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Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

Certificate in e-Commerce

CEC-03

Digital Marketing & E-CRM

Block - 01

Digital Marketing : Concepts And Overview

Unit – 1 Digital Marketing Evolution and Growth

Unit – 2 Digital Marketing Strategies

Unit – 1

Digital Marketing Evolution and Growth

Learning Objectives

After completion of the unit, you should be able to:

- Explain the meaning, concept and definition of digital marketing.
- Describe scope and importance of digital marketing.
- Understand the concept of e-marketing and the changing marketing landscape.
- Know the differences between various online marketing domains.
- Understand the implications of digital change.

Structure

- 1.1 Introduction
- 1.2 Definitions of Digital Marketing
- 1.3 Nature of Digital Marketing
- 1.4 History of Digital Marketing
- 1.5 Evolution of Digital Marketing
- 1.6 Digital Marketing Vs. E-Marketing
- 1.7 Benefits (Advantages) of Digital Marketing
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1.1 Introduction

Did you google something today, or checked your Facebook maybe, did you see that funny video yesterday or did you read a tweet of your famous cricketer? If you Did, then you are a part of the digital world, along with 3 billion people which is 40% of world's population. That is a large number and wherever their huge number of people, there is enormous marketing opportunities which are what digital marketing is all about.

As it is mentioned before there is 3 billion people were online today which is close to 40% of the world's populations. How are these people? What are they doing, how are they doing? 62% of these people are browsing the internet through their desktops or computers. 31% WHICH is again a huge number are doing it with their mobile devices; the smartphone revolution has made it possible. Moreover, the rest 7% do so on their tablets. You will be surprised to know that off the total time spent on media on electronic media, or otherwise, 54% of the time were devoted to online media. Off the 54% people devoted to online media, 28% is social marketing which is in most cases Facebook, 13% is microblogging which is Twitter. Moreover, the rest of the activities are a mix of updating blogs, reading news, watching TV online and other activities. What is this translating?

When people are spending so much time on media, this is a huge opportunity for you to reach out to them during this period. Moreover, the result you can observe that companies are expanding their budgets in digital marketing. Budgets for paid search advertising and display advertising both of which are fundamentals of digital marketing have been increasing over the years. This year it is estimated that the companies will be spending 126 billion dollars the increase in digital spend is almost three times increase in total added expenditure in marketing.

Why are 3 billion people online? What is this thing about digital media attracting everyone? For a user, the digital media offers multiple channels and devices to do what they want to do. They have a broad range of sites, the social media to connect with, to maintain relationships; this cross-device integrating you can start on your desktop, go to your mobile and end on your tablet. Exponential growth on digital highway is presenting a huge opportunity for marketers. The benefits of digital marketing are enormous, however, the main advantages of it including relevance, measurability, scalability and more. The main objective of digital marketing is driving sales or leads clicks to a website or increasing awareness. However, as a digital marketer, you should be aware of the online behaviour users and how their behaviour is different from the traditional world and what factors are important when you look at digital marketing campaigns to convert your leads into successful sales.

1.2 Definitions of Digital Marketing

Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera.

- *Kotler and Armstrong, 2009*

According to *Wikipedia*, Digital marketing (also known as data-driven marketing) is an umbrella term for commercialization of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

The internet has upended how consumers engage with brands. It is transforming the economics of marketing and making obsolete many of the function's traditional strategies and structures. For marketers, the old way of doing business is unsustainable.

- *Edelman, 2010*

Digital marketing is a subcategory of marketing that uses digital technology to place and sell products. Product promotion is done, not only on the internet but also via Short Message Service (SMS), Simple Notification Service (SNS), search engine optimisation (SEO), electronic or interactive billboards and other online ads (such as banner ads).

- *Investopedia*

1.3 Nature of Digital Marketing

It is imperative to understand the basic nature of digital marketing. Following are some:

- It should be relevant
- It should be a personalised character. The user must be able to get personalised feed based on his/her interests.
- It should be Cost Effective
- You could measure the impacts of your campaigns through high measurability.
- Digital campaigns are extremely scalable campaigns.
- A user can engage with the ads, or there is scope for higher engagement.
- It should have an ability to go viral
- It enables you to compete with the bigger players at Level playing field where a user could be able to decide where, when & how his/her ads will be displayed.

1.4 History of Digital Marketing

In the early of 1980s, IBM brought the world the first PC for as little as \$1500(INR 96510)you could have a system 50 Kilobytes of memory that could hook up to your television, play some games and even process text and with this, you could certainly argue that impending digital revolution was going. The business began to take advantage of this new compact computing power in all shot of ways but when it came to marketing one of the first applications was digitising customers and prospect information. Many of you take this for granted today, but the company called Act was the first to do this in the mid-90s and there saw afterwards gave rise to the sales forces automation platforms that eventually turned into today's customer's relationship management systems.

On the consumer side, the early internet had made the transition into the public space and building on the networks & services like America online. The first graphical web browser was created in 1993 at the University of Illinois. It was called 'Mosaic' and its core components would later w be taken to markets as Netscape Navigator. Microsoft soon got into the game with internet explorer, and suddenly just about everyone was online.

Few short years later, the .com boom was in full swing and consumers, and business jumped into anything and everything that had to do with the internet realising the virtual sea of possibilities that the future would hold. Suddenly there was a web page for every product and every service out there and marketers realised that the consumers now had access to all the information they would need to make new kinds of buying decisions to make new purchasing cycle.

Search engines became the defector gateway for anything to be found online, and by the year 2000 Google had realised this could be monetised and launched the first version of its AdWords product letting advertisers bid to show their ads to people typing in keywords that indicated interest in their products & services. Publishers were plastering their content wildly available for free with banner ads & ad serving technology was connecting supply and demand at a large scale.

