A powerful, interactive digital marketing strategy course, with real world case studies, proven methodologies & industry best practices.

How to develop an effective digital marketing strategy for both B2B and B2C businesses.

Learn how to create:
- Professional business pages
- Online ad campaigns
- Schedule & manage online campaigns
- Create & analyze campaign analytical report

4 hour workshop
Includes lunch & refreshments

April 26th 2018
9am - 2pm
UCCI

www.netgeekz.com
Digital Marketing Overview

Key points

✓ What is digital marketing?
✓ Why are people going online?
✓ Benefits of digital marketing
✓ What does digital marketing consist of?
✓ Search engine optimization (SEO)
✓ Pay per click (PPC)
✓ Social media Marketing (SMM)
✓ Digital marketing measurement
✓ How digital marketing evolved
Digital Marketing Overview

Why are people going online? (brainstorm)
What is digital marketing? (brainstorm)

“Digital marketing” is the process of building and maintaining customer relationships through online activities to generate sales and/or capture customers that are searching on the Internet for answers.

Plain English: Getting found online
For information on a new product, service or location

With the constant growth of the web, and more people getting connected every day, digital marketing has become a necessity for many organizations. This also includes small businesses that want to trade online and make a name for themselves on the web.

The web is crowded with information. If you have a website, how can these people reach you? What are the benefits of digital marketing?
Over traditional marketing *

✓ Puts the consumer in control
✓ Provides convenience
✓ Drives brand loyalty
✓ Reduces the selling cycle
✓ Builds your brand
✓ It is measurable
✓ It is cost effective
One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have 5 objectives: (brainstorm)

1. Reach the right audience
2. Engage with your audience
3. Motivate your audience to take action
4. Ensure efficient spending on your campaign
5. Maximize return on investment (ROI)
Key components

✓ Website design (user experience)
✓ Search engine optimization (SEO)
✓ Pay per click (PPC)
✓ Social media marketing (SMM)
✓ Email marketing
✓ Display advertising (banner ads)

Let’s look more closely at some of these key components.
Search engine optimization (SEO) is the process of getting traffic from the “free,” “organic,” or “natural” listings on search engines.

All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn’t involved, as it is with paid search ads.
“Paid” Search, AdWords

Organic Search
Pay per click (PPC) is a type of sponsored online advertising that is used on a wide range of websites, including search engines, where the advertiser only pays if a web user clicks on their ad. Hence the title, 'pay per click'.

Advertisers place bids on keywords or phrases that they think their target audience would type in a search field when they are looking for specific goods or services.
Digital Marketing Overview

Advantages of pay per click (PPC)? (brainstorm)

✓ Very fast
  ✓ Get targeted visitors within hours (sometimes minutes)
✓ Can yield highly profitable results
✓ Great testing platform and can be highly targeted
  ✓ Time of day
  ✓ Geographic area
  ✓ Keywords and phrases
  ✓ Immediate feedback
Disadvantages of pay per click (PPC)?

- No guarantees
- Heavy competition
- You pay regardless of any sales
- Competitive keywords demand higher bids
- Traffic stops when you stop paying
Social media marketing definition

Social media is a medium or instrument for communication, like a newspaper or a radio.

Social media = a social instrument of communication.
Digital Marketing Overview

Advantages of social media marketing (SMM)?

✓ Targeted traffic
✓ High return on investment (ROI)
✓ Does not require specialization or vast technical skills
✓ Ability to go viral therefore high visibility
✓ Cost effective (only time and effort)
Disadvantages of social media marketing (SMM)?

- More time consuming than SEO and PPC
- No short term ROI
- Everything is public
- Ineffective use = brand credibility loss
Digital Marketing Overview

Digital marketing measurement

ROI (return on investment)

Many tools and systems are available to calculate your ROI and to measure the effectiveness of your digital marketing campaign.

ROI tools

✓ Google analytics
✓ Google webmasters tools
✓ Basic google search
✓ Google adwords
✓ Social media monitoring tools

WHICH IS THE MOST EFFECTIVE? Find out and tell us!
Back in the day, it was all about …..

✓ Build a website
✓ Build links, build more links, and build even more backlinks
✓ Hope it shows up in Google someday
✓ Hope it displays on the results page with the right **keywords** (what people are typing in when they search)
✓ It was like fishing and hoping you will get a catch.

**With SEO, PPC was born – (pay per click)**

✓ Build ads around **keywords** and pay for everyone that clicks the ad and visits your site
✓ Eg. Google’s **Adwords** (3 line ads that show up on the right/top of search engine results)
✓ Microsoft’s **Adcenter**
✓ Yahoo’s search marketing (**Overture**)
Business-to-customer marketing refers to the tactics and best practices used to promote products and services among consumers.

B2C marketing differs from B2B marketing in a number of key ways, one being that it often depends on campaigns' abilities to invoke emotional responses, rather than solely demonstrating value.
Top Priorities For B2C Content Creation

- Creating More Engaging Content: 73%
- Better Understanding of What Content Is Effective — and What Isn’t: 58%
- Creating Visual Content: 55%
- Finding More/Better Ways to Repurpose Content: 44%
- Content Optimization: 43%
B2B (business-to-business) marketing is marketing of products to businesses or other organizations for use in production of goods, for use in general business operations (such as office supplies), or for resale to other consumers, such as a wholesaler selling to a retailer.
Over 35,000 Registered Members Locally

www.linkein.com

https://business.linkedin.com/
## Analytics

### How To read Them

**The people who like your Page**

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<th>All Facebook</th>
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FOR MORE INFORMATION

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