



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

DIGITAL MARKETING APPLICATIONS

Prepared by Dr. HEBA AWAWDEH

COURSE CODE – MKT720

INTRO



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Course outline

- Course description
- Learning outcomes
- Chapters
- Parts of course
- References
- Assessment

COURSE CODE – MKT720

INTRO

Course Description

This course aims to introduce students to the basic concepts, role and importance OF applications that support digital marketing Implementation, this course also aims to Recognize Current and emerging technologies that support social media marketing applications

Course
Descriptions

intro



intro

**THE 2 KEY QUESTIONS TO THIS COURSE
IS NOT WHETHER TO DEPLOY& USE
INTERNET TECHNOLOGY – COMPANIES
HAVE NO CHOICE IF THEY WANT TO
STAY COMPETITIVE – BUT HOW TO
DEPLOY & USE IT ?**

**WHAT ARE THE MARKETING
COMMUNICATIONS TECHNIQUES THAT
BUSINESS NEED TO MASTER TO MAKE
EFFECTIVE USE OF DIGITAL
MARKETING?**

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

DEVELOPING DIGITAL MARKETING STRATEGIES

UNDERSTAND DIGITAL MARKETING FUNDAMENTALS

DEFINE WHAT ARE THE 8 TYPES OF DIGITAL MARKETING?

LEARN ABOUT THE BEST APPLICATIONS YOU NEED IN DIGITAL-MARKETING

RECOGNIZE CURRENT AND EMERGING TECHNOLOGIES THAT SUPPORT SOCIAL MEDIA MARKETING APPLICATIONS

UNDERSTAND THE INFRASTRUCTURE OF SOCIAL MEDIA

REALISE DIGITAL MARKETING: IMPLEMENTATION AND PRACTICES

The main innovations included in the chapters are as follow

CHAPTER 1 - INTRODUCING DIGITAL MARKETING

CHAPTER 2 - ONLINE MARKETPLACE ANALYSIS MICRO-ENVIRONMENT

CHAPTER 3 - THE DIGITAL MACRO -ENVIRONMENT

CHAPTER 4 - DIGITAL MARKETING STRATEGY DEVELOPMENT

CHAPTER 5 - DIGITAL MEDIA AND THE MARKETING MIX

CHAPTER 6 - RELATIONSHIP MARKETING USING DIGITAL PLATFORMS

CHAPTER 7 - DELIVERING THE DIGITAL CUSTOMER EXPERIENCE

CHAPTER 8 - CAMPAIGN PLANNING FOR DIGITAL MEDIA

CHAPTER 9 - MARKETING COMMUNICATIONS USING DIGITAL MEDIA CHANNELS

CHAPTER 10 -EVALUATION AND IMPROVEMENT OF DIGITAL CHANNEL PERFORMANCE

TOPICS

PART 1 INTRODUCE THE OPPORTUNITIES AND CHALLENGES OF DIGITAL MARKETING AND EXPLAINS THE DIFFERENT TYPE OF DIGITAL MARKETING PLATFORMS AND MEDIA CHANNELS AVAILABLE TO ENGAGE AUDIENCE ONLINE. IT ALSO INTRODUCE A PLANNING FRAMEWORK THAT CAN BE USED TO STRUCTURE DIGITAL MARKETING STRATEGIES AND PROVIDE A FOUNDATION FOR DEVELOPING AN INTEGRATED DIGITAL MARKETING STRATEGY BY REVIEWING HOW THE ONLINE MARKETPLACE OF AN ORGANIZATION CAN BE ASSESSED AS A PART OF SITUATION ANALYSIS

INTRO

PART 1

DIGITAL MARKETING FUNDAMENTAL



IN PART 2 WE EXPLORE DIGITAL MARKETING STRATEGY DEVELOPMENT BY COMBINING TRADITIONAL APPROACHES TO STRATEGIC MARKETING PLANNING WITH DEPLOYING DIGITAL MEDIA ,DATA AND TECHNOLOGY .AND ALSO PRESENT A FRAMEWORK FOR DEVELOPING DIGITAL MARKETING STRATEGIES AND IN THIS PART WE WILL DISCUSS THE OPPORTUNITIES FOR VARYING THE MARKETING MIX ONLINE AND REVIEW STRATEGIES FOR DIGITAL CUSTOMER RELATIONSHIP MANAGEMENT.

