

Digital Marketing

Crash Course



AGENDA



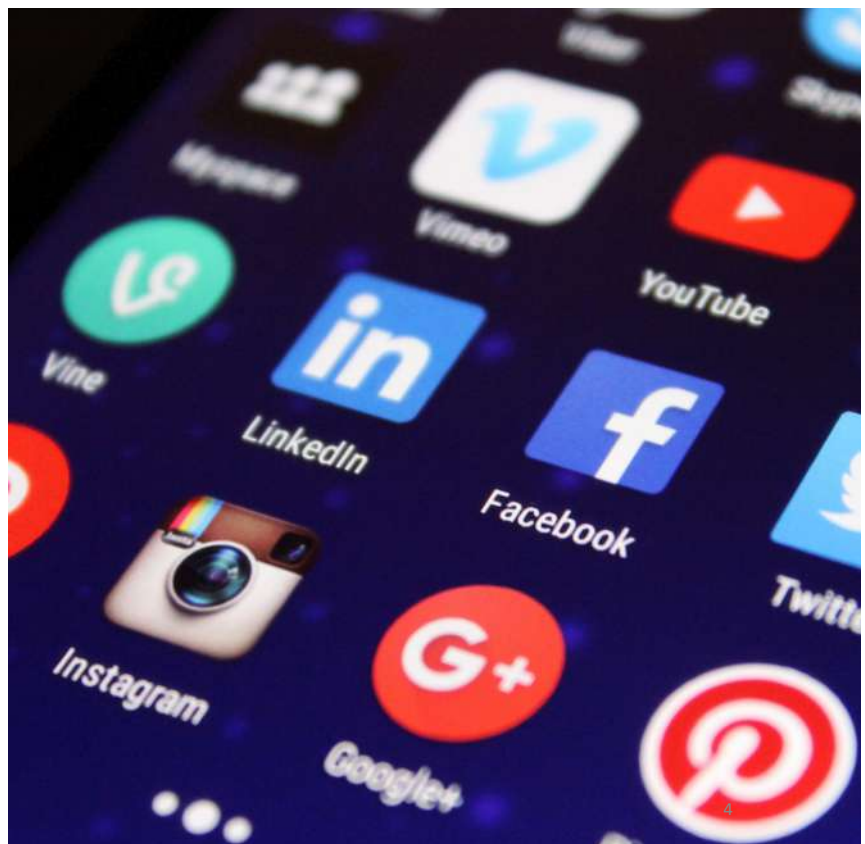
- **Understanding Digital Marketing**
 - Misconceptions & Definitions
- **Why do we really need it?**
- **Digital Marketing Department**
 - Structure & Responsibilities



Understanding Digital Marketing

Misconception #1

Digital Marketing is Social Media



Definition

Digital

Relating to computer technology, especially the internet.

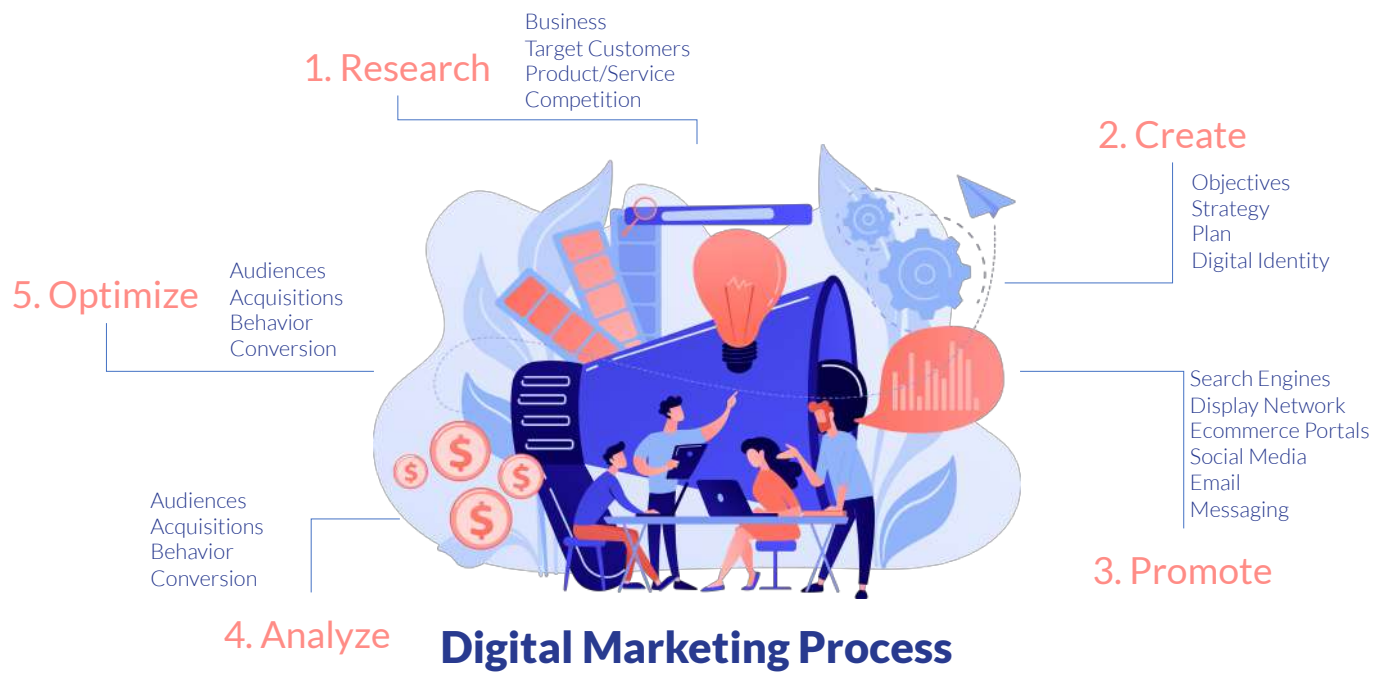
Social Media
Websites
Mobile Apps
E-mail Marketing
SEO
Chatbots
SMS Messages

