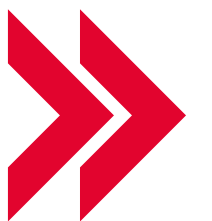


# Digital Marketing

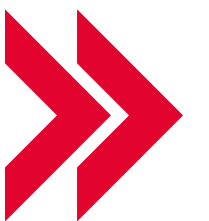
Presented by Ramkumar P



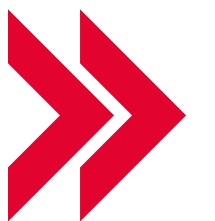
## Ram Kumar 10+ years of experience

some of the designations worked as

- Marketing Head
- Brand Manager
- PPC search manager
- Social Media Marketing Manager
- Affiliate manager
- Digital Marketing Manager
- Sr. Campaign Manager



# Some of the clients worked with

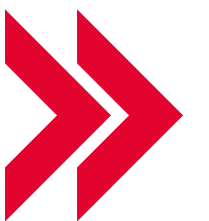


# Content

- Goal for a Business
- What to sell
- Digital Marketing Vs Traditional Marketing
- Difference between Digital Marketing Vs Traditional Marketing
- Introduction to Digital Marketing
- Ecommerce
- Types of Businesses
- Advantages of ecommerce business
- Top Social Media Platforms in India 2021
- Popular Messenger Apps in India 2021
- Buyer Persona
- Competitor Analysis
- How To Get Traffic From Search Engine
- Paid Ads
- Search Engine Optimization
  - On Page
  - Off Page

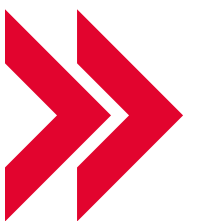
# What is the Goals ?

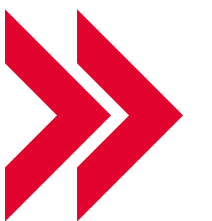
Want to SELL and MAKE MONEY.



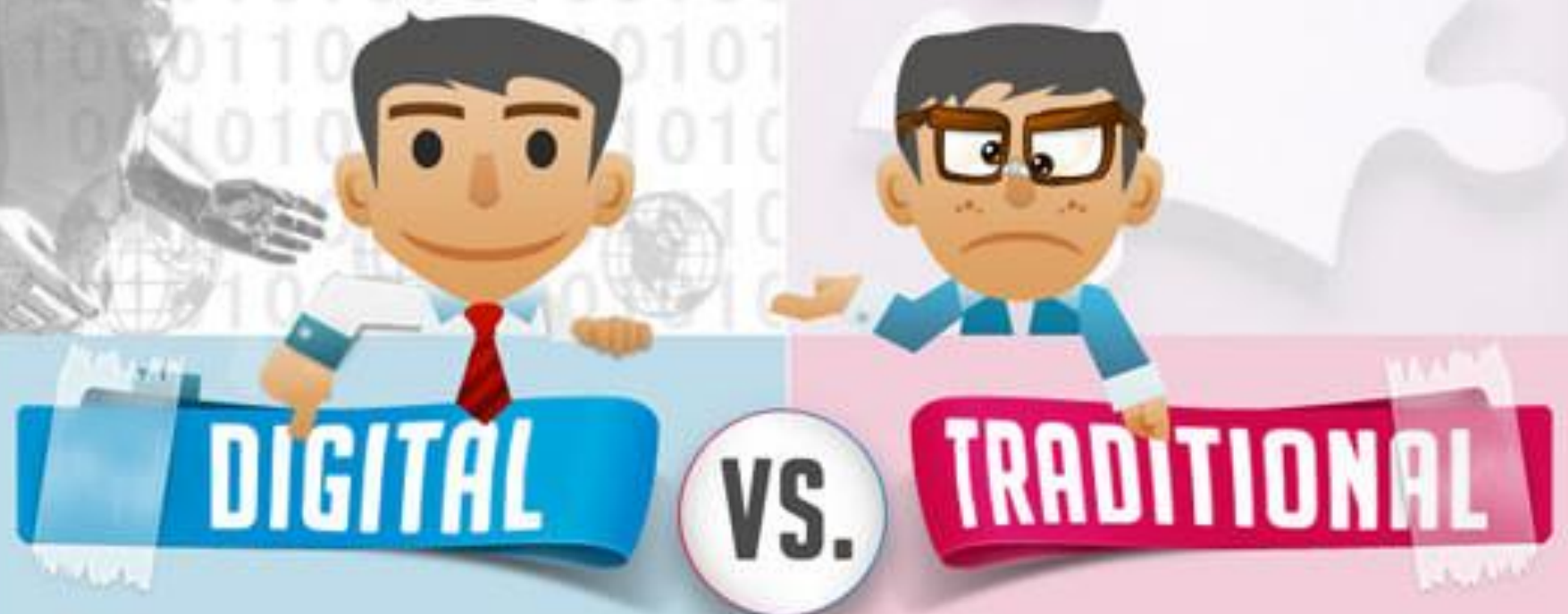
## What to SELL?

- Product / Service Such that has large audience required product.
- Product / Service should be having more margins at least 30%.
- Product / Service which you have knowledge.
- Look for an opportunity gap.



