



The **Little Book** of **Digital Marketing**



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WWW
WEBSITE



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.



Here are some terms that you may encounter on your quest to become an effective digital marketer:

 **Call to action:**

the use of persuasive words to persuade consumers to buy products or avail of services

 **Customer relationship management (CRM):**

the use of a system to analyze and manage the brand's or company's relationship to its target consumers

 **Lookalike audience:**

refers to a demographic similar to the one that already visits your website

 **Online company presence:**

online media owned and controlled by a particular company, which are likely to be used as part of their marketing strategies

 **Personalization:**

Gives your target consumer a sense of importance by catering to his preferences as if the marketer is directly talking to him

 **Positioning:**

how the target consumers are meant to see the brand compared to the competing brands

 **ROI (return of investment):**

this term is not new. It means the same thing in traditional marketing it measures how successful your investment one

 **Search Engine Optimization (SEO):**

use of the right keywords and website structure to gain more website views



The above are just some of the terms that you will need to understand when you are trying to apply digital marketing techniques to your brand.

Now, you may have also heard of the terms “macro marketing” and “micro marketing.” These terms are also used in traditional marketing.



Micromarketing – refers to targeting a highly specific demographic. All marketing strategies will be customized to suit this particular group. There is an emphasis on making each targeted consumer feel as if he is personally being talked to.

Some of the concerns that it focuses on are the following: pricing, distribution, consumer behavior, brand image, and more.

Macro marketing - refers to the whole process of marketing relates to the consumer. This marketing style is targeted to as many possible consumers as there.



Some of the concerns tackled under this are the following: social responsibility, campaigns, overall behavior patterns, and more.

So, which of the two marketing styles should you use on the Internet?

You have to use both but in varying degrees. A lot of the marketing strategies that you will read about in this book will, however, focus on micromarketing. Internet users prefer being treated as individuals and not as anonymous clients, which we can quickly treat them as due to their position behind the computer screen.



What are some of the aspects of marketing that can be boosted with the use of digital marketing?


Market penetration: On a digital platform, you can continue targeting the same market or demographic. However, you will be changing your strategies to fit the media that you have chosen to incorporate. So, products that you were already selling offline can also be sold to existing markets, albeit online.

Market development: The Internet has provided you with the opportunity to target more people and even geographical locations. You plan to sell the same products and services to a broader group of people. The Internet makes this possible at practically no cost. Companies do not have to spend money on building infrastructure for branches.




Market segmentation – targeting a particular demographic, in terms of age, gender, location, and more can also be part of market development

Market positioning or marketing mix – you may need to look at how you want a different demographic will see your product or service

 Product development: Because your medium of marketing has changed, or you have added the digital platform to your existing media, you can continuously develop your product. You can, for example, make variants of the same product. You may also develop related products.

For example, if you are a gym trainer, you can offer online classes to reach those who do not live within your current geographical location. Similarly, you can ensure that the e-book format is made as an available option for your novel or nonfiction book.



 Diversification: This one is the riskiest among the four. You will be selling new products and services to a new demographic. This move is in recognition of the fact that your current products and services may not fare well on the World Wide Web.



The above is referred to as the Ansoff Matrix. This matrix will help you decide just how much risk you are willing to take on the Internet. What you ultimately choose depends on the nature of your existing business – or if you are just about to launch a new business.



- ✔ Choose market penetration if you are going to be selling the same goods to your existing customers. For example, some people set up websites for their restaurants and fast foods. They are going to be catering to their usual consumers but via a different medium of communication. So, they offer online orders or an appointment system, perhaps both. They may also provide a delivery service. The keyword that is usually emphasized in this change of strategy is “convenience.”



Choose market development if you are going to be expanding your horizons in terms of the target geographical locations. You will still be selling the same products, though. Amazon does it very well, although it limits selling some products within the United States. Smaller shops also focus on selling a particular product, such as clothing, electronics, toys, and many more. Some of these businesses capitalize on the name that they have already built offline. They are willing to ship products to places outside their usual coverage areas.

Choose product development if you want to offer the same product in a new way. You recognize that the products or services that you provide are not easily accessible by some would-be consumers who are interested in them. As mentioned above, gym instructors can choose some of their easily taught exercises and stream them online. They do not expect people to have their equipment at home. So, they focus on activities that either do not require equipment or use available ones, such as dumbbells and stability balls.

- ✔ Choose diversification if you feel you need to do more to make your products and services work online. A company that sells paperbacks, for example, can start selling e-books and audiobooks to appeal more to the online market. You need a healthy dose of branding to make this move work.

At this point, you may have already zeroed in on the possible marketing move that you need to sell your products and services online. The next few chapters will get into detail to help you, along with the steps that you have to make and the specific strategies that are suitable for your particular business.