

The logo of Galgotias University is a stylized 'G' composed of several curved, overlapping bands in shades of yellow, blue, and red. It is centered in the background of the slide.

# INTRODUCTION TO DIGITAL MARKETING

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## Topics covered

- Background of Digital Marketing
- Meaning of Digital Marketing
- Difference between Traditional and Digital Marketing
- Applications of Digital Marketing
- Objectives of Digital Marketing

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## Background of Digital Marketing

- The internet started in 1969 as the ARPANET, a network for academic and military use.
- Web pages and browsers appeared in 1991-93.
- First website (<http://info.cern.ch>) went live in 1991.
- The first generation of e-business was like a gold rush.
- Organizations need marketers, strategists to apply digital media

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## E-Marketing

- E-marketing (Internet Marketing) is the management process responsible for identifying, anticipating and satisfying customer requirement profitably through digital media.
- *'e-Marketing is the sum of all activities a business conducts through the internet with the purpose of finding, attracting, winning and retaining customers.'* - CISCO Systems

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- Digital communication tools: websites, portals, search engines, blogs, email, instant messaging, voice telephony (deliver content and enable interaction)
- It gives superior results when integrated with other communication channels
- It supports multi channel marketing

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- Today, no marketing strategy is complete if it does not incorporate **digital strategy**.
- Digital is a new way of exploring content (for users) and connecting with customers (for marketers).

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## E-Business

- E-business is an electronic presence of business, by which all the business activities are conducted through the internet. ( includes business operations, buying, selling, providing services, communication with employees, business partners)
- It involves the **automation** of all the business processes in the **value chain** – from procurement or purchasing of raw materials, to production, stock holding, distribution and logistics, sales and marketing, after sales, invoicing, debt collection and more.

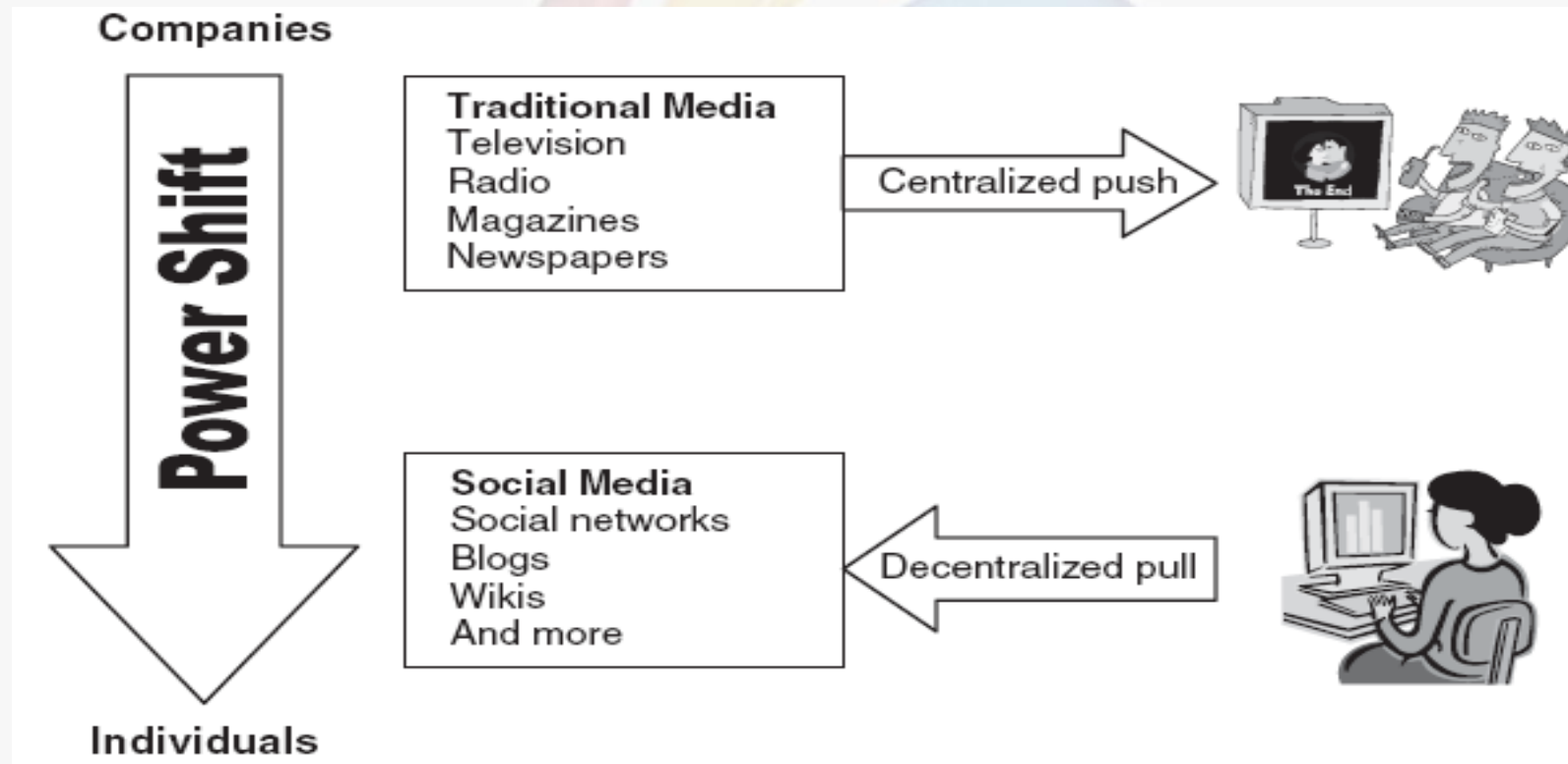
## E-commerce

- **E-commerce** involves commercial transactions done over the internet that uses the electronic transmission medium for buying and selling, ordering and paying for goods and services.
- Some suggest that **e-commerce refers to both financial and informational transactions.**

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## Power Shift From Companies To Individuals



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## Meaning of Digital Marketing

- **Digital marketing** is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services
- Use the Internet as a core **promotional** medium, in addition to mobile and traditional TV and radio.

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Old media	Digital media	Comment
One-to-many communication model	One-to-one or many-to-many communication model	Hoffman and Novak (1996) state that theoretically the Internet is a many-to-many medium, but for company-to-customer organisation(s) communications it is best considered as one-to-one or one-to-many
Mass-marketing push model	Individualised marketing or mass customisation. Pull model for web marketing	Personalisation possible because of technology to monitor preferences and tailor content (Deighton, 1996). Pull occurs through targeted search engine marketing which tends to have lower wastage. Personalised e-mails used for push communications
Monologue	Dialogue	Indicates the interactive nature of the World Wide Web, with the facility for feedback and participation through social networks and forums.
Branding	Communication	Increased involvement of customer in defining brand characteristics. Opportunities for adding value to brand
Supply-side thinking	Demand-side thinking	Customer pull becomes more important
Customer as a target	Customer as a partner	Customer has more input into products and services required, particularly through surveys and product ratings
Segmentation	Communities	Aggregations of like-minded consumers rather than arbitrarily defined target segments

*Source: After Kiani (1998)*

The differences between the Traditional and digital media

## Benefits of Digital Marketing over traditional marketing

- Reach
- Scope
- Interactivity
- Immediacy
- Adaptivity
- Targeting
- Decreased Cost

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# Objectives of Digital Marketing

- Generating leads
- Drive sales
- Increase brand awareness
- Click to your websites



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Chaffey, Dave & Ellis-Chadwick, Fiona (2012). Digital Marketing: Strategy, Implementation and Practice. New Delhi: Pearson Education.

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