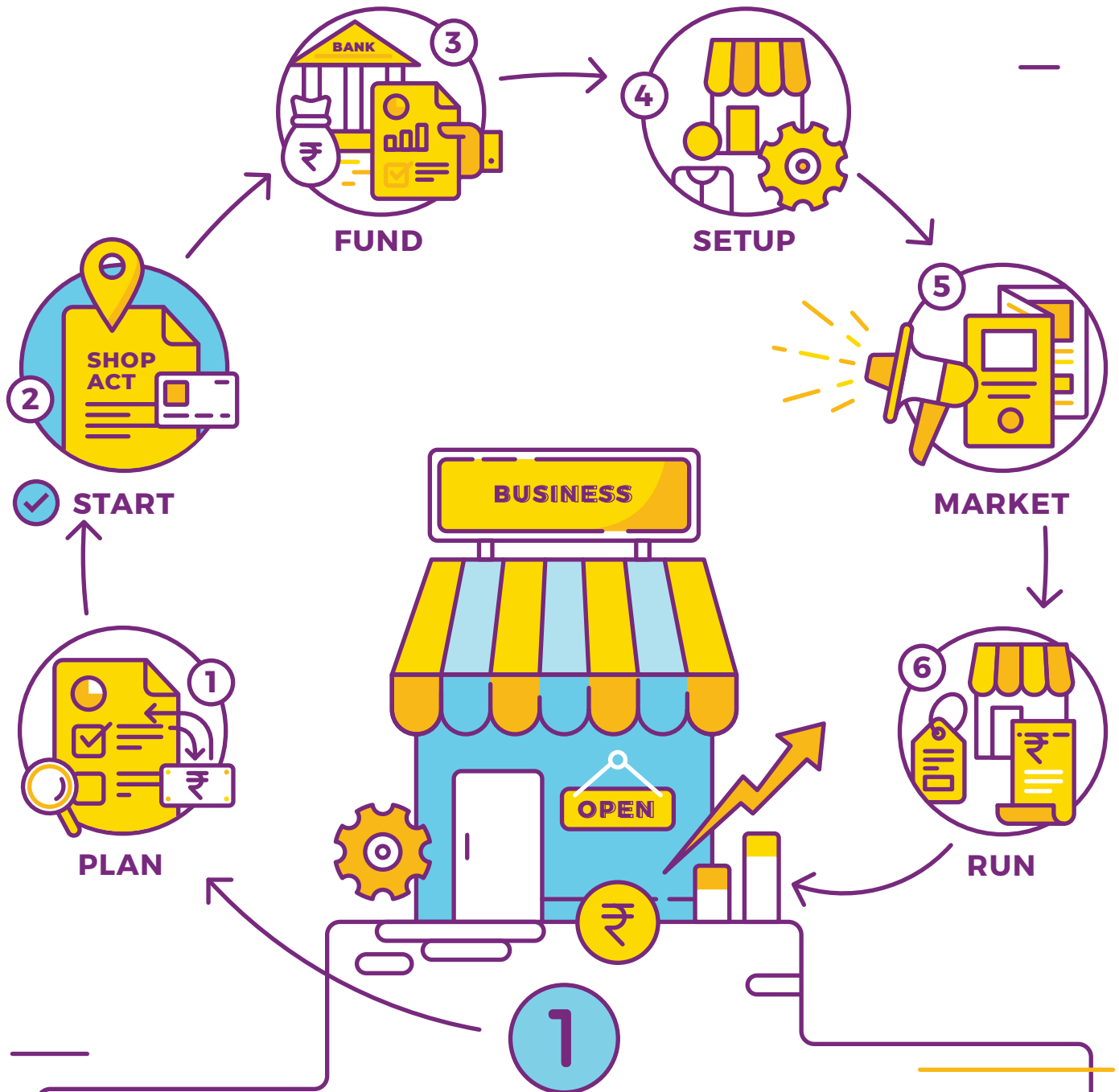


DIGITAL MARKETING MANUAL



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DIGITAL MARKETING MANUAL

Meaning:

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. In simple terms any form of marketing that exists online is called as digital marketing.

