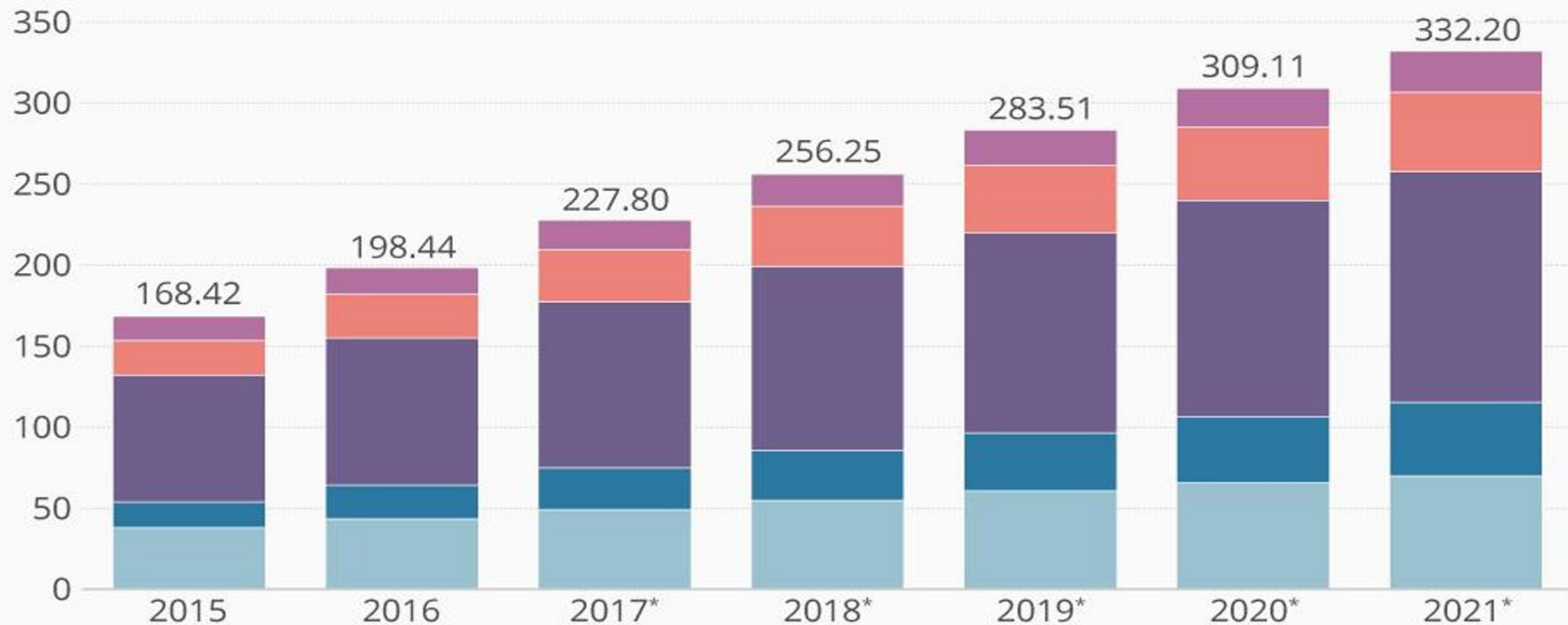
## Digital advertisement spend (INR billion)

---



# What's growth going to look like in the digital arena?

Digital advertising revenue worldwide from 2015 to 2021, by format (in billion U.S. dollars)



# DIGITAL MARKETING SALARY GROWTH IN INDIA

DIGITAL MARKETING POSITION	EXPERIENCE	SALARY PER YEAR
DIGITAL MARKETING EXECUTIVE	0 - 1 YEAR	1.8 TO 3 LAKHS
DIGITAL MARKETING SPECIALIST	1 - 3 YEARS	2.4 TO 4.2 LAKHS
DIGITAL MARKETING ANALYST/LEAD	2 - 4 YEARS	3 TO 6 LAKHS
DIGITAL MARKETING TEAM LEAD/ STRATEGIST	3 - 5 YEARS	3.6 TO 7.2 LAKHS
DIGITAL MARKETING MANAGER	4 - 8 YEARS	8 TO 30 LAKHS

# Top 5 Highest Earning Indian Blogger

**Amit Agarwal**

**₹ 30,00,000**

**Faisal Farooqui**

**₹ 25,00,000**

**Harsh Agarwal**

**₹ 26,00,000**

**Shradha Sharma**

**₹ 30,00,000**

**Amit Bhavani**

**₹ 17,50,000**



# Top 5 Indian Youtubers

**Bhuvan Bam  
(BB Ki Vines)**



**Gaurav Chowdhary  
(Technical Guruji)**



**Sandeep  
Maheshwari**



**Nisha  
Madhulika**



**Sanam  
Band**







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# What is Digital Marketing?

