



The Power of Digital Marketing



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WWW
WEBSITE



AUDIENCE



DIGITAL MARKETING



RESEARCH



VIRAL



NETWORK



CONTENT



Introduction

Everything has gone digital nowadays. Most of the tasks that you can do offline and on foot can now be accomplished through the wonderful world of the web.

Marketing is one such task. What is marketing, anyway?

Marketing refers to a set of activities that are accomplished to communicate the value of a product or service to possible consumers. According to Investopedia, this process involves 4 Ps: product (or service), place (allocation, target), price, and promotion.

The process of marketing can now be done online and is now known as digital marketing. Some of you have obviously – or knowingly – encountered some of its involved processes: SEO writing, blogs, viral videos, informative emails, and affiliate marketing. Yes, these are just some of the concepts involved in the broad spectrum that is called digital marketing.

This book hopes to provide you with a quick but encompassing view of digital marketing. Here are what you can expect from The Little Book of Digital Marketing:

Fundamentals of Digital Marketing

- ✓ Microenvironment
- ✓ Macroenvironment

Implementation

- ✓ Customer experience
- ✓ Marketing campaigns
- ✓ Communication
- ✓ Evaluation and improvement

Digital Content

- ✓ Perfecting the content
- ✓ Blogging
- ✓ Website traffic
- ✓ Search marketing
- ✓ Email marketing
- ✓ And more!

Marketing Strategies

We will attempt to come up with a clearcut digital marketing plan suited to your business by the end of this book.



Chapter 1

Fundamentals



Before we explore strategies and practical concepts, we need to dissect digital marketing's definition first. For those who are already adept at traditional marketing, digital marketing is simply a means to achieve marketing objectives but with the use of digital means.



What is digital marketing?



In digital marketing, information being able to reach prospective consumers is the goal. The connection is what makes it successful, up to a point. A strong emphasis on communication leads to advertisers being often referred to as “sources,” while the targets are referred to as “receivers.”

The results of the connection can vary in success, from getting an ad viewed, a link clicked, and finally, a product sold. Everything seems so much quicker and so much more convenient online. However, a digital marketer also has to contend with competitors with similar strategies.