



# Digital Marketing

Lecture 1

By

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# Marketing?



- ▶ Creating
- ▶ Communicating
- ▶ Delivering
- ▶ Exchanging
- ▶ Offering

# Digital marketing



- ▶ Exploring New Avenues
- ▶ Optimization production
- ▶ Creating and advertising

# Digital Media



- ▶ Digital media refers to audio, video, photo, text that has been encoded using a computer and can be transmitted digitally to people.

# Digital marketing ?



- ▶ All marketing activities done on modern digital channels

# Digital marketing



- ▶ Social media marketing
- ▶ Emails and SMS
- ▶ SEO
- ▶ Mobile marketing

# Key point

- ▶ Market Research



# Power of D M



- ▶ GLOBAL REACH
- ▶ PERSONALIZED MARKETING
- ▶ CUSTOMER ENGAGEMENT
- ▶ CONTENT VARIETY
- ▶ SALES CONVERSION
- ▶ COST REDUCTION