

# Digital Marketing Strategy

## Dr. Perihan Salah

### Introduction



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY

1

## Introducing Digital Marketing

## Main Topics to be covered in this lecture:

- Refreshing our minds (What is marketing, product types and marketing goals)
- What is digital marketing and reasons for it.
- Importance of Digital Marketing
- Challenges of Digital Marketing and the consequences
- Our Study Plan



**Marketing:** the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.



# Product Types



- Is to attract new customers by promising superior *value*, and to keep current customers by delivering *satisfaction*.



Digital marketing can be defined as:

Achieving marketing objectives through  
applying digital media data and technology





*1. Because it makes sense!*

*2. Because it's booming*

*3. Because everybody else is there!*



### ➤ Digital is Instant

- It's the only channel that we can run an instant campaign in the next 10 minutes and start exposing customers to our message immediately.
- Crucial for real time and urgent situations



### ➤ Digital Is Cost effective and Scalable

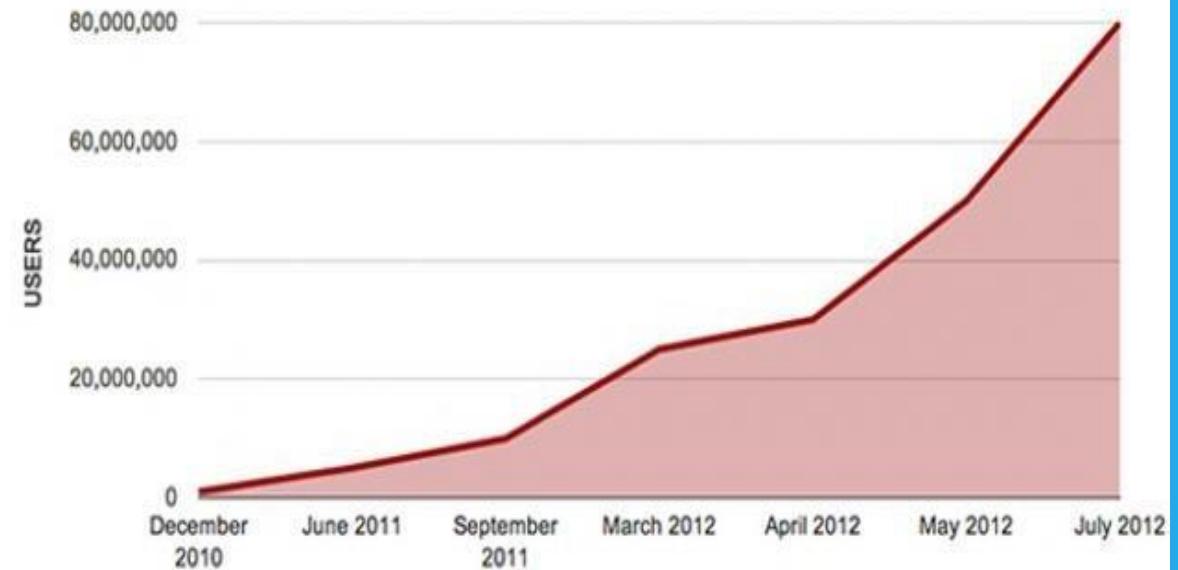
- You can Run a Campaign online for \$10 and then expand it to \$100,000.
- We will be using the same platforms and tools used by Booking.com, Amazon and eBay use to market their products and services.



### ➤ It's growing like crazy!

- It took 83 years before 50 million people gained access to radios. It took television 13 years to earn an audience that size.
- It took **Instagram** a year and a half