When you do marketing online using digital devices like computers, tablets & mobile phones it is known as digital marketing.

It is finding your right target market on internet, reaching them, proposing value by communicating and generating business on internet.

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# Key terms in marketing

Research & development

Promotion

Identify customer's need

Sales

Develop product and service

Measurement

Target market

Feedback

Communication

Retaining

Brand awareness

Visibility

Value proposition

Create utility

Advertising



# Benefits of Digital Marketing

Wide reach, No geographical boundaries

Increase brand awareness

Cost effective

Niche targeting

Performance oriented

Generate potential leads & sales

Track and monitor every penny you spend

Add extra outlet for sales





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## CASE STUDY

How Pulse Candy made it a success and reached Rs 100 Crore in just 8 months?





Pope Pun Addict XVI @Darth\_Vedaaa · Jan 11  
#PulseCandy The Proposal



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**Bharti Amale** with Vaibhav Kulkarni and 2 others.

3 hrs · 🌐

#sotrue#pulsecandy#office





**AAJ MERE PAAS BANGLA HAI, GAADI  
HAI, TUMHAARE PAAS KYA HAI?**



**Jibs** @ahmedjibran7 · Mar 14

Here is what our shashi kapoor sir thinks about pulse. [#PulseOfIndia](#) [@PassPass\\_Pulse](#)



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Pulse Lover!! <https://www.facebook.com/ar.ansh.3> - Good going bro!!



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India's largest cab booking service



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Introducing  
**Ola Micro**

Starting at ₹ **6**/km

The most affordable cab in town.







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GET RS.250 OFF\*  
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*Recharge*  
Rs.50



No promocode needed  
Offer available only on FreeCharge app



# Understanding Digital Marketing Process



# Digital Marketing Process

Visibility

Bringing targeted traffic

Engagement

Conversions

Measurement

Retention



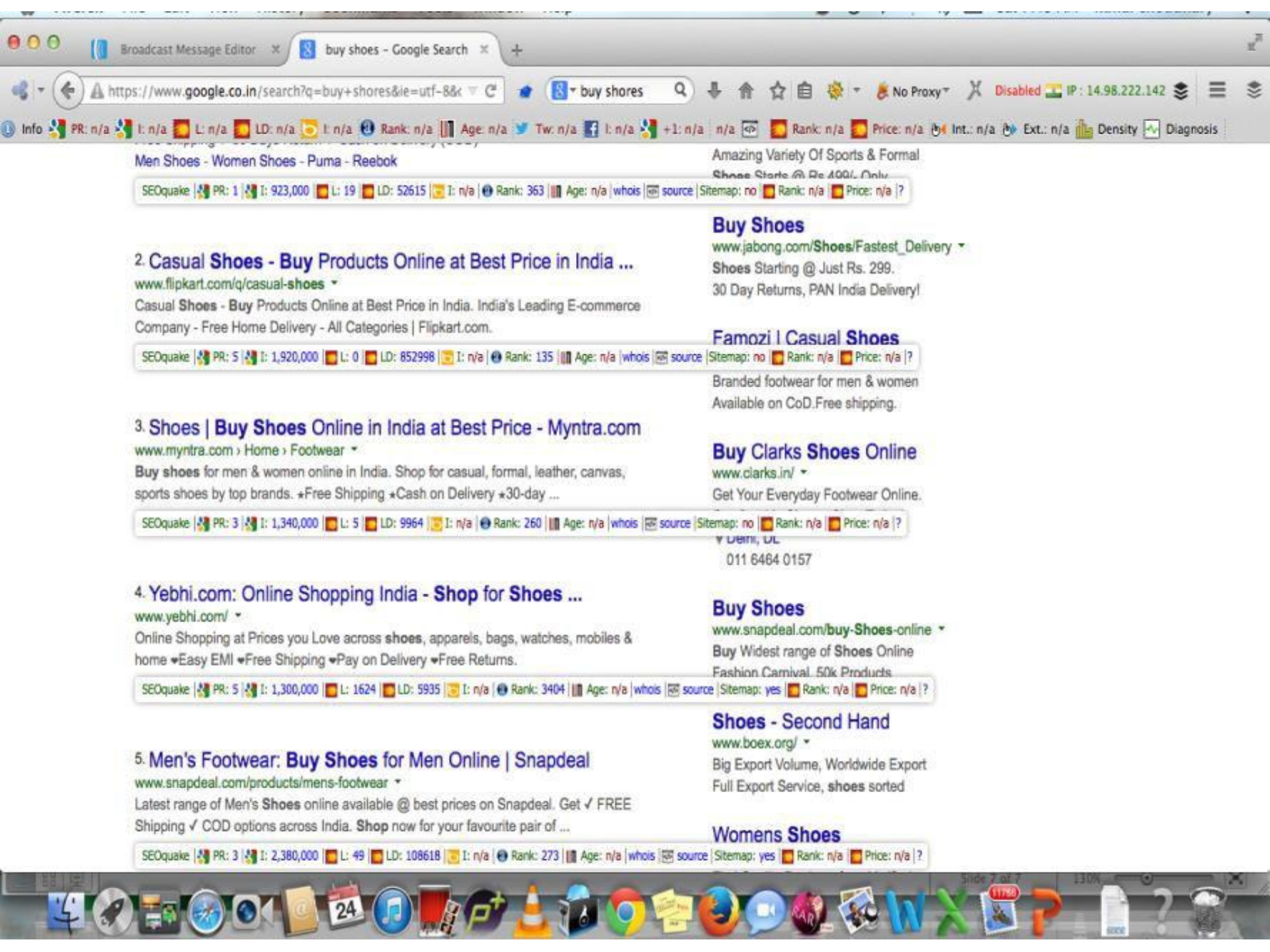
# 1- Visibility?

