



Introduction To Digital Marketing

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Offerings Of This Course

01

What is Digital Marketing?

02

Why Digital Marketing?

03

How To Do It?

04

Types Of Digital Marketing



What Is Digital Marketing?

What Is Digital Marketing?

Use of electronic Medium or Digital Media or in simple words the internet to market your products for business is as called Digital Marketing



*Understand Your
Customers*

*Reach Out To Them
Online*

Some Numbers

2 million likes on FB

20 million emails

600 Websites

2lakh sales



Why Digital Marketing?

Why Digital Marketing?

Before Digital Marketing

Now?

What Do you Think Has Changed?

How Do You Do It?

How do you do Digital Marketing?



*Ask Why?
(Problem Statement)*

For Whom?

*What Platforms can You
Use?*

Use Cases



Does Any One Remember This?

Use Cases

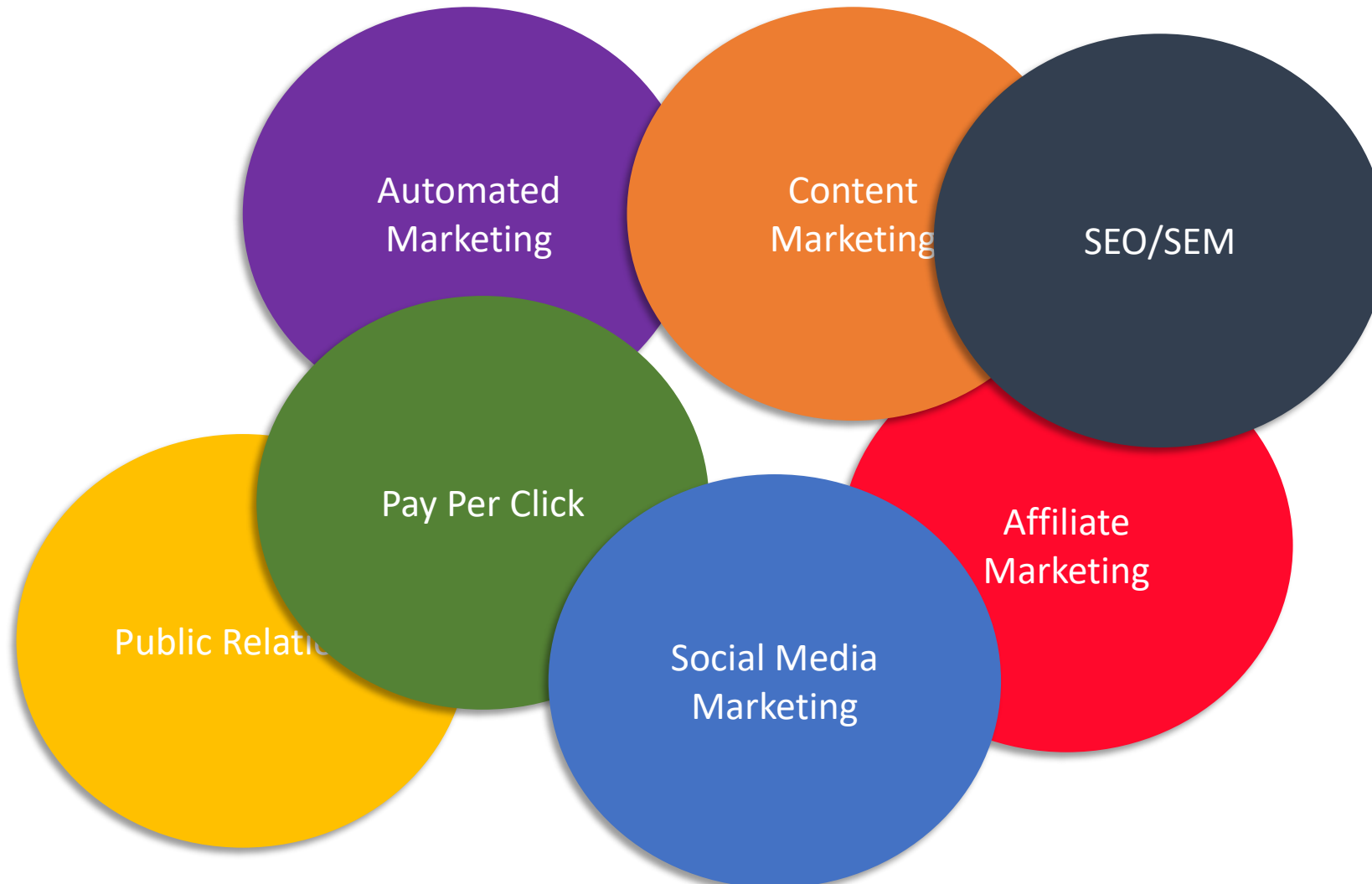
The logo for TOMS is presented as a vertical stack of four rectangular blocks. The top and third blocks are light blue, while the second and fourth blocks are light gray. The word 'TOMS' is centered in the second (gray) block in a large, bold, black, sans-serif font. The phrase 'One for One' is centered in the fourth (gray) block in a large, black, sans-serif font.