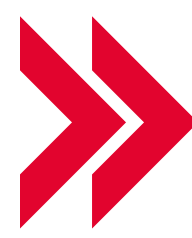
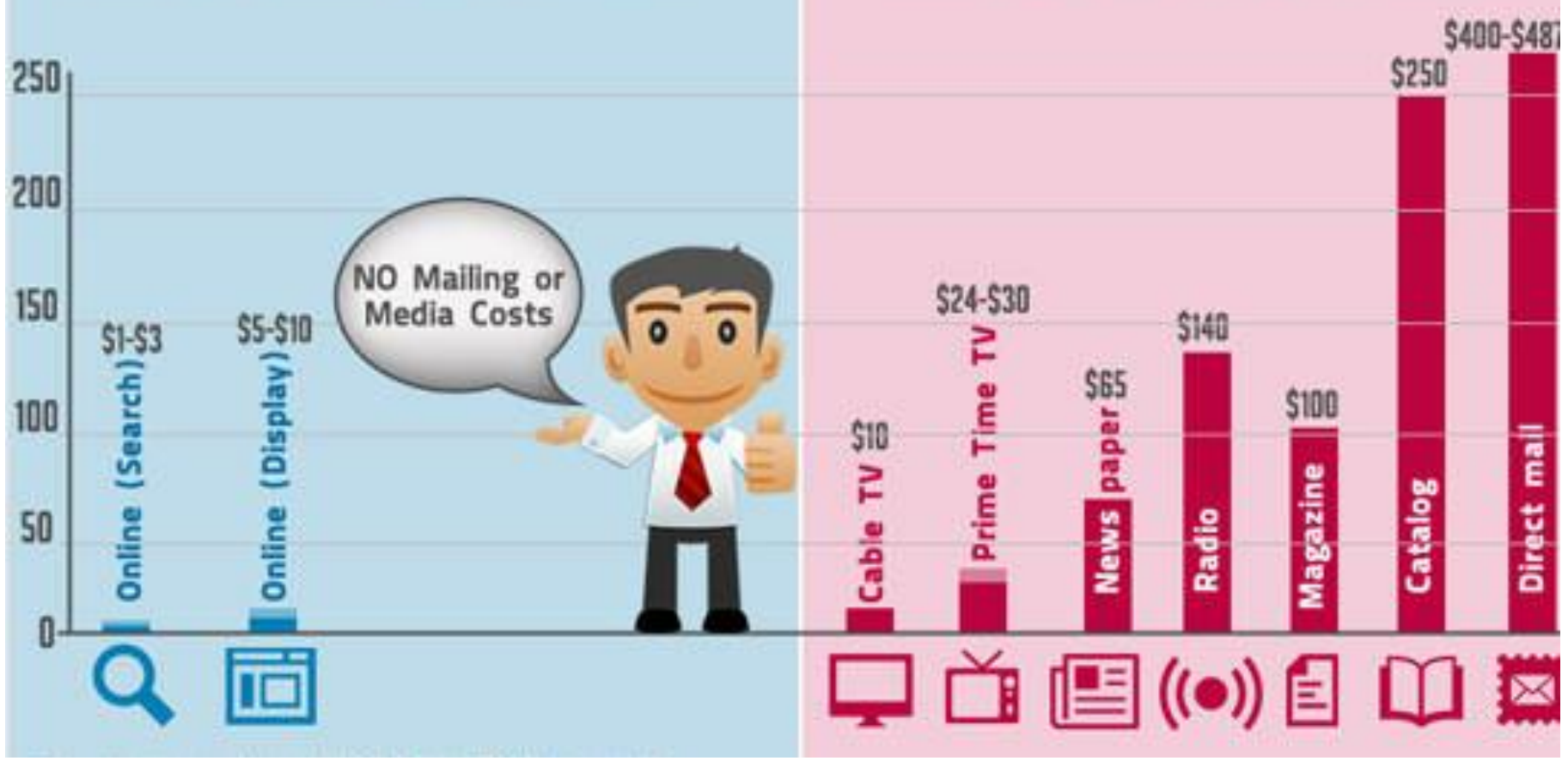


# WHY DIGITAL MARKETING BEATS TRADITIONAL MARKETING



Cost to reach 1,000 viewers

Cost to reach 1,000 viewers





# Push



VS

# Pull

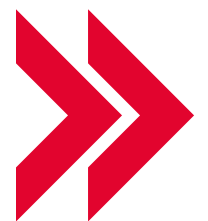


"Taking the product to the customer"

- TV, Radio, Print, PR, Email Blasts, Tradeshows, Telemarketing...
- **Pros:** Good to raise awareness and build your brand (especially if you are new in the "cloud space") but shouldn't expect to drive significant leads/sales...
- **Cons:** Untargeted, (very) expensive, provides little/no value to businesses

"Getting the customer to come to you"

- Search marketing, blogging, social/communities, articles, e-books, whitepapers, webinars...
- **Pros:** Targeted, provides value, impactful (driving qualified leads) and extremely cost effective
- **Cons:** Requires ongoing creation of relevant content





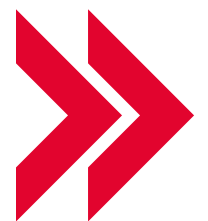
## Traditional marketing

- Reach is limited
- Non-versatile
- Delayed communication
- Lack of real time results
- Expensive
- Difficult to reach target audience
- Poor campaign measurement



