

# Digital Marketing Strategy

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## 1<sup>st</sup> Lecture



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY

Topic 1:  
Introduction to Digital Marketing

## Topic 1

# INTRODUCTION TO DIGITAL MARKETING

Digital marketing can be defined as:

Achieving marketing objectives through  
applying digital media data and technology



# Topic 1

## Why Digital?



*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



## Topic 1

# IMPORTANCE OF DIGITAL MARKETING

### ➤ 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.



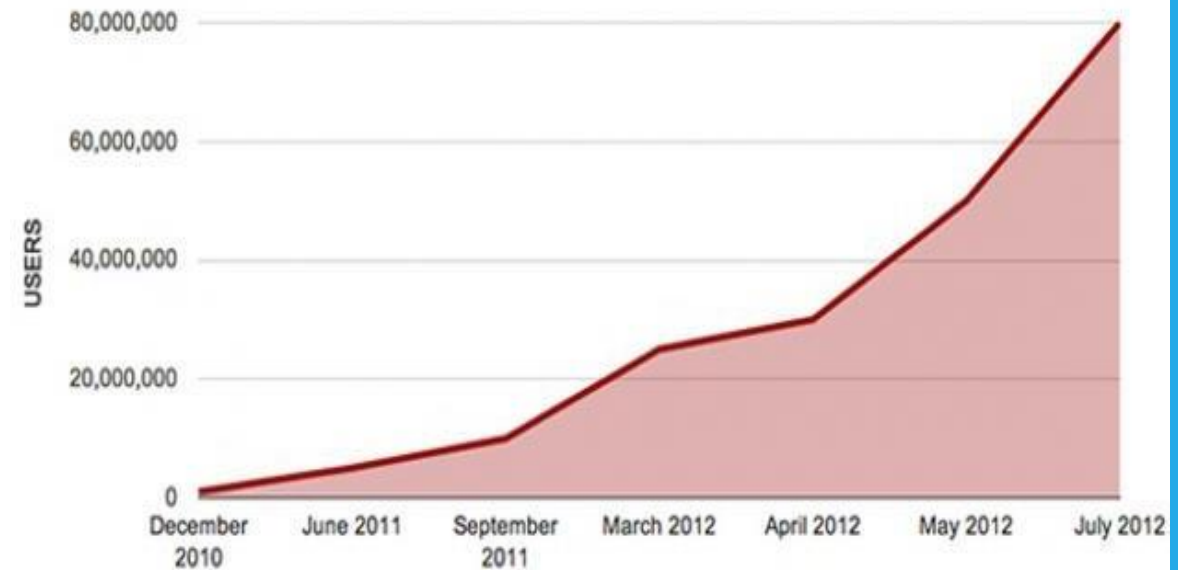
## Topic 1

# IMPORTANCE OF DIGITAL MARKETING

➤ 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

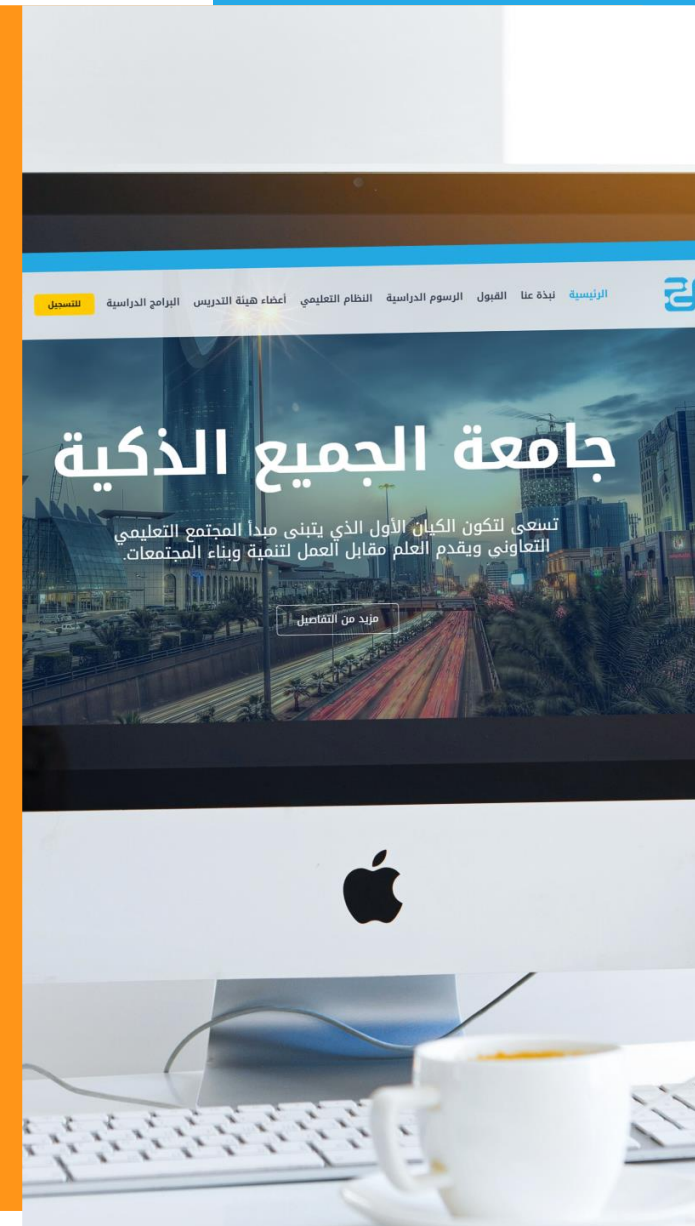
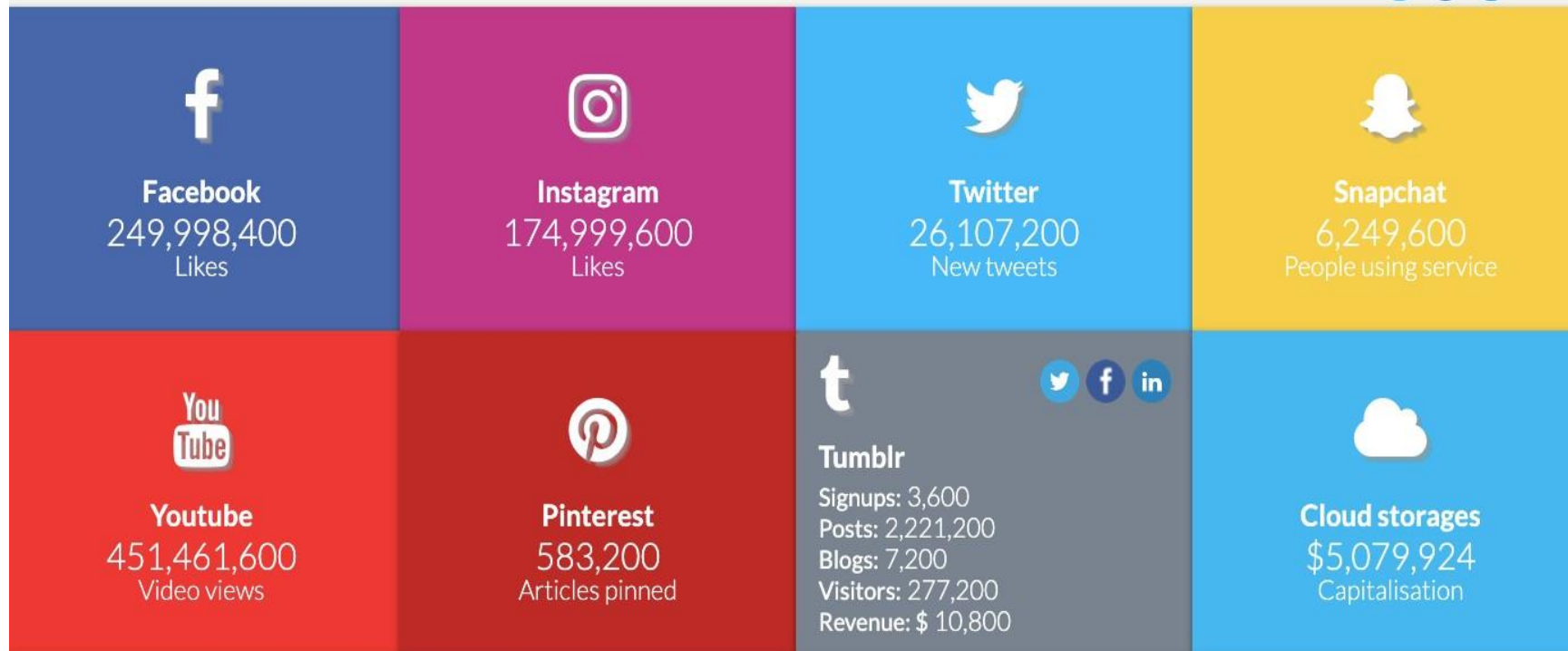


