



What is Digital Marketing?

Digital Marketing

What is Digital Marketing?

Digital Marketing

Course description

Unless you're completely "off the grid," you're interacting with digital marketing all day, every day. From your smartphone, nudging you with text alerts, to your laptop and its email greetings, to the tablet's app notifications, there is continual outreach from the business world to you, as the consumer. You can sign up, save, engage, and "like," all with an easy "click" or "tap." So how are *you* reaching out to *your* customer? What prompts, nudges, and invites should you have out there? And where? "Follow" us through this series, and we'll help you figure that out! We'll start with a general scroll-through and then go through each component...click, click, click!

Digital marketing

- Definition: The form of marketing products or services that involves electronic devices
- Digital marketing has been around for decades, because electronics have been around for decades.
- Americans spend an average of 11 hours a day on electronic devices.

Two pillars

1. Online marketing
 - Search engine optimization
 - Content marketing
 - Social media marketing
 - Pay-per-click
 - Email marketing
2. Enhanced offline marketing

Enhanced Offline Digital Marketing

- This form of marketing is entirely offline, but enhanced with electronic devices.
- Examples include:
 - iPads on the table at Chili's
 - Electronic billboards in New York's Times Square
 - Chipotle's text messages to rewards members

What is Digital Marketing?

Digital Marketing

B2B and B2C

- Business-to-business (B2B)
 - Your digital marketing should center around online lead generation with the end goal being for someone to speak to a salesperson.
 - The role of your marketing strategy is to attract and convert the highest quality leads.
 - Beyond your website, you'll probably choose to focus your efforts on business-focused channels like LinkedIn.
- Business-to-consumer (B2C)
 - It's likely the goal of digital marketing efforts is to attract people to your website.
 - From there, you'd like them to become customers without ever having to speak with a salesperson.
 - For this reason, you're less likely to focus on "leads" in the traditional sales-sense.
 - You're more likely to focus on building an accelerated buyer's journey.
 - It starts at the moment someone lands on your website, and finishes when they make a purchase.
 - For B2C companies, channels like Instagram and Pinterest can be more valuable than business-focused platforms, such as LinkedIn.

Benefits

- Benefits to digital marketing include:
 - Allows marketers to see accurate results in real time
 - Connects you with consumers on the internet
 - Saves you money
 - Helps generate higher revenues
 - Gives your business a way to connect with influencers within your target market

Application Questions

1

List your three favorite ways that companies digitally engage you as a consumer.

2

List the digital marketing tools you use currently.
What new things are you interested in trying?