## Digital marketing

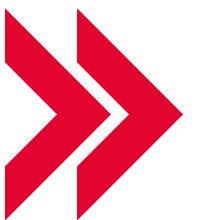
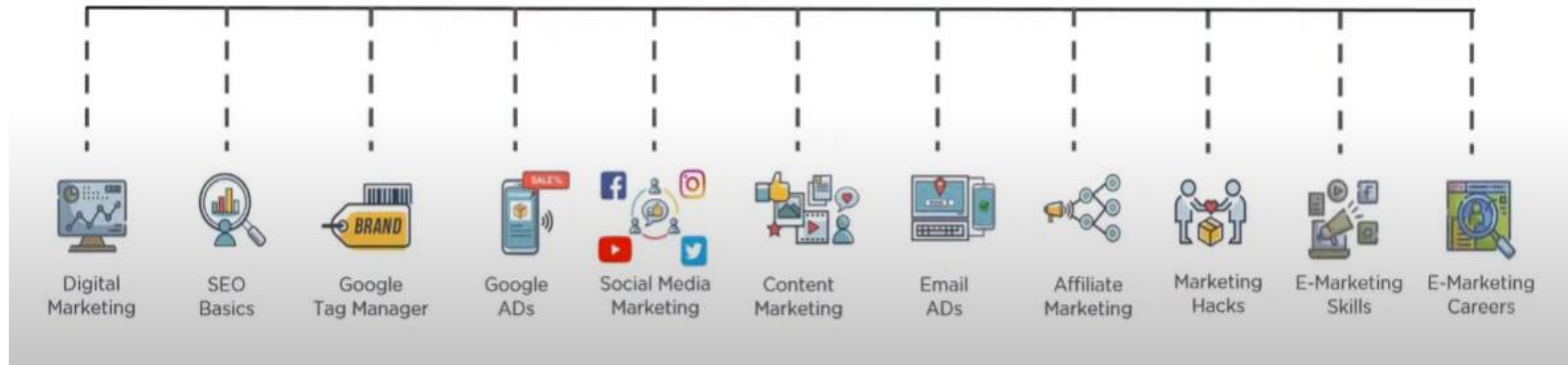
- Reach is maximum
- Versatile
- Instant communication
- Instant real time results
- Cost-efficient
- Easy to reach target audience
- Easy to measure and optimize campaigns



Expenses of small Shopes	one time cost	monthly cost					
showroom advance	5,00,000						
Interior	3,00,000				Purchase price	Selling price	
inventory	2,00,000			Shirts	300	600	300
				t-shirts	200	450	250
Rent		10,000		jeans	400	750	350
water		1000		shorts	250	500	250
Electricity		3000					0
sales person		10000		tops	400	800	400
Miss		3000		legins	400	750	350
		27,000					
				Average profit margin			271
				How many products you need to sell to get monthly expenses			99.631
				No of sales required per day			3.98524



# DIGITAL MARKETING

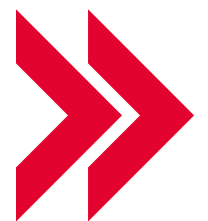


## What is digital marketing?

Digital marketing is the act of promoting products or services with the help of digital devices or technology



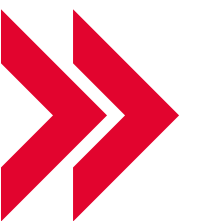
In digital marketing, marketers can promote their campaigns on search engines, social media platforms, emails, mobile apps, etc.



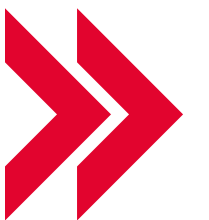
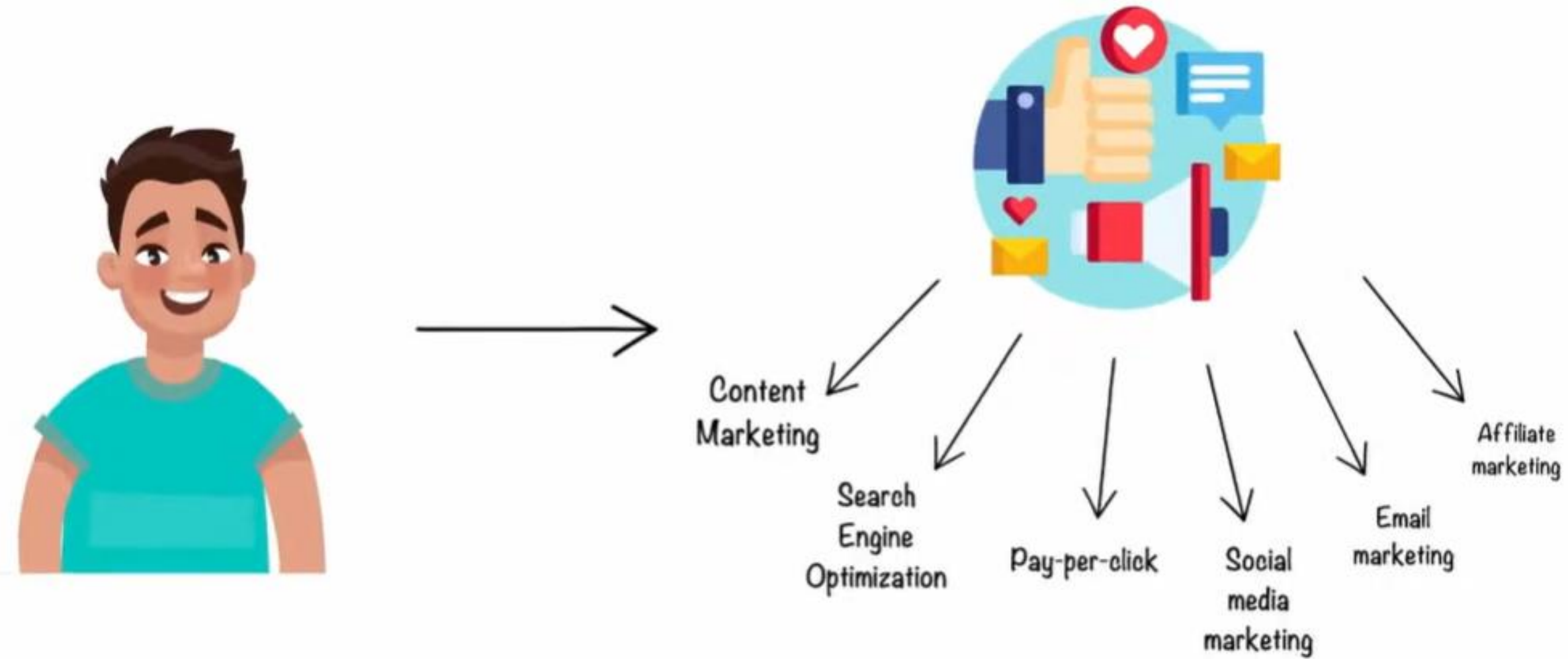
# Digital Marketing

