

DIGITAL MARKETING

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Jhon Mariano



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PART 1: INTRODUCTION TO DIGITAL MARKETING

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DIGITAL MARKETING

What is Digital Marketing?

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

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DIGITAL MARKETING

Why is Digital Marketing Important?

- Target your customers using more affordable marketing channels than traditional (offline) marketing channels
- Converse with your audience real time
- Educate customers about your products even beyond regular business hours
- Helps you learn about the dynamics of the market without expensive market research and surveys
- Open up new ways to expand your business

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DIGITAL MARKETING VS TRADITIONAL MARKETING

Traditional Marketing



Digital Marketing



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DO IT NOW!

Open Activity 1:

“Indicate your brand’s four Ps and four Cs”

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PEOPLE BEHAVE DIFFERENTLY IN DIFFERENT SCENARIOS AND PLATFORM WHETHER ONLINE OR OFFLINE



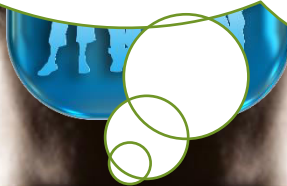
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Therefore, it is important for internet marketers to be visible whenever and wherever the user is in the path of finding the information about the goods or services their brand can provide.



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Mobile App Marketing

Display
Advertising

Social Media
Marketing

Podcasts

Webinars

Influencer
Marketing

Viral Marketing

Email
Marketing

Content
Marketing

Pay-Per-Click
Advertising

SEO

Mobile App
Advertising

Affiliate
Marketing

Reputation Monitoring,
Marketing & Management

Video
Marketing

Per-per-Thousand
Impressions
Advertising

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Search Engine Optimization Overview

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What is SEO and Why Do it?

- ❖ SEO is an abbreviation for search engine optimization.
- ❖ SEO is the process of improving the volume and quality of traffic to a web site from search engines via Natural (organic) search results.
- ❖ SEO aims to improve rankings for relevant keywords in search results.

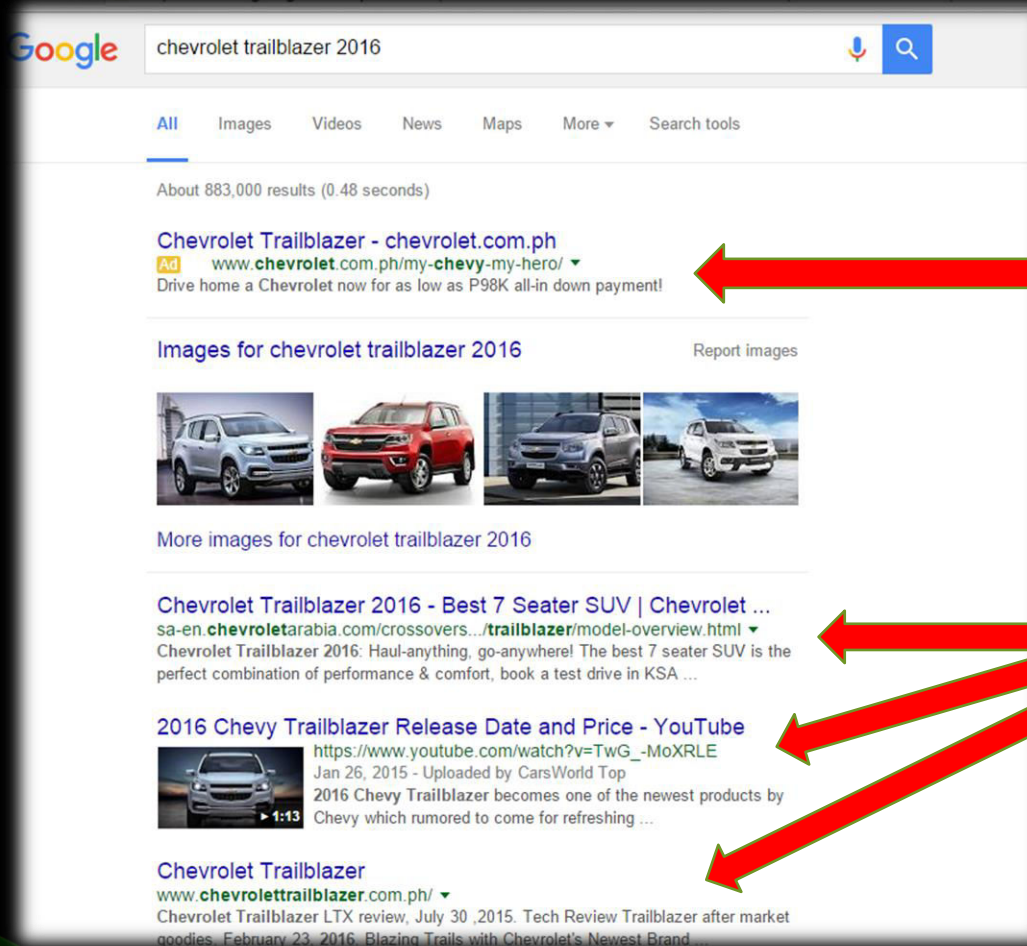
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Search Engine Results Page



