Digital Marketing: An Overview

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Abstract

The modern customer spends a lot of time 'online', uses multiple digital channels/platforms and has abundance of choices for most products/services. With digital technologies, companies can now personalize their marketing efforts and target their relevant segment with more precision. They can provide a cross-channel, continuous personal experience to their customers.Simply put, Digital Marketing is use of digital technology for carrying out marketing activities. Firms across the globe have woken up to this new tool available to them to reach out to more and more customers in number of ways. Digital Marketing is also referred as 'Online Marketing', 'Internet Marketing' and 'Web Marketing' in various countries around the world.Digital Marketing comes with number of tools with it – content marketing, blogs, search engine optimization (SEO), website designing, web banner ads, paid search (SEM or search engine marketing), affiliate marketing, mobile marketing (SMS, MMS in-app marketing), email marketing, social media management, social media advertising etc. And the important thing to keep in mind is that it is continuously coming up with more such tools and platforms, and the marketers are both spoilt and confused with so many powerful options at their disposal.
Keywords: Digital Marketing, Email Marketing and Search Engine Marketing.

Introduction:
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Various Tools available in Digital Marketing Industry
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Career in Digital Marketing
the companies are now aiming to have digital presence. This creates lot of career opportunities for Digital Marketing. According to industry search reports, digital economy is going to grow about 10 times faster than the traditional economy over next 3-5 years. And the firms that operate with digital presence are the ones who are going to create most of the jobs.

Career Opportunities in Digital Marketing

Digital Marketing provides with plethora of career options. Plus, you don't have to mug up crazy formula and definitions that you are never going to use in your life, and it's fun. If you love coding, go into web designing and related options; if you can write better than most – content marketing is for you, and so on.

Typical Job Profile in Digital Marketing

Many of the roles of digital marketing, I am going to mention below are related and more often than not, a digital marketer is responsible for more roles e.g. you may be responsible for both social media management and search engine optimization.

Web Designer/Web Developer

There is difference between the two, with web designer covering more functions than web developer. In brief they are responsible for designing, re-designing, coding, testing and modifying websites – making it more user friendly, more appealing (i.e. User Interface and User Experience).

Content Marketer

You create content that is potential viral material, making sure it is optimized well through SEO, incorporate inputs from other relevant teams e.g. product, operations, etc. If you can writer better than most of others and can create superior content, this is the role for you. Content is not only limited to text, but any other form that you see on web, mobile apps etc.

Search Engine Marketing

The Search Engine Optimisation module examines the various tactics for enhancing your website's position and ranking with search engines. The module covers the key concepts and terminology used within the field of SEO and equips marketing professionals with the technical knowhow, understanding and insight to build and maintain an effective SEO strategy. You will learn about the range of specialist tools that are available to help common search engines find, view and rate websites. With this in mind, you will learn about onpage optimisation techniques and understand the process of effective keyword research and selection. You will understand the importance of content updates and will learn about applying appropriate meta tags in order to drive site optimisation. Students will understand the concept of ranking and be able to perform a range of offpage optimisation activities to improve your site ranking and positioning, such as link building. At the end of this module, you will be able to monitor and manage your SEO activity by

setting a baseline and regularly measuring activity against expectation. You will also be aware of data protection and privacy issues associated with SEO.

The Pay Per Click module demonstrates how to implement and manage search advertising campaigns. Lectures will cover the key concepts and terminology used within the field of PPC and will equip you with the technical understanding and skills to build and maintain an effective PPC strategy. You will understand the fundamentals of search engine marketing and appreciate the mechanics of how PPC systems function. Students will develop advanced keyword research and selection skills and learn how to apply these to Adwords campaigns. You will be able to analyse current Search Marketing activity and target your campaign to key audience groups in order to enhance and improve click through rates. You will recognise the features of strong ad copy, and develop your skills in writing compelling ads. Learn how to set and manage budgets for Adwords campaigns, and measure and analyse their effectiveness by exporting detailed campaign management reports in order to see how they align with established baseline expectations. You will also be aware of relevant data protection and privacy issues associated with PPC.