The promotion of product and services through the electronic medium - Digital Marketing

Electronic Medium like (Email Marketing, Search Engine Marketing, Social Media Marketing, Content Marketing, Mobile App Marketing and Affiliate marketing).



After understanding the main concepts of digital marketing



# E-COMMERCE

AKA Electronic Commerce



## An Official Definition

Buying and selling of product or service by businesses and consumers through electronic systems, without using any paper documents

## The Official Spelling

Strictly correct: "e-commerce"

**E-COMMERCE**

"E" words should be written with a hyphen

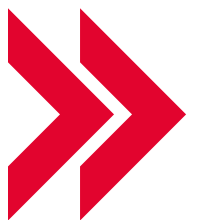
**E = ELECTRONIC**

Proper usage

"E-commerce" at the beginning of a sentence

**"E-COMMERCE"**

in heading with title-style capitalization





# B2B

[BUSINESS TO BUSINESS]  
Commerce Between Companies



Manufacturing and merchant wholesale



**\$3,705 BILLION**  
Sales totaled in 2010



EXAMPLES



# B2C

[BUSINESS TO CONSUMER]  
Commerce Between Companies and Consumers



Online retailing and selected services



**\$169 BILLION**  
Sales totaled in 2010

EXAMPLES



# C2C

[CONSUMER TO CONSUMER]  
Commerce Between Consumers



Bid for what consumers want from  
among multiple suppliers

EXAMPLES



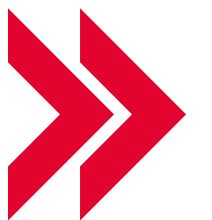
# C2B

[CONSUMER TO BUSINESS]  
Commerce Between Companies and Consumers



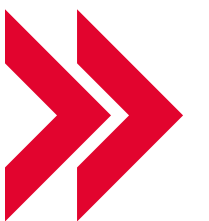
Consumers to determine price of product or service

EXAMPLES



# 7 Advantages of E-Commerce Business

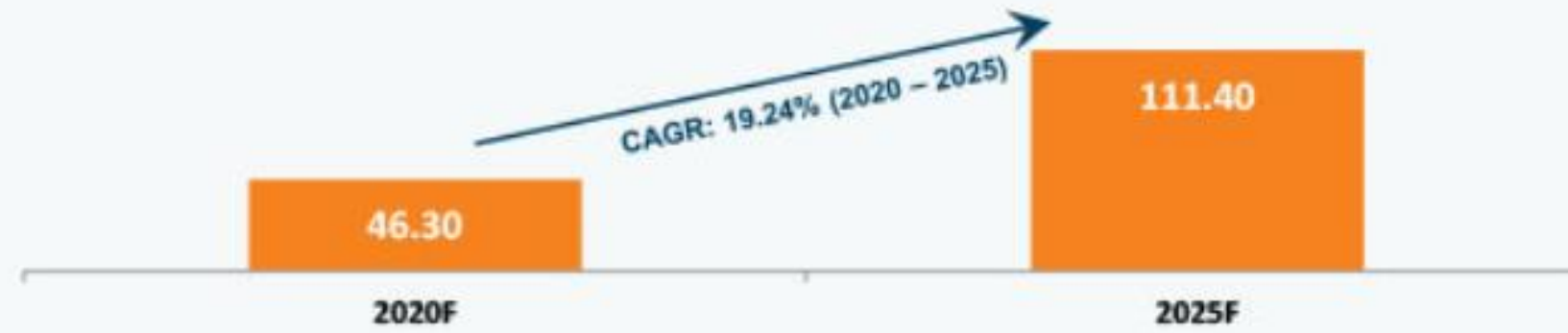
- Low Start-Up Cost.
- All Time Potential Income.
- Ability To Process Orders in A Bulk.
- Able To Sell Internationally.
- Convenient To Show Products.
- Gain Customer Data Easily.
- Grow Business Easily.