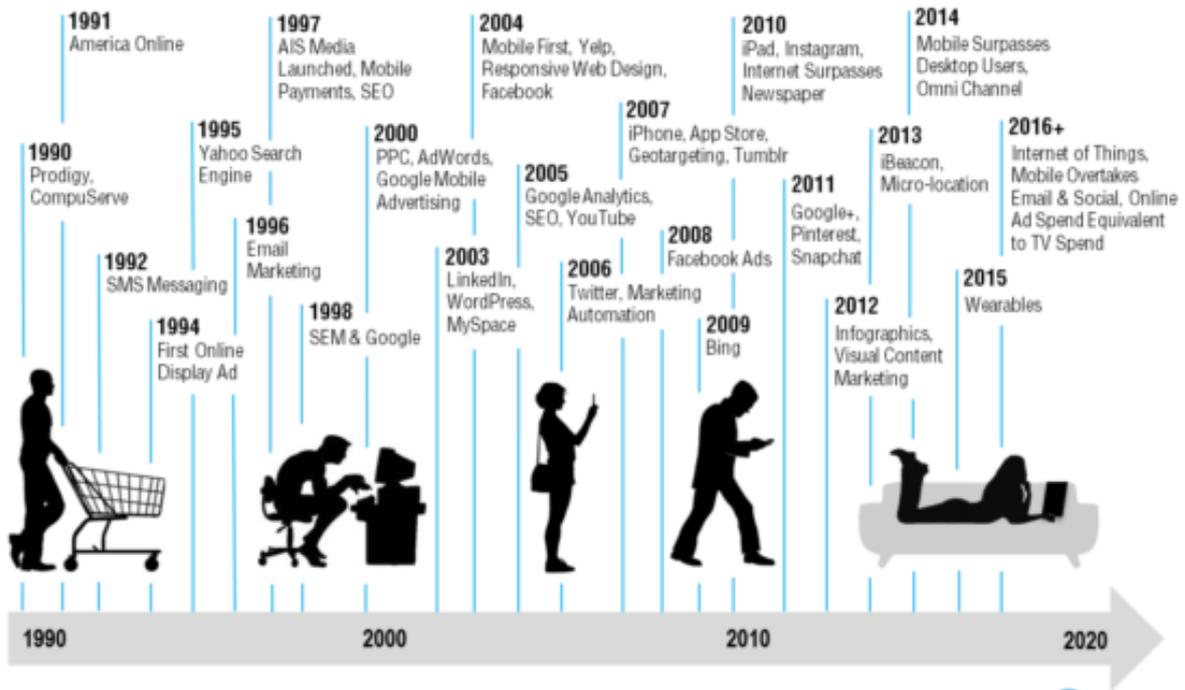
We had all learned to depend on emails throughout the 90-90s and by 2003 we already had can spam compliance legislation to deal with the advertisers that figured out so cheap and easy to blast their messages in this electronic version of traditional direct mail. Spamwas brought under control, a new breed of tools and technology was created and a Modern integrated email management platform and marketing automation platforms now evolved.

As infrastructure raised ahead providing ever more bandwidth, storage and computing power the web change from place to present static information to a platform to interaction. Moreover, during this time, people initial scepticism of entering creating card information on a website has turned into e-commerce revolution. By 2011, eBay had sold nearly 40 Ferraris on its mobile app. Perhaps the most importantly the exorcism of data left behind every one of these interactions as never been richer. From the log file passes to today's enterprise analytics solutions and big data tools, the marketer has never before had access to more data. Coupled with this unprecedented computing power and today we realise the dream of data-driven decision making and even real-time predictions & automation to achieve massive customise one to one customer's interactions at scale.

1.5 Evolution of Digital Marketing

Digital marketing is completely evolving the interaction it has with social media the whole framework is changing. Initially, digital marketing started with emails, text messaging, built messaging, but whole scenarios are changing because of social media sites, like Facebook, LinkedIn, and Twitter.

Today the business people get is more out of these areas so understanding the psyche of the customers & the domain work knowledge. These days, it is not just a plain bombarding of emails, but there has to be more depth. in terms of analysis of whom are you sending such messages or information regarding domain & in terms of the psyche of your audience.



(Source: <http://www.business2community.com/>)

Figure 1: Chart of evolution of digital marketing

1.6 Digital Marketing Vs E-marketing

E-marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the internet. It is the process of Marketing a brand using the Internet which includes both direct marketing and indirect marketing essentials and uses a range of technologies to help connect trades to their customers.

E-marketing means using digital technologies to help sell your offerings online. These technologies are a valuable counterpart to traditional marketing methods whatsoever the size of your company or your business model. It is also regarded as online advertising or internet advertising, which is the form of marketing and publicity which also uses the Internet to deliver promotional marketing messages to consumers.

Whereas, the term 'digital marketing' encompasses all the marketing processes that revolve around multiple digital channels to promote the products or services of business. The term 'Digital Marketing' also refers to mobile marketing and digital video recorders among others. Therefore, from such context, the technique of 'Digital Marketing' basically makes use of all the digital platforms, digital devices & channels.

E-marketing is defined as a subset of digital marketing. E-marketing requires an active internet connection to carry out required promotional activities. However, this is not a case every time in digital marketing. It uses all the channels available in the digital media and not restrict itself to the internet only. For instance, SMS text messages, podcasts or mobile application all are the part of digital marketing.

However, in the present scenario, as most of the digital marketing activities are taking place over the internet, E-marketing also considered as a component of digital marketing.

1.7 Benefits (Advantages) of Digital Marketing

Due to internet and globalisation customers have access to information anywhere anytime. They have mobiles, laptops so that they can visit a particular website at any point of time. Therefore, it is of vital importance for the business organisations to have an online presence so that, your customers will be able to find your business.

Marketing of the 21st century is increasingly dependent on technical and simultaneously dependent on the emotional connection with the target market. Many companies are focusing on developing an emotional connection with their customers.

However, few significant advantages of using digital marketing techniques are:

- It reduces the cost of marketing operations. If we compare the estimated cost of a digital marketing campaign to the cost incurred on offline marketing then it is quite obvious that the digital marketing techniques are more pocket-friendly.
- Being economical than the offline marketing means, the digital marketing, if employed properly, can result in maximised revenues for the business organisations.
- It builds a lasting relationship with your business and your customers. As it is available 24/7 so it becomes easier for your customers to reach to you in a time of any contingency.
- It provides a level playing field, which allows companies with low resources to compete against large enterprises.
- Since the entire process is automated, therefore, it also results in the reduction of time from lead generation to actual sales of goods & services.
- The digital marketing has the reach beyond the boundaries. There are no geographical restrictions. It can reach millions in no time or less time.
- It enables the business to create personalised communications with their customers. It has tools which aid in identifying the behaviour of customers on the website and by analysing the behavioural trend of a person, in particular, it starts sending personalised emails, notification to that person. This gives customers a sense of belongingness.
- Apart from personalised feed to your customers, by digital marketing, you can also generate a customised report about your customers in details.
- It also enables you to measure the success of your marketing campaigns with the detailed analysis. By which, you can create marketing strategies which are yielding high profits or returns.
- Along with marketing campaigns, digital marketing help to build a brand identity. It helps business to develop their brand.