Non-Organic Results
(Advertising/ SEM) –
18% of clicks

Organic Results
(SEO) – 82% of clicks

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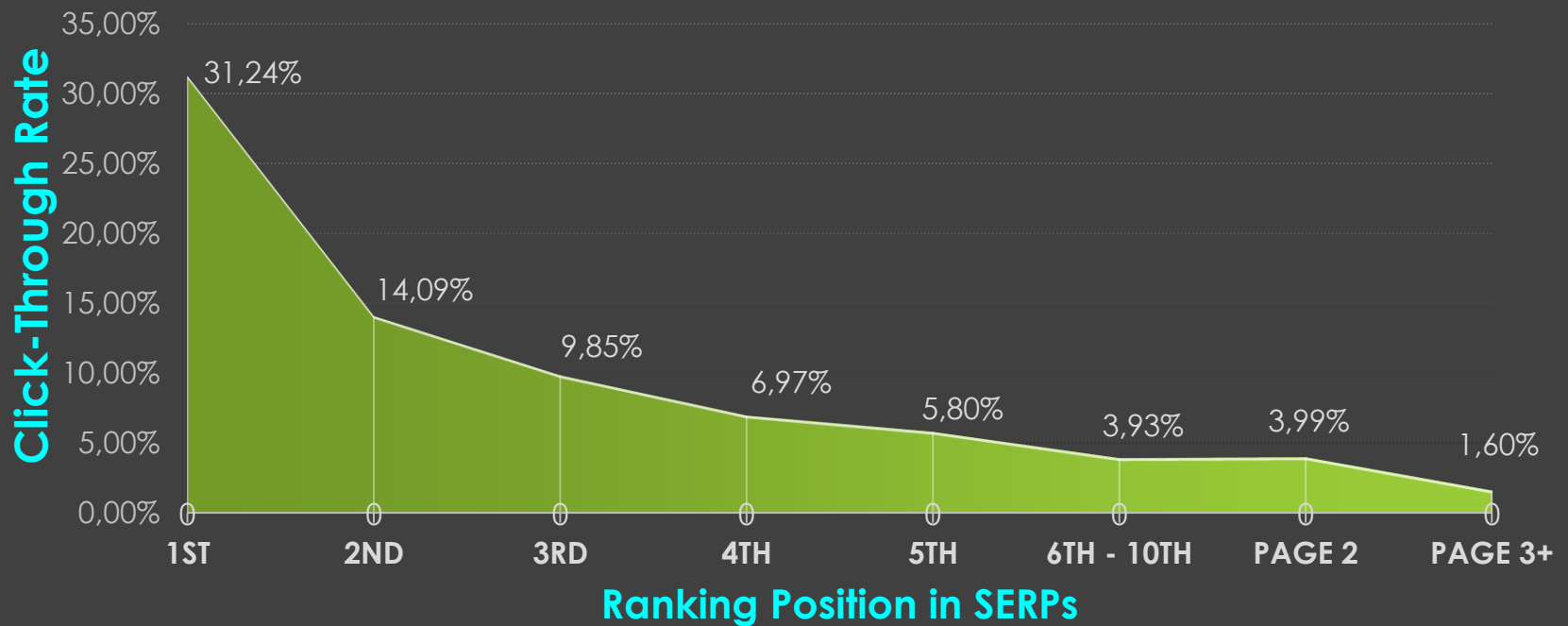
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Distribution of CTR*