## MARKET SIZE

### Gross Value Added By E-Commerce Sectors (US\$ billion)



Note: F – Forecast



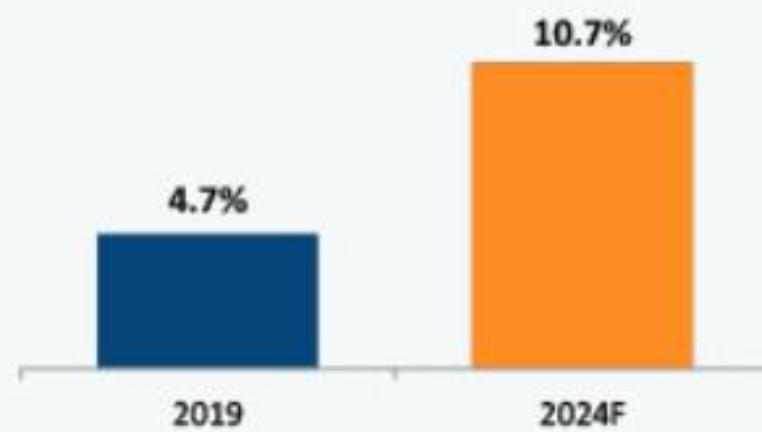
## SECTOR COMPOSITION

### Shares of Various Segments in e-commerce Retail by Value (2020)

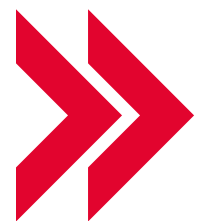
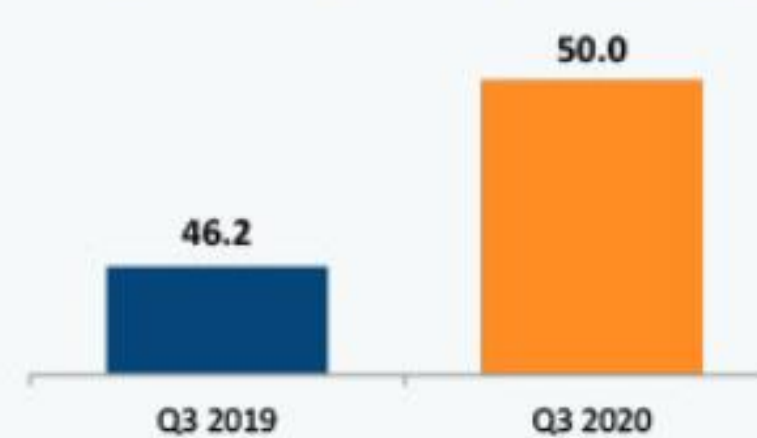


## KEY TRENDS

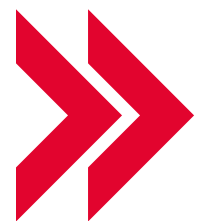
### Online Retail vs. Total Retail



### India's Smartphone Shipments (million)

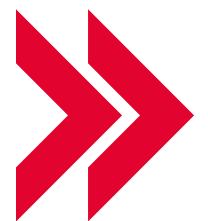


How do different marketing channels help customer in making purchase decisions?



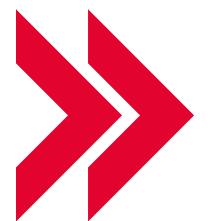
## Top Social Media Platforms in India 2021

PLATFORM	PERCENTAGE
Youtube	85.80%
Facebook	75.70%
Instagram	70.60%
Twitter	50.60%
LinkedIn	37.70%
Pinterest	34.30%
Reddit	22.10%



## Popular Messenger Apps in India 2021

MESSENGER APP	PERCENTAGE
Whatsapp	74.60%
Facebook Messenger	55.00%
Snapchat	33.70%
Tik Tok* ( <i>banned in India</i> )	31.50%
Skype	29.30%
Telegram	28.50%
Helo	22.90%
Wechat* ( <i>banned in India</i> )	22.50%
Hike	21.30%



# BUYER PERSONA

## Starter Questions

### PERSONAL INFO:

- Age
- Gender
- Children
- Marital Status
- Location
- Income
- Education



### PROFESSIONAL INFO:

- Job Title / Role
- Career Path
- Company / Industry
- Company Size
- Special Skills
- What is a typical day like?
- What tools might they use?
- Who is their boss?
- Do they manage others?
- How is their success measured?



### VALUES AND FEARS:

- What do they value in their personal or professional life?
- What is important to them when considering a product like yours?
- What objections might they have?
- What drives their decision making process?

### GOALS & CHALLENGES:

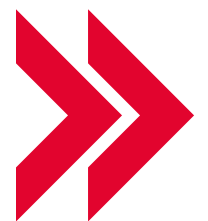
- What are their personal/career goals?
- How do they prioritize them?
- What challenges impact achieving these goals?
- How could you help?
- What questions do they ask when seeking solutions to these challenges?

### WHERE ARE THEY?

- How do they get information?
- How do they communicate?
- What media do they consume?
- Do they belong to any associations?
- What social media do they use?
- Do they attend events or conferences?
- Where do they spend their days?
- Do they have relevant hobbies?

### NEGATIVE INFO:

- Are there customers you don't want?
  - Too difficult?
  - Too expensive to support?
  - Not enough budget?
  - Wrong industry?



