

Digital Marketing Fundamentals

Introduction to Digital Marketing

Modules to be Covered:

Concepts of:

- **Traditional Marketing vs Digital Marketing**
- **Digital Marketing Campaigns**
- **Career in Digital Marketing**



What is Digital Marketing ?

“ Digital Marketing is a marketing technique that involves usage of digital mediums such as internet & wireless connections for creating , Awareness , Consideration , Purchase & Loyalty for a brand product or services.”

**DIGITAL + MARKETING =
Digital Marketing**



Before starting what digital marketing is , know the fact of marketing first.

“Marketing means providing satisfaction to customers or work the customer needs.”

Importance of Marketing –

- 1.Helps businesses, in growing sales & operate successfully.**
- 2.Helps in understanding consumer preferences & making changes in it.**
- 3.Helps in developing strategies to counter competition.**

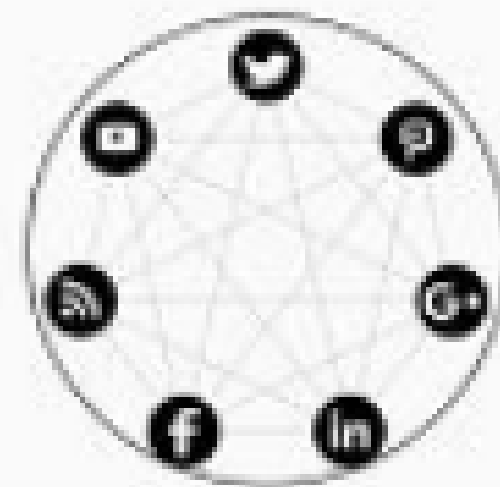


Traditional Marketing vs Digital Marketing

Traditional Marketing



Digital Marketing



Traditional Marketing vs Digital Marketing

- **Brand Awareness**
- **Lead Generation**
- **Sales Promotion**
- **Customer care Support**
- **Traffic Generation**
- **Engagement with customer**
- **Re - marketing**



Brand Awareness

Brand awareness means the familiarity consumers have with a particular product or service. When marketers talk about brand awareness, they're usually referring to brand awareness within a target market or target audience.

There are different levels of brand awareness:

- **Awareness of your brand name**
- **Awareness of your product offering**
- **Awareness of your brand attributes**



Lead Generation

The process of capturing and generating interest in a service or product for the purpose of developing leads. This includes a strategy using a particular media source and an offer to create inbound leads.

- **Nurturing**: Some leads qualify early on, while others may take more time. Many of your leads will need some nurturing through frequent communication until they are ready to be contacted by someone from your business development team.
- **Lead Capture**: The use of marketing automation systems, allows marketers to gather contact information from web forms, landing pages, and email campaigns.
- **Landing Pages**: A page that a visitor can land at or arrive on in response to clicking on a link or offer



Sales Promotion

A sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand in its product or service.

