



# Introduction of Digital Marketing

Presented by: Prof. Tapas Kr. Mondal

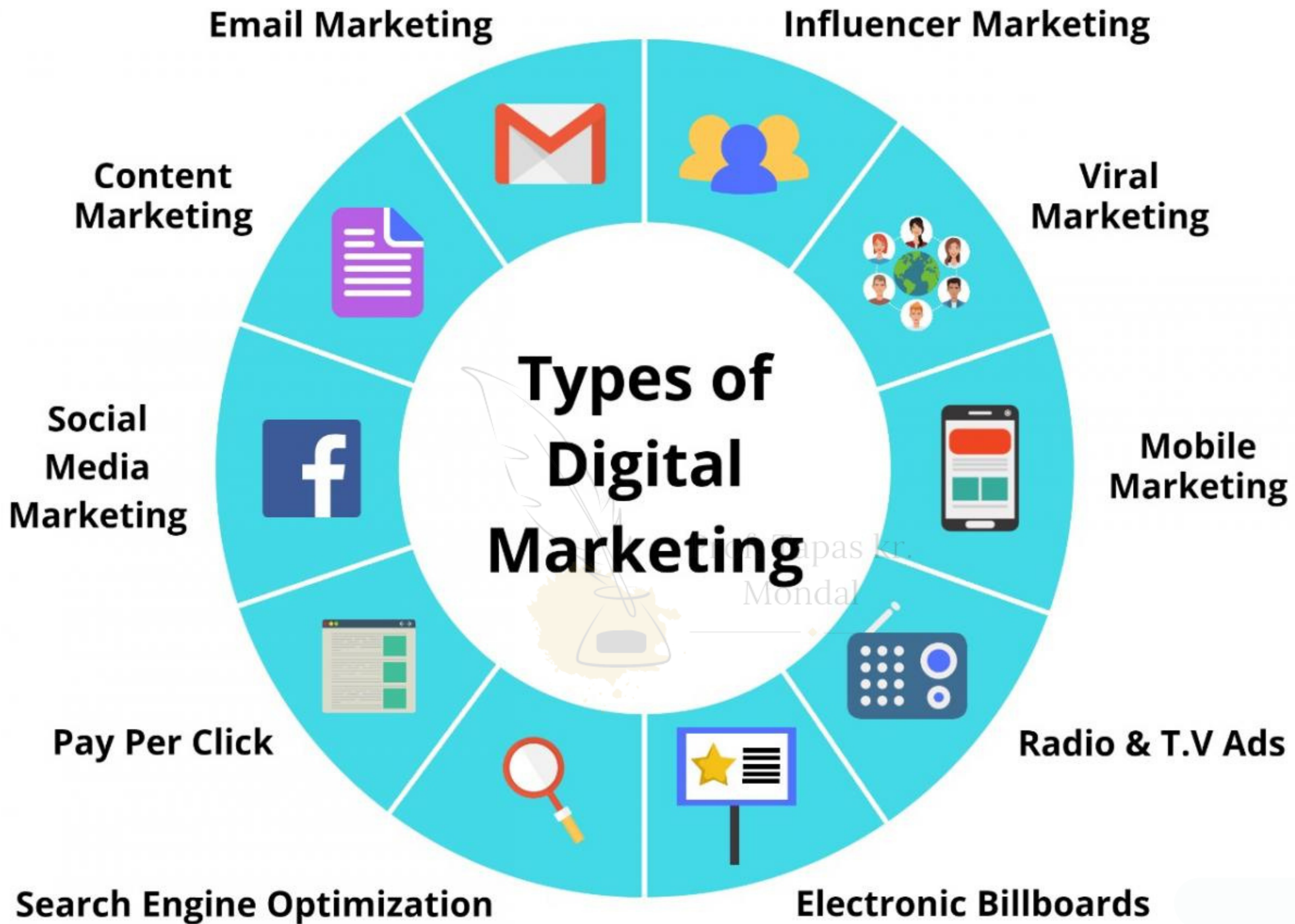


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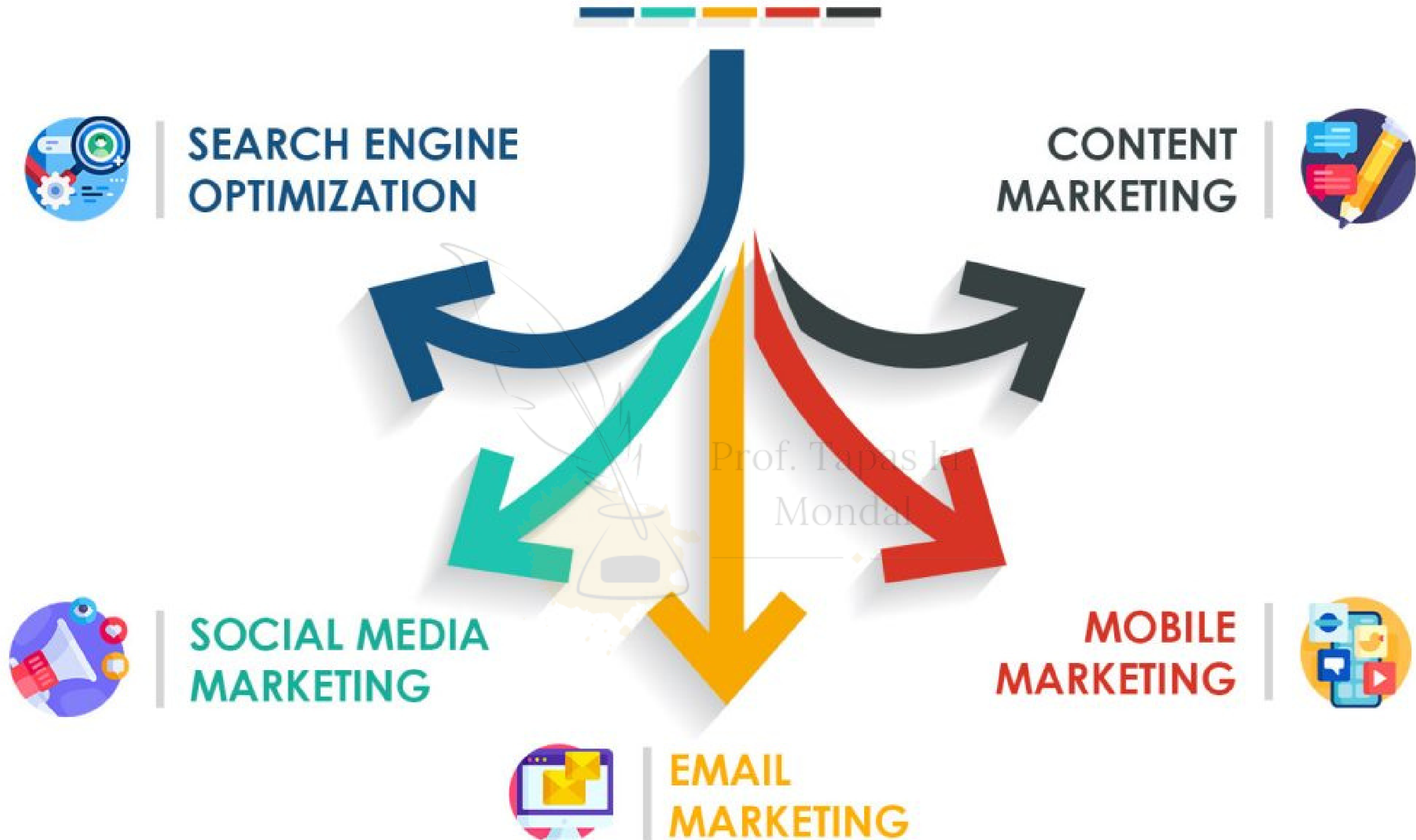








# 5 TYPES OF DIGITAL MARKETING



## Digital goals

Brand goals and strategy

SMART comms objectives

Always-on and campaign integration

Digital transformation and disruption

Business and revenue models (monetisation)