## Topic 1

# The challenge

## Explosion of content

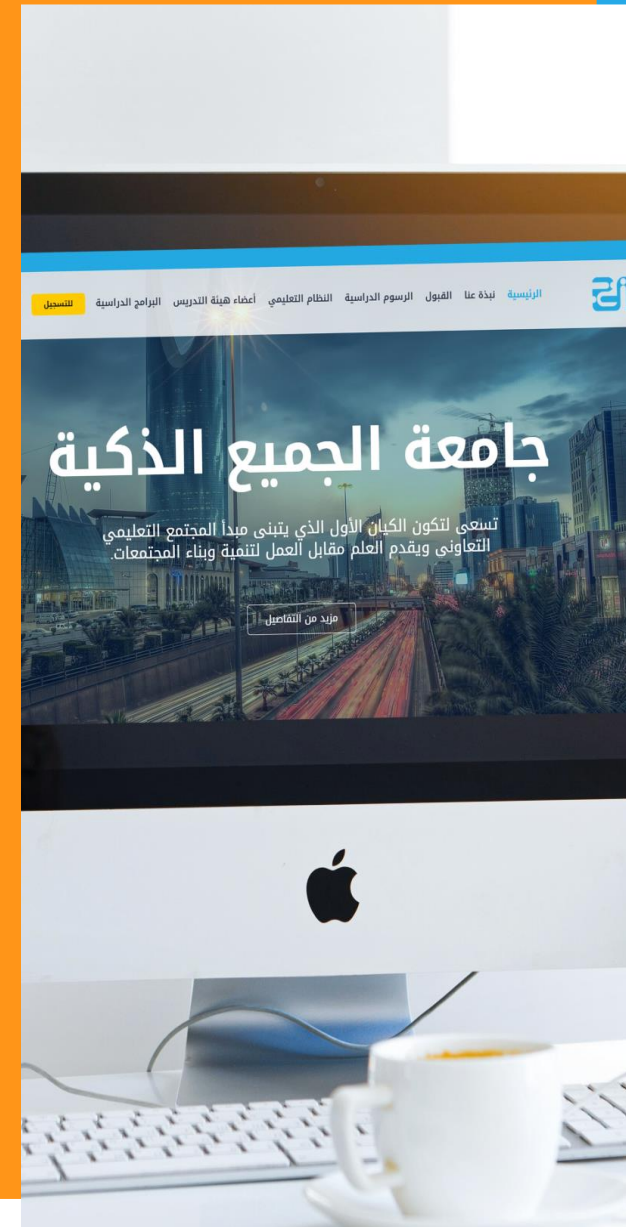
<https://www.webfx.com/internet-real-time/>



