

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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COMPUTER EDUCATION

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?



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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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Understanding Digital Marketing Process



Digital Marketing Process

Visibility

Bringing targeted traffic

Engagement

Conversions

Measurement

Retention



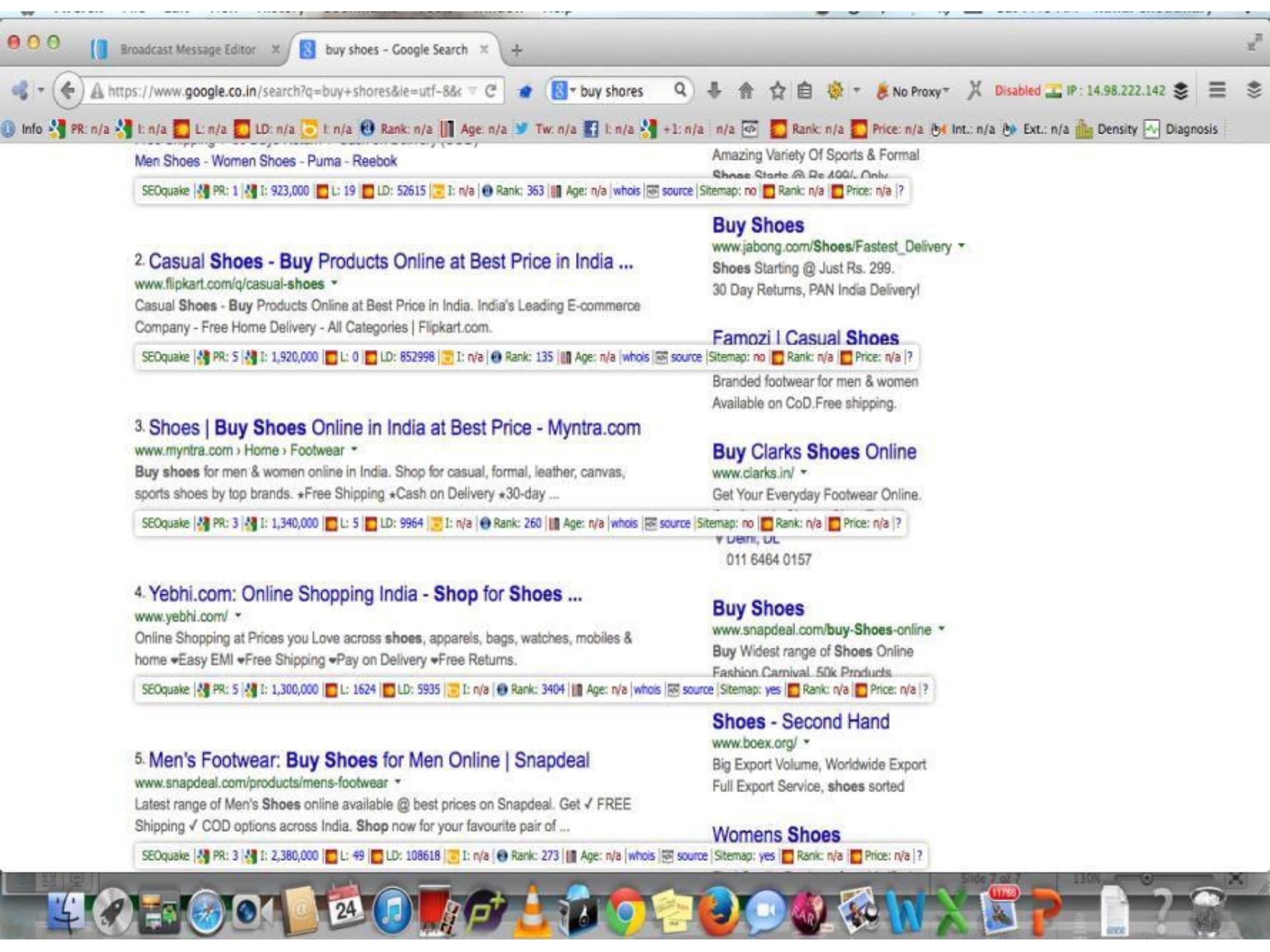
1- Visibility?

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

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

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.

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

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 ...

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

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.

SEOquake PR: 5 I: 1,300,000 L: 1624 LD: 5935 I: n/a 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 ...

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

Amazing Variety Of Sports & Formal

Shoes Starting @ Just Rs. 299.

30 Day Returns, PAN India Delivery!

Buy Shoes

www.jabong.com/Shoes/Fastest_Delivery

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Ad 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
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
Pay Cash On Delivery & Free Returns

Ads by SEOquake:

Get automated with SEMrush PDF reports!











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

YAHOO! INDIA

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ABKI BAAR MODI SARKAR

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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
- | | |
|-----------------------|--------------------------|
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| 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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Craney food facts

The Holi with hammers



Fareeha Prajapati
Edit Profile

- News Feed
- Messages 57
- Events
- Photos
- Browse
- Ads Manager
- Find Friends 20+
- PAGES
- Delhi School Of Inte... 3
- Pages Feed 20+
- Like Pages 20+
- 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?

Delhi School Of Internet Marketing
22 hrs · 🌐

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?

MAKING SENSE OF THE IMPRECISE

74% of CEOs believe they'll see the highest media efforts to land ROI this year.

96% are starting to look beyond sales growth and performance to identify the value of social marketing efforts.

SOCIAL MEDIA MARKETING TODAY

- 76%** of businesses are using social networking for business objectives.
- 64%** of marketers are integrating social media into their marketing plans.
- 11%** of businesses using social media marketing have been using it for more than 3 years.
- 9%** of businesses using social media marketing have been using it for less than a year.

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

YOUR ADS | Create Ad

Provide Feedback | Today | Monthly

7	3	2
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

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Induction Cookware Set
100bestbuy.com

60% off

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.

The Furniture Store
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?



The logo features a central globe surrounded by a laurel wreath. The text 'COMPUTER EDUCATION' is written in a semi-circle above the globe, and 'INDIA' is written below it. At the bottom, the words 'DOT-NET' are written in large, bold, red letters, with 'COMPUTER EDUCATION' written in smaller, blue letters on a white background below them.

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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.



The logo features a central globe with a yellow and green landmass, surrounded by a blue laurel wreath. The text 'COMPUTER EDUCATION' is written in blue around the globe, and 'INDIA' is written in red below it. At the bottom, 'DOT-NET' is written in large red letters, and 'COMPUTER EDUCATION' is written in white on a blue rectangular background.

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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



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8

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0

Buffer

122

Like

2

+1

70

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

6- Retention

Retaining visitors

Retaining customers