Visibility: The first and most important phase of Internet marketing is planning visibility for a business, product or service. Visibility is reaching out to your potential customers and letting them know who you are. Visibility is being present in front of your customers. Visibility is let people know that you exist.

For eg- Apparels store



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Men Shoes - Women Shoes - Puma - Reebok

Amazing Variety Of Sports & Formal

SEOquake PR: 1 I: 923,000 L: 19 LD: 52615 Rank: 363 Age: n/a/whois source Sitemap: no Rank: n/a Price: n/a ?

Shoes Starting @ Rs. 400/- Only

### 2. Casual Shoes - Buy Products Online at Best Price in India ...

www.flipkart.com/q/casual-shoes

Casual Shoes - Buy Products Online at Best Price in India. India's Leading E-commerce Company - Free Home Delivery - All Categories | Flipkart.com.

### Buy Shoes

www.jabong.com/Shoes/Fastest\_Delivery

Shoes Starting @ Just Rs. 299. 30 Day Returns, PAN India Delivery!

SEOquake PR: 5 I: 1,920,000 L: 0 LD: 852998 Rank: 135 Age: n/a/whois source Sitemap: no Rank: n/a Price: n/a ?

### Famoz | Casual Shoes

Branded footwear for men & women Available on CoD. Free shipping.

### 3. Shoes | Buy Shoes Online in India at Best Price - Mynta.com

www.mynta.com > Home > Footwear

Buy shoes for men & women online in India. Shop for casual, formal, leather, canvas, sports shoes by top brands. \*Free Shipping \*Cash on Delivery \*30-day ...

### Buy Clarks Shoes Online

www.clarks.in/

Get Your Everyday Footwear Online.

SEOquake PR: 3 I: 1,340,000 L: 5 LD: 9964 Rank: 260 Age: n/a/whois source Sitemap: no Rank: n/a Price: n/a ?

Delhi, DL

011 6464 0157

### 4. Yebhi.com: Online Shopping India - Shop for Shoes ...

www.yebhi.com/

Online Shopping at Prices you Love across shoes, apparels, bags, watches, mobiles & home \*Easy EMI \*Free Shipping \*Pay on Delivery \*Free Returns.

### Buy Shoes

www.snapdeal.com/buy-Shoes-online

Buy Widest range of Shoes Online Fashion Carnival. 50k+ Products

SEOquake PR: 5 I: 1,300,000 L: 1624 LD: 5935 Rank: 3404 Age: n/a/whois source Sitemap: yes Rank: n/a Price: n/a ?