In today's world, where every business organisation is trying to make its presence online it is a recipe for failure if your firm has no digital presence.

1.8 Challenges (disadvantages) of Digital Marketing

You need to understand that what are the challenges faced by the industry of digital or internet marketing:

- It requires time. All the digital marketing strategies start showing their results after some time. However, it also demands constant up gradation in technology and tools employed.
- Easier to have obsolete (outdated) information on the internet, updated timing is a critical issue here.
- There is much competition in the market and by the time visitor reaches the product they have already gone through many links and got the required product. Unless they find what, they are looking for quickly.
- Recent trend shows that most of the people try to get things for free. They always want to get it for free rather than paying for the same. Therefore, sometimes it acts a drawback because the marketer must have to offer at least something for free to retain the audience in his/her page in a view to remain in the competition. Do you have something to offer free?
- Some tools in digital marketing are highly complex and require expertise to execute It with efficacy with the view of getting desired results.
- It is highly unpredictable. You cannot ensure your business's dominance for an extended period of time without running required campaigns within the set timeframes.
- Tools like SEO, keep on fluctuating which means on one day your website is on the top of the page and the next day it has been demoted to the lower side of the page.
- One of the predominant drawback of digital marketing campaigns is that it lacks human touch & emotional connect which is the fundamental aspect of human life.

In a nutshell, there are many pros and cons of internet marketing. It is important to consider each when creating internet marketing strategy.

1.9 Different Media of Digital Marketing

For many, the first online marketing campaign is the stab in the dark they launched with little information and come out with little results. The best way to get it right to know all of your options in advance. Here are the seven main types of marketing you can engage in online:

1. Search engine marketing (SEM)

It is an umbrella term that describes two different methods of improving your websites search engine rankings. The first method involves pay for advertisers or sponsored listings to be displayed whenever a user searches a particular keyword. The second method called as search engine optimisation (SEO), which is a process of organising and focusing your site so that it obviously appears higher in the search engines rankings for a given keyword. SEM accounts for almost half of the moneys spent on Internet marketing. This is because most new users

reach a site through search engines and sites that appear high on the first page of results get the vast mainstream of new traffic.

2. Display advertising

It includes ads posted directly on the web pages, interstitial ads placed between web pages and pop-up ads. Most display ads are the mix of text and images, but it can contain the elements of video and animation. Online ads are popular with the marketers because their effectiveness is easier to track. Most sites employ tracking data that tells marketers how many times an advertisement was viewed and how many times it was clicked. Online advertisements are also appealing because they can be set to appear only in a specific context like when a user lands on particular web pages and searches for a particular keyword alternatively ads can be served to users who lives in a given area or those who exhibits certain online behaviours of interest to the marketers.

3. Social Media Marketing

It is the internet version of Word of mouth promotion by establishing a social media presence whether through a profile or blog businesses enables users to share its content across their own social media channels easily. These distributions system is attracted to marketers because an announcement of sales or a product becomes a credible peer to peer recommendation when shared by a user. Furthermore, the casual nature of social media can help in deepen consumer cynicism about marketing and aid brand appeal. Moreover, because marketers can often target ads to people based on information and their profiles social media sites are valuable add spaces well.

4. Email Marketing

A more direct way to reach out to the potential consumers is through email marketing. Even today, email marketing is considered as one of the prime ways to connect to the potential clients for the businesses. A legitimate email marketing drive only targets those who have opted in. In other words, users provided their contact information will and authorised a company to send them an email. Email marketing is a reliable form, about half of the usual email marketing budget is spent on acquiring new customers and the other half retaining and upselling current customers. Marketing emails range from welcome messages to newsletters and even sales alerts. Emails can also be set up as automatic responses to actions taken on a website. Just as online advertisements, marketing emails are very easy to track and many services provide port detailing the rates at which emails are opened and engaged with.

5. Online Public Relations (PR)

Rather than communicating to the targeted demographics, it involves communicating with the people who influence a target demographics. These could include online Journalists, bloggers or micro-bloggers with larger followings and administrators of community message boards among others. Online PR consist of selling press releases, digital press kits or other promotional materials to these influencers posting them online via press release distribution services or adding them to the press page to your own websites. The effectiveness of online

PR can be traced by monitoring software that alerts you to when your business, products or services are said online.

6. Affiliate marketing

When influencers agree to promote or advertise products or services on behalf of businesses they are engaging in Affiliate marketing. Business typically pays publishers a commission on sales or leads generated by the publisher's referrals. The publishers are called affiliates because they are associated with but not directly part of the businesses they promote. The major appeal of affiliate marketing is that businesses can form out marketing efforts to others and pay nothing if an affiliate fails to bring any customers.

7. Product Marketing

This type of marketing takes places in businesses own websites which involve managing a product or service is presented on a company's site. A product marketer's duty is maybe to perform market research on customers and competitors, create unique landing pages for users who click on certain advertisements. Test out different words and design to see which one is leading to the highest conversion rates and ensure that the site reflects the desired brand image. Since most of the other types of marketing are designed to drive traffic to a company's site product marketing can aid sales by creating a seamless customers experience.

However, in the recent times, social media marketing has evolved from the traditional form of marketing, with increasing people engagement over the social networking sites, businesses are also shifting their marketing strategies specifically towards social media platforms. According to a report, more than 25 million pieces of content are shared each month on social media platforms. The above fact is clearly indicating the increased influence of social media in the lives of people. Social media have become a critical aspect which each and every business organisation is trying to dominate for potential leads. There are multiple social networking platforms like Facebook, LinkedIn, Instagram, YouTube, Twitter, Google+, Pinterest, Tumblr etc. However, three of them are widely used among people and are having a huge base of active registered users. These sites are Facebook, YouTube and LinkedIn respectively.

1.9.1 Facebook

In 2004, Mark Zuckerberg (a Harvard student) launched a website designed for students to share with one another, share their photos & to meet new peoples. Initially, it was called as "thefacebook.com". and before long the site became extremely popular on the Harvard campus. A month after the site launched creators expanded it the students of Stanford, Columbia and Yale. In 2005, students from 800 college networks across the United States could join the network. Its membership grew to over 5 million active users. Later in August of that year, the site name changed to "facebook.com".



It was originally intended for college students, but today anyone can join the network. Although the side scope has expanded to include more than just students, its purpose remains same: giving people a way to share information in an easy and entertaining way. It is termed as social networking sites.