# Topic 1

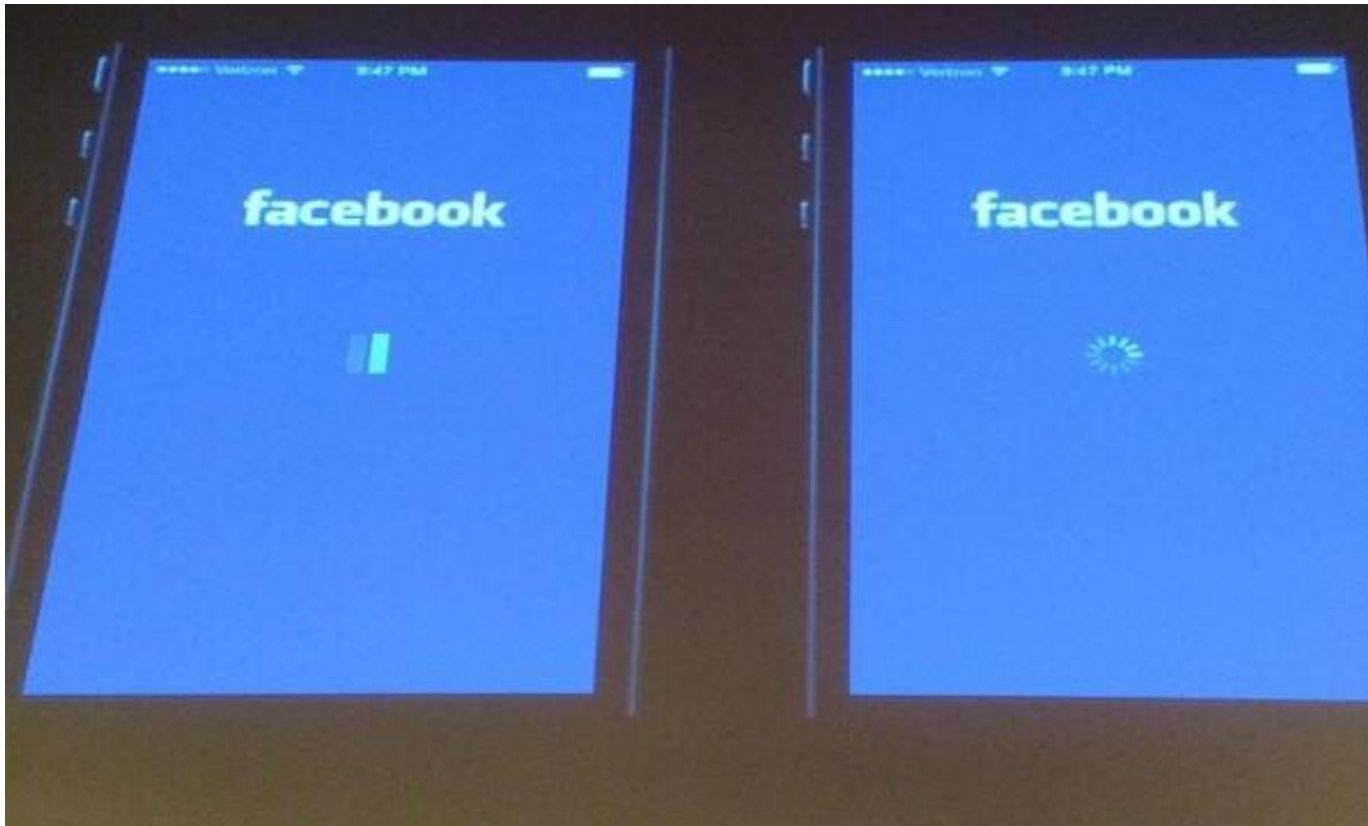
## As a result...

- Customers' attention span is very short... They forget very fast!
- They have many 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



## Topic 1

# That is why everything is tested



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

# Topic 1

## 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: Ranking Factor

Topic 7: Email Marketing... Using emails to re-target existing customers

Topic 8: Youtube and Display Ads... Promote your business using rich media through Google

Topic 10: Google Analytics... Analyzing Website Performance