### 5. Men's Footwear: Buy Shoes for Men Online | Snapdeal

www.snapdeal.com/products/mens-footwear

Latest range of Men's Shoes online available @ best prices on Snapdeal. Get ✓ FREE Shipping ✓ COD options across India. Shop now for your favourite pair of ...

### Shoes - Second Hand

www.boex.org/

Big Export Volume, Worldwide Export Full Export Service, shoes sorted

SEOquake PR: 3 I: 2,380,000 L: 49 LD: 108618 Rank: 273 Age: n/a/whois source Sitemap: yes Rank: n/a Price: n/a ?

### Womens Shoes



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About 42,90,00,000 results (0.29 seconds)

**Buy Shoes - amazon.in**  
Ad [www.amazon.in/Buy+Shoes](http://www.amazon.in/Buy+Shoes)  
Huge Selection. Low Prices. Free Shipping On Qualified Orders!  
Amazon India has 1,634 followers on Google+  
Men's Shoes - Women's Shoes - Kids' Shoes









**Buy Shoes at Junglee - 1.8 Crore products, 1000+ websites**  
Ad [www.junglee.com/buy+shoes](http://www.junglee.com/buy+shoes)  
Compare Karo. Paise Bachao.  
Clothing - Handbags - Kitchen & Home - Computers

**Men Shoes @ Rs 299 Only - Biggest SALE - Extra 35% Off**  
Ad [www.yepme.com/Footwear/Men\\_Shoes](http://www.yepme.com/Footwear/Men_Shoes)  
Pay Cash On Delivery & Free Returns

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 Blink Women's Diamante ... Rs. 3,500.00 Koovs.com	 Lancer Blue Sport Shoes Rs. 485.00 Snapdeal	 Lotto Kids Sports Shoes - Rs. 845.00 Myntra	 Lee Cooper Black Dress ... Rs. 2,499.00 Jabong.com

SEARCH PARAMETERS SAVE TO FILE APPLIED TO FILE hl: none gl: none Reload

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Sign In Mail

- Mail
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- Finance
- News
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- Astrology
- Games
- Hindi
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India 9, Pakistan 0

India retain spotless World Cup record against arch rivals as spinners, top-order deliver a win. More >> 1 - 5 of 40



- Trending Now
- |                       |                          |
|-----------------------|--------------------------|
| 1 MH 370 missing      | 6 Shakti Mills gang-rape |
| 2 Satpal Maharaj      | 7 Chandrashekar Kakal    |
| 3 Shubhanshu Choud... | 8 World T20 2014         |
| 4 Turkey Twitter ban  | 9 Ragini MMS 2           |
| 5 Crimea treaty       | 10 Satyamev Jayate       |

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Crave food facts

The Holi with hammers





**Fareeha Prajapati**  
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News Feed

Messages 57

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Ads Manager

Find Friends 20+

PAGES

Delhi School Of Inte... 3

Pages Feed 20+

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GROUPS

Chyan NGO ( Con... 18

TRADEFARE 20+

Morning Sleeping... 20+

PROUD TO BE P... 20+

Laxmi Nagar 20+

Ban Black 20+

PRAJAPATI PRIDE 20+

Create Group...

APPS

Games 1

On This Day

Update Status | Add Photos/Video

What's on your mind?

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Skeptical about the effectiveness of social media? Read this...

## THE ROI OF SOCIAL MEDIA

Is social media marketing effective?

*Before an investment in a business tactic, and within social media, it's been a contentious topic. More businesses than ever are diverting an increasing amount of resources into social media marketing. How do you determine whether these efforts are successful?*




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**Facebook for Business**  
Sponsored · 🌐

Do you intend to grow online sales, increase website traffic or generate more leads?

YOUR ADS | Create Ad

Provide Feedback			Today	Monthly
<b>7</b>	<b>3</b>	<b>2</b>		
Ads	Campaigns	Page Likes		

TRENDING | Learn More

- World Water Day:** World Water Day: Getting More Crop Per Drop
  - India National Cricket Team:** ICC World T20: Clinical India cruise home by 7 wickets against Pakistan
  - Bhoothnath:** Honey Singh New Song in Bhoothnath Returns - Pure Filmy
- See More

SPONSORED | Create Ad

**Induction Cookware Set**  
100bestbuy.com



**60%** Get a Combo of 5 Hard Coated Induction Cookware at a starting price of Rs. 706. Shop Now!

**Gorgeous Fashion Jewelry**  
srounch.com



Amazing Collection of Fashion Jewellery. Voucher "MARCH10P" - Cash on Delivery available.