Email Marketing

The Email Marketing module covers industry best practices for creating and delivering effective email marketing campaigns. The module overs the four foundational aspects of email marketing: Subscriber Management, Email Design, Delivery and Reporting. You will learn how to develop and manage a subscriber database, and become familiar with the features within third party email systems and solutions. You will be able to plan a marketing segmentation strategy for your target audience and recognise what makes for good email design in terms of user centric content, coherent layout and an attractive design. Students will understand what split testing entails, and will be able to use key metrics to report on the effectiveness of your email marketing campaigns, including open rates, clickthrough rates, unsubscribes and bounces. You will be able to monitor and evaluate email marketing analytics, and be aware of data protection and privacy issues associated with email marketing.

Digital Display Advertising

The Digital Display Advertising module equips you with the skills and knowledge to implement and manage effective digital display campaigns. The module covers the core concepts and terminology associated with digital display advertising, and explores what is involved in developing and managing effective ad campaigns. You will develop a comprehensive understanding of the creation and deployment of digital display advertising, learning about the wide range of ad display formats and how to select the most appropriate ad format for your campaign target audience. You will be able to develop clear campaign objectives and measure and optimise your campaign based on firm results analysis. Students will be able to research and use a range of campaign publishers, and know what pricing metrics such as CPM, CPC, CPL and CPA entail commercially. You will also learn how to use the standard Digital Media Planning Process to obtain the best possible return on your digital display advertising efforts.

Social Media Marketing

The first Social Media Marketing module enables you to effectively engage with customers across a diverse range of social media platforms. You will appreciate the emerging trends in the social media space and the opportunity afforded by the 'always connected' social consumer. You will recognise the suitability of different social

platforms for your aims and objectives, and appreciate the challenges of social media. You will be able to select and prioritise different goals for your organisation, your customers and your products and services, as well as recognise the different social media communication styles that apply to different audiences. This module covers the key concepts and terminology used in social media, and you will be able to configure social media accounts across Facebook, Twitter, LinkedIn, YouTube and Google +, as well as learning about the new emergent social platforms. Understand how to implement appropriate privacy settings across your social media, and develop profiles that engage across a range of social media platforms.

Mobile Marketing

The Mobile Marketing module focuses on utilising the power of mobile technologies as a way to access increasingly mobile consumers. You will understand emergent trends within the mobile space, and recognise the new opportunity afforded by "always on" mobile devices when interacting with specific audiences based on context and location. This module covers the key concepts and terminology used within the field of mobile marketing and will equip you with the technical knowledge and skills to build and maintain an effective mobile marketing strategy. Learn how to run effective SMS campaigns and explore technologies such as NFC, Mobile Sites, Apps and Bluetooth. You will recognise the importance of suitable campaign messaging, and the need to validate marketing activity with campaign trials, review and ongoing analytics measurement. Apply our six step process for designing and developing effective Mobile Apps and understand how mobile marketing integrates with the latest advances in social media marketing. The module also covers data protection and privacy issues associated with mobile marketing.

Strategy & Planning

The Strategy and Planning module provides a structured approach for bringing together all the strands of the Professional Diploma in Digital Marketing, to create a coherent Digital Marketing Plan. This module is based on the Digital Marketing Institute Methodology, which incorporates a ninestep process based on three distinct parts. Part one includes a situation analysis exercise, a formal information gathering process, and an audience definition exercise. Part two develops a set of clear and meaningful objectives for the Digital Marketing Plan. Appropriate tools are selected on the basis of the anticipated audience(s), and objectives and budget are set based on the channels detailed within the Digital Marketing Institute Framework. An action plan is developed to provide a coherent project structure, including milestones, deliverables and resources. Part three of the Digital Marketing Institute Methodology emphasises the importance of an iterative process of monitoring, analysis and enhancement based on performance. The Strategy and Planning module provides you with the skills to create a formal Digital Marketing plan for your organisation, which will allow you to implement a successful and effective Digital Marketing strategy.

Conclusion

The research and practice of digital marketing is improving with the advancement of technology. The advancement in technology fosters multifaceted opportunities and at the same time poses unprecedented challenges for the marketers. Marketers make use of Digital Portfolio as a platform to promote a professional brand by defining the product in a manner that adds credibility. Research highlights that B2B buyers dislike cold emails

and calls, hence, Digital marketing allows enough provisions for finding the right people through its streamlined search engine and connections (Korda, Holly and Zena, 2013). In the present era, buyers expect knowledge that offers potential solution to their product related problems. The strong visibility of the organization or the brand through digital marketing allows the consumers to develop perceived knowledge about the brand. By the spread of word of mouth and getting recommendations fromtheir connections assist the users in making active decisions about purchasing.

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