

E-learning course on Digital Marketing and E-commerce



MODULE 2: INTRODUCTION TO DIGITAL MARKETING

Contents

1. **What is Digital Marketing**
2. **Importance of Digital Marketing**
3. **Types of Digital Marketing**
4. **Marketing Platforms**
5. **Software tools to analyze online marketing**
6. **Successful South Asian digital marketing platforms**



2.1 What is Digital Marketing

“Digital marketing is defined as a marketing tool to reach consumers through the use of the internet, mobile devices, social media, search engines, and other electronic channels.”



The main components of digital marketing are:

- Mobile marketing
- E-mail marketing
- Online banner advertising
- Video marketing
- Social media marketing



2.2 Importance of digital marketing



➤ Benefits of digital marketing [\[1\]](#)

- **Global reach** - A website allows you to find new markets and trade globally with a small investment
- **Lower cost** - A properly planned and well-targeted digital marketing campaign can reach the right customer anywhere in world at a much lower cost than traditional marketing methods
- **Trackable, measurable results** - You can measure the outcome of your online marketing with web analytics and other online metric tools



2.2 Importance of digital marketing (2)

➤ Benefits of digital marketing



- **Personalisation** - If your customer database is linked to your website, then after their visit to the site, you can offer them personalised offers
- **Loyalty** - By getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with
- **Improved conversion rates** - If you have a website, then your customers are only over a few clicks away from making a purchase, unlike other media.

Digital marketing helps you to ensure that the right customers have viewed your content. It shows you the result of what a customer is exactly looking for.



2.3 Types of Digital Marketing



Image Source: digihunts.academy

- a) Search Engine Optimization (SEO)
- b) Search Engine Marketing (SEM)
- c) Social Media Optimization(SMO)
- d) Social Media Marketing (SMM)
- e) E-mail Marketing
- f) Content marketing



2.3 Types of Digital Marketing (2)

a) Search Engine Optimization (SEO)

- SEO optimizes your website to get organic traffic from search engines like Google, Yahoo results page. (Organic traffic is any traffic that you don't have to pay for)
- SEO involves doing alternations so that your website's digital presence and content look more attractive to the search engines and your website appears on top of the search engine pages. Thereby, increasing the quantity and quality of traffic to your website through these search results. [\[2\]](#)
- To prepare the results of top-ranking websites, Google needs high-quality content and information relevant to what the user is looking for. The search engine scans or crawls the data of different websites, understands exactly what the site is about, and then delivers information relevant to the user.



2.3 Types of Digital Marketing (3)

b) Search Engine Marketing (SEM)

- Search engine marketing is the practice of marketing through paid advertisements so that their details appear on top of any search results [\[3\]](#).
- SEM includes Pay Per Click (PPC) - an internet marketing model in which advertisers pay a fee each time one of their ads is clicked. Pay Per Click (PPC) is about keywords. We need to bid accordingly to get a good result of clicks and conversions.
- Google Ad Words helps us to find high-volume, industry-specific keywords. Google Ads (formerly known as Google AdWords) is Google's own advertising service, which allows you to place search results for your website on a Search Engine Results Page (SERP) by paying for them.



2.3 Types of Digital Marketing (4)



c) Social Media Optimization (SMO)

- You need a good social media plan to build your brand and enhance your relationship with the audience. Social media optimization helps to improve your social media presence so that your business gets better online visibility to reach a larger audience. It also helps you generate more qualified leads and increases your sales. Social media optimization is important as it helps the business to drives more relevant traffic and generates better leads.
- Ms. Deepali Gotadke, an e-commerce entrepreneur from India optimized her social media profile on LinkedIn. Her profile ranks in the top searches for the keyword “e-commerce consultant in India”. She started getting leads for e-commerce consultancy from all over the world.



2.3 Types of Digital Marketing (5)

d) What is Social Media Marketing (SMM)?



- Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services. With social media ads, users can be targeted based on their demographic location, culture and interests.
- Different kinds of Social Media platforms are Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, WhatsApp, Snapchat, etc. Some of these are free, while for some one needs to pay.
- The terms of payments for advertisement varies. In some cases, one need to pay as per 'Pay-Per-Click' (PPC) or 'Cost-Per-Impression' (CPI) or Cost-Per-Click (CPC). For Cost-Per-Impression, an advertiser has to pay every time a user sees an advertisement, and for Cost-Per-Click, an advertiser has to pay when the user clicks on an advertisement.



2.3. Types of Digital Marketing (6)

e) E-mail Marketing

- E-mail marketing is a method that involves the use of e-mail as a channel to interact with current and potential buyers or target audiences. It is part of the broader Customer Relationship Management (CRM) activities of a company.
- There are two kinds of e-mail marketing:
 - **E-mail newsletters:** Newsletters are e-mails that are regularly sent to the company's subscribers list, typically including informational content that the customer can scroll through and read.
 - **E-mail drip campaigns:** Drip campaigns are the series of e-mails sent automatically on a specific schedule. Example: Mass Email sent about offers for your registered users sent on various festive occasions .



2.3 Types of Digital Marketing (7)

f) Content Marketing



- **Content marketing is a type of marketing that involves creating and sharing a series of online material such as videos, blogs and distributing content for a targeted audience online.**
- **Content Marketing helps in nurturing leads and increasing sales.**



2.4 Marketing Platforms/Strategies

a) Facebook

- A Facebook business page can be created to promote business. There are many sections you can add to a Facebook page such as about, community, events, home, information and Ads, offers, shop, etc.
- Facebook is the world's largest social network and thus by advertising there, one can connect with a larger audience.
- Facebook's micro-targeting features allow you to reach your exact target audience. That is, Facebook ads can help in conveying your message in front of the people who are most likely to buy your products or services. Through Facebook ads, payment is to be made only to reach the most valuable potential customers.
- Some good practices to follow:
 - Have a clear goal and strategy
 - Keep updating regularly
 - Encourage comments and reply quickly
 - Use pictures and videos
 - Know your target audiences
 - Nurture your relationships
 - Use face book insights to learn more about customers



2.4. Marketing Platforms/Strategies (2)

b) WhatsApp



- You can utilize the WhatsApp platform to send pictures, sound files, short videos of your products/services, and text messages to users across the world as it is free messaging platform.
- Some good practices to follow:
 - Prepare own broadcast lists
 - Use group chat as well
 - Create attractive offers and promotions
 - Provide customer support through WhatsApp would give better access to support team
 - Engage directly with phone calls/WhatsApp calls (free) when required



2.4 Marketing Platforms/Strategies (3)

c) Instagram

- Instagram business account can help to promote your business effectively
- Some good practices to follow:
 - Follow industry relevant accounts
 - Share your posts on Instagram regularly, use Instagram stories
 - Find popular hashtags of your products/services
 - Partner with the influencers (An influencer is a knowledgeable person who has the power to affect the purchasing decisions of others because of his or her authority, position, or relationship with his/her audience or followers)
 - Through insights, you can view statistics like impressions, engagement data, for business profiles.
 - Run Instagram contests and Instagram ads
 - Tell your followers to like your content



2.4 Marketing Platforms/Strategies (4)

d) Google My Business (GMB)

- GMB is an open-source tool that lets you manage your business address which displays on Google Search and Maps. It includes business name, location, and working hours; monitoring and replying to customer feedback; adding photos; understanding where and how people are searching for you, and more.
- Google My Business listing (Registering the business in Google maps concerning "local market and location") is a great place to focus on local Search Engine Optimisation (SEO). When people search for your business product or service near you, they are usually close to making a purchase - generally, one in two people who conduct a local search visit a store that day. So, it's important to keep the information about your business address exact, complete, and optimized. (for example, think “Flowers's shop near me” so the business listed in Google related to flowers delivery shop will get displayed in the Google Search)