Click-through rates



*for Desktop traffic

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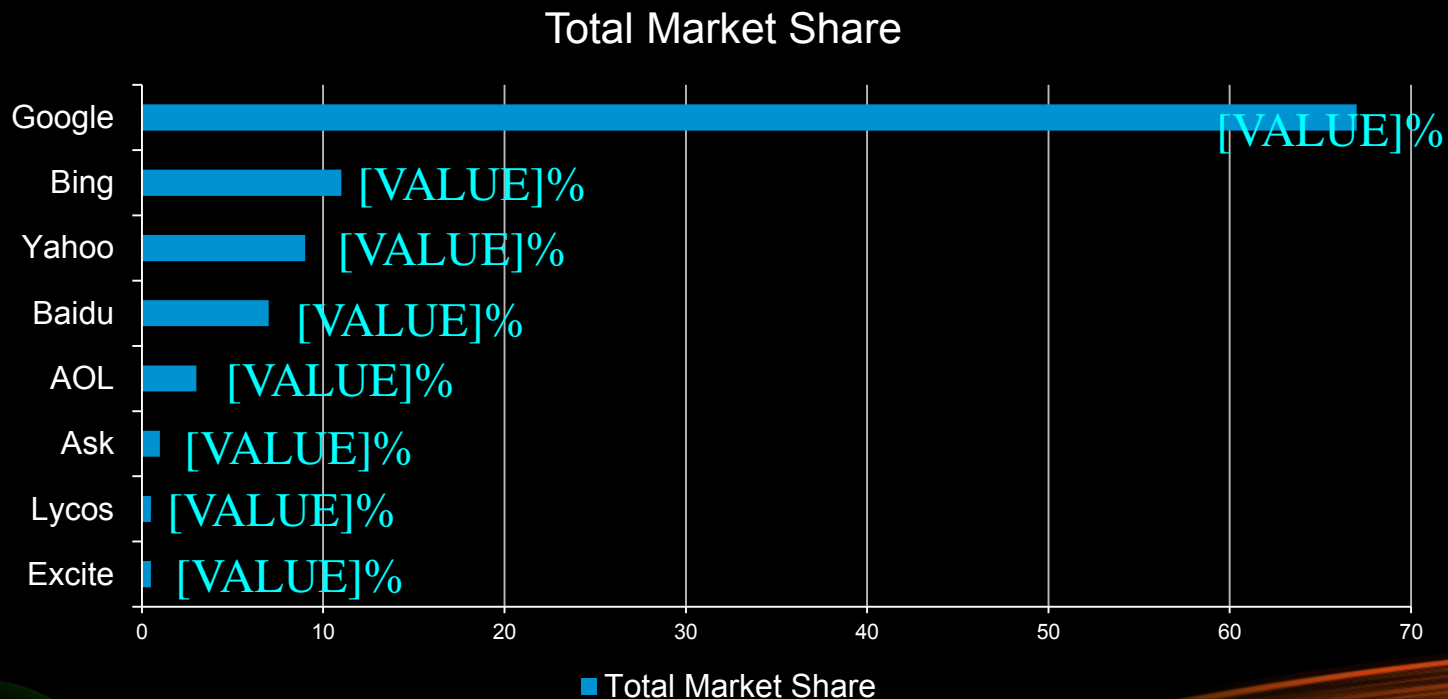
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Search Engine Popularity

Almost 70% of the world uses Google



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HOW ARE PAGES RANKED?

Google uses **more than 200 factors** that contribute to the overall evaluation score of pages for ranking. These factors are grouped as:

- ❖ Domain level links
- ❖ Page level links
- ❖ Page Level (Title, tags, content)
- ❖ Mobile
- ❖ Query data (long & short clicks)
- ❖ Social media signals
- ❖ Location personalization

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Link Building in 2016

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Link Building in 2016

Link = a vote

To qualify as a valid vote, a link should be:

- Relevant
- Natural
- Not deceiving the audience
- Worthwhile
- Targeted to the audience's interest and not for search engine rankings

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Link Building in 2016

Before doing link building, ask yourself:

Does it make any sense?

Is this form of link building worthwhile?

Is it according to Google's guidelines?

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Link Building in 2016

Before doing link building, ask yourself:

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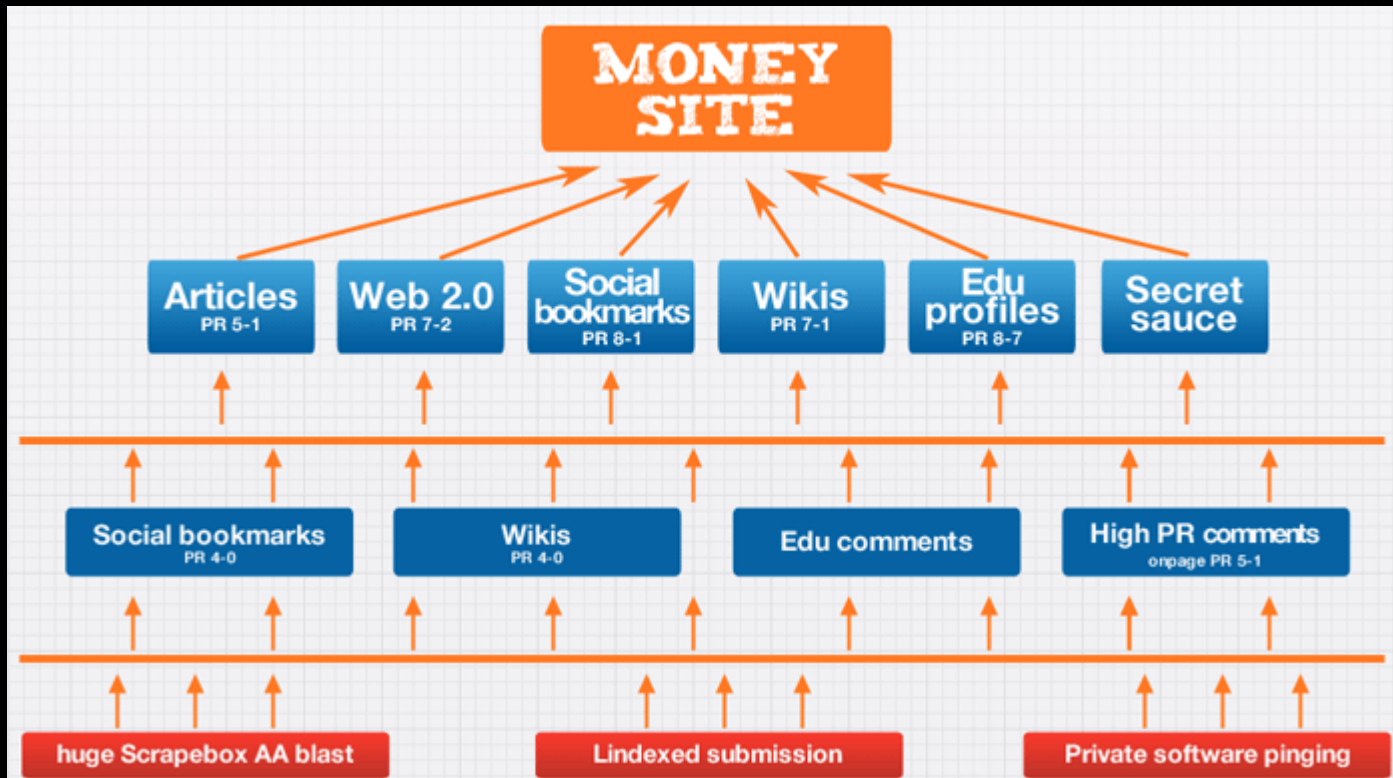
Is it according to Google's guidelines?

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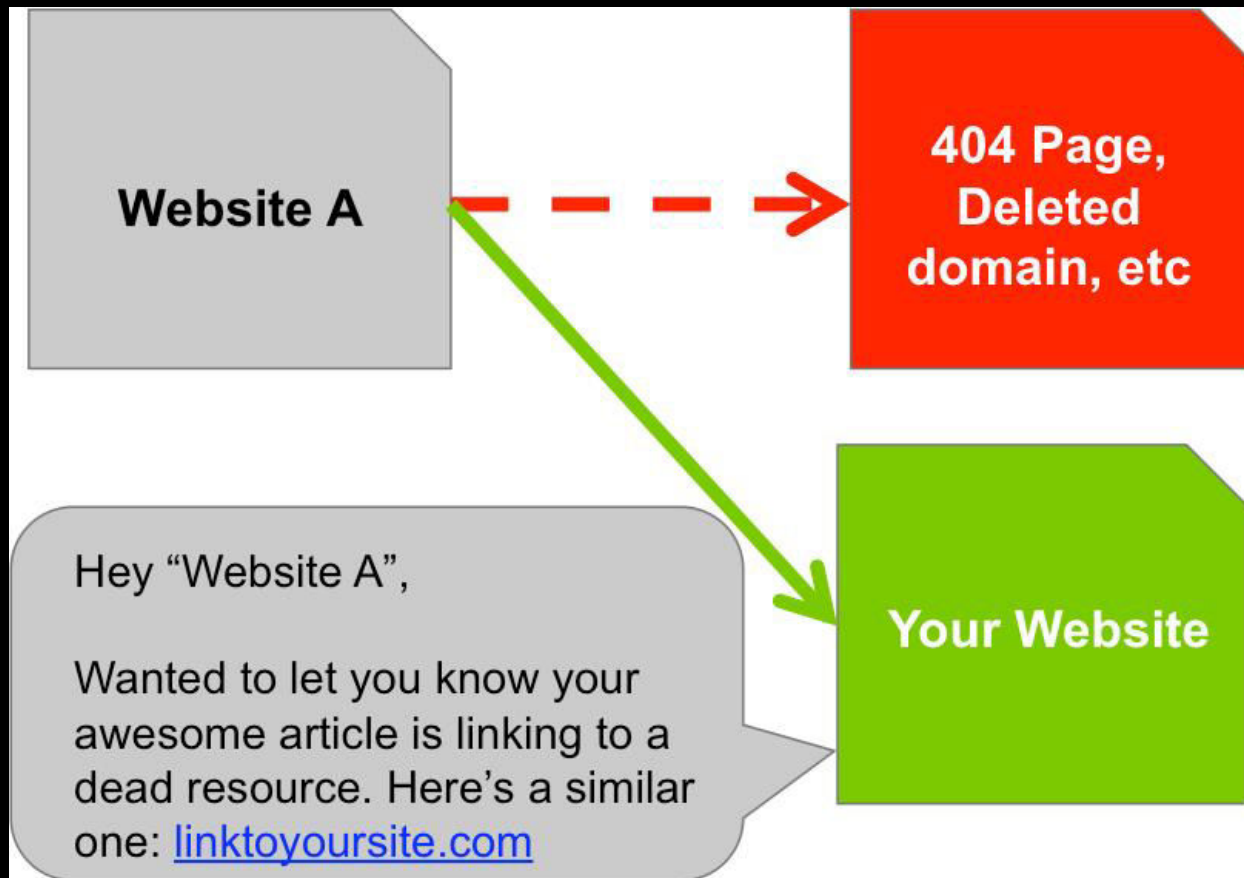