## Digital audiences

Business-to-consumer

Business-to-business

Consumer-to-consumer

Target markets, segments and personas

## Digital devices

Smartphone

Tablet

Desktop

Smart speaker and in-home

Digital TV and out-of-home signage

## Digital platforms

Facebook

Amazon

Microsoft

Google

Apple

Other sector-specific intermediaries

## Digital media

Paid

Owned

Earned

Websites and apps

Search, social and email marketing

Content marketing and PR

## Digital data

Customer profiles

Customer behaviours

Customer value

Communications preferences

Big Data

## Digital technology

Software-as-a-Service

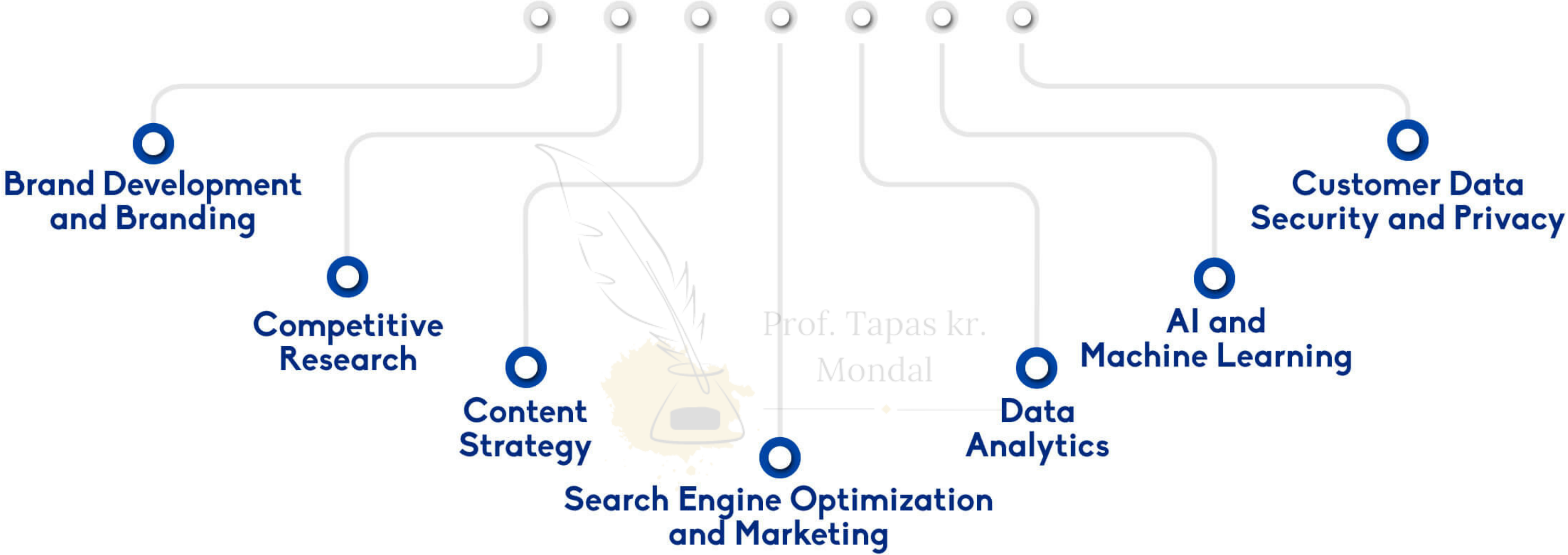
Martech including marketing clouds

Marketing automation

Artificial intelligence

Augmented and virtual reality

# Digital Marketing Hard Skills



# Social Media Marketing



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# Pillars of Social Media Marketing

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## Strategy

Determining goals, the platform to focus on, and the type of content to share.

## Planning

Creating a consistent presence on social media by publishing content.

## Engagement

Monitoring conversations about your brand and engaging in conversations.

## Analytics

Checking how social media posts are performing via analytics and reporting tools.

## Advertising

Running social media ads to reach a wider audience of potential customers.

# SOCIAL MEDIA MARKETING FUNDAMENTALS



## PROFILE OPTIMIZATION

Accurate, complete, active, links to website and has CTA.

## POSTING

Useful, entertaining, relevant posts, photos, videos, lives, stories.

## ENGAGING

Like, share, comment, and follow customers, followers, influencers.

## ADVERTISING

Paid methods of reaching targeted audiences.

## MEASURING

Use platform and website analytics to see what's working.

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# Why Social Media is Important for Business Marketing ?



# Why Is Social Media Marketing so Important for Digital Marketing and e-commerce?



# Why e-marketing is important for business?

This slide focuses on the importance of e-marketing to businesses such as online customers, cost-effectiveness, better returns, competitor analysis, etc.

## Online Customers

- Approx. **4.2 billion** people prefer online platforms for purchase behavior
- Customers prefer to check the company details online
- Leads to improve lead conversion rate by **43%**

## Caters Mobile Phone Users

- Approx. **1 billion** people prefers mobile phones to check social media platforms
- Addtext here

## Better Return on Investments

- Online advertisements leads to get high returns on investment
- Helps company in developing the e-marketing strategy by identifying the needs and expectations of target audience

## Establishes Brand Reputation

- E-marketing channels helps the customers to understand updated offerings and services
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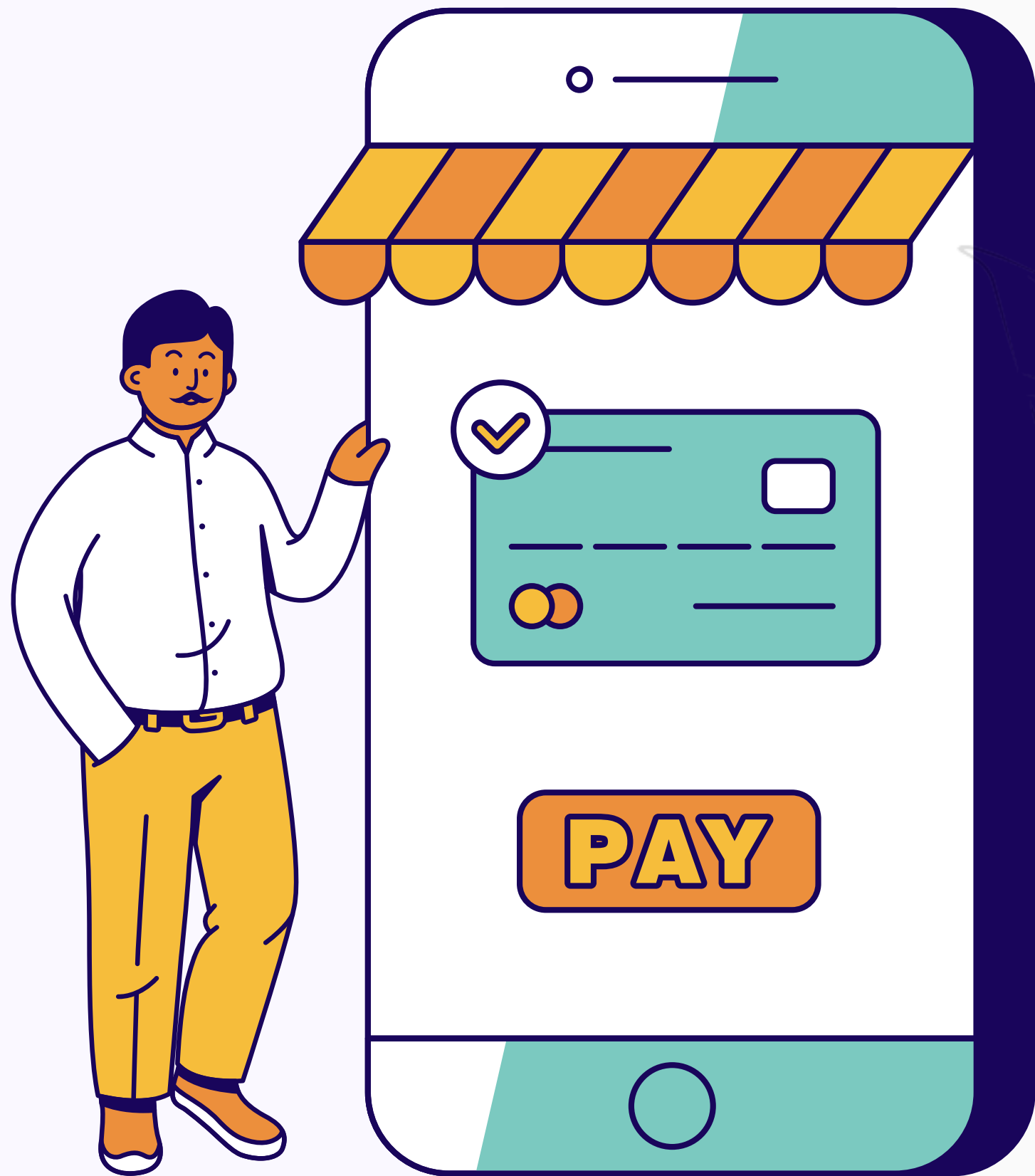
## Conducts Competitor Analysis

- Have right attitude and temperament to minimize resource use
- Provide constructive criticism as a leader
- Addtext here