Process:

A digital marketing process is a broad term to explain any number of steps you take to achieve a digital strategy. The digital marketing process involves varied steps, which are essential to know how online marketing campaign works well in the promotion of business online to maximize your product/service reach. Digital Marketing process broadly involves the following steps:

- a. Research
- b. Plan and Strategize
- c. Implement
- d. Measure and Audit
- e. Optimise



Digital Marketing Strategy:

Digital marketing strategy is the series of actions that help you achieve your company goals through carefully selected online marketing channels. These channels include paid, earned, and owned media, and can all support a common campaign around a particular line of business. In simple terms, a strategy is just a plan of action to achieve a desired goal, or multiple goals.

6 steps to an effective digital marketing strategy

1. Define the objective

Know what you want to achieve E.g. What is your mission? Do you wish to create a brand presence or focus on sale of products? Do you want to focus on local markets or expand? Etc.

2. Set your key performance indicators (KPI's)

E.g. – Assuming that one of your KPI's is to measure the no. of people visiting your page; If you wish to know this, you can do so by using Google analytics. This will help you understand the type of audiences who are visiting your page, what are they clicking on most, what is their online journey and more. Accordingly, you can tweak your offering to suit their needs and increase conversions.

3. Analyse and keep editing the strategies

Analyse your own and competitor's strategy carefully to avoid common mistakes. E.g. – Check what is drawing customers to visit a similar offering to yours. Check what kind of words / images are people using/ referring to search for products /services and how are you ranking amongst all. Re-tweak and keep analysing for better results.

4. Customise your language

Considering your Target Group of customers see that you change the tone of voice as well as the local language to be considered while doing promotions.

E.g. - Start with the basics and note down all the demographic information you know about your target consumer – like age, gender, education and location.

5. Resource management and budgeting

E.g. – What kind of money will you require to create, say a website or a social media page and how would that be aligned to the objective set for the business is also essential. It is better to have a defined budget and allocate the resources to manage the input and output goals for any online channel management. Re-visiting promotion strategies is crucial at regular intervals, which require budget.

6. Make the plan

It is good to have a well laid out digital marketing plan with set goals and objectives but one must keep reviewing it to identify changes and integrate new ones with old ones.

Digital Marketing Planning (DMP) is a term used in marketing management and it's the 1st stage of forming a strategy for the wider digital marketing system outreach.

Stages of planning:

1. Strategy

Defining your strategies to make your brand reach digital is very important. What you are offering to consumers online/offline and communicate it, using digital techniques.



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2. Goal definition

Businesses need to define the goal for the purpose of using digital marketing. Mostly the goal is to make brand awareness into the minds of consumers using digital platforms. Set 'SMART' (Specific, Measurable, Actionable, Relevant and Timely) objectives.

3. Action Plan

It is equally important to have an action plan ready once your strategies and goals are defined. An action plan is to practically implement the strategies and begin the use of digital platforms.

Channels:

Digital marketing has multiple channels, as an entrepreneur, one's core objective is to find right channels which will result in maximum two-way communication and a better overall ROI for the brand.

To name a few popular ones that are:

1. Search Engine Optimization (SEO):

It is applicable to those entrepreneurs who are having their own business website. Search Engine Optimization or SEO as it is popularly called, is basically getting websites or specific web pages to show up on search engines (e.g. Google) when specific keywords are used as search terms. SEO helps a brand gain visibility across search engines and across online geographies.



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2. Pay-per-click advertising (PPC):

This is a model of internet marketing in which advertisers pay a fee each time a potential customer clicks on one of their ads. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits through a direct type on google or any other search.

3. Content marketing:

Content is central to all marketing campaigns and activities. Content marketing involves marketing various pieces of content on several digital marketing channels. The content displayed in this form of marketing can be in form of blogs, infographics or video and it must be very focused as per the target audience.

4. Social Media Marketing (SMM):

Social media marketing, as the name suggests, is a digital marketing channel used to promote and market brands or businesses on various social media platforms. Some of the popular social media marketing platforms include Facebook, Twitter, LinkedIn, Instagram, etc. The platform you choose depends on whether you are B2B or B2C apart from a whole lot of other factors including your brand's business goals.