### INSTAGRAM'S INSANE USER GROWTH



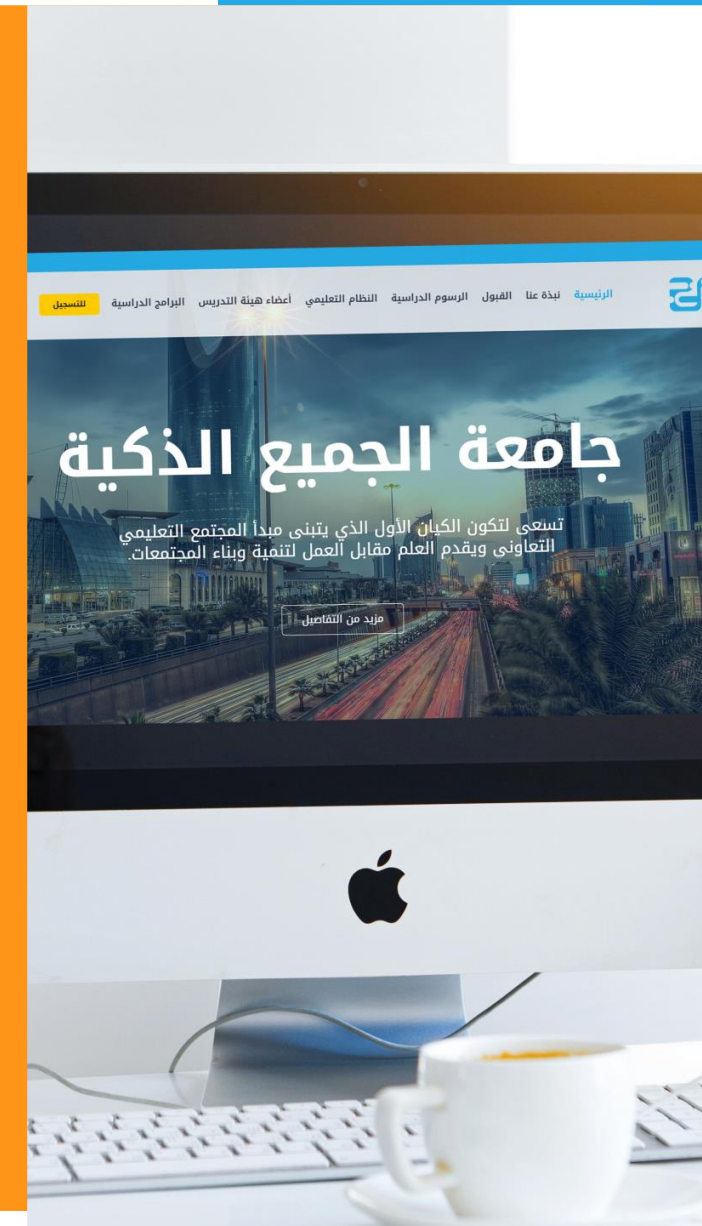
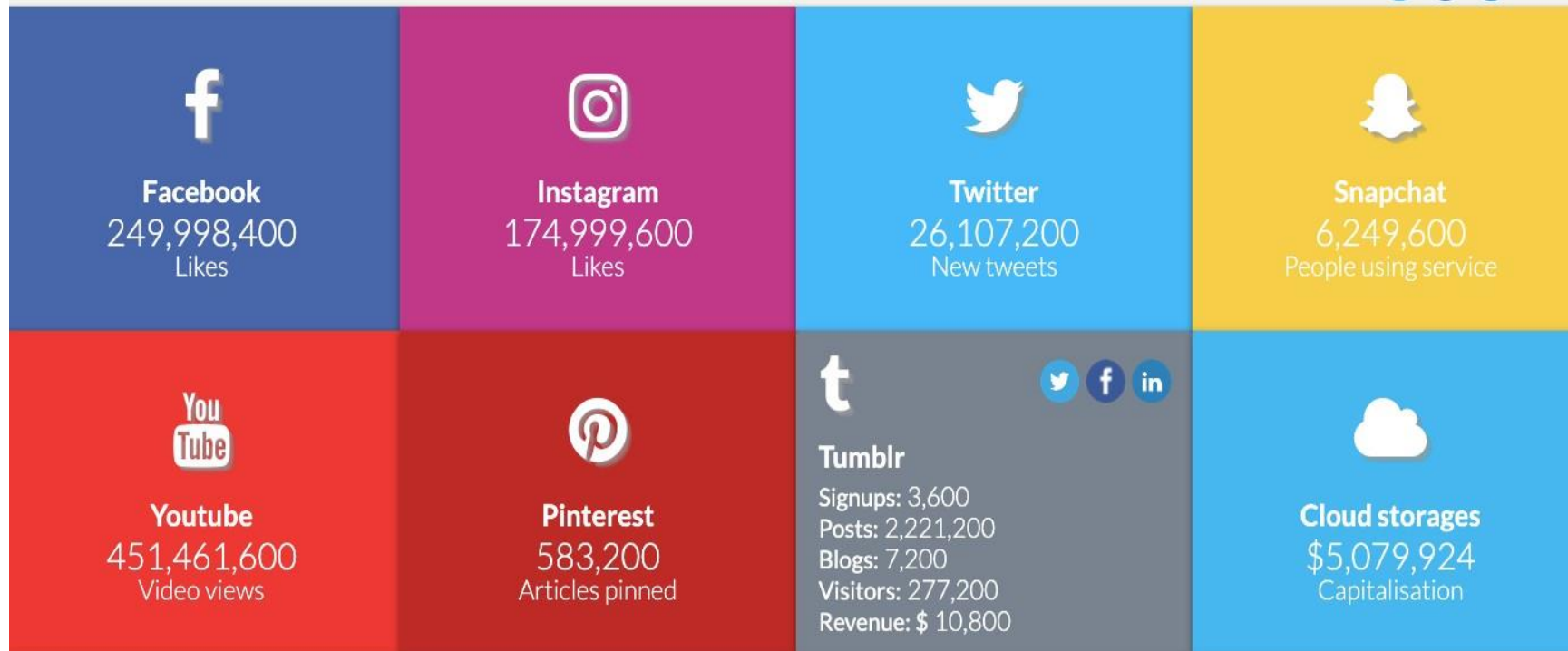
### Content eXplosion