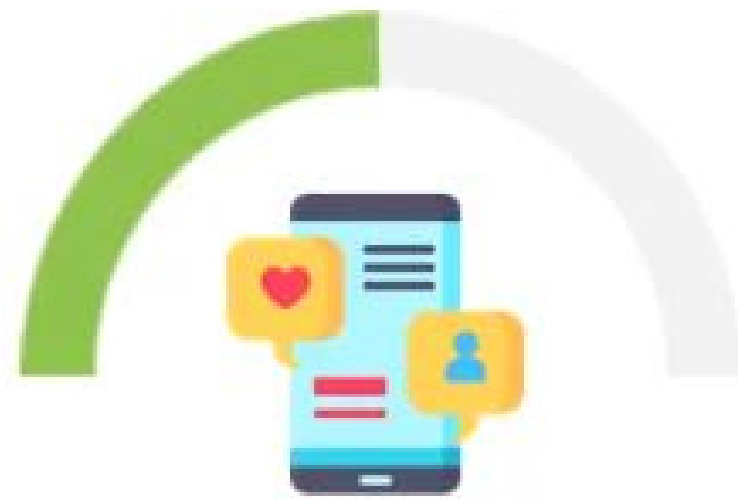
## Cost-effectiveness

- E-marketing is affordable than traditional marketing in terms of cost and time
- Addtext here



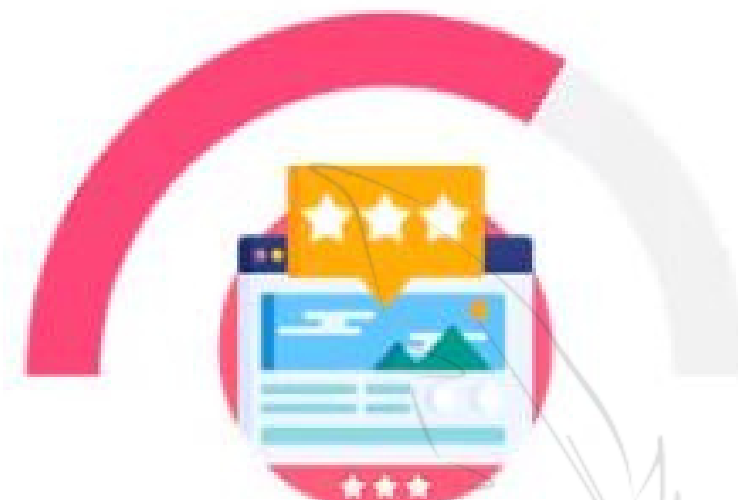


# WHY **SOCIAL MEDIA MARKETING** IS **IMPORTANT** FOR YOUR BUSINESS



**27%**

of customers check their social Networks several times a day.



**35%**

of customers check brand pages regularly as part of their social media activity.



**61%**

of young people refer to social media to decide where to go when they go out.



**80%**

of small business now get at least one quarter of new customers via social media.

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# BENEFITS OF HAVING YOUR BRAND ON SOCIAL MEDIA



80%

of Internet users prefer to get online discount and coupons



43%

of all online customers are social media fans and followers



20%

of Facebook users have been influenced to purchase by seeing ads



85%

of Internet users have Facebook accounts



67%

of Twitter users are likely to buy brands they follow

STATUS

42%

of internet users have endorsed a brand at least once in their status update



49%

of internet users have Twitter accounts

YOU CAN ENJOY UNLIMITED OPPORTUNITIES

YOU CAN KEEP YOUR CUSTOMERS UPDATED AND ENGAGED

YOU CAN EASILY DEVELOP A TARGET MARKET

YOU CAN CREATE A FAVORABLE PERCEPTION

YOUR WEBSITES CAN GET MORE VIEWS, IF YOU WORK SMARTLY

YOU CAN MONITOR GENERAL OPINION ABOUT YOUR PRODUCT



# Disadvantages of **Social Media Marketing**

- Social media requires considerable time and attention
- It's possible to waste money if you don't have a good strategy
- Some claims and posts can be subject to consumer law



# VIRTUAL REALITY MARKETING



# THE 4 TYPES OF MARKET SEGMENTATION



## GEOGRAPHIC

- Zip code/post code
- City
- Country
- Population density
- Distance from a certain location (like your office or store)
- Climate
- Time zone
- Dominate language



## DEMOGRAPHIC

- Age
- Gender
- Income
- Occupation
- Family size
- Race
- Religion
- Marital Status
- Education
- Ethnicity



## PSYCHOGRAPHIC

- Values
- Goals
- Needs
- Pain points
- Hobbies
- Personality traits
- Interests
- Political party affiliation
- Sexual orientation

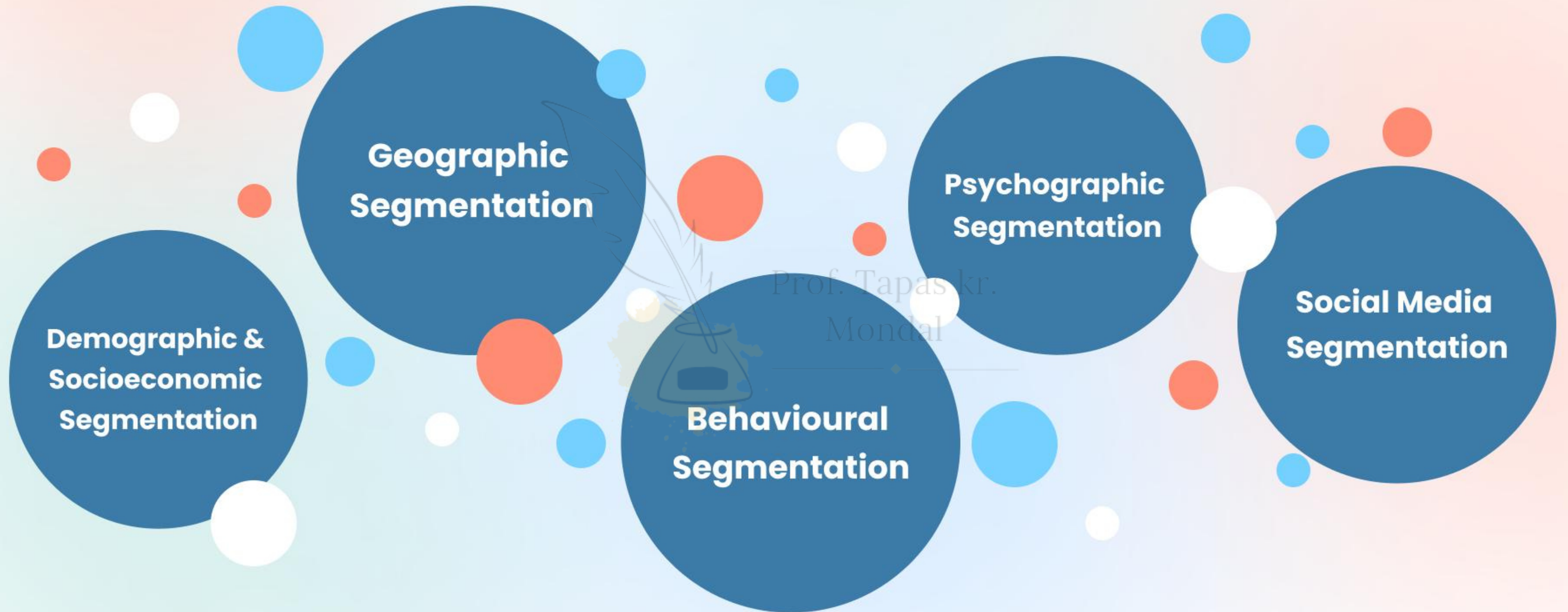


## BEHAVIORAL

- Purchasing habits
- Brand interactions
- Spending habits
- Customer loyalty
- Actions taken on a website

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# Types of Consumer Segmentation



**S**

**Segmentation**

Divide market into distinct groups of customers (segments) using segmentation practices.