2.5 Software tools to analyze online marketing

- **Google Analytics**

- Google Analytics is one of the popular digital analytics software. It is Google's free web analytics service that allows you to study in-depth about the visitors on your web page. It provides informative data about visitors, bounce rate, that can help you to define the successful marketing strategy for your business

- **Google Search Console**

- Formerly known as Google Webmaster Tools, it is a suite of Google Search Engine Optimization tools that provides data and configuration control of your website in Google search engine. You can know the following parameters:

- | | |
|---------------------|-----------------------|
| ▪ HTML Improvements | ▪ Google index |
| ▪ Site links | ▪ Links to your sites |
| ▪ Crawl stats | ▪ Content keywords |



2.5 Software tools to analyze online marketing (2)

- **WebCEO**

- WebCEO is one of the best Search Engine Optimization (SEO) paid software for your Search Engine Optimization campaign reports.
- WebCEO will aid you in searching for keywords, optimizing websites, and monitoring the performance of the website. Using this software, you can automate the SEO operations and make it easier for teamwork.

- **Google Trends**

- Google Trends is an online tool that helps users visualise and discover trends in people's search behaviour within Google Search, Google News, Google Images, Google Shopping and YouTube. It is an extremely useful tool when it comes to reviewing the success of a company's Search Engine Optimisation strategy. [\[4\]](#)



2.6 Successful South Asian digital marketing platforms

1. Facebook

- Facebook is the only social platform to reach more than half of all social media users. It is the world's third-most visited website. [\[5\]](#)

2. LinkedIn

- LinkedIn's B2B advertising is highly preferred because you can customize the ad and make it easy to target a specific buyer or a class of buyers. Further, you can target the ad to professional people instead of simply depending on like on Facebook. This helps b2b companies to get connected through the executives on the platform that they are aiming to target.

3. Quora

- It's a platform to ask questions and connect with people who contribute unique ideas and insights and offer quality answers on business, professional and technology-related issues. It connects the genuine people who have the requisite specific domain knowledge to the people who need it, so that they can learn better from each other. And helps to bridge the gap of knowledge which is essential for businesses to run smoothly



2.6 Successful South Asian digital marketing platforms (2)

4. Other affiliate marketing program

- Affiliate marketing program is based on revenue sharing. ShareASale is popular and has two decades of presence in the sales and advertising field. Registering with an affiliate program like with Amazon and Flipkart can help you to earn revenue and also market your products.

5. Videos on YouTube



- As per the YouTube blog, YouTube has over a two billion active users; and the chances of reaching your target audience is very high.
- It's also the second-largest search engine after Google. If you're looking for a massive, captive audience, YouTube is where you'll find it. Use of highly searched keyword terms, determine your topics, and share videos related to your product will help you reach your target customers.



2.7 Overview of the module

From this module, we learnt:

- **About Digital marketing**
- **Types of Digital Marketing**
- **Marketing Platforms**
- **Software tools to analyze online marketing**
- **Successful South Asian digital marketing platforms**



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Exercise 1

1. What is PPC?

Choose the right answer

- a. Pay per click
- b. Kind of organic search
- c. Product Price Click
- d. Product Price conversion



Exercise 1: Answer

1. What is PPC?

- a. Pay per click
- b. Kind of organic search
- c. Product Price Click
- d. Product Price conversion

Option a is the right answer:

PPC stands for “Pay Per Click”, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.



Exercise 2

2. The best way to improve Search Engine Ranking is with

Choose the right answer

- a. Videos
- b. Relevant content
- c. Having 500 words on the page
- d. A lot of graphics per page.



Exercise 2 : Answer

2. The best way to improve Search Engine Ranking is with

a. Videos

b. Relevant content

c. Having 500 words on the page

d. A lot of graphics per page.

Option b is the right answer:

Google needs high-quality content and information relevant to what the user is looking for. The search engine will scan or crawl the data of different websites, understand what exactly the site is about, which makes it easy for the search engine to deliver information that is relevant to the user.



Thank You !

**With this, Module 2: Introduction to Digital Marketing is completed.
You can now proceed to Module 3.**