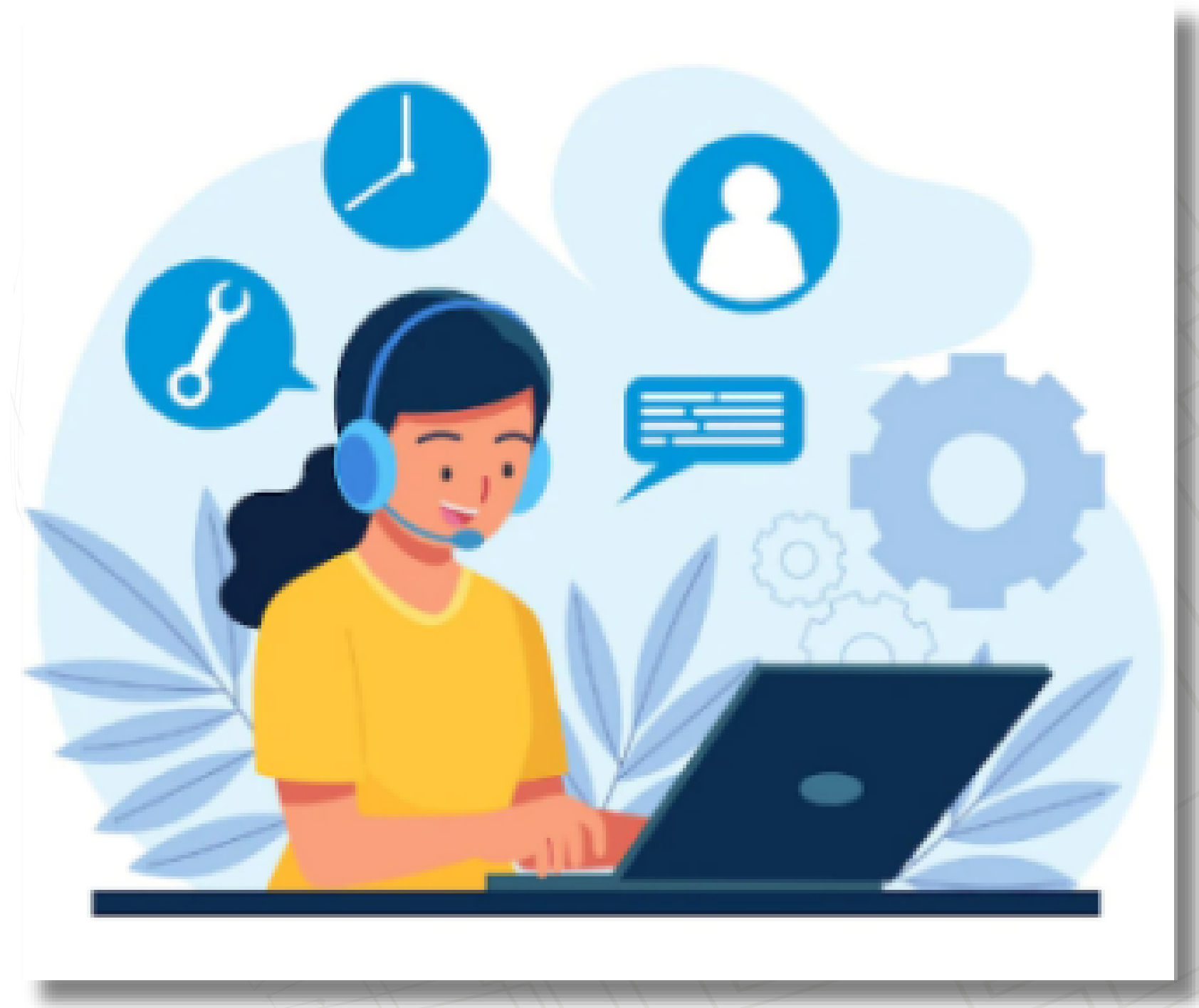
In sales promotion campaigns, brands use certain initiatives such as seasonal discounts, limited period offer, launching a limited edition, and so on, to stimulate sales. Usually, such campaigns help in:

- **Increasing sales of an existing product**
- **Clearing out the inventory**
- **Attracting more customers**
- **Introducing new products.**



Customer Care Support

- **Customer service campaigns focus on resolving inbound questions and concerns from customers.**
- **To help your agents serve customers effectively, classify different queues based on key segments of your customers.**



Traffic Generation



Traffic generation is all about generating views on your website. You can track all of this information via Google Analytics. When you go into there, you'll see the number of pageviews and users for your website. The more **pageviews and the more **users**, the better**

Here are some examples of traffic generation:

- Posting a link to your site in relevant Facebook groups where it makes sense. This could drive traffic to your site if they're interested.**
- Writing guest articles for other blogs online. In the article and at the end, you'll have a link back to your site. People could go to your site from there.**
- Advertising via Facebook or Google. You pay for the traffic, but it will still bring people to your site.**

Engagement With Customer

- **Customer engagement marketing is a strategy used to keep customers interested in your brand.**
- **It uses a combination of cross-channel tactics, including personalization and relationship building.**
- **Nowadays, the priority for customers is personalized engagement — 66% of customers expect companies to understand their unique needs.**