Social Media and the information explosion:  
Terms such as the “information explosion” are often used  
to describe the impact social and digital media has on  
society and culture.



Social Media and  
information  
explosion

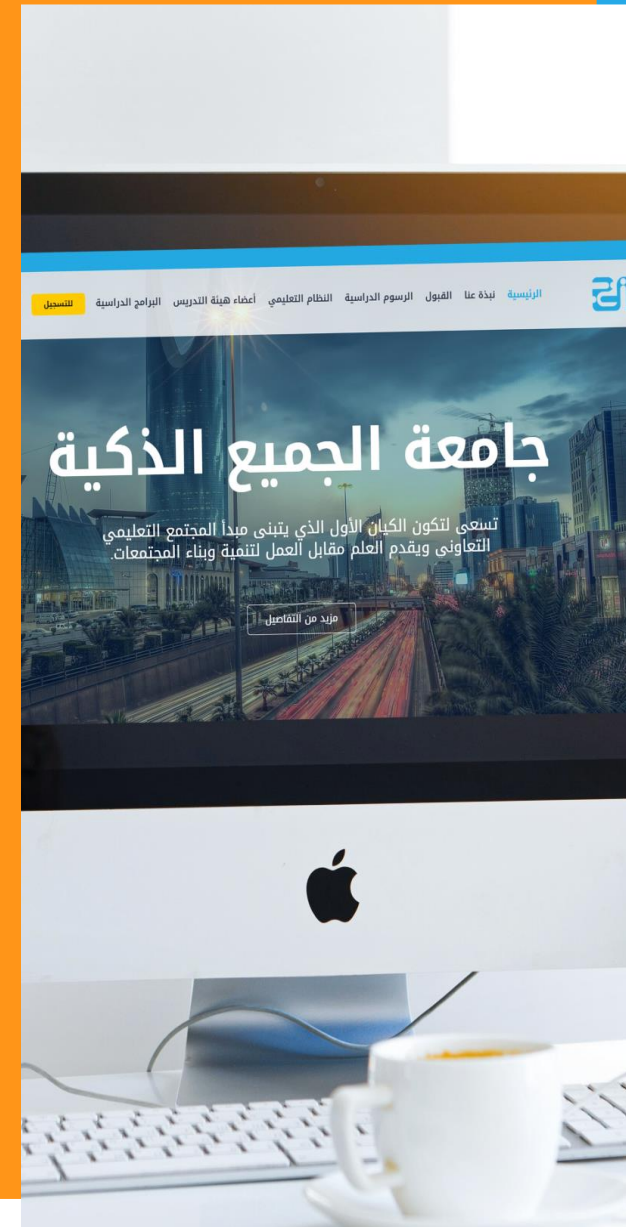
<https://www.webfx.com/internet-real-time/>