38,699 people like this.

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alinahome.com

- Shashi Bhushan ... Mobile
- Sanchit Sethi 4h 🗨️
- Jamil Ahmed
- Manoj Babu
- Sreenath Santosh
- Jogindra Singh
- Tri Widodo
- Jogindra Singh
- Shree Kant
- Deepak Singhal
- Rajesh Pandey
- Mithun Prajapati
- Shakti Prajapati
- Bijoy Samuel
- Manbodh Mahto
- Himanshu Sisodia

MORE FRIENDS (0)



## 2- Bring targeted traffic

Visibility results in traffic to our website, blog, fan page, landing page, etc.

But are we getting potential customers to our website or just traffic?



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## 2 Ways to bring targeted traffic

**Inbound marketing-** Let our target market reach us

**Out bound marketing-** We reach out to our potentials.



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## 3- Engagement

Research & studies prove that out of all the visitors visiting our website, 95% are not interested in buying our products and services.

Only 5% of the visitors are either looking to buy or they are weighing their options.

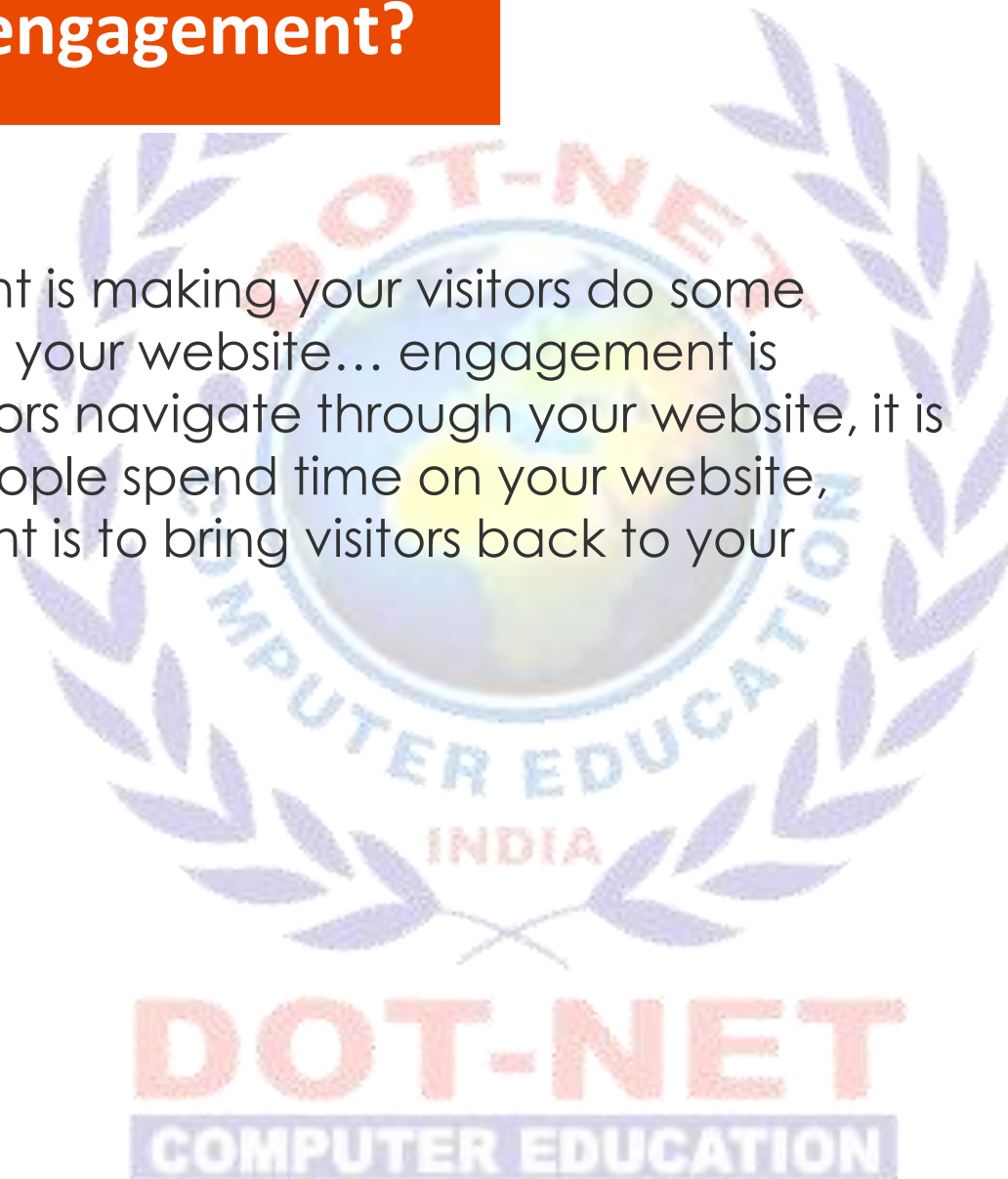
So on our website if the only thing that we are doing is trying to sell then at max we can convert 5% of our visitors... What about 95%.. how do we convert them...?