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WhiteWolves0180 2 months ago

Losing fat was never this easy go to x.vu/thefatlossfactor2014. Watch how Charles explains how to lose fat with this easy to follow diet. Follow his program And learn how to lose fat with almost no problem at all. This really worked for me so it will probably work for you as well.

Reply ·  



TheBestRightChoice 2 months ago

You got some fat and you want to lose it , do you get tired from trying ways to lose that fat , The best and the easiest way to lose fat , All your fat will gone in no time , your solution to lose fat : (The Fat Loss Factor) The best and the easiest way to lose fat you can buy it from here :

adf.ly/RZQex

Reply ·  



Arun KP 2 months ago

Weight loss companies desperately want individuals to try their new products to demonstrate how good they are at help people lose weight.

Well you must check out this website that will send free test products to your home, its the best way to get free weight loss programs! :)

Have a look here bit.ly/14RLZ8f?v=qknnyy

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Anonymous

Jan 24, 2013, 1:16:00 AM

excellent piece of information, I had come to know about your website from my friend kishore, pune, I have read at least 8 posts of yours by now, and let me tell you, your site gives the best and the most interesting information. This is just the kind of information that I had been looking for, I'm already your RSS reader now and I would regularly watch out for the new posts, once again hats off to you! Thanx a lot once again, Regards, all Indian govt jobs, notifications, jobs, results, exam dates, bank jobs, ibps notifications

Reply

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Activity:

Link Prospecting

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Search Engine Marketing

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What is SEM and Why Do it?

- ❖ SEM is an abbreviation for search engine marketing.
- ❖ Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising (unnatural means or non-organic ways).
- ❖ SEM allows precise targeting, measurement, analysis of cost, and results-oriented efforts

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- ❖ **PPC** stands for **pay-per-click** also known as **CPC (Cost per Click)**, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to “earn” those visits organically through SEO
- ❖ **CPM** or **Cost per Thousand Impression** means that you pay based per thousand of impressions (times your ads are shown)
- ❖ **Cost per action (CPA)**, also known as **pay per action (PPA)**, is an online advertising model where the advertiser pays for each specified action - for example, a click, form submit, double opt-in or sale

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Activity:

Open your SEM Worksheet

Answer the Target Sheet + Goals and User Stages

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Adwords

Step 1: Create a login

This step takes: 1-2 min

To create your AdWords account, you just need to provide a valid email address and create your password.

Step 2: Log in and provide information about your business

Step 3: Set Up Your budget and Target Audience

If you're not sure how much you want to spend, try starting off with a budget of US\$5 to US\$10 per day.

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Adwords

Step 4: Set Your Campaign Keywords

If this is the 1st time you are creating a campaign, it is advisable to use Broad Match first

Step 5: Choose the Network

You can choose the Search network for an all-text based campaign and Display Network if you want to use image and video collaterals in your campaigns as well.

Step 6: Set Your bid

If this is the first time you are creating a bid, choose automatic settings (for the meantime) and then tweak your bidding after 3 days or so after seeing the performance of your ads and keywords.

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Adwords

Step 7: Write your First Ad

Tips

- ❖ **Say how you're different.**

Use terms such as "excellent service, good value, professional, competent, quick", etc. Tell the user what they can expect from your website and your company.

- ❖ **Incorporate a call to action in your ad.**

It's better to say "Buy flowers" rather than "Flowers for sale".

