



SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS

III YEAR/ VI SEMESTER

UNIT – 1 INTRODUCTION TO DIGITAL MARKETING

Topic: Introduction, Origin and Development of Digital Marketing

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INTRODUCTION

- The term **digital marketing** refers to the use of digital channels to market products and services in order to reach consumers.
- This type of marketing involves the use of websites, mobile devices, social media, search engines, and other similar channels.
- Digital marketing became popular with the advent of the internet in the **1990s**.
- Companies often combine traditional and digital marketing techniques in their strategies.
- Digital marketing is a broad field, including attracting customers via email, content marketing, search platforms, social media, and more.
- One of the biggest challenges digital marketers face is how to set themselves apart in a world that is oversaturated with digital marketing ads.



History Of Digital Marketing



01

The Big Bang of Digital Marketing -

Digital marketing began as early as the 1980s when computers became faster and better.

02

The beginning of CRM -

At the very beginning of the digital age, the Internet itself was an awe-inspiring platform. Though it allowed information search, it could do nothing more.

03

Cloud computing -

The late-1990s saw CRM undergo a huge overhaul with Sales Force Automation (SFA) vendors like Oracle and SAP expanding services to give online data support to marketers.

04

Google, YouTube, and Facebook -

The year 1998 saw the birth of the most popular Internet search engine: Google, Facebook and YouTube.



ORIGIN AND DEVELOPMENT OF DIGITAL MARKETING

- The more recognizable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites.
- With the appearance of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became a significant factor in marketing technology.
- With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in daily lives.
- The change of customer behavior improved the diversification of marketing technology



DIGITAL VS REAL MARKETING

Digital Marketing

- Cost-effective
- A large number of audience
- Variety of sources
- Higher conversion rate
- Measurable results
- Immediate communication



V S

Traditional Marketing

- Expensive
- Limited audience
- Non-versatile
- Low conversion rate
- Results cannot be measured
- Delayed communication



