

DIGITAL MARKETING STRATEGY

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COURSE CODE -MKT711

Lecture 00



DIGITAL MARKETING STRATEGY

Course outline

- Course description
- Learning outcomes
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Course Description

This course aims to introduce students to the basic concepts, role and importance OF digital marketing strategy that support digital marketing Implementation, this course also aims to understand the Marketing Strategy in the Digital Age and Recognize Current and emerging technologies that support Digital Marketing Strategy: An Integrated Approach to Online Marketing.

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Course Description

At the end of this course, the student will be able to:

- ✓ DEVELOPING DIGITAL MARKETING STRATEGIES
- ✓ INTEGRATING DIGITAL INTO WIDER ORGANIZATION STRATEGY
- ✓ BARRIERS, CONSIDERATIONS AND DATA PROTECTION IN DIGITAL MARKETING STRATEGY
- ✓ FIND THE TECHNOLOGY THAT WILL BEST SUPPORT DIGITAL MARKETING STRATEGY IN DIFFERENT ECOSYSTEM
- ✓ LEARN ABOUT THE INTEGRATING DIGITAL CHANGE INTO YOUR WIDER ORGANIZATION

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Course Description

- ✓ RECOGNIZE USING CHANNEL STRATEGY TO REACH YOUR CUSTOMERS
- ✓ EXAMINE CRITICAL STRATEGIC ISSUES BY COLLECTING COMPLEX STRATEGIC INFORMATION
- ✓ REALISE MARKETING AUTOMATION, MESSAGING AND EMAIL MARKETING -
- ✓ UNDERSTAND CONVERSION, RETENTION AND MEASUREMENT
- ✓ DELIVERING AND PUTTING TOGETHER YOUR DIGITAL MARKETING STRATEGY

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The main innovations included in the chapters are as follow

- CHAPTER 1 - The foundations of digital marketing
- CHAPTER 2 - Upgrading Digital Marketing Strategy:
- Chapter 3- Strategic Platform for Digital Marketing
- CHAPTER 4 – Integrating digital change into your wider organization
- CHAPTER 5 - Using channel strategy to reach your customers
- CHAPTER 6 – Marketing automation, messaging and email marketing - The unsung heroes
- CHAPTER 7 -Conversion, retention and measurement
- CHAPTER 8 -Tailoring your final digital marketing strategy
- Chapter 9- Affiliate Marketing : How to Develop and Manage a Successful Strategy
- Chapter 10- influencer marketing strategy

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What is digital marketing strategy?

Because a strategy helps you in **“setting the direction to the destination you want to reach.”**

Digital marketing strategies are the tools companies use to advertise themselves in the digital world and draw in customers through websites, search engines, social media, email, and online ads.



Digital marketing strategies are the techniques and approaches businesses use to promote their products, services, or brands through online platforms.

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Types of digital marketing strategy

Types of digital marketing strategy. There are many digital marketing strategies out there. Some deliver better results than others, so we'll examine the 11 most effective digital marketing strategies used in current industry.



Type Of Digital Marketing strategy

1. Search Engine Optimization (SEO)

Search Engine Optimization involves implementing techniques and strategies to enhance website ranking, visibility, and traffic in search engines.

Example: A finance company may improve its website content using relevant keywords like loans, investment to appear on the first page of a search engine.

2. Pay-Per-Click Advertising (PPC)

Pay-Per-Click, also known as Cost-Per-Click (CPC), is an online advertising model where advertisers pay publishers only when any users click on their ad.

Example: Advertisers may use specific keywords related to their products to target audiences on popular platforms like Google Ads, Facebook Ads, etc.

Type Of Digital Marketing strategy

3. Content Marketing

Content marketing is creating, delivering, and sharing valuable and useful content to attract target audiences to increase brand awareness.

4. Social Media Marketing

Social Media Marketing refers to using social media platforms to promote business products, increase brand awareness and build relationships with potential audiences.

Example: An e-commerce company may use Facebook, Instagram, or Twitter to reach a wide range of customers, increasing their sales and website traffic.

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Type Of Digital Marketing strategy

5. Email Marketing

Email marketing is a digital strategy for building customer loyalty, promoting products, and increasing sales. It involves sending emails and newsletters to target subscribers.

Example: A fashion brand company can send promotional and exclusive discount emails to their subscribers to promote the latest arrivals of their products.

6. Influencer Marketing

Influencer marketing is a collaboration between influencers, like famous social media personalities and brands, to promote brands' products.