Today there are more than 1.6 billion daily users on Facebook. In fact one out of every 9 people has a Facebook account. Where 50% of them log on every single day. More than one million websites have integrated with Facebook in various ways. 77% of B2C companies and 43% of B2B companies acquired customers and developed clientele from Facebook

Advertising is not about getting your ads in front of as many people as possible. Successful promotion is about getting your business and your communication to the people who are ready to buy your products or services. The common problem with the most form of advertising is that large portion of people who see you add will never be interested in what you have to offer. You are literally wasting your considerable chunk of advertising budget. Does it not make sense to go where your potential customers are? The Facebook is the option out in such condition.

Unlike conventional advertising, Facebook uses dynamic strategies where people can post, talk about, share and even recommend their favourite products and services. Unlike the offline world where you can only communicate with one or two friends at a time. Facebook allows users to promptly share their message and thoughts with hundreds of friends all at once. One of the other great things about Facebook is it allows you to identify your target demographics and exclude everyone else. You can advertise based on Age, Location, Interests, Income level, education and so long. This means your message only shown to those people who are interested in your products and services. Facebook also permits you to have a two-way communication with your customers allowing them to give direct feedback & suggestions. Even review about your business. With Facebook, you can not only generate leads for your business but you build a real association which develops more of your customers into repeat buyers.

1.9.2 YouTube

With a large number of social media channels available, people often overlook the power of YouTube. It hosts 144 million unique viewers each month which is equivalent to one-third of entire USA population. In return, this generates nearly hundred video views per person per month

which is roughly fifteen minutes a day. YouTube has surpassed Yahoo as number second in search engines. Google purchased YouTube in the year 2006 which allowed which allows for a higher chance of reaching page one in google searches. A site from increasing your search results YouTube video page action bar allows for a cross-platform interconnectivity & social networking. It allows the user to Connect and send your YouTube content across some social



networks. Therefore, all your contacts are updated instantly. YouTube is also regarded as a social network because it allows a user to subscribe a particular channel, like or dislike the video according to their own individual interests and also enables the users to write comments in the comments sections of YouTube. It allows businesses to create a bond with their targeted audiences.

In the present context, YouTube is a powerful social media marketing tool because marketing in YouTube results into traffic generation, search engine optimisation, cross-platform interactivities, increase social networking opportunities, and it also increases mobile access.

1.9.3 LinkedIn

Do you want to acquire high paying customers for your business to boost profits for companies? Do most of the social media platforms do not enable



you to connect with targeted professionals? LinkedIn is the solution then because it has more than 380 million members. and this number is growing up at an alarming rate with more than 2 new signups per second. LinkedIn receives almost 12 million unique visitors per day. Executives from all fortune 500 companies are on LinkedIn. Over 80% of leads produced through social media for B2B marketers come from LinkedIn. LinkedIn is the most widely used business-centric social platform that enables you to connect with professionals.

In simple terms, LinkedIn provides a vast pool of valuable resources needed to rise steeply your business. Numerals of business organisations are willing to tap into LinkedIn to get more leads, more offers. LinkedIn marketing helps you to connect with the precisely targeted professional audience. It allows business to shape their brand image without expensive campaigns. Through it, one gets the chance to connectivity easily with the vendor, future partners and clients. It helps in generating organic leads & converting prospective leads to customers.

It enables you to launch new products and services in an ideal marketplace. One could also get positive recommendations and feedbacks which mean you can build tonnes of persistent connections that can benefit your business in the long run. LinkedIn provides a better ROI on your marketing efforts by using the largest network of professionals available.

There exist numerous business opportunities on LinkedIn, the marketers must be aware of the right way to approach to the customers through LinkedIn which would aid in building a profitable network of buyers where you can communicate about your business and products. Most importantly, you will be able to build meaningful and result in oriented business relationships.

1.10 Let's Sum-up

There are so many options now when you think of various avenues through which you can connect with your consumers. Purely from media perspective there are an enormous amount of options out there, whether that is traditional media: television, print, billboards or whatever you have and on the other side you have digital media whether it is the internet, mobile and gross stuff of avenues. In essence, the tasks of reaching consumers have become incredibly challenging and exciting from that perspective.

With increasing internet connectivity and its impact on the routine life of people, you could not rely on traditional sources of marketing only. In order to connect to the potential audience, you must need to develop your marketing strategies across digital platforms because in present era ignoring online marketing is like opening a business but not telling anyone.

The main aspect of every digital marketing campaign mainly depends upon the engagement of people. As a marketer, the prime focus must be on how can we excite our consumers, how can we get them to begin to interact with the brand.

You must always try to bring value to your customers. You should always be engaging on how to provide a better value proposition to your customers in a holistic manner. Values are about how your consumers perceive about your brand and how they approach it. It holds a strategic position in any marketing activity. "Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value" – Philip Kotler.

Value is what draws people to any social media account, just as it is what draws them to a website. Value keeps them there and it is what keeps them clicking on your links and sharing your posts. Their values help you to build your reputation as a brand that can deliver. It is no point of having a bigger audience if that audience does not trust you and does not interested in what you are offering to them. According to Gary Vaynerchuk, it is not about pushing advertising, it's about bringing values.

By adopting customer-centric marketing strategies and providing them they want in a desirable manner, marketers could drive value from their customer base. Utilise the digital marketing means to expand your business horizons. But always remember one thing, reach to you customers but do not preach because digital marketing is simply about putting your customers first.

1.11 Key terms

SEM - Search engine marketing

SEO - search engine optimisation

DA - Display advertising

SMM – Social Media Marketing

(True/False)

Q9. Digital Marketing' does not refers to mobile marketing and digital video recordings among others.

(True/False)

Q10. Digital Marketing provides a level playing field, which allows companies with low resources to compete against large enterprises.

(True/False)

1.13 Unit References

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1.15 Model Questions

1. What is Digital Marketing? Explain in detail.
2. What are the characteristics of digital marketing? Explain its merits and demerits too.
3. Explain the evolution of digital marketing with its historical development.
4. Differentiate between Digital Marketing and E-marketing.
5. What are the different mediums of digital marketing?
6. Explain various channels in Social media marketing.