# Buyer Persona Infographics

## Profile

**Age:** 18-25  
**Status:** Single  
**Location:** Spain

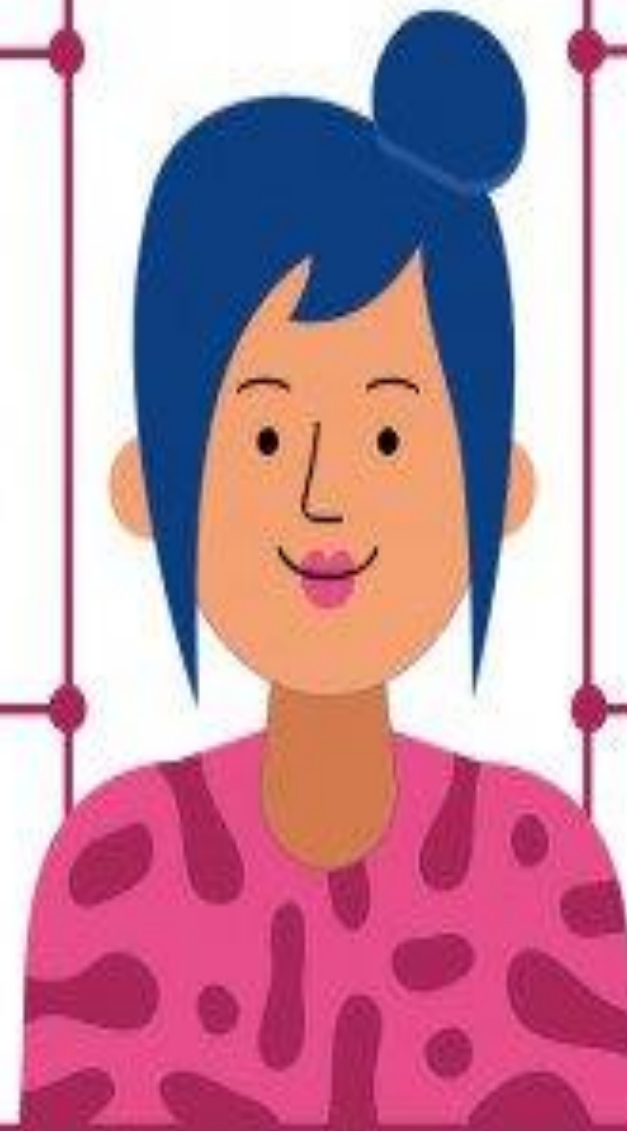
## Occupation

**Job:** Publicist  
**Company:** Freepik  
**Income Range:** \$15,000

## Personality



## Interests





# Google Tools and Extensions

Uber suggest  
Semrush  
Spyfu  
ahref

SEO Quake  
Seo Meta in 1 Click  
Similar Web  
Keywords Everywhere



# How Google Search Works





# Find the Competitor for your Product

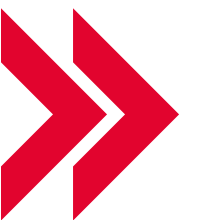
Find the search term you will use to find the product.

For Example:

if the product is select is “customized t shirts”

Then i go to search “customized t shirts in Hyderabad”

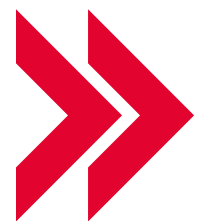
1. <https://iologo.in/custom-t-shirts-hyderabad.htm>
2. <http://www.nygc.co.in/>
3. [http://www.almamaterstore.in/silver\\_oaks/bulk-t-shirts/](http://www.almamaterstore.in/silver_oaks/bulk-t-shirts/)
4. <http://champu.in/t-shirt-printing-in-hyderabad>
5. <http://www.vistaprint.in/category/clothing-and-accessories.aspx>
6. <https://inkmonk.com/categories/t-shirts>
7. <http://www.almamaterstore.in/play-tool.html>



# Find the traffic source for the website

	Direct	Link	Search	Social	Mail	Direct
almamaterstore.in	19	7	66	2	3	0
vistaprint.in	13	21	43	8	8	4
inkmonk.com	27	1	44	26	0	0
nygc.co.in	0	0	100	0	0	0
ilogo.in	10	3	85	0	0	0

