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Principal's Message

Digital marketing's development has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

I am happy that our BCA Department is bringing up this new issue of Bits N Bytes focused on Digital Marketing. Through this electronic platform our students and teachers of Computer Applications can express their views and ideas in this field that could benefit society at large.

I congratulate Asst. Prof Mildred Lemos and all who have contributed to Bits N Bytes.

I hope and wish Bits N Bytes will inspire and ignite many minds.

Rev. Dr. Simão R. Diniz
Principal

What is Digital Marketing ?

- **Asst. Prof. Mildred Lemos**



Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also through mobile phones, display advertising, and any other digital medium.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming common in our advancing technology.

Search Engine Optimization (SEO)

The process of optimizing the website to ‘rank’ higher in search engine results pages, therefore increasing the amount of organic (or free) traffic that your website receives.



Content Marketing

The creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, or customers.

Inbound Marketing

Inbound marketing refers to the ‘full-funnel’ approach to attracting, converting, closing, and delighting customers using online content.

Social Media Marketing



The practice of promoting your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business.

Pay-Per-Click (PPC)

A method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google AdWords.

Affiliate Marketing

A type of performance-based advertising where you receive a commission for promoting someone else's products or services on your website.

Native Advertising

Native advertising refers to advertisements that are primarily content led and featured on a platform alongside other, non-paid content.

Marketing Automation

Marketing automation refers to the software that exists with the goal of automating marketing actions. Many marketing departments have to automate repetitive tasks such as emails, social media, and other website actions and the software makes these tasks easier.

Email Marketing

Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people towards the business' website.



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Online PR

Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space.

Digital Marketing System

If Digital marketing is to be used as an effective marketing tool a proper planning process needs to be followed to make it effective.

Stages of planning

Using Dr Dave Chaffey's approach, the Digital Marketing Planning (DMP) has three main stages; Opportunity, Strategy and Action. He suggests that any business looking to implement a successful digital marketing strategy must structure their plan by looking at opportunity, strategy and action.

1) Opportunity

To create an effective DMP a business first needs to review the marketplace and set 'SMART' (Specific, Measurable, Actionable, Relevant and Time-Bound) objectives. They can set SMART objectives by reviewing the current benchmarks and Key Performance Indicators of the company and competitors

Companies can scan for marketing and sales opportunities by reviewing their own outreach as well as influencer outreach. This means they have competitive advantage because they are able to analyse their co-marketers influence and brand associations.

2) Strategy

To create a planned digital strategy, the company must review their digital proposition (what you are offering to consumers) and communicate it using digital customer targeting techniques. So, they must define online value proposition (OVP), this means the company must express clearly what they are offering customers online e.g. brand positioning.

The company should also select target market segments and personas and define digital targeting approaches.

3) Action

The third and final stage requires the firm to set a budget and management systems; these must be measurable touchpoints, such as audience reached across all digital platforms. Furthermore, marketers must ensure the budget and management systems are integrating the paid, owned and earned media of the company.

After confirming the digital marketing plan, a scheduled format of digital communications (e.g. Gantt Chart) should be encoded throughout the internal operations of the company. This ensures that all platforms used fall in line and complement each other for the succeeding stages of digital marketing strategy.

Advantages of Digital Marketing

-Raquib Shaikh (SYBCA A)

Digital marketing is transforming the way business owners and consumers buy and sell products and services. Over the years, many brands and businesses have adopted digital marketing in an extensive way.

Some of the advantages of Digital Marketing are :

- Advertisement on the internet is cheaper than the print advertisement. It has a much wider reach.
- Digital Marketing is not an office-based business. You can start the business from your home or any place of your choice and from anywhere you want. All you need is a working internet connection.
- Digital Marketing business offers you all the flexibility you would need. There are no fixed hours and fixed timings in this industry. All that matters is that you should get the job done for your clients.
- No geographical barriers as digital marketing helps in spreading the business worldwide
- Digital Marketing helps business to be open 24X7 (365 days) where customers are welcome to shop anytime and from anywhere. This increases the website traffic.
- Digital methods make the product reaches customers in easiest way. It also adds value to the product and a touch of individualized customer service.
- It also helps in creating reliability and gain trustworthiness and confidence of the customers.
- It also helps in updating the subscribers through a fast mode of e-mails.
- Increased ability to measure and collect data.

Disadvantages of Digital Marketing are :

- Although internet marketing allows the business to target global customers, the initial set-up cost of a website is high
- Campaign ideas can easily be copied by competitors.
- There are several customers still not aware of the internet. Some people prefer buying products from a store instead of buying it online.
- The rule of trading on the internet changes rapidly. It needs constant attention and surveillance to make sure the marketing strategy really works.
- Spamming is one of the prime challenges for online marketing where confidential data can be easily hacked.