1.16 Answers of Self-Assessment

1. a 2. b 3. c 4. d 5. a 6. b 7. True , 8. True, 9. False, 10. True

Unit – 2

Digital Marketing Strategies

Learning Objectives

After completion of the unit, you should be able to:

- Explain the meaning, concept and definition of digital marketing strategies.
 - Describe scope and importance of digital marketing strategies.
 - Understand the concept of digital marketing strategies and their applications.
 - Know the differences between various online marketing domains.
 - Know the implications and benefits of digital marketing strategies.
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Structure

2.1 Introduction

2.2 What is Strategy (Nutshell)?

2.3 Definitions of Digital Marketing Strategy

2.4 An integrated Internet marketing strategy

2.5 A generic strategic approach

2.5.1 Situation review

2.5.2 Strategic goal setting

2.6 Digital Marketing Strategy (Basic Model)

2.7 Formulation of Digital Marketing Strategy

2.8 Different Platforms of Digital Marketing

- i) HubSpot
- ii) Exacttarget
- iii) Marketo
- iv) Marin Software
- v) Vocus
- vi) Raventools
- vii) Webceo
- viii) Ginzametrics
- ix) SEMrush
- x) DOZ

2.9 Let's Sum-up

2.10 Key Terms

2.11 Self-Assessment Questions

2.12 Unit References

2.13 Further Readings

2.14 Model Questions

2.15 Answers of Self-Assessment Questions

2.1 Introduction

In this highly competitive era, a clear digital marketing strategy is essential to take a competitive advantage from the competitors. According to a survey by TRM&A out of every hundred organisations, fifty percent of the organisations are using digital marketing techniques with no defined strategy.

A well planned and organised digital marketing strategy makes companies aware of the present trends and context so that the organisations undertake responsive actions against it. A digital marketing strategy defines how a particular business should:

- Increase their channel leads (Impressions) and achieve the desired sales target.
- Make allocation of budgets for acquisition of customers through online mediums. It also enables companies to make required budgets allotments to conversion, retention & growth of online channels.
- prioritise audiences which are specifically targeted through various channels
- With prioritising audiences, it should also be able to differentiate products according to the requirements of audience across multiple channels of marketing.

2.2 What is Strategy?

A strategy is the sequences of actions which are followed by the organisations to achieve their marketing objectives. It is a plan of action designed to achieve a long-term or overall aim in every business organisation. The strategy is perspective, that is, vision and direction (Henry Mintzberg, 1994). According to George Steiner, Strategy is that which top management does that is of great importance to the organisation. It refers to basic steering decisions, that is, top purpose and mission.

In the present context, with increasing internet penetration businesses are shifting their marketing activities to the digital platforms. Therefore, it has become enviably necessary for marketers to formulate a clear-cut digital strategy for obtaining organisational goals of both short & long term.

A digital strategy is termed as effective only when it empowers a marketer to take right decisions which make a company successful online. A strategy acts as a model framework for the marketers that provides a logical order to follow which ensures the ensure inclusion of all the main activities of strategy development and implementation. Mark McDonald (2015) defined it as a process of selecting which technologies you will invest in and where those investments would go.

A Digital Marketing Strategy should include an evaluation to check that all of your competencies are in place to help your organisation manage all of the touchpoints, digital also. A successful Digital Strategy should be built on reviewing seven core abilities which include strategic tactics, performance improvement process, data and infrastructure, resourcing and structure, management buy-in, integrated customer communications and customer experience.

Digital marketing it is not secret that the companies get it right will get more customers and they usually pay less for them. With so many options out there what is the right one for you?

What is the biggest mistake in marketing by marketers? It is when the marketers are mainly focusing on activities, rather than on outcomes. When you adopted a static approach, it is no surprise that you will miss on your targets. All the successful digital marketing campaigns do have one thing in common, that they all begin the campaigns with a particular end in mind.

As a marketer, it should be a preferred that he/she must take the risk out of their digital marketing campaign. They should start by stating what success looks like to you. It is also called as goal-based marketing. It generally revolves around two simple questions. The questions are 'How many customers do you want' and 'how much do you want them to pay for it?' Once a marketer is able to understand & analyse these numbers, he/she must undertake a three-strategy process which constituents: Strategy, proof of concept & Growth.

Here a marketer defines the targeted audiences and identifying where such audience could be found online. A marketer also determines the overall cost of converting the potential segments of people into prospective customers. This allows to forecast and identification of what is viable for your business and what is not. Before opting for any marketing strategy as the overall marketing strategy. A marketer should always select a low-cost marketing campaign to test the present market from the multi-prospective. He/she should work on gathering some of what works and what does not work in a particular market situation. At the end of the trial period, a marketer knows for sure that he/she may find new customers at the right price. We then turn up the marketing campaigns increasing the volumes so that they can reach and hit the roofs.

2.3 Definitions of Digital Marketing Strategy

A digital marketing strategy is a channel strategy which means that it should be informed by research into customer channel behaviour and marketplace activity (intermediaries, publishers and competitors). It should be based on objectives for future online and offline channel contribution percentage. A digital marketing strategy must be able to define and communicate the differentials of the channel to encourage customers to use it, How, it need to manage channel integration.

- Smart Insights

A marketing strategy is an overall plan of marketing actions you intend to take in order to accomplish a specific goal for your company.

- Postcardmania.com

2.4 An Integrated Internet Marketing Strategy

As the name suggest integrated marketing is the term that is basically comprised of the word "Integration" and integration in general language means to combine the elements. An integrated digital marketing strategy enables a marketer to create a foundation on which other key online marketing activities could be carried out. Integrated marketing is a method which specifically focuses on creating amalgamated and continuous experiences for the consumers which will enable them to interact with the brand through various channels of digital media.

In order to make all the aspects of marketing communications, it integrates all of them right from advertising, sales promotion, public relations, direct marketing, to social media, through their similar combination of strategies, approaches, networks, media, and activities. Integrated marketing is a process which ensures that all the marketing strategies of the business including their messaging's and communications are uniform across all the channels and they are customer-centric in nature.

Integration which leverages storytelling is designed to leverage the intrinsic strength of each communications discipline to achieve greater collectively than they do individually.

So, all you are doing is making all your marketing elements match if they all just have the same words and they have the same logo and colours. That is essentially what a marketer are trying to do with integration is to magnify the positive effect of what marketing can do.

A company with marginal small marketing budget can compete with bigger companies because every single rupee has spent is measured and there is a technique to get in there. Many Businesses understands the need of having some sort of digital presence whether it will be a Facebook page or a website but how does but how does one meet the challenges of growing digital space if their brands marketing efforts are not integrated. Today's consumers expect seamless online user experiences they are looking for content that informs entertains or otherwise add value to their daily lives. They are looking for integrated digital marketing.