1. Search
2. Direct
3. Link
4. Social
5. Mail
6. Direct

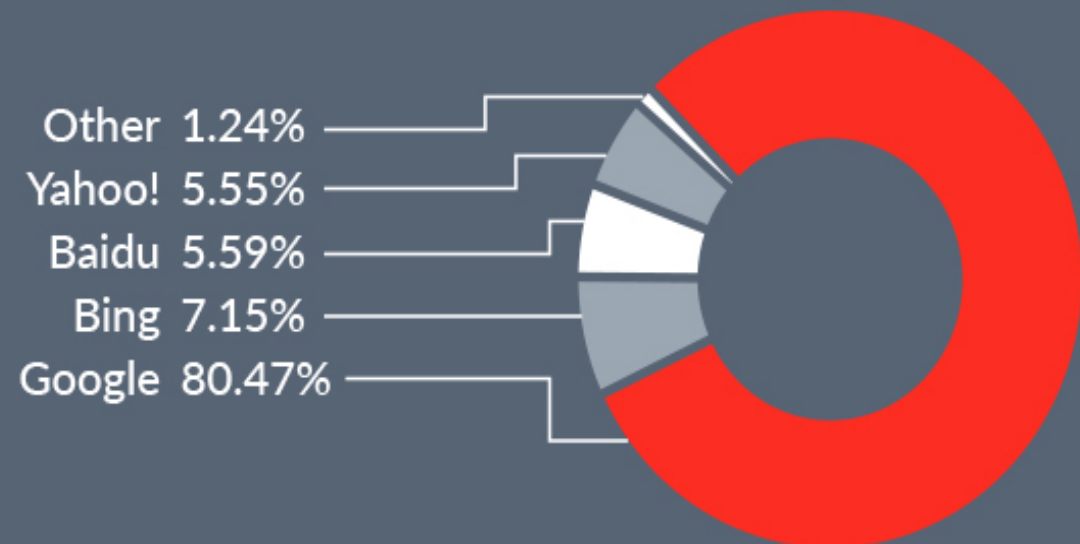


# How To Get Traffic From Search Engine

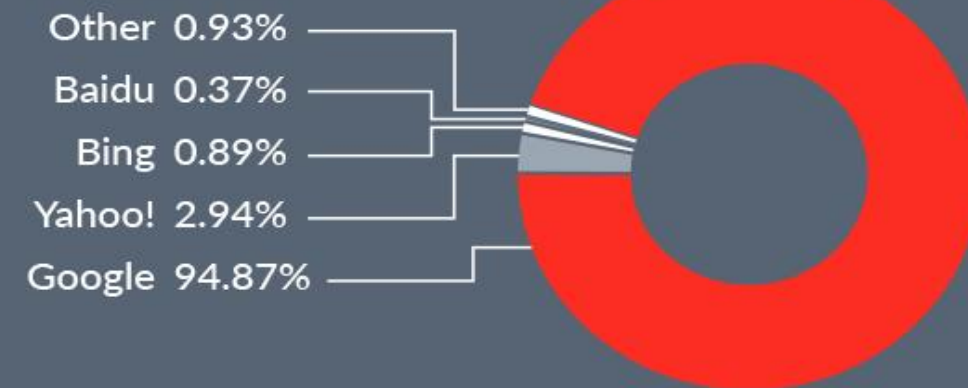
- Paid Results
- Organic Results



## DESKTOP SEARCH-ENGINE MARKET SHARE



## MOBILE/TABLET SEARCH-ENGINE MARKET SHARE



pluggingroup

Image Credit: NetMarketShare "Desktop Search Engine Share" and "Mobile / Tablet Search Engine Market Share," January 2017

# Paid Ad On Search Engine

The screenshot shows a Google search for "customized t shirts in hyderabad". The search bar includes the Google logo, the search text, and a microphone icon. Below the search bar, it indicates "Keyword difficulty: 57.89% (for google.com database) — View full report for this keyword". Navigation tabs for "All", "Maps", "Images", "News", "More", "Settings", and "Tools" are visible. On the left, there are utility links for "SEOquake", "Parameters", "SERP report", "Export CSV", "Sort this page", and "Locale".

The main search results area shows "About 3,86,000 results (0.55 seconds)". The first three results are organic search listings:

- Customised T-Shirt Printing - Branded material - Inkmonk.com**  
[Ad] [www.inkmonk.com/](http://www.inkmonk.com/)  
Upload your own **design**, text or photo. More fabric colors available. Order now.  
Across India Shipping · Read Sellers Real Review · Hassle free service · Find Nearest Seller
- Customized T-shirts with logo - Premium Products at Best Price**  
[Ad] [www.mydreamstore.in/bulk\\_orders](http://www.mydreamstore.in/bulk_orders)  
Buy fine quality **Customized Tees**, Polos, Mugs in bulk. Free Shipping. Order Now  
Trusted by 1mn Customers · Free Design Support · Free shipping · Premium Quality Products  
Types: T-Shirts, Polo T-shirts, Stringers, Coffee Mugs, Womens Tees, Mobile Cases, Zippers
- Get Custom T-Shirts Online - Upload Photo Or Any Message**  
[Ad] [www.almamaterstore.in/T-Shirt/Customization](http://www.almamaterstore.in/T-Shirt/Customization) 092437 67671  
Make Your Own **T-Shirts**. Upload Photos, Texts, Messages And Logos. Contact Us Now  
Types: Corporate Merchandise., Student Merchandise., Customized Merchandise.

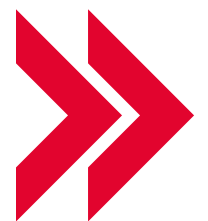
The fourth result is a sponsored product listing:

- Customized Tshirts-Rs.199 - tshirtloot.com**  
[Ad] [www.tshirtloot.com/](http://www.tshirtloot.com/)  
Best Quality. Delivery in 3 days. No Minimum Order Quantity  
Styles: Round Neck T-shirts, Collared T-shirts, Full Sleeve T-shirts