- ❖ **Use the most important keywords in the ad text.**

If search terms appear in the ad, they will appear in bold. This means that the ad has a better chance of being noticed and will be clicked on more often.

- ❖ **Don't know which ad text is better? Use ad variations.**

If you aren't sure what text to use in your ad, just let your audience decide. You can create multiple versions of your ad and then compare them to find out which ones receive the most clicks or lead to the most conversions. Remember: You only pay when someone clicks on your ad.

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Audience Segments

AFFINITY vs. IN-MARKET SEGMENT

AFFINITY SEGMENT	IN-MARKET SEGMENT
<p>Affinity Audiences allow you to segment the entire universe of folks traveling the inter-webs into niches that are more closely related to your brand, products or services. Examples of Affinity Audiences would be: Foodies, Fashionistas, Gamers, Bargain Hunters, and Pet Lovers</p>	<p>In-Market Audiences allow you to find customers who are researching products and actively considering buying a service or product like yours.</p>

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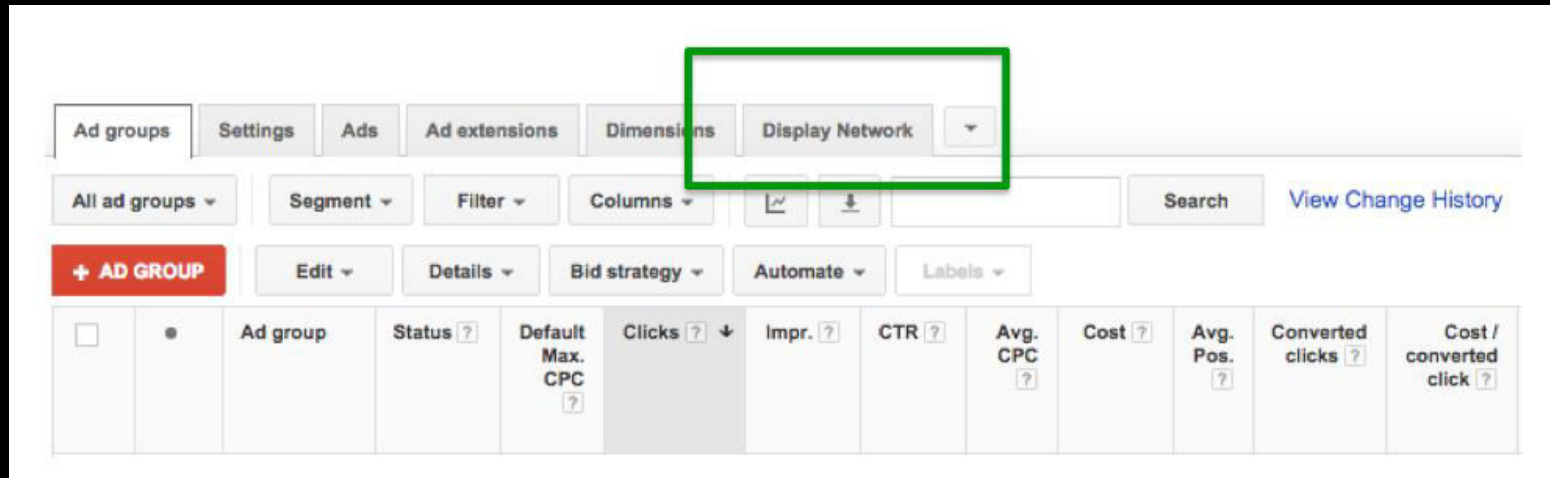