However, there are certain fundamentals by which a marketer can integrate all the marketing communications and channels to a particular funnel of campaigns which would be able to deliver high results than before.

1. Define & Establish

The first step in executes in effective integrated digital marketing strategy is to define and establish your brand in the digital age. As a marketer, you must always consider that what are your organisation target goals. Defining specific goals that are well thought out and reflect the future direction of the organisation. It is a critical aspect of the IDM strategic process.

2. Convey & Promote

The second step in IDM strategy is leveraging digital content to convey your organisation's brand, message, products, expertise, promptness and creativity. Organic search paid search and social channels are utilised to effectively promote your brand message and content using paid search tactics such Google AdWords will offer your brand numerous ways to micro-target prospects for your target consumer cost-effectively in many traditional forms of advertising.

3. Connect & Convert

A successful Integrated marketing strategy conveys your brand message across all digital platforms personalise connections with your target customers no matter the device or the location they receive or obtain your brand three factors drive the mobile user experience:

- convenience,

- simplicity, and
- proximity.

Mobile devices make our lives more suitable while mobile optimises websites and apps simplify the path to discovery create relevance and top of mind awareness.

4. Measure & Refine

The final step in an integrated marketing strategy is to measure and refine your efforts. To be successful, you must constantly evaluate all tactics and tools to measure your actual outcomes against expected performances. You must then use those insights to further refine and approve upon any future initiatives.

By seamlessly integrating various digital marketing networks into one cohesive approach you are better able to adoptive deeper and more meaningful connections with those who finds value in your brand.



2.5 A Generic Strategic Approach

It is considered as the most popular strategic choice for marketing and business strategy. It is the work of Michael Porter which is known as “Porter’s generic strategies”. Today every business leaders and marketers are facing a huge challenge as they try to determine the most effective and successful strategy. The businesses are primly focusing on getting a competitive advantage over the other firms/business that is operating your market or industry.

Porter did a lot of work and research in this area and in particular, he looked at the concept of competitive advantage and what strategies could be adopted that will be more likely to succeed and in essence, he identified two broad approaches to how successful strategy could be determined. He suggested two overall business strategies that could be followed in order to gain competitive advantage. He argued that differentiation and low cost are effective strategies for firms to gain competitive advantages.

What is a competitive advantage?

A benefit over competitors gained by offering consumers greater value, either by means of lower processor by providing greater benefits and service that defends higher prices. As a marketer, you should always look towards sustainable advantage over your competitors, not just a short-term thing.

The ability of business to organise itself and position itself in the market and also make sure that its operations. It is all supporting activities are geared towards offering value to customers that cannot be beaten by the competition, that value might be through low prices

supported by low costs or it could be that the value is perceived to be high. Because the product or services differentiated it highly differentiates which enables the business charge higher prices.

Therefore, porter's generic strategies essentially were around what are the sources of competitive advantages. Essentially said there are two different types of advantage one is differentiation & the second is low cost.

Low cost: It means with this strategy; the objectives is to become the lowest-cost operator. This typically involves production on a large scale which enables the business to exploit economies of scale. With low cost, the marketers aim at becoming the lowest cost operator in the market or in the industry.

The reason why low cost is potentially a crucial and powerful source of advantage instead of course if the selling price in the market are broadly similar the business can operate at lowest costs will be able to enjoy better profits per unit sold than the rest of the industry of the competitors. Similarly, If the lowest cost operator wishes to adopt a strategy of building market share because it costs low or lowest it will be able to offer lower prices than the competition and liable on the price elasticity of demand that may allow it to grow market share.

Differentiation: It is not about gaining an advantage by low costs but it is to do so by having a product that is so differentiated and distinct compared to with the competition that customers value that differences. The customers value the difference and are prepared to pay perhaps for that difference. With a differentiation strategy, aims to offer a product that is distinctively different from the competition, with the customer valuing that distinction. There are numerous ways to persuade your customers to purchase your products through various means and sources. A marketer must be aware of all such persuasion tactics. It could be done by designing or offering your customers a product with superior quality, by making a product available amongst all geographies through wide distribution channels. It can be done by branding your product which encompasses strong customer recognition & in the end all of these things should be backed up by sustained promotion which is often dominated by advertising, sponsorship, etc.

According to Porter, the above two are the key ways of gaining advantage low cost and differentiation. As a marketer, one should always try to adopt any of the above strategy or an integrated combination of both.

2.6 Digital Marketing Strategy

For every desired outcome, there must be some predetermined course of actions by which the organisations can actually attain those objectives. A strategy helps the marketers to organise all activities which are required to be performed cordially. It acts as a model framework for the marketers which enables and guide them to adopt required steps within the framework. Planning is considered as core fundamental aspects of every digital marketing strategy. It

describes the first stage of forming a digital marketing strategy for the wider digital marketing system.

In such context, Dr Dave Chaffey's approach for digital marketing planning (DMP) is regarded as a basic framework for formulating a marketing strategy for digital channels. According to Dr Chaffey, every business must structure (formulate) their marketing plans by assessing the present opportunities, strategy and actions. In order to implement an effective digital marketing campaign.

(1) Opportunity

Every marketer must need to analyse the market situations and present trends. After critical examining, every single aspect of market conditions a marketer should set 'SMART' objectives. SMART in this present context signifies: Specific, Measurable, Actionable, Relevant and Time-bound). Dr Chaffey suggests that in order to set SMART objectives the marketers should review the current benchmarks and the key performance indicators (KPIs) and existing competitors of their organisations that would help marketers to assess the exact business performance and expected growth in the near future.

Marketers should also be able to assess the organisation's marketing and sales opportunities by reviewing their own influence outreach. By doing this, marketers could have a competitive advantage from his/her co-marketers because they have already identified what kind of competitive advantages they have with themselves. The organisations need to form a clear picture of where they are currently standing and in future how many resources they would be able to allocate for their digital marketing campaigns. By allocating budgets the marketers can also recognise gaps and further develop new marketing objectives of the future growth.

(2) Strategy

To make a strategic digital plan, you must assess your organisation's digital proposition (what the organisation is offering to consumers) and then connect to your customers by using digital means so that you can further promote the organisation proposition. As a marketer, you must always define online value proposition (OVP) of your organisation. This means clearly expressing what the company is offering to customers online e.g. brand positioning.