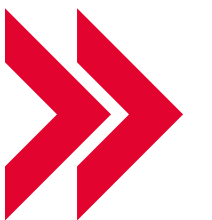
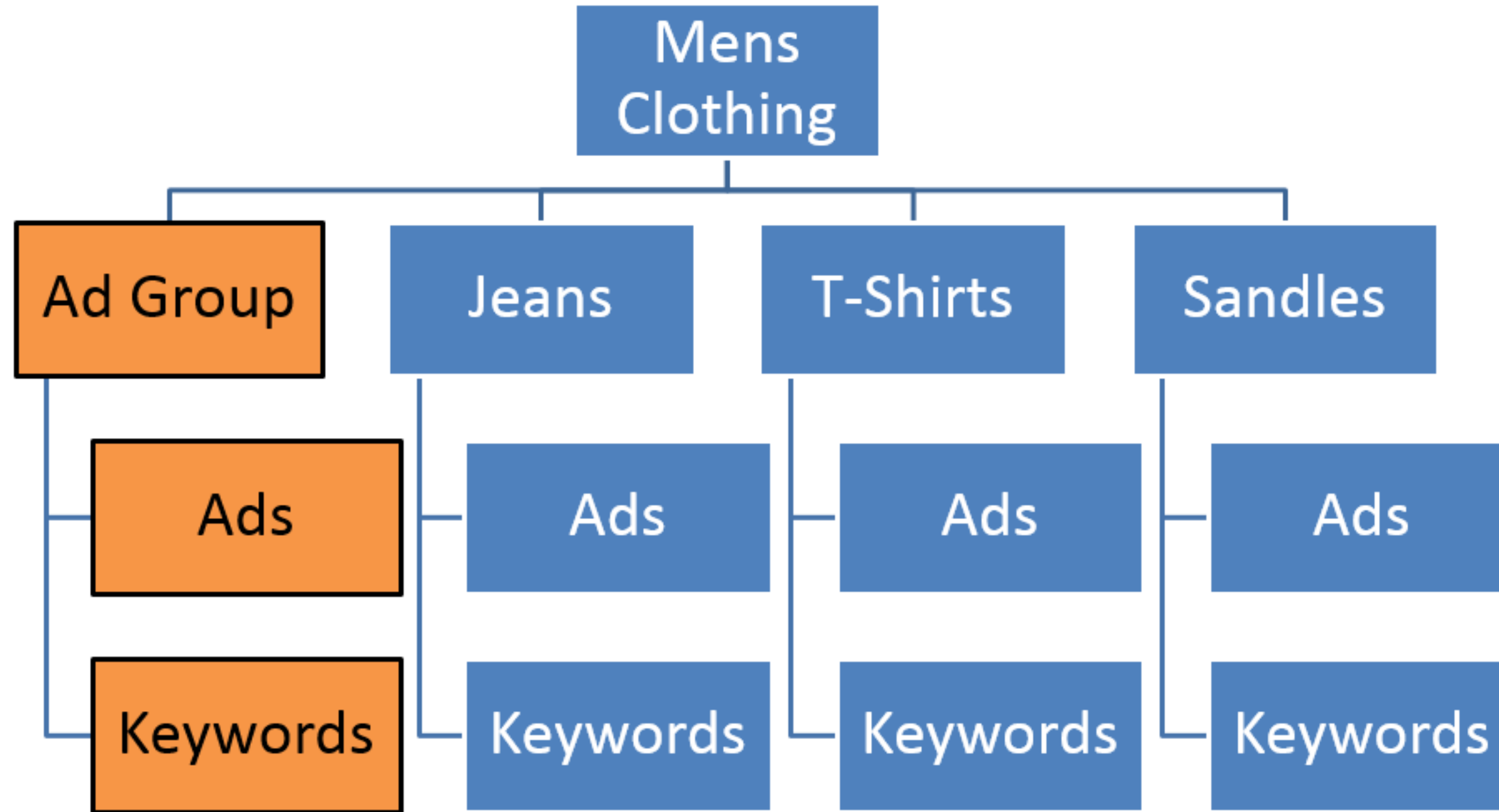
At the bottom of the search results, there is a map showing the location "Shilparamam" and "SANATH NAGAR".

On the right side, the "Shop on Google" section is titled "Sponsored" and displays four product listings:

- Personalised Basic T-shirt - ...**  
₹ 299  
Vistaprint
- Personalised Women's T-shirt - ...**  
₹ 299  
Vistaprint
- Personalized Photo Mugs**  
₹ 225  
PrintVenue
- Personalised Long Sleeve T- ...**  
₹ 375  
Vistaprint



# Create a ad campaign on google

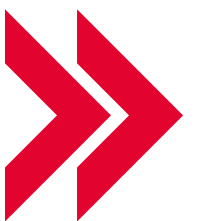




## Keyword and its ad on google

Now I know that I have to be on google along with the competition. I am bidding on the keywords. This depends on the margin of the product.

- If I can get a T-shirt made for Rs.100 and you sell for Rs.200.
- You can say 10% off for the customer.
- You can say 5% Extra if you share on Facebook.
- You can say 5% Extra if you refer a friend.
- Use the remaining money to run the ads.



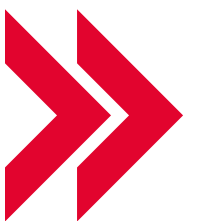
# Organic On Search Engine

Top 3 Position of google have more chances to sell.

Search Engine Optimization

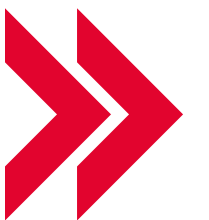
On-Page SEO - <http://backlinko.com/on-page-seo>

Off-Page SEO



# Off Page Seo

- 1.Social Networking Sites
- 2.Blogging
- 3.Blog Marketing
- 4.Forum Marketing
- 5.Search Engine Submission
- 6.Directory Submission
- 7.Social Bookmarking
- 8.Link Baiting
- 9.Photo Sharing
- 10.Video Marketing
- 11.Business Reviews
- 12.Local Listings
- 13.Article Submission
- 14.Social Shopping Network
- 15.Answer Questions



## Reference :

<https://datareportal.com/reports/digital-2021-global-overview-report>

<https://statusbrew.com/insights/social-media-statistics/>

<https://www.theglobalstatistics.com/india-social-media-statistics/>