**T**

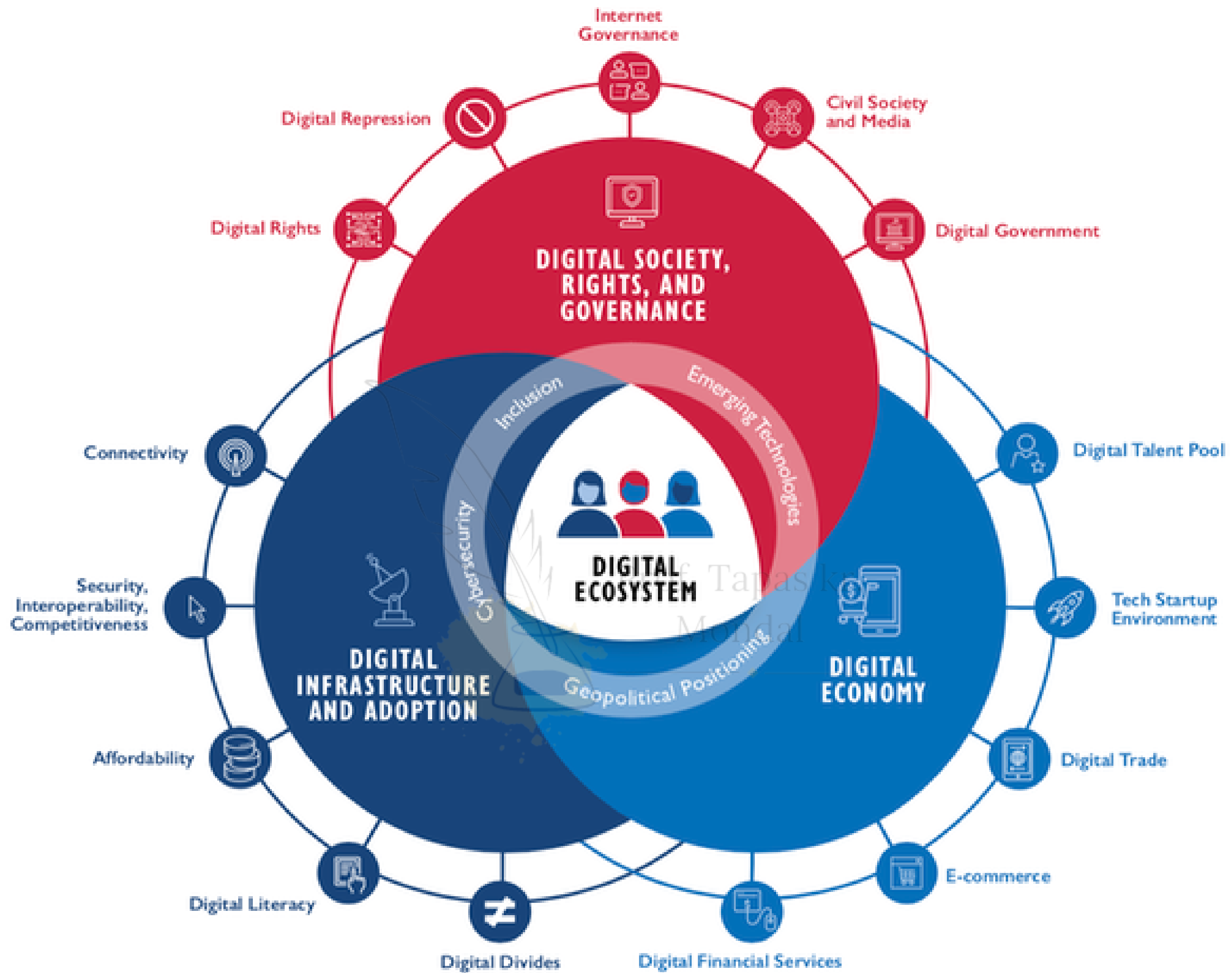
**Targeting**

Determine which customer group (segment) to focus your marketing efforts on.

**P**

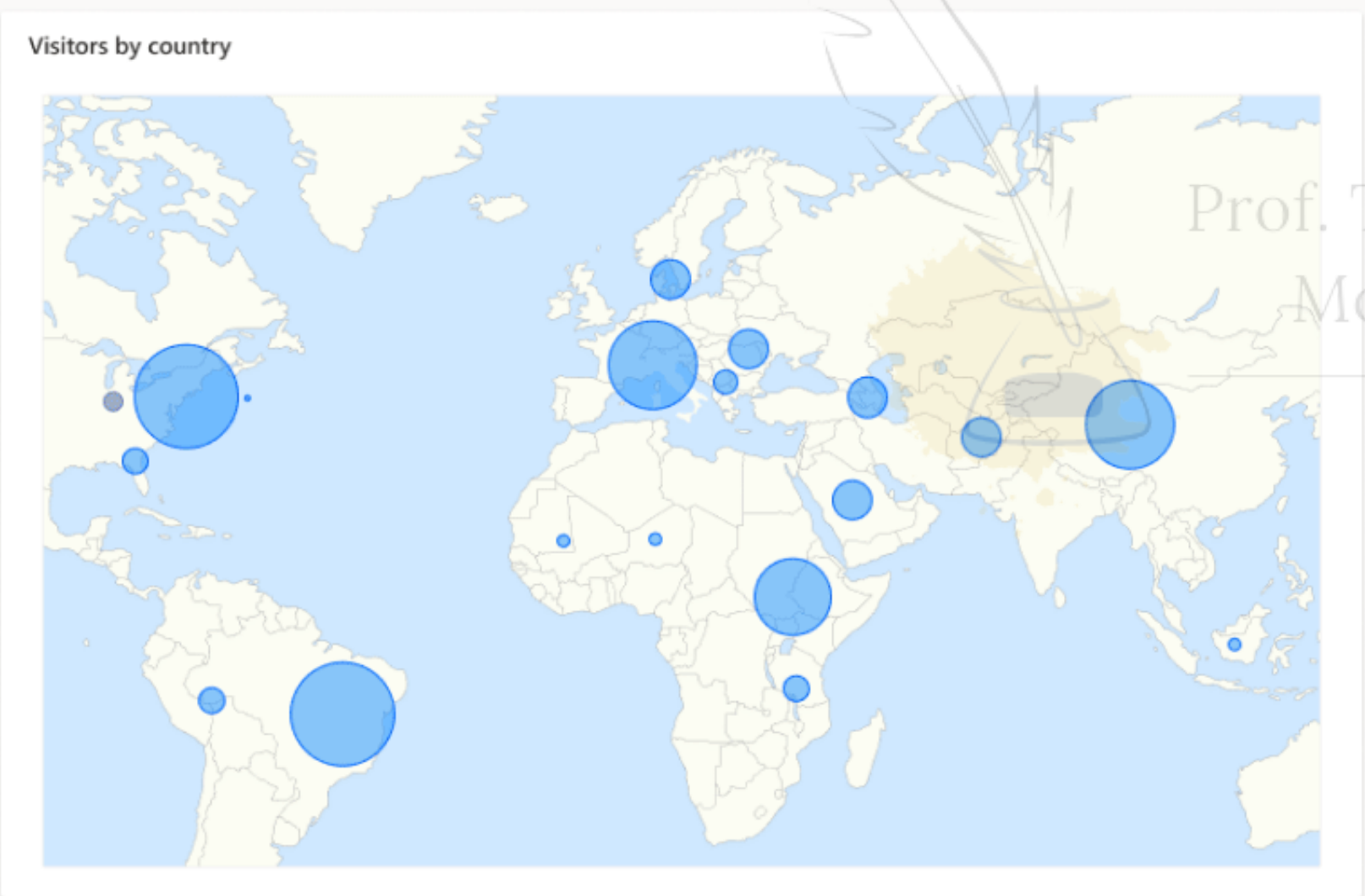
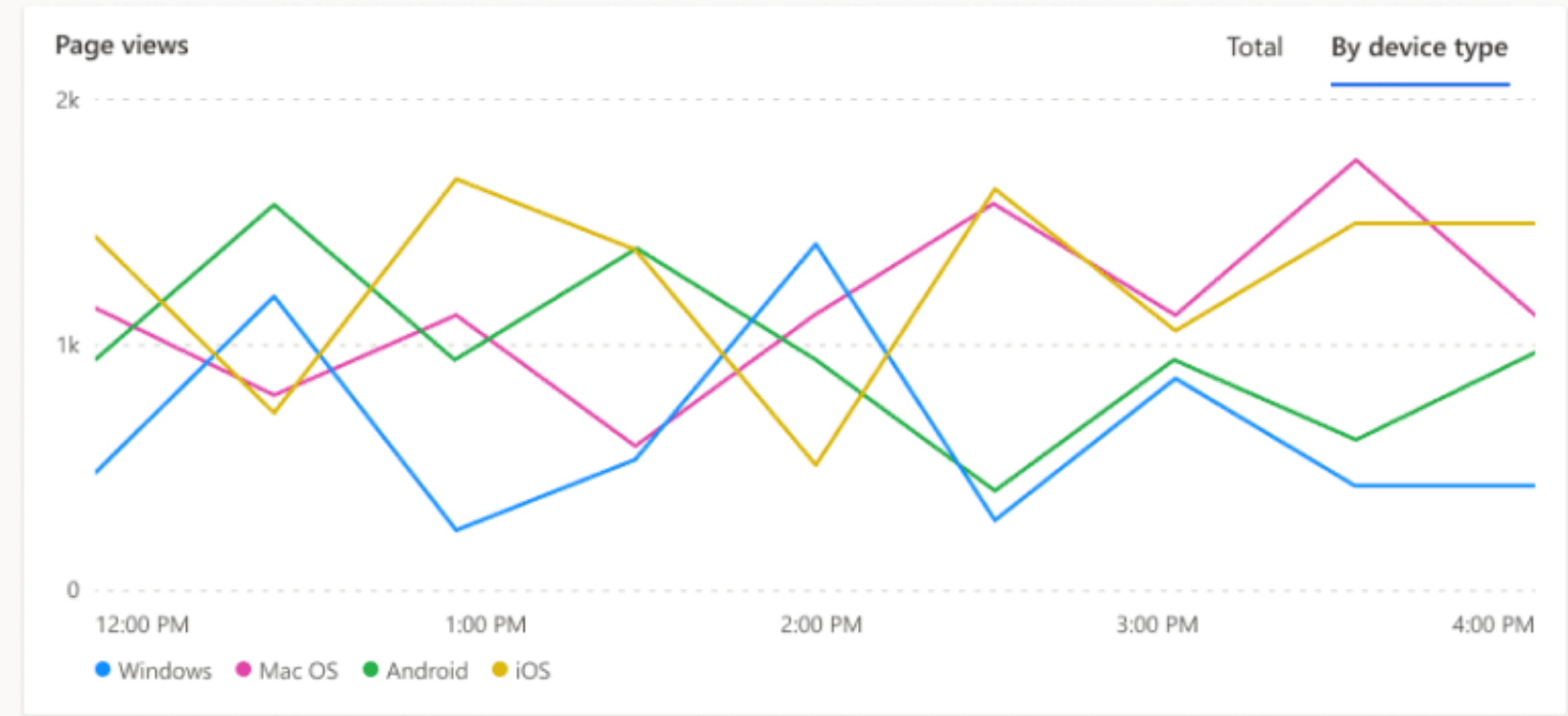
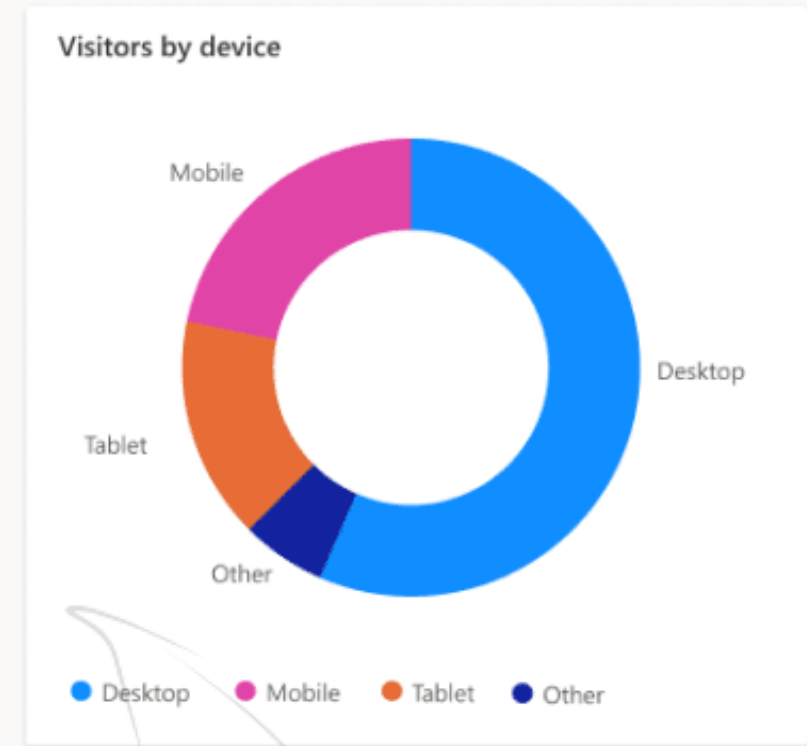
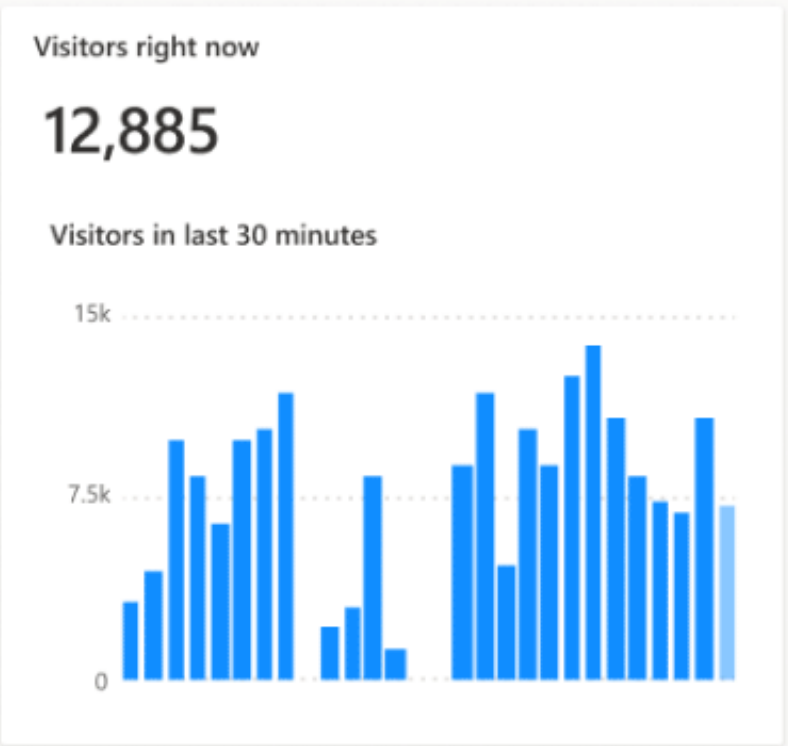
**Positioning**