Apart from all these, you must also select target market segments and define specific digital targeting approaches.

(3) Action

It is the third and the final stage which requires the firm to set measurable touch points as a management system. You should always establish such management system which is able to reach the potential audience across all the channels on a digital platform.

The action and final stage of planning also require the marketers to set in place quantifiable content formation e.g. oral, visual or written online media. Furthermore, the budget and management systems are integrating the paid, owned and earned the marketers should also ensure media of the business.

In today's crowded digital marketplace, it has becoming harder than ever to stand out amongst the plenty of competitors and with so many online advertising possibilities what is the best use of your marketing budget. The key is to develop a customer-focused digital marketing strategy. Here are the six essential elements of a digital marketing plan which will help you stand out from the crowd.

1. An Engaging and responsive website

As a digital marketer, you must always try to make your website highly engaging. It should no longer just be an online brochure. It should be friendly to mobile, encourage interaction and ultimately funnel your visitors to take actions.

2. Measured search campaigns

Search marketing is vital for bringing target customers to your website. However, whether you implement organic search or pay-per-click advertising make sure to monitor your results to prevent your budget from skyrocketing.

3. E-mail marketing

Sending consistent well-targeted email correspondence is still one of the most effective ways to grow a faithful customer base especially when used with a customer relationship management (CRM) system.

4. Add social (community) to the mix

Whatever the size of your business social media can play an influential part in building brand awareness, driving targeted traffic, industry authority and providing great customer care.

5. Content is the master

A content (material to post) plan is the most important part of a successful digital marketing policy. Using a content calendar, you can coordinate your drives, plan your publications, organise contributors and manage the editorial process.

6. Measure, tweak and improve

Monitoring your progress using web analytics will help you achieve a return on investment by identifying which part of your strategy are working what part needs to be amended. In conclusion, developing a digital marketing strategy will mean that you are ready to benefit from the evolving digital marketplace. Instead of being left behind as a digital marketer you should always try to prepare or review a cohesive digital marketing strategy for your business which would aid in getting more potential customers in the long run.



Figure 3: Essential elements of digital marketing plan

2.7 Formulation of Digital Marketing Strategy

Building a digital marketing strategy involves a highly tactical course of assessment which every marketer must consider before carrying any marketing activities. It involves a multi-step process where all are related to one another. The first step is to create a details list of your customers. Maintain a detailed database of your customers with all the potential customer's questions. Once you have identified all the potential questions from your customer than in the second phase try to answer all those uncovered questions and pain points you have encountered in the first step. After answering all the relevant questions, you have actually developed a content of your own. Now, in the third phase, you have to share that content with your perspective audience through different communication channels. In the fourth step, give your content a boost by promoting it through digital channels. Once you are done with the promotional part, follow the reciprocity methodology & promote your products through digital ads to those who loved (liked) your content. Moreover, At last, in the sixth step of the whole strategy you as a marketer should analyse your result, optimise your content & advertisements.

After the last phase i.e. sixth step, repeat the promotional campaigning and overall promotional activities for better yielding of results.

2.8 Different Platform of Digital Marketing

(1) HubSpot

If you are today life is interesting the world has changed customers are in control and you have to change according to the market. Do you remembered direct emails, buying e-



mail list etc. these are not just enough anymore? Turns out your clientele are normal human beings, and if your only way of getting their attention by interrupting them with personal messages then you should probably use to be down. Today it is all about attracting your customers through inbound marketing. However, inbound marketing takes so much work which needed to be successfully undertaken.

Inbound marketing includes Search engine optimisation (SEO), Blogging, Social media, Marketing Automation, Personalization of content according to the needs & requirements of user & at the end it also requires segmentation to the targeted audience.

That is where HubSpot helps the marketers. It is the world's number one inbound marketing platform. HubSpot provides its software, services and support to help marketers to undertake the inbound marketing activities with full efficiency. In a nutshell, it provides all the required tools for inbound marketing at one place.

Some marketers try to do this with a different bunch of marketing application. They spend a tonne of time and money on the complex integration of different platforms and application.

I also require managing multiple logins, user interface, data sets, support teams, help centres etc. Even after these all things, clubbing together different tools and applications does not give you the full view of every communication your customers have with you which means that you are not been able to get the data of your customers, and you also miss the valuable opportunity of getting the personalised data of you customers. All in one, you will be getting a less return from a log of investments in different marketing tools and techniques.

HubSpot gives you everything you will need to succeed. You can manage all your marketing activities, group them by campaigns, and you will be able to see your return on investment across the entire funnel. Rather than bundle together smaller and less effective marketing applications, HubSpot gives you the power of marketing in one single powerful tool. According to G2crowd and Venturebeat, HubSpot is number one inbound marketing and sales platform which is currently more than 10 thousand companies from more than 65 countries.

(2) Exact target

The exact target marketing cloud is a new way to build personalised and automated one to one marketing campaigns. So, you can connect to your customers and deliver the right messages to the right person at the

right time making it easy to listen and engage with customers across social media offer highly personalised products recommendations on your company website. You can also share daily deals based on travel history and hotel preferences through mobile applications. Marketers are also able to send their customers a discount right when their customers are nearby their

ExactTarget®
a salesforce.com® company

stores by using direct marketing tools. Customers could also be followed up by emails, it gives you detail insights of their (customers) abandoned shopping cart so that you can approach your customers later on. Through Exact target, you can also publish custom content on Facebook, twitter and other social media platforms. By the help of Exact target, a marketer could also integrate directly into the products.

The exact target marketing database allows business to build a single view of their customers with data with data from anywhere like web-behaviour, e-commerce and CR data like sales force. By the usage of exact target marketing database, automation of customer journey has become even simpler than before & has become more sophisticated.

(3) Marketo

In today's digital world with ever expanding channels are you sure that you are reaching to your customers? With so many marketing technologies solutions available how can you choose a right one for your business today?

Marketo is a complete lead generation and management solution that helps that helps you to attract the right prospects engage them to build relationships close more sales opportunities then measure and ultimately prove the impact of marketing on the business. To attract more of the right visitors to your websites it offers SEO that scores each of your web pages and recommends ways to appear higher in search results when people visit your site Marketo personalises content based on their industry, company size and more even if they are anonymous to engage visitors and drive more conversions immediately. As a marketer, if you want to get more out of your existing content Marketo finds the assets buried across your website and recommends the right content to the right person using predictive intelligence.



