



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: Digital Marketing Strategy

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Syllabus - Unit 1



- Introduction, Origin and Development of Digital Marketing
- Internet Users: Penetration and Kind of Internet Use
- **Digital Marketing Strategy**
- Digital Advertising Market in India
- Digital Marketing Plan
- Ethical and Legal Framework of Digital Marketing
- Skills Required in Digital Marketing
- Careers in Digital Marketing
- Lessons from Mistakes in Digital Marketing.



Digital Marketing Strategy



Digital Marketing Strategy

CONTENT MARKETING

Use original & creative content to generate brand awareness, increase traffic, generate leads & bring loyal customers

SEARCH ENGINE OPTIMIZATION

Use SEO to rank higher on the search engine result pages and increase the traffic

AN ENGAGING WEBSITE

Create a maximum impact with perfect Branding, Responsive design, Frequently updated website



EMAIL MARKETING

Use email marketing to keep connecting your customers. Promote events & direct traffic to your website.

SOCIAL MEDIA

Use Social Media Marketing to engage with followers, customers and build relationships

PAID MARKETING - PPC

Use paid marketing for brand awareness, a product launch, or quick viral marketing.



Cont..



- A digital marketing strategy is **a set of planned actions performed online to reach specific business goals.**
- In simple terms, this means performing consistent actions at the right time via the most suitable online channels to increase revenue and improve relationships with your audience.



How to structure a digital marketing strategy?





- The 5 stages of strategic digital marketing planning include **plan, reach, act, convert and engage.**

1. Plan

- Every successful digital marketing strategy starts with a plan.
- Omnichannel planning opportunities include

customizing analytics,
setting up KPI dashboards and
setting SMART objectives

to create a strategy of prioritized improvements to how you deploy digital marketing media, technology, and data to increase leads and sales.



2. Reach

- Strengthen your marketing by reaching more customers and building awareness.
- your digital marketing strategy with the latest key online marketing techniques to drive visits to your site.
- keep up to date with the latest marketing techniques.



3. Act

- Encourage interactions on your website or social media to help you generate leads for the future.

The latest interaction design trends are

- Micro-interactions to promote engagement
- Neomorphism
- Immersive 3D visuals
- Design for speed



4. Convert

- The pinnacle of your structured digital marketing strategy is, of course, to **convert more customers**.
- Use **retargeting, nurturing and conversion rate optimization** to remind and persuade your audience to buy online or offline.

5. Engage

Improve your personalized communications using web, email, and social media marketing using the data you already have about them to create hyper-personalized marketing campaigns.



THE 7 P'S OF DM STRATEGY