Example: Beauty companies can partner with popular Instagram influencers to endorse their beauty products through sponsored posts or product reviews.

Type Of Digital Marketing strategy

7. Affiliate Marketing

Affiliate marketing is a cost-effective online strategy where companies compensate affiliates for promoting their brand, sales and driving website traffic.

Example: Affiliates can use their blogs, websites, and social media profile to promote the company's products and earn commissions for every sale made through their unique affiliate links.

8. Video Marketing

Video marketing is creating and sharing content to educate, entertain, promote products, and increase brand visibility.

Example: A training company can upload product videos, sponsored videos, tutorials, or customer testimonials on platforms like YouTube.

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Type Of Digital Marketing strategy

9. Mobile Marketing

Mobile marketing involves advertising brands using SMS, MMS, mobile applications, websites, in-game advertising, etc.

Example: A jewelry company can send new branch launches or sales discounts via SMS to customers or display ads within popular mobile apps.

10. Remarketing

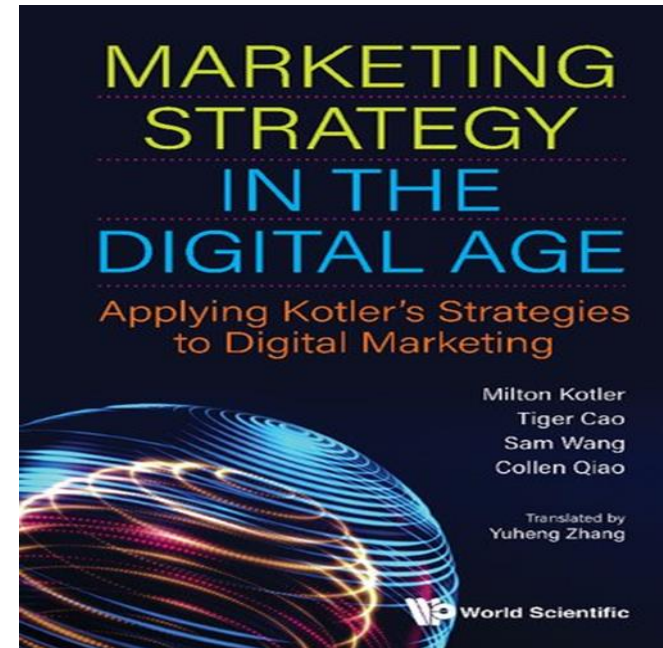
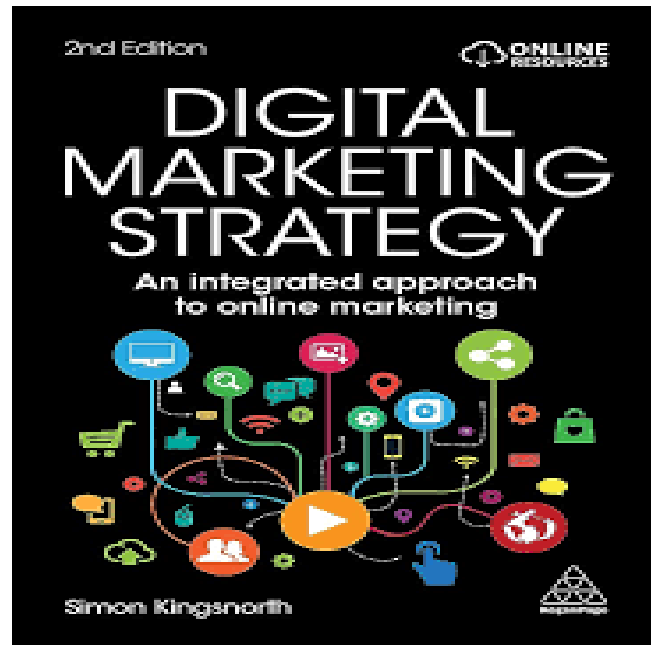
Remarketing or retargeting is reaching out to previously engaged customer product or services.

Example: A sportswear company can send new arrival ads to customers to remind them of the brand so they can purchase their products or can ask for feedback.



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REFERENCES



References

Kingsnorth, S. (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing. India: Kogan Page.

Marketing Strategy in the Digital Age Applying Kotler's Strategies to Digital Marketing
<https://doi.org/10.1142/11737> | September 2020 By (author): Milton Kotler

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ASSESSMENT

Weekly Tests



Chapter
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LIVE SESSION



**Weekly
Discussion
session**

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THANK YOU



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