TOMS

One for One

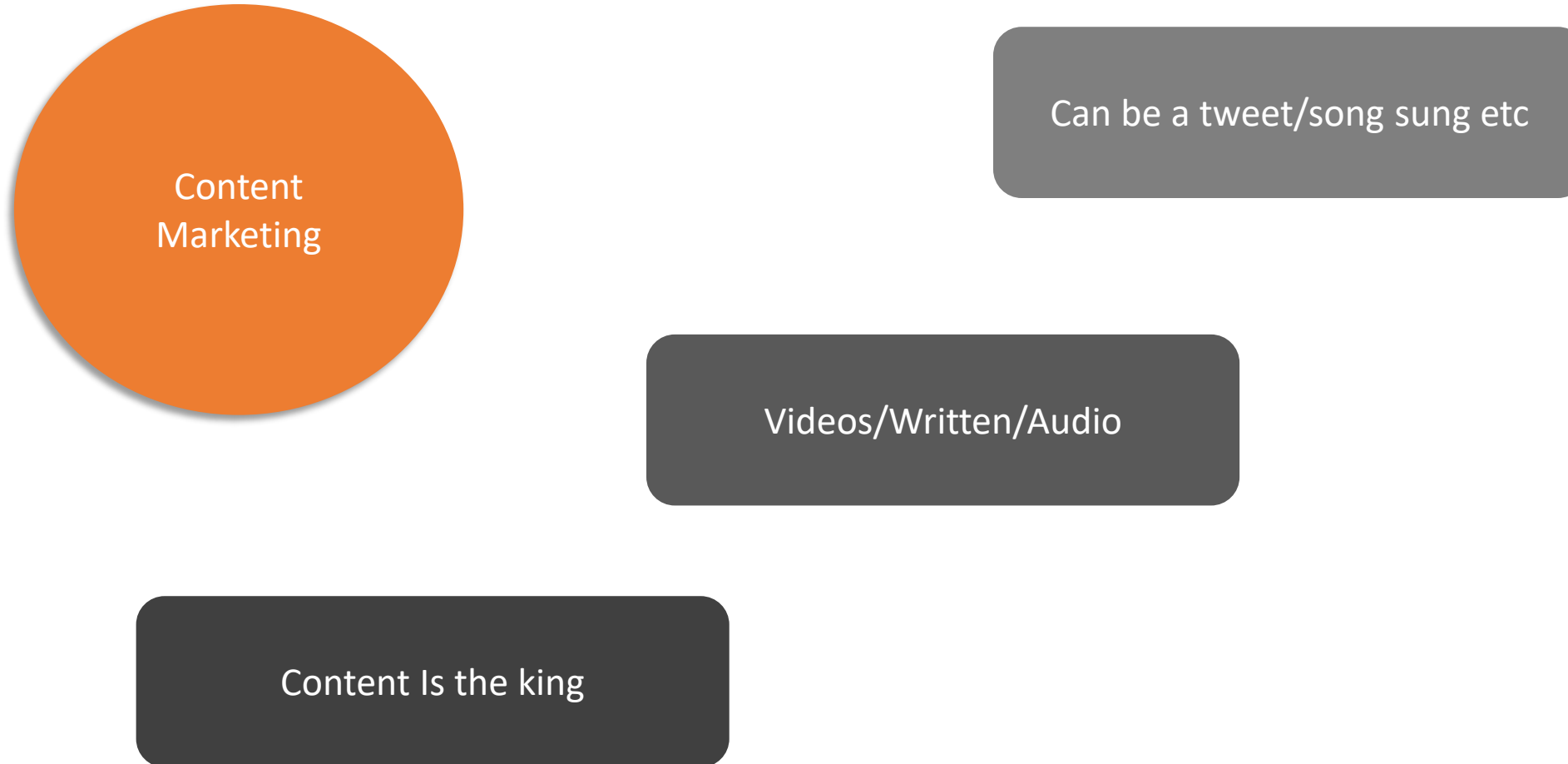
Types Of Digital Marketing

Types Of Digital Marketing



Content Marketing

Content Marketing