Create product positioning and marketing mix that is most likely to appeal to the selected audience.



- Home
- Reports
- Recents
- Key metrics
- Real-time usage**
- Page views
- Visits
- Return frequency
- Visitors
- Content
- Traffic sources
- Visitor profile
- Paths
- Custom

### Key metrics Real-time usage



**Top referring domains**

Domain ↑	Page views
zencorporation.com	11,329
iselectrics.com	7,112
codehow.com	4,998
faxquote.com	3,560
konmatfix.com	2,245
dabase.com	1,453
groovestreet.com	984
treequote.com	763
statholdings.com	432
labdrill.com	232

**Top pages**

Domain ↑	Page views
Home	1,123
Store	984
Account	873
Returns	464
Help	333
About	254
Feedback	232
Cart	211
Favorites	198
Contact	155

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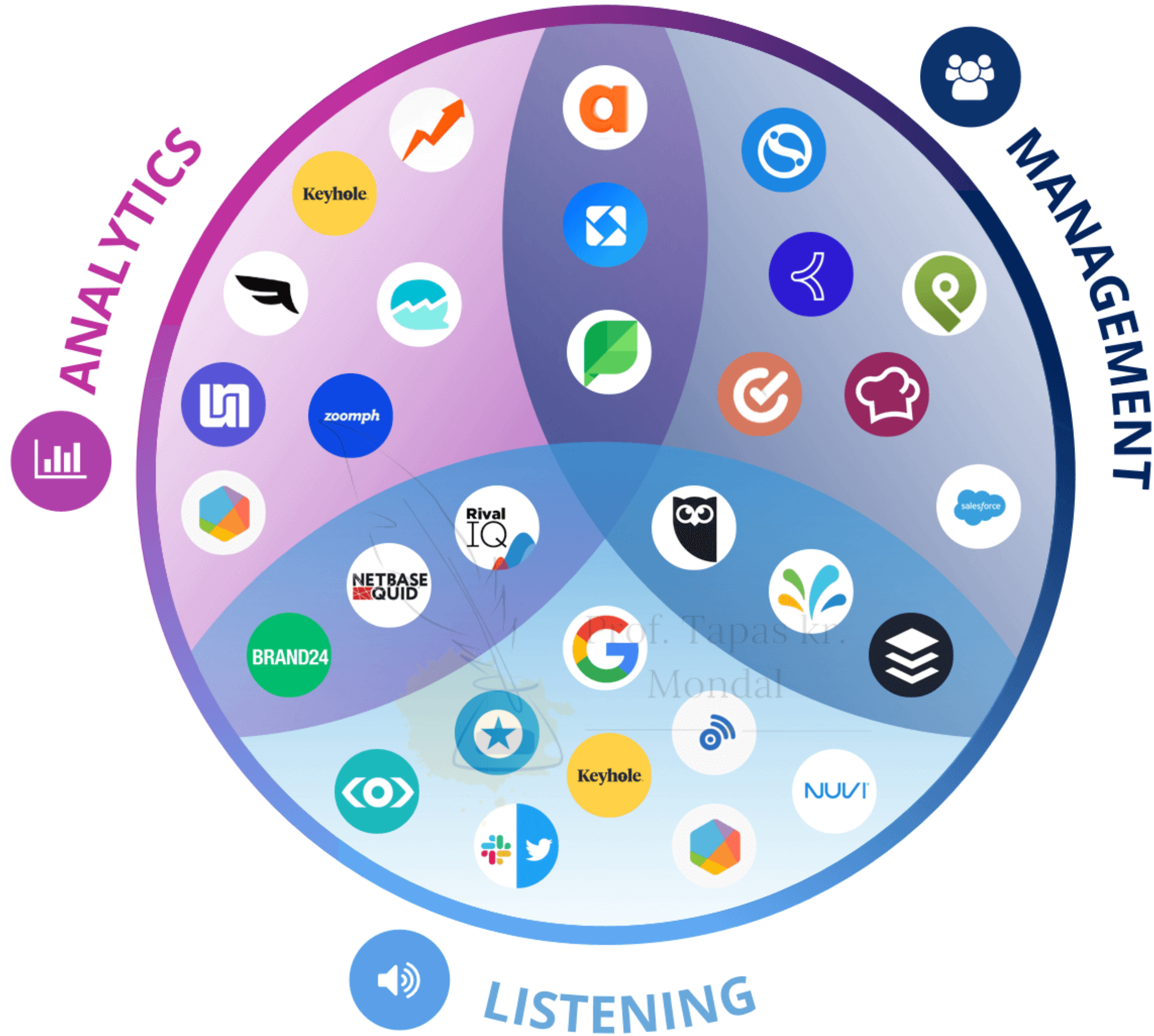
# Marketing Database Health Analytics