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Audience Segments

How to Set up Audience Segments in Adwords

Step 1: In your Display Campaign, Click on Display Network



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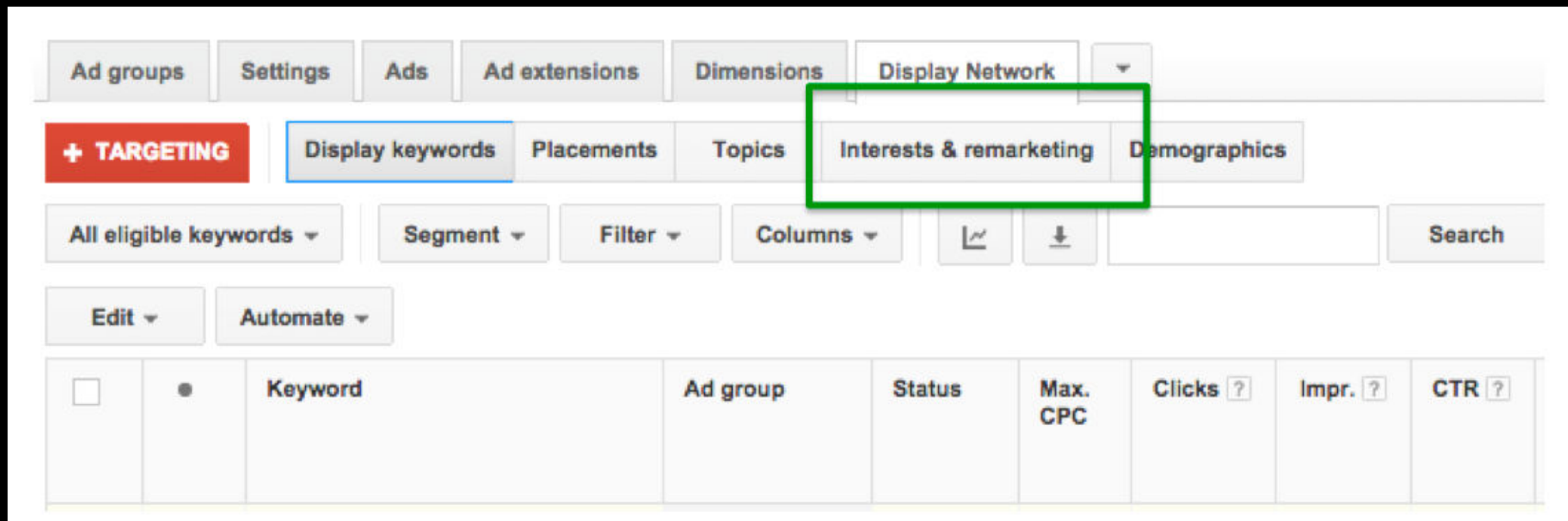


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Audience Segments

How to Set up Audience Segments in Adwords

Step 2: Click on Interests and Remarketing



The screenshot shows the Google AdWords interface. At the top, there are tabs for 'Ad groups', 'Settings', 'Ads', 'Ad extensions', 'Dimensions', and 'Display Network'. Below these, there is a red button labeled '+ TARGETING' and a row of tabs: 'Display keywords', 'Placements', 'Topics', 'Interests & remarketing' (highlighted with a green box), and 'Demographics'. Below the tabs, there are buttons for 'All eligible keywords', 'Segment', 'Filter', 'Columns', a line graph icon, a download icon, and a 'Search' button. At the bottom, there is a table with columns: 'Keyword', 'Ad group', 'Status', 'Max. CPC', 'Clicks', 'Impr.', and 'CTR'. The table is currently empty.

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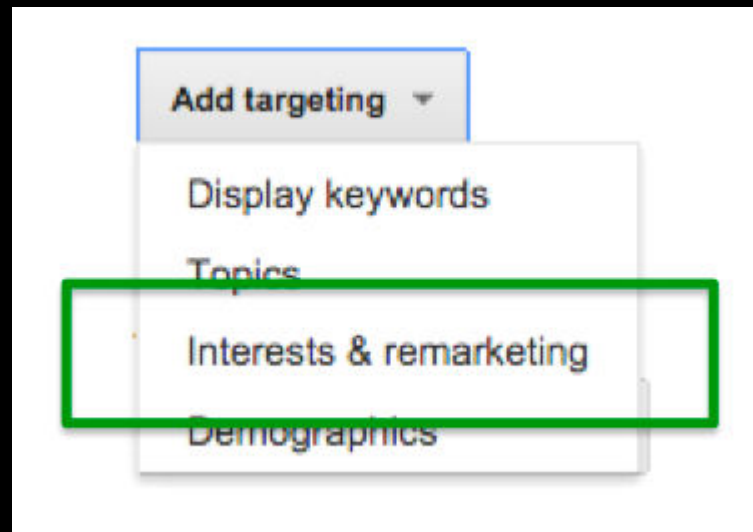
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Audience Segments

How to Set up Audience Segments in Adwords

Step 3: Click on the red **+TARGETING** button

Step 4: Click on “Add Targeting” then “Interests & Remarketing”



