digital marketing fundamentals

Introduction to Digital Marketing. Website Planning & Development

what is digital marketing?

- it's a process to reach more potential customers or target group (TG) via any internet enabled device and utilizing various digital channels (websites and web applications) to meet specific business objective such as increasing number of leads, more sales revenue, getting more visitors,more brand loyalty, brand recall and brand engagement for a product, service, organization, brand or individual.

what is most important here?

- Content is king here. You have to create desire, want and need among your TG by providing informative, fresh, unique and high quality content to convert them into leads. Content means combination of text, graphics, videos, infographics, webinar, ebooks, ppt, docs, pdf, podcast or audio and social teasers.

what are the performance metrics?

- number of leads
- volume of sales for ecommerce sites
- number of visitors to your website & search rank
- time spent on website (user stickiness)
- bounce rate (%of total visitors leaving site just after viewing only one page. below 30% is superb, 30% to 50%-good, 50%-70% average, above 70% is bad)
- engagement (like, share, reviews, comment

types of digital marketing

- Inbound marketing or pull marketing - SEO, Social Media Optimization, Content Marketing, Data driven marketing, Mobile apps marketing, ORM, Affiliate Marketing, Video marketing.

- Outbound marketing or push marketing - Social media marketing (paid ads), PPC/Adwords, Media buying, Email marketing, Bulk sms

- inbound marketing gives 80-85% return

process of digital marketing

- Strategy - understand your business first.(4P)
- planning - select the right digital mix
- execution - implement your plan
- monitoring - measure the performance metrics
- repeat the cycle

what is digital marketing mix?

- depending on the nature of business, selecting the right type of digital channels and right proportion of work to be carried out in a specific timeline to meet your digital marketing objectives and performance metrics is called digital mix. it's a trial and error experimental process varying from business to business and you have to play smart with backup plans for success.For example, for a jewellery house, facebook is better platform than linkedin.

benefits of digital marketing

- cost effective
- faster
- maximum reach in less time
- track KPIs & ROI better
- better user affinity
- less intrusive

how to plan a website?

- analyze the business first and define USP.
- find out the close competitors and see what they are doing online.
- prepare your content plan & draft a wireframe.
- ask feedback from users what they want to see.
- revise your wireframe until you are satisfied.
- define important landing pages.
- select the right theme & platform to build

points to consider in web design

- user experience (less load time, light-weight)
- usability (clear navigation, whitespace, directional navigation, good quality content, clear scan-able writing style, conversational content, share-ability, search engine friendly)
- conversion (address customer pain points, sell benefits, build trust, give reassurance, give personal touch, clear single call to action, cross platform trust validation, frequent updates.)

web development platforms

- CMS - wordpress, drupal, joomla
- eCommerce - magento, woocommerce, virtuemart, opencart, zencart, oscommerce, prestrashop
- marketplace - etsyclone.com (paid)
- SaaS- shopify, zepo, squarespace
- educational site - moodle
- check more - https://www.softaculous.com/softaculous/apps