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PART 2

DIGITAL MARKETING STRATEGY DEVELOPMENT



IN PART 3, PRACTICAL SUCCESS FACTORS FOR IMPLEMENTING AND MANAGING DIGITAL MARKETING STRATEGY ARE DESCRIBED ,INCLUDING WEBSITE AND APPLICATIONS DEVELOPMENT TO ENSURE A QUALITY CUSTOMER EXPERIENCE AND MARKETING COMMUNICATIONS TO PROMOTE A SITE AND THE EVALUATION OF COMPANY DIGITAL PRESENCES

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PART 3

DIGITAL MARKETING IMPLEMENTATION AND PRACTICE



With new technologies emerging and consumer behavior (7ws) changing rapidly, businesses were eager to stay ahead of the curve and adopt the latest marketing trends.

Why are digital marketing statistics important?

INTRO

Statistical
Trends



We need to prove the point of our work with digital marketing statistics, but here are a few other reasons why making data-backed decision in marketing is so important:

- **Statistics help you prioritize your efforts.** If you're implementing a multi-channel marketing strategy, you'll want to know how certain platforms will perform compared to others. With statistics to back your choices, you're able to know what channels might require more resources over others.
- **Digital marketing statistics help you stay competitive.** With these data points, you're able to know what others are doing—which can help you jump ahead of your competitors.



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Why are digital marketing statistics important?

- **Stay on top of trends.** Data reveals patterns and digital marketing trends that can help you to identify strategies and platforms where it might make sense to be an early adopter.
- **Data can make room for other strategies.** When you're leveraging digital marketing statistics, you have full confidence in what's going to work.



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Why are digital marketing statistics important?

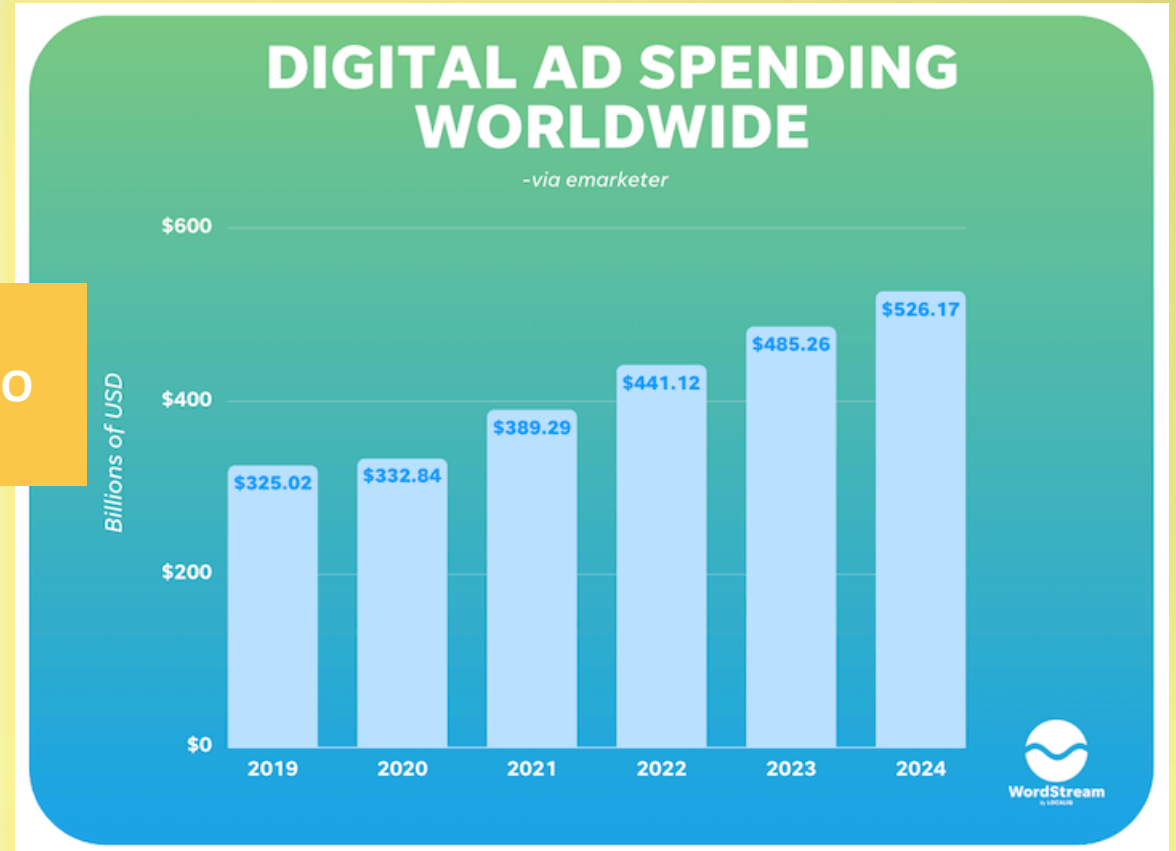
Digital Marketing Industry: Statistics Overview

