

Course
&
Test Series

What is Digital Marketing?

What is Digital Marketing?

What is Digital Marketing?

Definition:

Digital Marketing is the practice of promoting products, services, or brands using **digital channels** such as the internet, mobile apps, social media, search engines, emails, and websites.

In simple terms, it's marketing done online instead of traditional offline methods like newspapers, billboards, or TV ads.

Digital marketers track things like:

- What people are viewing
- How often and how long they view it
- How many sales happen because of it
- What content works and what doesn't

Some common tools and channels in digital marketing are:

- Text messages (SMS)
- Mobile messaging apps
- Mobile apps
- Podcasts
- Electronic billboards
- Digital TV
- Radio channels

Key Channels of Digital Marketing:

1. **Search Engine Marketing (SEM):** Ads on Google or Bing
 - Example: A shoe brand runs a Google Ad for "running shoes online."
2. **Search Engine Optimization (SEO):** Optimizing websites to rank higher in Google search results
 - Example: A bakery blog posts an article "Best Chocolate Cake Recipes" to appear on Google.
3. **Social Media Marketing (SMM):** Using platforms like Facebook, Instagram, or TikTok
 - Example: A clothing brand posts Instagram Reels showing new collections.
4. **Email Marketing:** Sending promotional emails to customers
 - Example: An e-commerce site sends a discount email for Black Friday sales.
5. **Content Marketing:** Creating content to attract and engage customers
 - Example: A fitness brand publishes a free guide "5 Easy Home Workouts."
6. **Affiliate Marketing:** Partnering with influencers or websites to promote products for a commission
 - Example: A tech blogger recommends a laptop and earns a commission on each sale.
7. **Mobile Marketing:** Promoting through apps, SMS, or push notifications



...many more

abhyasonline.in



**Course
&
Test Series**



...many more
abhyasonline.in

What is Digital Marketing?

○ Example: Food delivery apps sending push notifications about discounts.
In short: Digital marketing is all the ways businesses reach people online.

Benefits of Digital Marketing

Benefit	Explanation	Example (India)
Wider Reach	You can reach people across India and even globally	Flipkart running nationwide ads during Big Billion Days
Cost-Effective	Cheaper than TV, newspaper, or print ads	A local sweet shop in Delhi promoting Diwali offers on Instagram for ₹500/day
Measurable Results	Track clicks, views, conversions, and ROI	Google Analytics showing how many users purchased from Myntra after clicking an ad
Targeted Audience	Ads can be shown to specific cities, age groups, or interests	Facebook ads targeting Delhi youth aged 18-25 interested in streetwear brands
Engagement with Customers	Allows interaction via comments, chats, and reviews	Zomato responding to customer reviews and DMs about restaurant orders
Flexibility & Speed	Campaigns can be launched quickly and adjusted in real-time	Swiggy promoting flash discounts during cricket match hours
Builds Brand Awareness	Increases visibility online and offline through shares and word-of-mouth	Tata Tea's #JaagoRe campaign on YouTube and social media
Better Conversion Rates	Online marketing allows tracking and optimizing sales funnels	Amazon India tracking which products are frequently added to carts and running targeted ads

Digital Marketing Strategies

These are approaches brands use to achieve business goals online.

1. SEO (Search Engine Optimization)

○ Goal: Improve organic search ranking.



Course
&
Test Series

 CBSE

 ICSE

 NTSE

 Banking & Insurance

 Central Govt. Service

 State Govt. Services

 LAW Entrance

 MBA Entrance

 Railways & Metro Services

...many more

abhyasonline.in

What is Digital Marketing?

- Example: *Cure.fit* optimizes its website for keywords like “online fitness classes India”
- 2. PPC (Pay-Per-Click Advertising)
 - Goal: Pay for ads to appear in search results or social media feeds.
 - Example: *OYO* uses Google Ads targeting “cheap hotels in Mumbai”
- 3. Social Media Marketing (SMM)
 - Goal: Engage users, build brand awareness, and drive sales.
 - Example: *Fevicol* posts funny videos and memes on Facebook to increase engagement
- 4. Influencer Marketing
 - Goal: Collaborate with influencers to reach niche audiences.
 - Example: *Mamaearth* partners with Instagram influencers for skincare product promotions
- 5. Email & Automation Campaigns
 - Goal: Nurture leads and retain customers with personalized communication.
 - Example: *Nykaa* sends personalized product recommendations to email subscribers
- 6. Content Marketing Strategy
 - Goal: Educate, inform, or entertain audiences to attract them to your brand.
 - Example: *Zomato* blog shares food recipes, restaurant reviews, and food trends
- 7. Remarketing / Retargeting
 - Goal: Target users who visited your website or app but didn't purchase.
 - Example: *Flipkart* shows ads of products users viewed but didn't buy