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# What is engagement?

Engagement is making your visitors do some activities on your website... engagement is making visitors navigate through your website, it is to make people spend time on your website, engagement is to bring visitors back to your website.



# 10 Marketing Lessons You Should Learn From Narendra Modi(NaMo)

8  
Tweet  
0  
Buffer  
122  
Like  
2  
+1  
70  
Share



The marathon 9-phase voting is over in the country and the time has come when you will finally know how the next Lok Sabha is going to look like. Everyone with their fingers crossed must be waiting to know who is going to represent their country at the union as the election results will be declared today.

The year 2014 Lok Sabha elections have recorded the highest voter turnout ever at 66.4%, but let's see what majority of citizens of the world's biggest democracy actually want. Although, many surveys and studies in the past revealed that majority of Indian want BJP or say Narendra Modi to be their representative at the union but nothing can be said until we get the final results.

Anyway, talking about Narendra Modi, there are so many things we have learnt from him, whether it is

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# 4- Conversions

Micro conversions

Macro conversions



# 10 Marketing Lessons You Should Learn From Narendra Modi(NaMo)

8

Tweet

0

Buffer

122

Like

2

+1

70

Share



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# 5- Measurement

Tracking, measuring the performance of your online marketing activities

Understanding behavior of traffic

Performance of your web pages



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<input type="checkbox"/>	Default Channel Grouping	Requirements			Performance		
		Visits <sup>?</sup> ↓	% New Visits <sup>?</sup>	New Visits <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Visit <sup>?</sup>	Avg. Visit Duration <sup>?</sup>
		<b>41,004</b> % of Total: 100.00% (41,004)	<b>65.97%</b> Site Avg: 65.84% (0.19%)	<b>27,049</b> % of Total: 100.19% (26,997)	<b>62.55%</b> Site Avg: 62.55% (0.00%)	<b>2.20</b> Site Avg: 2.20 (0.00%)	<b>00:02:45</b> Site Avg: 00:02:45 (0.00%)
<input type="checkbox"/>	1. <a href="#">Direct</a>	<b>20,595</b> (50.23%)	70.93%	14,609 (54.01%)	65.78%	2.06	00:02:29
<input type="checkbox"/>	2. <a href="#">Organic Search</a>	<b>10,324</b> (25.18%)	61.94%	6,395 (23.64%)	43.39%	2.97	00:04:07
<input type="checkbox"/>	3. <a href="#">Social</a>	<b>3,828</b> (9.34%)	72.44%	2,773 (10.25%)	74.79%	1.60	00:01:34
<input type="checkbox"/>	4. <a href="#">Display</a>	<b>3,521</b> (8.59%)	54.44%	1,917 (7.09%)	79.66%	1.69	00:01:45
<input type="checkbox"/>	5. <a href="#">Referral</a>	<b>1,454</b> (3.55%)	49.04%	713 (2.64%)	68.09%	1.93	00:02:17
<input type="checkbox"/>	6. <a href="#">Paid Search</a>	<b>1,032</b> (2.52%)	58.91%	608 (2.25%)	77.81%	1.74	00:02:10
<input type="checkbox"/>	7. <a href="#">(Other)</a>	<b>250</b> (0.61%)	13.60%	34 (0.13%)	64.40%	2.63	00:04:41

# 6- Retention

Retaining visitors

Retaining customers