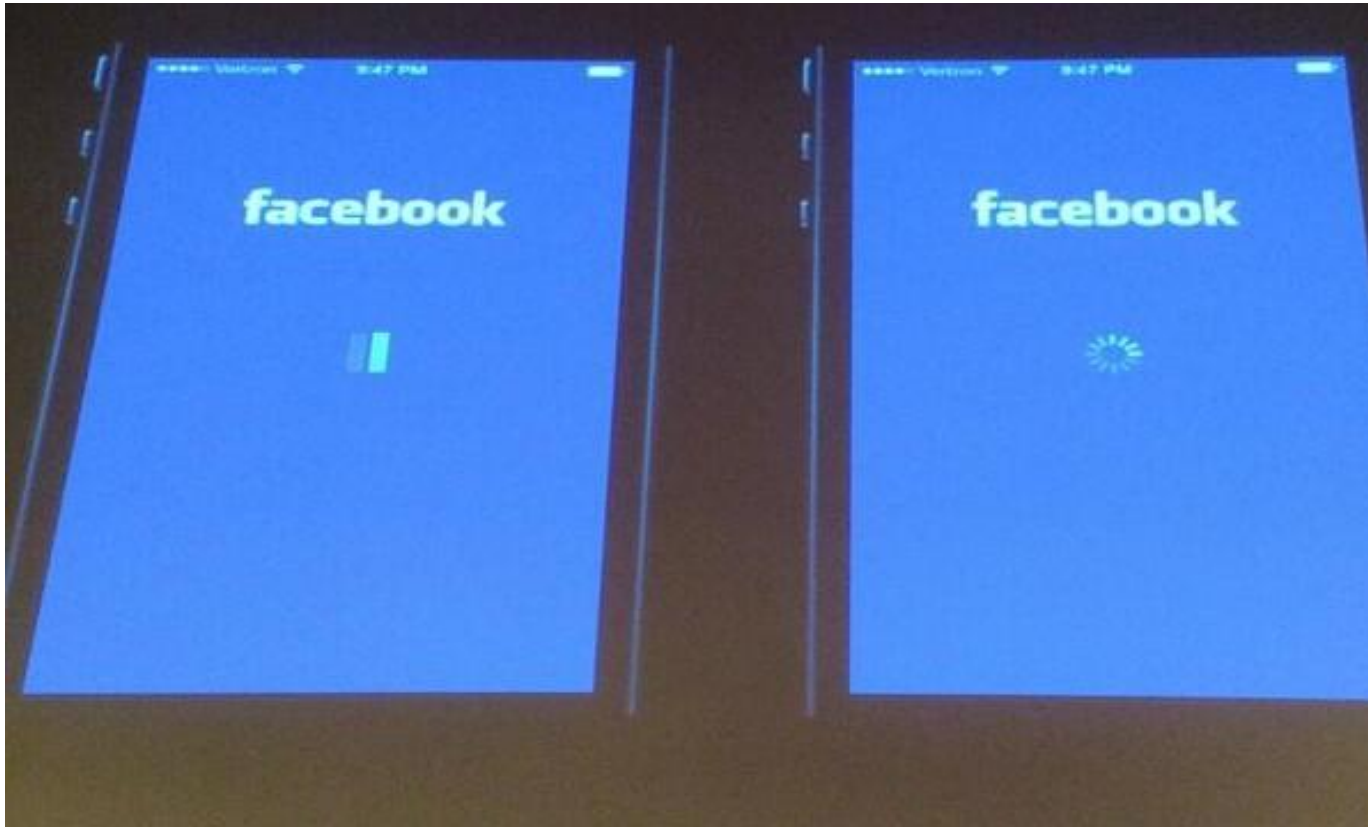


# Introduction

## As a result...

- Customers' attention span is very short... They forget very fast!
- They have many options to compare between, so they take longer time to buy
- They got fed up of selling ads online, they don't see the value anymore





Facebook did testing  
to determine that users  
blamed FB on left,  
iOS on right,  
for slowness of loading

## Study Plan and the Main Topics to be covered:

Topic 1: Introduction to digital marketing,

Topic 2: Evolution of the web and how social media platforms work

Topic 3: HOW DIGITAL PLATFORMS WORK and UNDERSTANDING THE CONCEPTS

Topic 4: HOW SEARCH ENGINES WORK and UNDERSTANDING THE CONCEPTS

Topic 5: Building a Digital Strategy! Know Your Target Audience

Topic 6: Search Engine Optimization

Topic 7: Creating social media pages, introduction to Meta business accounts and publishing tools and insights - Social media management tools and content planning for social media



Topic 8: Social Media Advertising - Intro to ads manager, digital marketing funnel and campaign setup - Audience targeting and ad creation - Ad reporting and optimization

Topic 9: Introduction to google ads and campaign types and setup - Google search ads

Topic 10: Email Marketing fundamentals and email workflows - Using emails to re-target existing customers

Topic 11: Google Analytic: Google Analytics setup and reporting Analyzing Website Performance