SEO/SEM

SEO/SEM



SEO/SEM

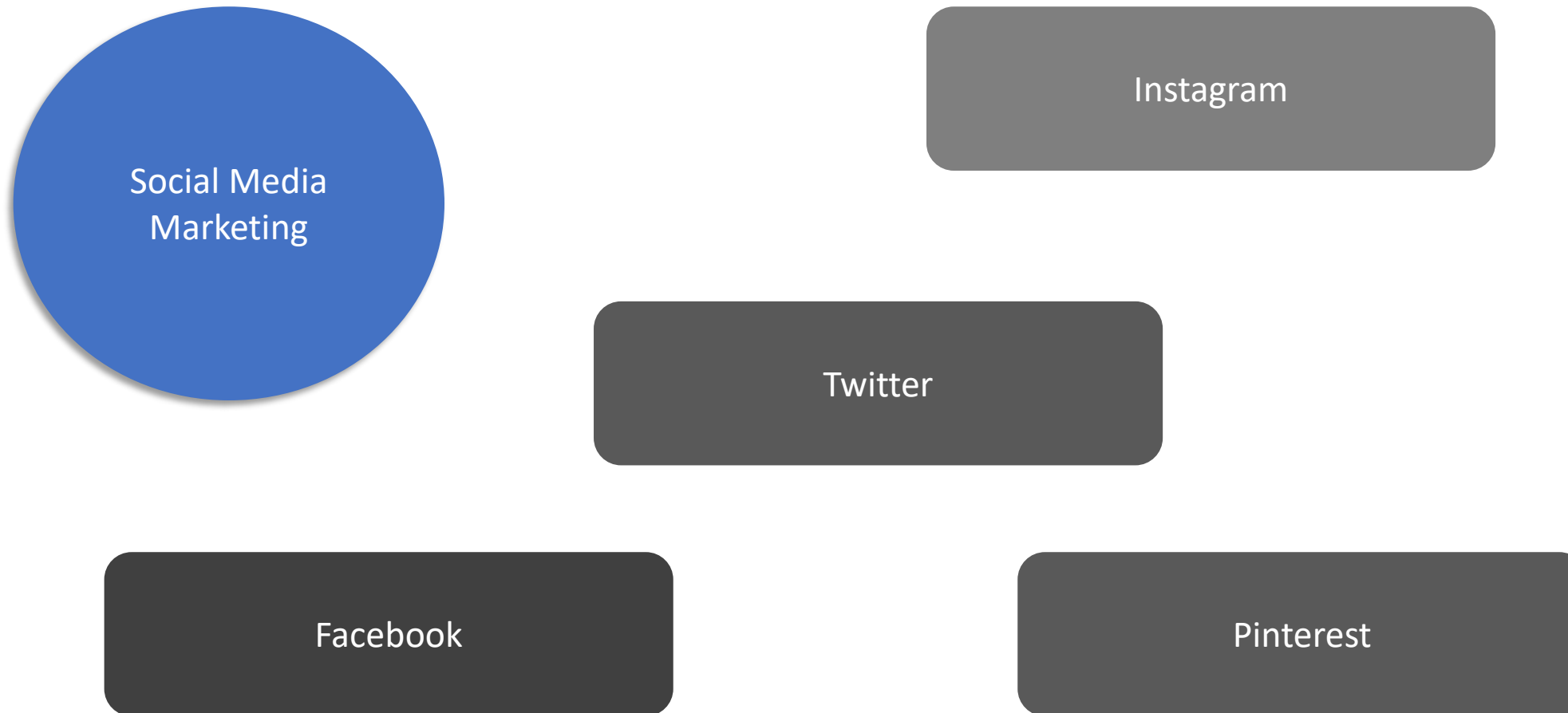
Should You Pay for it?

Off Page/ On Page

How do you make it rank?