(4) Marin Software

Managing online advertising campaigns is complicated as it involves a great deal of repetitive work not only does this introduce human error but it is highly inefficient. Marin Software streamlines these workflows to help online marketers create, manage and optimise campaigns across publishers

making large-scale changes in identifying optimisation opportunities has never been easier. Marin copy feature also clones and moves objects quickly and effortlessly a powerful find and replace function provides you with the precision you need to make changes across the campaigns on the fly. With rapidly growing campaigns across multiple publishers, it enables you to scale and execute on all the changes a marketer need to make.



(5) Vocus

The *VocusMarketing* suite is how you are going to help your customers to find your business on the online platform. It helps you to be social to find and attract



customers on Twitter and Facebook. It helps marketers in creating a buzz and get found with online news releases that get your business all over search engines like google. It allows you to grow your fans with the custom Facebook page that attracts fans and turns them into customers and track your results so you can see what is working and then make it even better.

It only requires just a few minutes a day because of the Vocus recommendation engine. It navigates you through everything you need to do, to get everywhere those future customers are looking. You just need to login & follow its recommendations and build some buzz then you go back to work while Vocus finds you tomorrow's opportunities to spread the word and get seen. It is everything you need to market your business and reach customers online. It can be managed through smartphones also.

(6) Raven Tools

Succeeding online means managing a lot which evolves search, social, content marketing & reporting. What you need a solid overview. Raven helps you spend less time crawling and more time sword. View everything at a high level with the capability to focus in to suit your needs in a single control panel enhance your organic strategy, track ranking with authoritative real data, assess your competition, find key issues with your websites, perform keyword research, manage social media accounts, publish content that people want to share. Raven tools enable you to report on individually or join with the push of a button with a constantly evolving set of other tools and metrics.



(7) Web CEO

It is a set of quality SEO tools based on a single platform. It is a fast, time-saving, stable and stylish product that will fully satisfy the SEO needs of small businesses and SEO agencies. It has a fairly simple interface with lots of features embedded in it. It enables you to perform various functions like keyword research, optimising the website pages, search engine submission, link building, PPC manager, analysed website statistics and in end, it also enables you to monitor the overall activities and refining it.



(8) GinzaMetrics

You are accountable for making sure that your brand gets online.

Gone are the days of blindly

running ads and hoping that someone your target audience takes action. Consumers are searching for your products but with so much competition finding your product is not always an easy task to keep your company's visibility high on search engines. You need to understand which keywords drive traffic to your site while maintaining a watchful eye over your competitors.



With the help of GinzaMetrics, you would be able to get custom, automate reports based on your needs. Its powerful dashboard helps you work more efficiently by saving your company time and money. GinzaMetrics make keeping up the dynamic SEO world by optimising hundreds or thousands of keywords right away. A marketer could gain insights into what is working and what needs to be changed in order to get better results. It is regarded as a perfect tool for agencies, SEO managers & digital marketers.

(9) SEMrush

SEMrush is a web application that allows you to analyse the massive amount of SEO data related to your site and your opponents.

SEMrush is home to over a hundred and six million keywords on about 46 million domain names they keep track of organic positions for domains and landing URLs can provide

insight on your competitions and they even keep AdWords ad copies and positions for sites besides your own. SEMrush is a specialised tool that you can use to take your SEO game the next level.



(10) DOZ

DOZ permits you to launch on-demand and custom-built marketing drives performed by vetted marketing experts around the globe. You can select or create your own marketing task by the help of this tool. It helps you to instantly matched to qualified marketers. It also enables them to review and rate their tasks. It is all about the plan, create and publish your marketing by simplifying it.



2.9 Let's Sum-up

In the present digital era, there exists so many digital marketing tools and techniques for the marketers which has made the decision of selecting a particular medium even more complex. However, as a marketer one should always try to assess the requirement of the business and the targeted segment of people before adopting any marketing strategy. A

strategy which is being considered after proper analyses and evaluation always aid the businesses and marketers in both short and long term by multiplying the profits shortly.

2.10 Key Terms

- Internet marketing
- Integrated marketing strategy
- Generic strategic approach
- HubSpot
- ExactTarget
- Marketo
- Marin Software
- Vocus
- Raventools
- Web CEO
- Ginzametrics
- SEMrush
- DOZ

2.11 Self-Assessment Questions

- Q1. An _____ is a method which specifically focuses on creating an amalgamated and continuous experiences for the consumers which will enable them to interact with the brand through various channels of digital media
- a. Differentiation
b. Marin Software
c. Low cost
d. Integrated marketing
- Q2. According to _____, "Strategy is perspective, that is, vision and direction."
- a. Harvard School
b. Henry Mintzberg
c. Benjamin Higgins
d. D.C. McClelland
- Q3. Which one of the following is not a platform of Digital Marketing?
- a. HubSpot
b. Exact target
c. Words Counter
d. Marketo
- Q4. _____ allows you to grow your fans with the custom Facebook page that attracts fans and turns them into customers
- a. Vocus
b. Raven tools
c. Marketo
d. WebCEO

Q5. According to _____, "Strategy is that which top management does that is of great importance to the organization. It refers to basic steering decisions, that is, to purposes and missions."

- a. FW Taylor
- b. George Steiner
- c. Henry Mintzberg
- d. Benjamin Higgins

Q6. A _____ is an overall plan of marketing actions you intend to take in order to accomplish a specific goal for your company.

- a. Communication
- b. Direct contact
- c. Marketing strategy
- d. Personal guidance

Q7. Mark McDonald (2015) defined it as a process of selecting which technologies you will invest in and where those investments would go.

(True/False)

Q8. A generic strategic approach is the work of Michael Porter which is known a "Porter's generic strategies".

(True/False)

Q9. Dr Dave Chaffey's approach for digital marketing planning (DMP) is regarded as a basic framework for formulating a marketing strategy for digital channels.

(True/False)

Q10. There are Six essential elements of a digital Marketing Plan

(True/False)

2.12 Unit References

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2.14 Model Questions

1. What do you mean by strategy? Explain the need of having a strategy.
2. Define Digital marketing strategy?
3. What is integrated internet marketing strategy? Explain in details
4. What do you mean by competitive advantage?
5. Explain the basic model of digital marketing strategy. How could it be framed?
6. Explain the six essential elements of a digital marketing plan.
7. Explain different platforms of Digital Marketing in details.

2.15 Answers of Self-Assessment Questions

1. d 2. b 3. c 4. a 5. b 6. c 7. True , 8. True, 9. True, 10. True