# Five Key Elements of Database Marketing

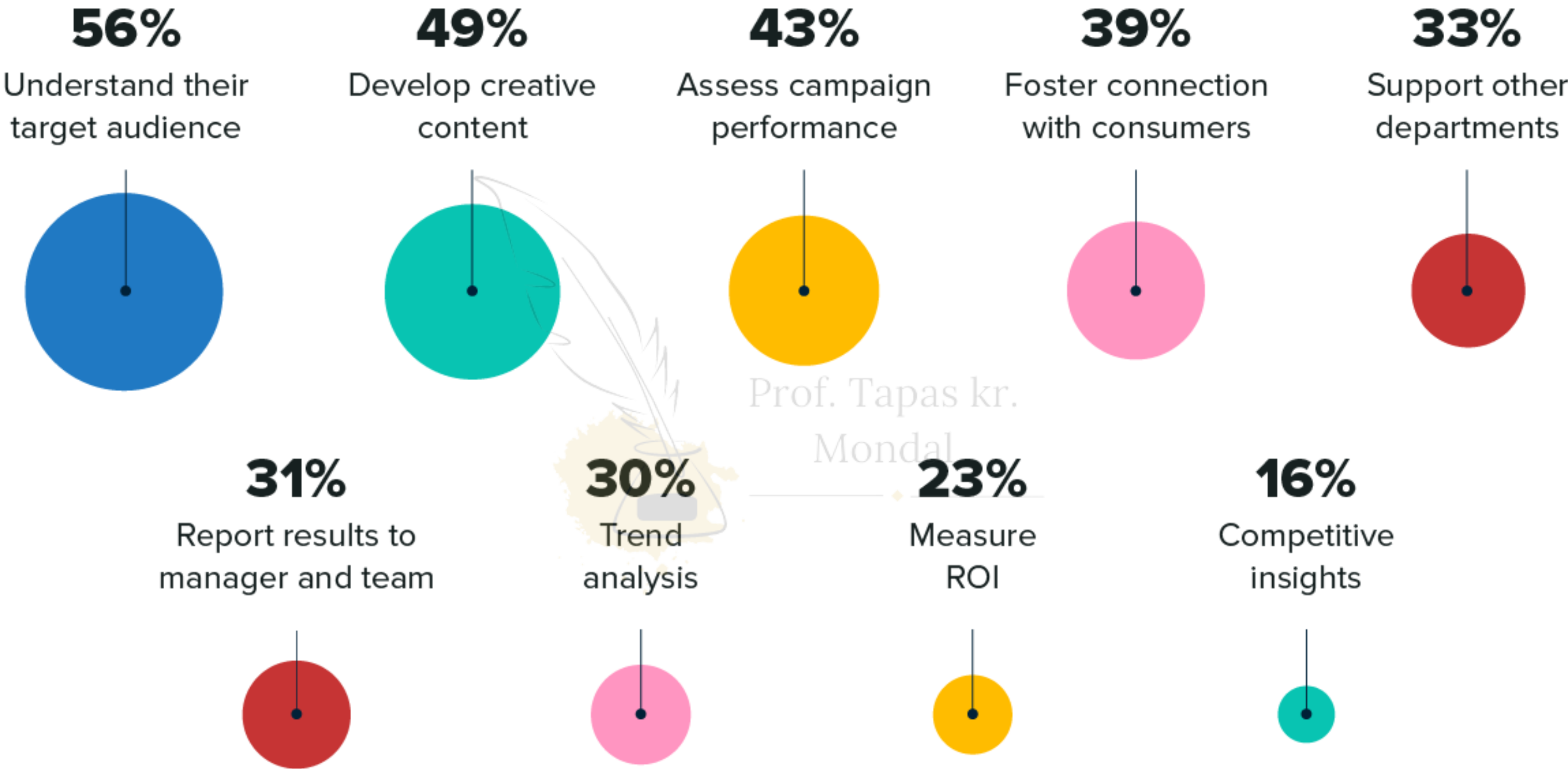
*This slide is 100% editable. Adapt it to your needs and capture your audience's attention.*





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# How marketers use social data



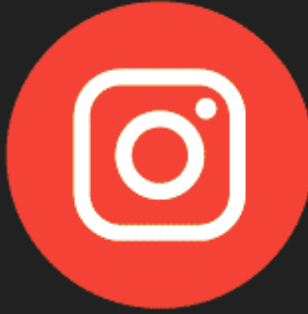
JAN  
2022

# INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM



TOTAL POTENTIAL REACH  
OF ADS ON INSTAGRAM



**1.48**  
BILLION



INSTAGRAM AD REACH  
vs. TOTAL POPULATION



**18.7%**



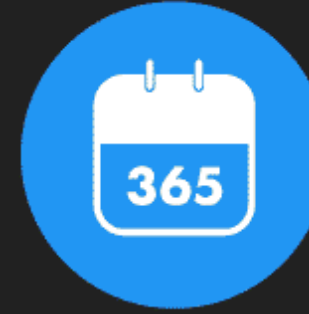
QUARTER-ON-QUARTER CHANGE  
IN INSTAGRAM AD REACH



**+6.1%**  
**+85 MILLION**



YEAR-ON-YEAR CHANGE  
IN INSTAGRAM AD REACH



**+21.0%**  
**+257 MILLION**

INSTAGRAM AD REACH  
vs. TOTAL INTERNET USERS



**29.9%**



INSTAGRAM AD REACH  
vs. POPULATION AGED 13+



**23.9%**



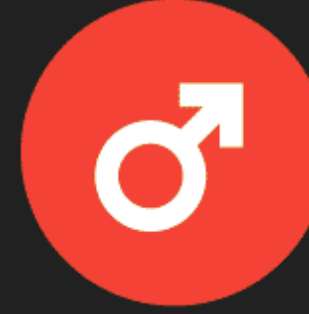
FEMALE INSTAGRAM AD REACH  
vs. TOTAL INSTAGRAM AD REACH



**49.3%**



MALE INSTAGRAM AD REACH  
vs. TOTAL INSTAGRAM AD REACH



**50.7%**

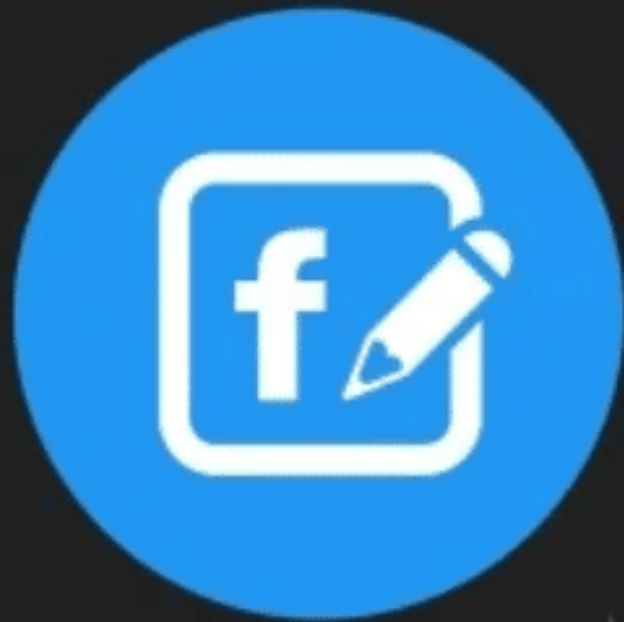
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# FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS

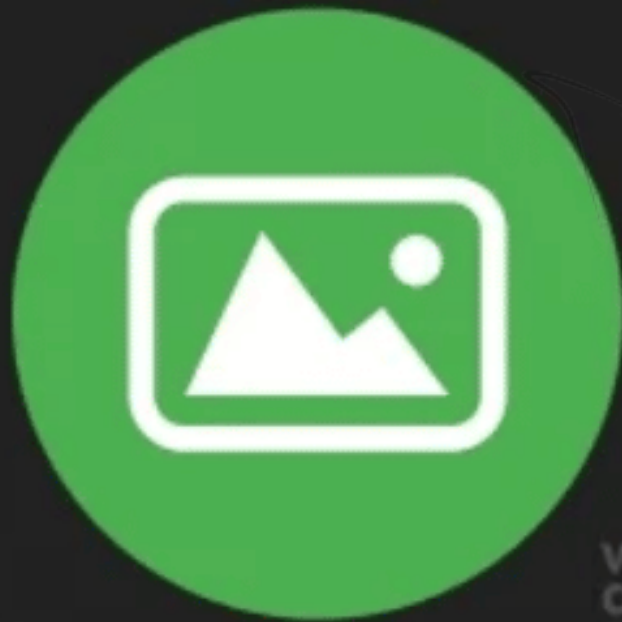


AVERAGE FACEBOOK POST  
ENGAGEMENTS vs. PAGE  
FANS: **ALL POST TYPES**



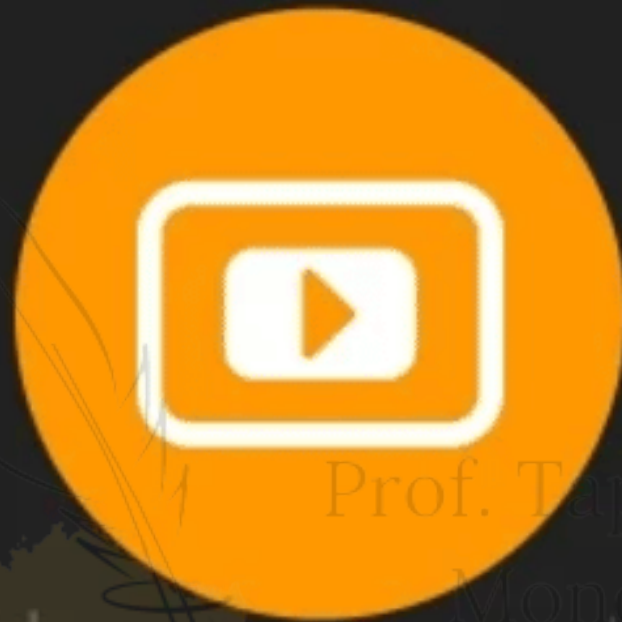
**0.07%**

AVERAGE FACEBOOK POST  
ENGAGEMENTS vs. PAGE  
FANS: **PHOTO POSTS**



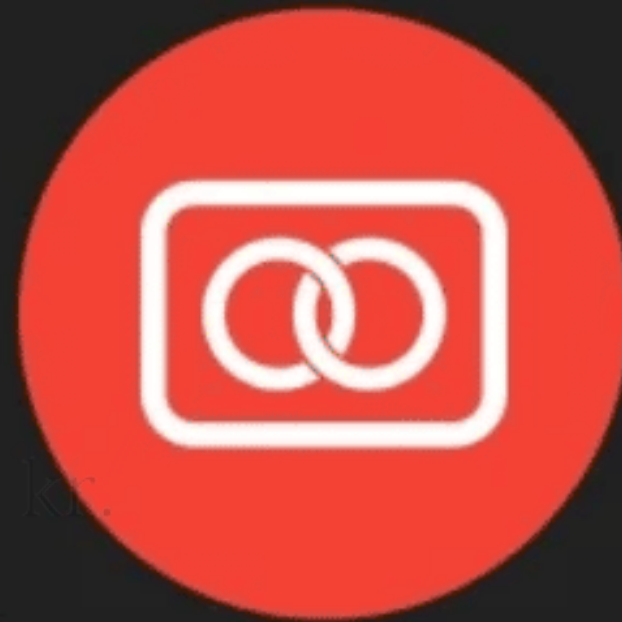
**0.11%**

AVERAGE FACEBOOK POST  
ENGAGEMENTS vs. PAGE  
FANS: **VIDEO POSTS**



**0.08%**

AVERAGE FACEBOOK POST  
ENGAGEMENTS vs. PAGE  
FANS: **LINK POSTS**



**0.03%**

AVERAGE FACEBOOK POST  
ENGAGEMENTS vs. PAGE  
FANS: **STATUS POSTS**



**0.13%**

locowise

we  
are  
social

locowise



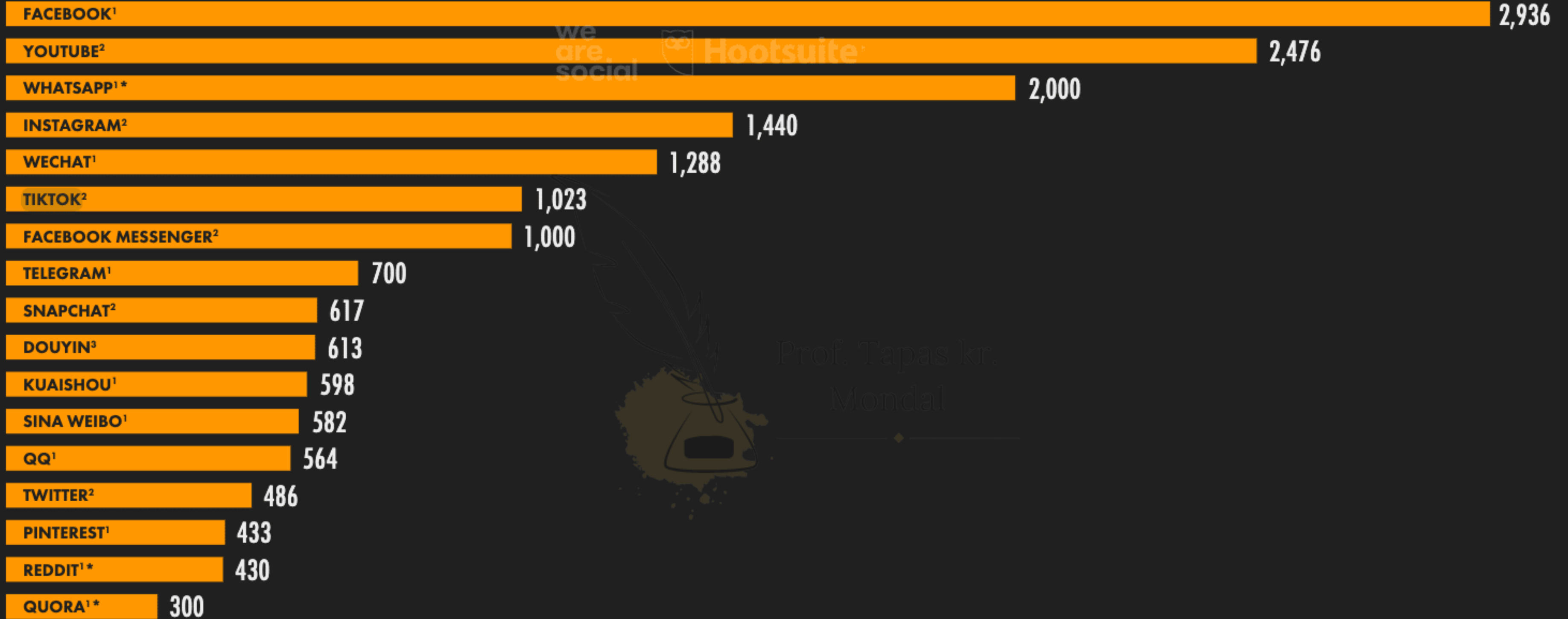
**JUL  
2022**

# THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW



we  
are  
social



Hootsuite

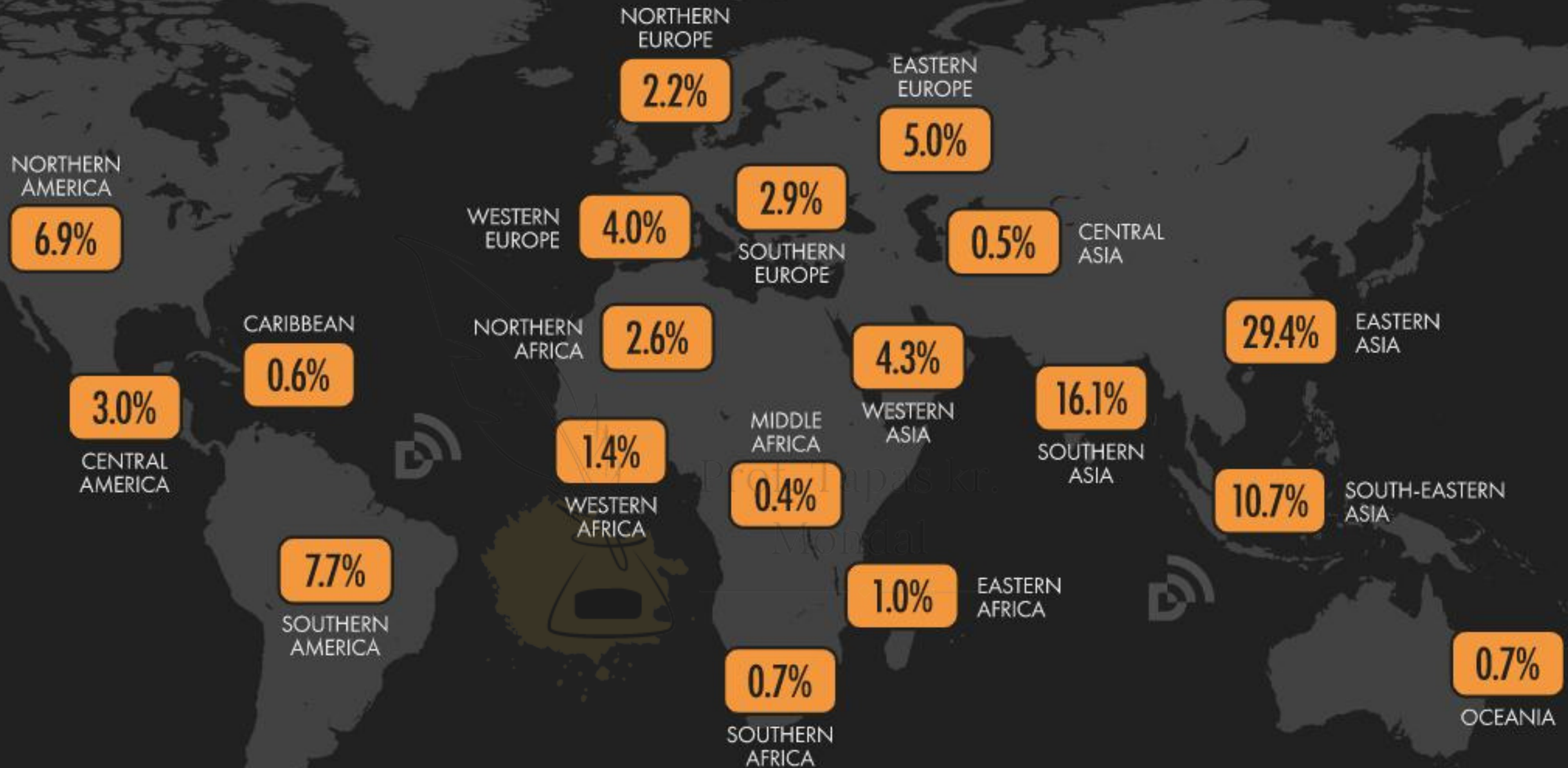


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# SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS







# WHATSAPP IN NUMBERS



TOTAL ACTIVE  
WHATSAPP USERS



1.5 BILLION

TOTAL ACTIVE  
WHATSAPP BUSINESS  
USERS



3 MILLION

AVERAGE TIME  
SPENT ON WHATSAPP  
PER DAY



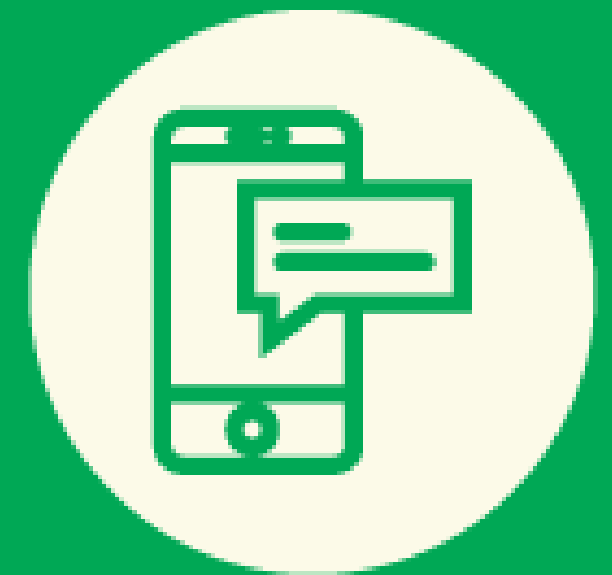
28.4 MINUTES

COUNTRY WITH  
MOST WHATSAPP  
USERS



INDIA

AVERAGE OPEN RATE  
OF WHATSAPP  
MESSAGES



70%



# BEHAVIOR ANALYSIS

01

Behavior analysis is the science of controlling and predicting human behavior.

02

Includes assumptions about how to study behavior and techniques to carry out the analysis.

03

Behavior is seen as a performance that follows a specific stimulus and results in a particular consequence.

04

A three-term notation used to denote this arrangement is A-B-C which stands for antecedent behavior and consequence.

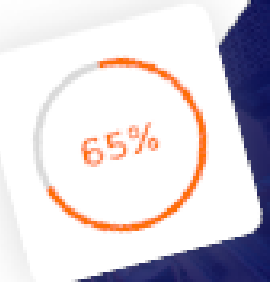
05

By assessing the relationships between a targeted behavior and the environment, these methods can be used to change that behavior.

Dear to you  
position gets shot  
to go with it.



**Project Status Here 1**  
Bibendum neque egestas congue quisque egestas diam a arcu about business services



**Project Planning**  
Bibendum neque egestas congue quisque egestas diam a arcu about is senectus et netus.



**Creative Ideas**  
Bibendum neque egestas congue quisque egestas diam a arcu about is senectus et netus.

**ABOUT US**

**Step Together for Success**

Subtitle Your Text

Bibendum neque egestas congue quisque egestas diam. Tristique about is senectus et netus euismod viverra nibh cras pulvinar mattis.

Bibendum neque egestas congue quisque egestas diam. Tristique about is senectus et netus euismod viverra nibh cras pulvinar mattis.