Social Media Marketing

Social Media Marketing



Affiliate And Automated Marketing

Automated and Affiliate Marketing

Automated
Marketing

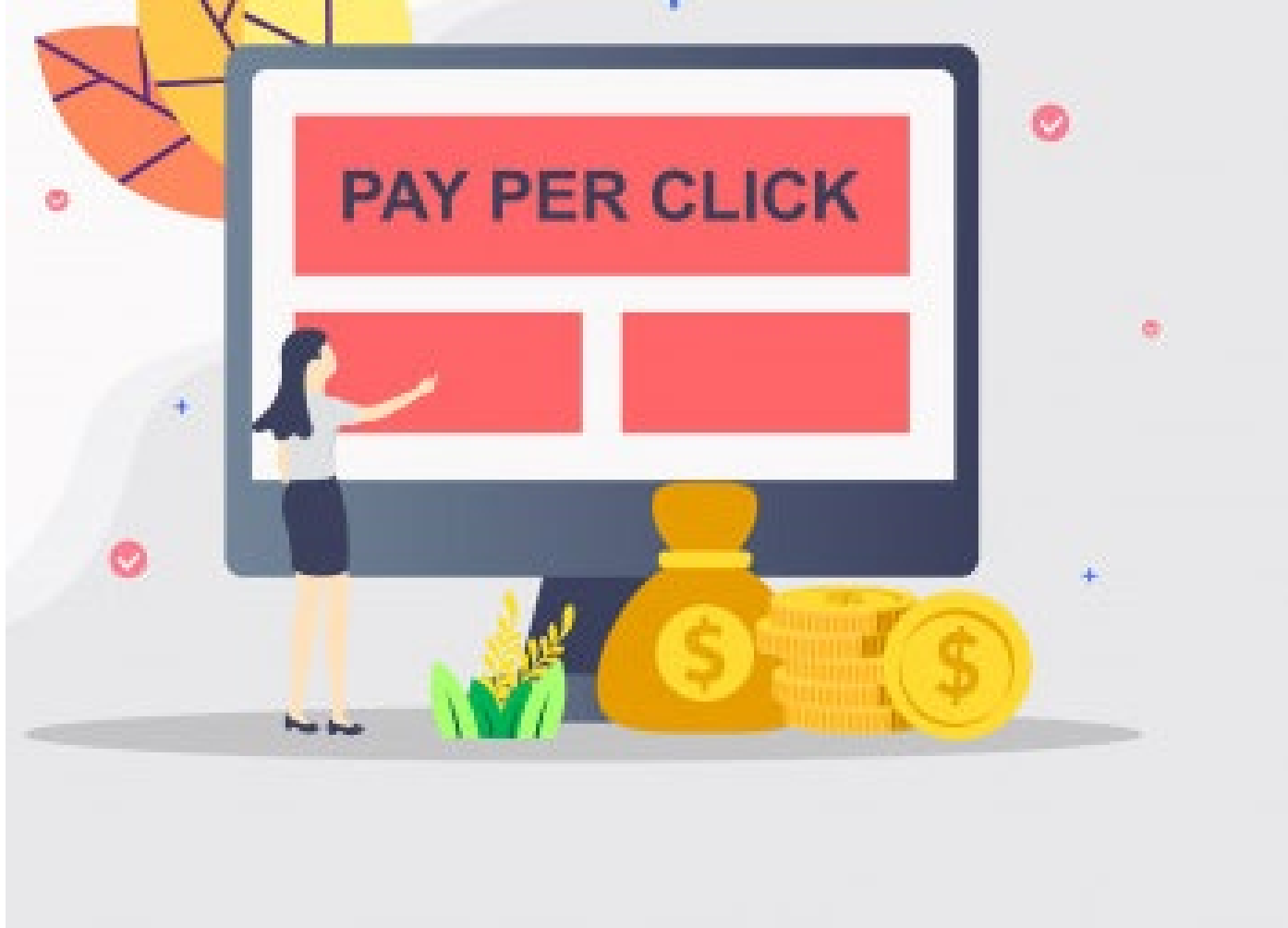
Marketing Automation refers to the software that serves to automate your basic marketing operations.

Pat Flynn: Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the profit for each sale that you make.

Affiliate
Marketing

Pay Per Click

Pay Per Click



Public Relations

Demo

Public Relations



Summary

In this course we have covered:

- Why Digital Marketing?
- What is Digital Marketing?
- Types of Digital Marketing

Thank You