Marketing

Encouraging people to buy a product or service

The business activity that involves **finding out** what **customers** want, **using** that **information** to **design products and services**, and **selling** them effectively.





Digital Marketing Channels



Fact

**Social
Media is
part of
Digital
Marketing
Activities**



Misconception #2

Digital Marketeers are Designers





Fact

Digital Marketers are NOT Designers

They co-operate with
designers and other
parties to make content
(e.g., social media content)



Misconception #3

**Digital
Marketing
is
For New
Generations
Only**





Fact

Digital Marketing is Not About Generations

**It's about creating revenue via
targeting different groups.**

(Age, Gender, Social level, etc.)



Misconception #4

Digital Marketing is Expensive



Traditional vs Digital Marketing

Studies show that a single full-page advertisement in a daily newspaper in the US costs

\$15,000

Wall Street Journal costs

\$164,000



Average Cost per Click Ad on Facebook

\$1.72

& on Google Display Network

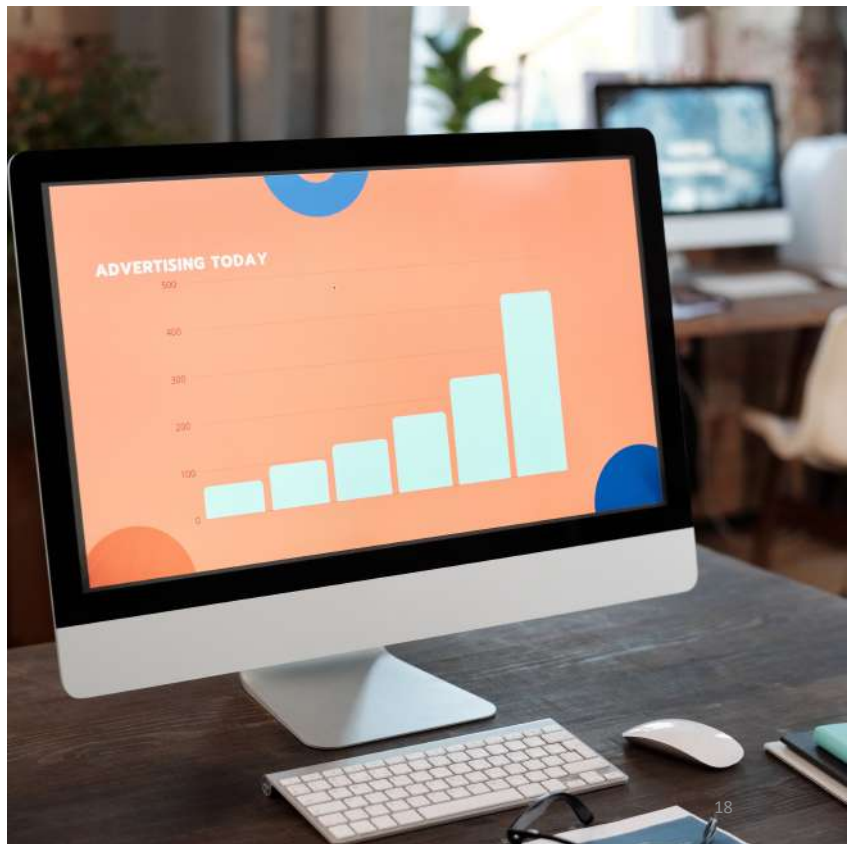
\$1



Fact

Digital Marketing Generates Revenue

It's your call!





Why do we really **Need it?**

Easy Tracking

You can track responses to your marketing efforts & campaigns immediately

Interaction

The ability to interact with your prospects and learn exactly what they are looking for

Global Reach

The ability to reach a global marketplace

Brand Loyalty

Get to know your audience and allow them to know you personally which can help to create brand loyalty

Saving Money

You can save money and reach more customers for less money than traditional marketing methods



Digital Marketing Advantages



Digital Marketing **Department**