**SERVICES**  
**Best Problems & Solution for Your Business**

01

**Service Text Here 1**  
Bibendum neque egestas congue quisque egestas diam a arcu about business service

02

**Service Text Here 2**  
Bibendum neque egestas congue quisque egestas diam a arcu about business service

04

**Service Text Here 4**  
Bibendum neque egestas congue quisque egestas diam a arcu about business service

03

**Service Text Here 3**  
Bibendum neque egestas congue quisque egestas diam a arcu about business service



**Subtitle Your Text**  
Bibendum neque egestas congue quisque egestas diam a arcu about is senectus et netus etiam Viverra nibh cras pulvinar mattis.



**ABOUT US**

**Step Together**

Subtitle Your

Bibendum neque egestas congue quisque egestas diam a arcu about is senectus et netus euismod viverra nibh cras pulvinar mattis.

**Pointstd Creative**

**Mondal**

# Business Profile

Profile and Branding Company Presentation Template



# Brian Solis

2nd **fluencer**

Principal Analyst, Altimeter Group (a Prophet co.), Author of X: The Experience When Business Meets Design

San Francisco Bay Area | Marketing and Advertising

**Current** Altimeter Group, What's the Future of Business, changing the way businesses create experiences, Engage! The complete guide for businesses to build and measure success in the social web

**Previous** The Pivot Conference, The End of Business as Usual, Engage, The Complete Guide for Businesses to Build, Cultivate, and Measure Success in the New Web

**Follow**

Know Brian?  
**Connect**

**190,781**  
followers

<https://www.linkedin.com/in/briansolis>

**Contact Info**

## Posts

Published by Brian



**How Mobile Is Changing the Way Consumers Buy Cars...**

### THE SIX STAGES OF DIGITAL TRANSFORMATION



**The Race Against Digital Darwinism: The Six...**



**Mobile is Eating the World: Your Playbook to...**

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Monday [See more](#)

## Ads You May Be Interested In

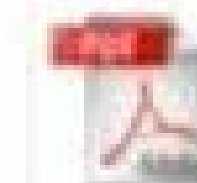
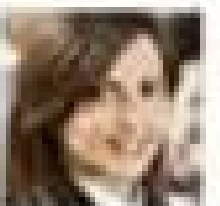
**Dakota**

### Training for Help+Manual

Create online help, user manuals and knowledge bases in no time!

### Professional Women Only

You're invited to Join the Professional Women's Network



### Agile Software Testing

Download our whitepaper for tips on developing a successful agile strategy.

# Thank You



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