The different types of social media platforms to serve Ads:

- Social networking (Facebook, LinkedIn, etc.)
- Microblogging (Twitter, Tumblr).
- Photo sharing (Instagram, Snapchat, Pinterest).
- Video sharing (YouTube, Facebook Live, Instagram, etc.).

5. Affiliate marketing:

It is a platform where one business is promoted on other business website and traffic is drawn through that route. Affiliate marketing is a business which brings profit at both ends. Your partners or referrals can mention your website and backlink it to your own. This way both can mutually take advantage of customers visiting each other's pages online.

6. Email marketing:

Email marketing is a digital marketing channel which is used to market brands and businesses through emails. It is a way to reach consumers directly interested in your business at a relatively low cost.



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7. Display advertising:

As the term infers, Online Display Advertisement deals with showcasing promotional messages or ideas to the consumer on the internet. This includes a wide range of advertisements like advertising blogs, networks, video ads, contextual data, ads on the search engines, classified or dynamic advertisement, etc.

8. Video advertising:

Where advertisement are played on online videos, this is now one of the biggest way to advertise and promote your business. YouTube is a platform where you can upload promotional videos of your business.

Benefits of Digital Marketing:

1. Global reach

Your business is not only promoted on local but also on global presence. A website allows you to find new markets and trade. E.g. Amazon marketplace allows you to sell your products online and this can be accessed by anyone, anywhere.

2. Cost Efficient

The cost when compared to any other mode of marketing is much lower in digital marketing. E.g. a display ad or an ad on social media will be cheaper than a print ad with a targeted customer reach. It's also more effective than traditional ways in today's world.

3. Trackable & Measurable results

Detailed information can be tracked and measured of how customers use your website and respond to your advertising can be found out with using web analytics tools.

4. Data and results are recorded

With Google analytics, you can check the reach of your campaigns done and store them as well for future analysis.

5. Personalization

If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers.

6. Interaction

By getting involved with social media, you can easily have a conversation with your customers and build a rapport from there itself.

7. Cash Back Offers

Digital marketing allows you create engaging campaigns using different types of media content. E.g. Cashback offers on apps, website, etc.

Together, all of these aspects of digital marketing have the potential to add up to more sales.

Digital Marketing v/s Traditional Marketing

	<i>Digital Marketing</i>	<i>Traditional Marketing</i>
<i>Meaning</i>	Communication through digital channels.	Communication through offline channels.
<i>Ways</i>	Social media, Web, Mobile, LinkedIn, etc.	Television, Radio, Newspaper, Billboards, Flyers, Signposts, Magazine Ads.
<i>Communication Gap Capacity</i>	Highly interactive and in real time	Very little interaction.
<i>Costs</i>	Not costly	Very costly
<i>Results</i>	Can easily be measured.	Cannot be easily measured.
<i>Customization</i>	Can be customised and targeted towards specific audiences	Cannot be customised towards specific audiences
<i>Ideal Target Market</i>	Here we can choose our own target market.	As it's a generic, we cannot choose our own target market
<i>Exposure</i>	Broad and widespread across the globe	Limited and focused in a particular zone, area.



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Checklist for Social Media Marketing

This checklist will guide you about the information to be kept ready while having Social Media Presence:

1. Create a logo of your business.
2. Decide tagline of your business.
3. Finalise the brand name of your business.
4. Keep the pictures / images / videos of your products / business ready.
5. Finalise the content that needs to be published on social media. (For e.g. brief the nature of your business, information of the products /services, mission, vision, etc.)
6. Prepare laundry list of the key words on internet to add to your profile for SEO (Search Engine Optimization) purpose.
7. Keep ready latest updates/offers about your business as pinned posts for social media platform.
8. Identify the platform which will match your Target Group. (For e.g. Housewife's will use more of Whats app, Business men will join multiple groups on fb/twitter/LinkedIn, etc.)
9. Make an appropriate plan to manage the social media presence of your business.
10. Make sure your Frequently Asked Questions (FAQ's) set is ready.

Turn Around Time (TAT):

It may vary from case to case based on the customization required.

Deliverables:

1. Questionnaire for Digital Marketing (for benefited)
2. Digital Marketing Handbook (for benefited)



Good Luck For Your Business.



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