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 Advertising Market in India

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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 ADVERTISING MARKET IN INDIA

- Digital advertising is marketing to a target audience through digital platforms, including social media, email, search engines, mobile apps, affiliate programs, and websites.

- One of the main benefits of digital advertising is an advertiser can track in real time the success of the campaign.

- The first digital ad ran in 1994 as a banner ad.

- Later introduction of GoogleAdWords, GoogleAdSense, and Facebook in the early 2000s.

- There are multiple different formats of digital advertising, such as:

- Search engine marketing: These pop up in search results as a small "ad" icon and are the most recognized digital ads. Eg. Pay per click

- Display ads: These are text and images designed in the form of banner ads, pop-up ads, and video ads. Display ads appear on third party sites.

- Social media ads: Ads that pop up as you scroll through a social media feed.

- Remarketing: This form of digital advertising uses cookies, which follow users on the web and offer ads tailored to recently viewed sites, products, or services.

DIGITAL AD SPENDING WORLDWIDE
-via emarketer

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