How big is the online advertising industry?

Digital ad spend worldwide is estimated at \$441 billion in 2022 and projected to reach \$485 billion in 2023.

- ✓ The annual growth rate for digital media is higher than that of offline media.

INTRO



Digital Marketing Industry: Statistics Overview

This statistic shows the shift in ad spending from desktop to mobile phones, which is important for digital marketers to understand in order to optimize their campaigns for the most effective results.

The global digital advertising and marketing market is estimated to grow from \$350 billion in 2020 to \$786.2 billion by 2026, with a compound annual growth rate of 9%.

INTRO

**786.2
Billion**

\$

The global digital advertising and marketing market is estimated to grow from \$350 billion in 2020 to \$786.2 billion by 2026.

gitnux

Digital Marketing Industry: Statistics Overview

2023 social media marketing statistics

Social media marketing statistics prove just how fast the space is growing,

How big is the social media market?

The social media market size is estimated to be worth \$72.2 billion.

What percentage of marketing is done on social media?

How many businesses use social media for marketing?

INTRO

91%

of businesses
use social
media for
marketing

WordStream
by LOCALIQ

Digital Marketing Industry: Statistics Overview

2023 social media marketing statistics

- ✓ Is digital marketing in demand in 2023?



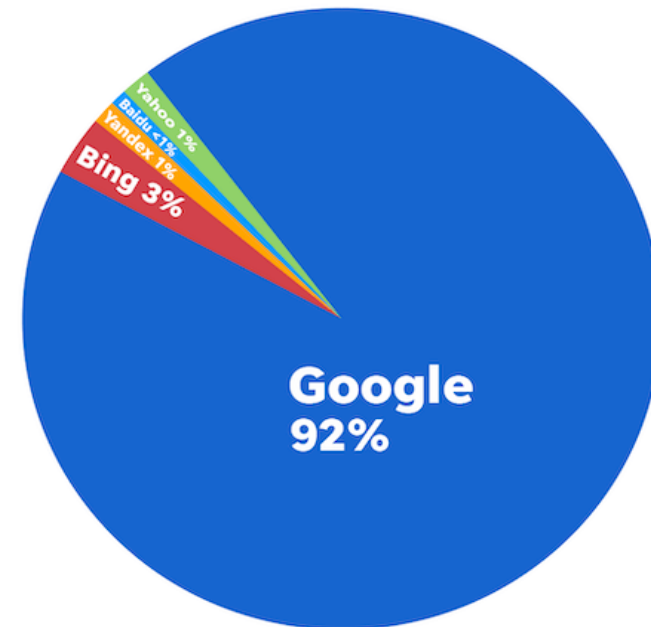
Digital Marketing Industry: Statistics Overview

❖ Is digital marketing in demand in 2023?

- ✓ Google holds 92% of the total worldwide search engine market share.

INTRO

Search Engine Market Share



WordStream
by LOCALiQ

Digital Marketing Industry: Statistics Overview

In conclusion, the world of digital marketing was evolving at a rapid pace, and businesses were embracing these new trends to stay ahead of the competition and meet the changing needs of consumers.

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Conclusion 



PEARSON NEW INTERNATIONAL EDITION
Social Media Marketing

Tracy Tuten Michael Solomon
First Edition



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ASSESSMENT

Weekly Tests



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LIVE SESSION



**Weekly
Discussion
session**



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Thank You