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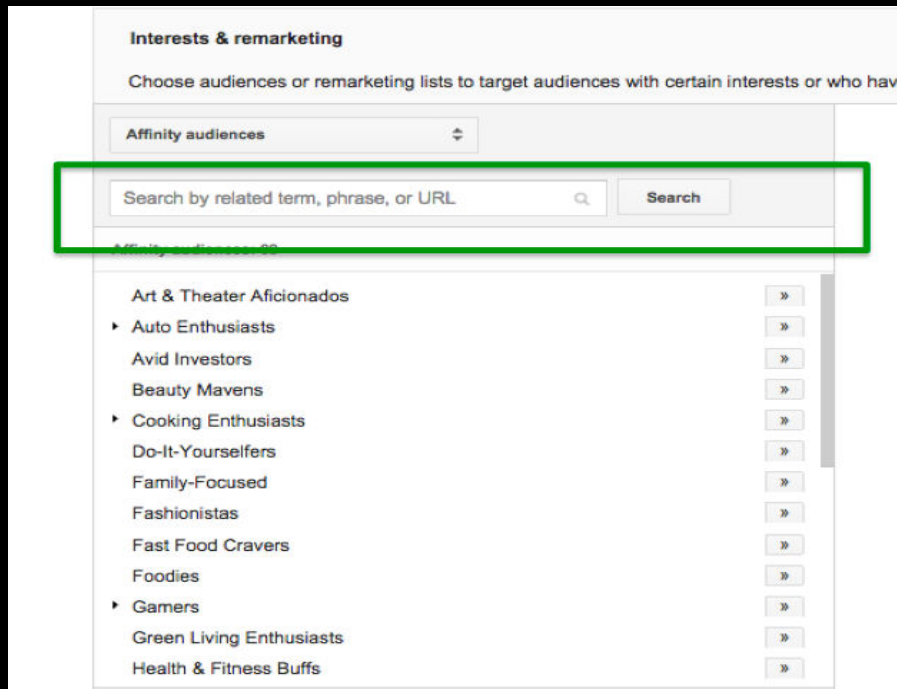


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Audience Segments

How to Set up Audience Segments in Adwords

Step 5: Once you see this view, change the drop down to either affinity audiences or in-market audiences and use the search bar to find your niche



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Ad Quality Score

What is Ad Quality Score or Ad Score?

Ad Quality Score is used to determine your **cost per click** (CPC) and multiplied by your maximum bid to determine your **ad rank** in the **ad** auction process. Your **Quality Score** depends on multiple factors, including:

- Your click-through rate (CTR).
- The relevance of each keyword to its ad group.
- Landing page quality and relevance.
- The relevance of your ad text.
- Your historical AdWords account performance.

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Ad Quality Score

How to Increase Your Ad Quality Score or Ad Score?

Keyword Research – Discover new, highly relevant keywords to add to your campaigns, including long-tail opportunities that can contribute to the bulk of your overall traffic.

Keyword Organization – Split your keywords into tight, organized groups that can be more effectively tied to individual ad campaigns.

Refining Ad Text – Test out PPC ad copy that is more targeted to your individual ad groups. More effective ads get higher CTR, one of the best ways to improve Quality Score.

Optimizing Landing Pages – Follow landing page best practices to create pages that connect directly with your ad groups and provide a cohesive experience for visitors, from keyword to conversion.

Adding Negative Keywords – Continuously research, identify, and exclude irrelevant search terms that are wasting your budget.

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Social Media Marketing Overview

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Social Media Marketing is the process of gaining website traffic or attention through social media sites.

1. Increased Brand Recognition.
2. Improved brand loyalty.
3. More Opportunities to Convert.
4. Higher conversion rates.
5. Higher Brand Authority.
6. Increased Inbound Traffic.
7. Decreased Marketing Costs.
8. Better Search Engine Rankings.
9. Richer Customer Experiences.
10. Improved Customer Insights.

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Topics

- Social Media page optimization
- growing social following and engagement
- social calendar
- Social Mentions
- Insights and Social Metrics

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Social Media Metrics

QUANTITATIVE	QUALITATIVE
<ol style="list-style-type: none">1. Followers/fans2. Engagement3. Timing4. Click Through Rate	<ol style="list-style-type: none">1. Influence2. Sentiment3. Conversation Drivers

Activity: Optimize your Brand's Social Media Accounts and

Activity: Create your Facebook Campaign

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Email Marketing Overview

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Benefits of Email Marketing

- 1: Reduced Time & Effort
- 2: Real-Time Messages
- 3: Personalize Messages
- 4: Segment User and Customer Database Information
- 5: More Frequent Communications
- 6: Test Marketing Messages
- 7: Information Spreading
- 8: Reduce Overhead Costs
- 9: Exponentially Better Ability to Track Sales and User Engagement
10. Environment friendly

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Metrics for Email Marketing

- 1: Open Rates
- 2: Click-through Rates
- 3: Unsubscribe Rate
- 4: Hard Bounces
- 5: Soft Bounces
- 6: Earnings per Click or Earnings per Email
- 7: Delivery Rate
- 8: Complaint or Abuse Rate
- 9: Forward Rate
10. List Growth

Activity: Create your first email campaign

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Tracking and Monitoring Digital Marketing Efforts

- Google Analytics
- Heatmaps and Funnels
- Checking Google Penalties

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