Re-Marketing

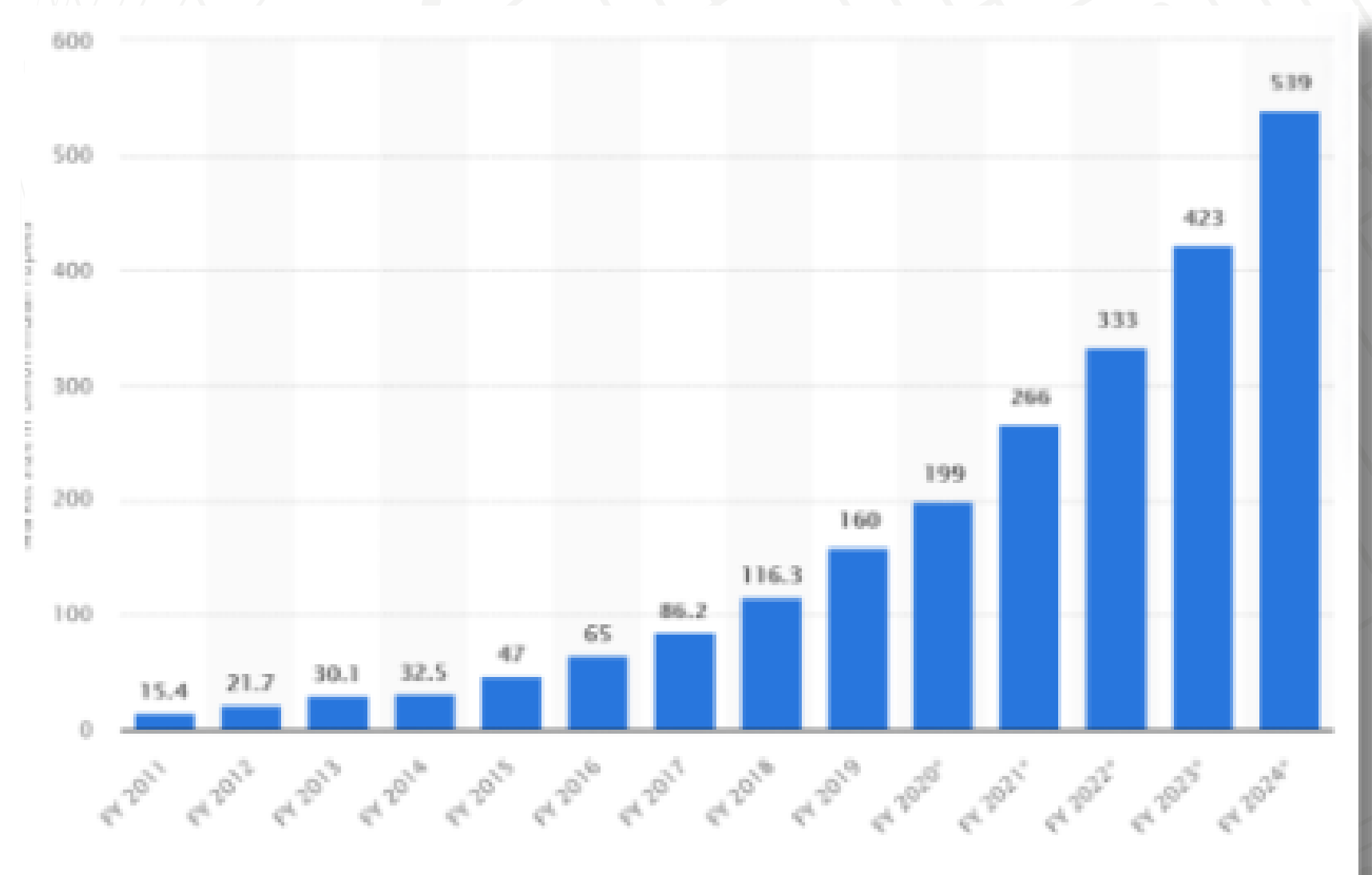
- Remarketing campaigns are a chance to reengage visitors to your website and bring them back to convert.
- Remarketing campaigns allow businesses to stay connected with their target audience after they leave their website by showing them your ads on other websites they visit.
- Users who have already visited your website are likely to be more engaged with your brand messaging and product/service offerings.



Career in Digital Marketing

For starters, here's a statistic on the valuation of the digital advertising industry in India over the years. Let's take a look at it.

The digital advertising industry across India had a market size of around 47 billion in 2015, which only went up to have a market size of around 199 billion in the financial year 2020. This figure is projected to go up to 539 billion rupees by the financial year 2024, indicating a massive growth in the digital advertising segment.



Career Opportunities in Digital Marketing

- **Digital Marketing Manager**
- **Search Engine Optimizer**
- **Social Media Marketing**
- **Content Marketer**
- **Email Marketing**
- **Content Creator for AR-VR**
- **SEO Specialist for Voice Assistants**
- **Video Production for newer social media platforms**
- **Automation Expert**
- **Paid Media Specialist**

Basic Website Designing

Website :- A place connected to the Internet, where - a company, organization, etc. puts information that can be found on the World Wide Web.

Types of Websites

- **Bloggging website**
- **Portfolio website**
- **Ecommerce website**
- **(Affiliate a Drop Shipping)**

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What is Domain and Hosting).



Domain – A domain name is your website name. A domain name is the address where Internet users can access your website. Because of this, domain names were developed and used to identify entities on the Internet rather than using IP addresses.

Hosting – A web hosting service is a type of Internet hosting service that allows individuals and organizations to make their website accessible via the World Wide Web.

Two types of hosting panel –

- **Web Hosting**
- **Local Host**

Dynamic vs Static Websites



'The static web pages display the same content each time when someone visits it, whereas in dynamic web pages the page content changes according to the user. Basic HTML pages can be loaded quickly by consuming less time, that's why the static web pages load in less time.'

Example -

Examples of static web page include about us page with a corporate website, mission, vision etc.

Dynamic Web Page Examples include upcoming events on a homepage pulling from a calendar and changing every day. **Static & Dynamic Website Characters.**

How to purchase domain name & which are the best sites for domain purchasing?

There are many sites for purchasing domain name

- **Godaddy**
- **Bigrock**
- **Namecheap**
- **Hostinger**
- **Hostgator**

(But the most famous & valuable website is Godaddy)

How to purchase domain name & which are the best sites for domain purchasing?

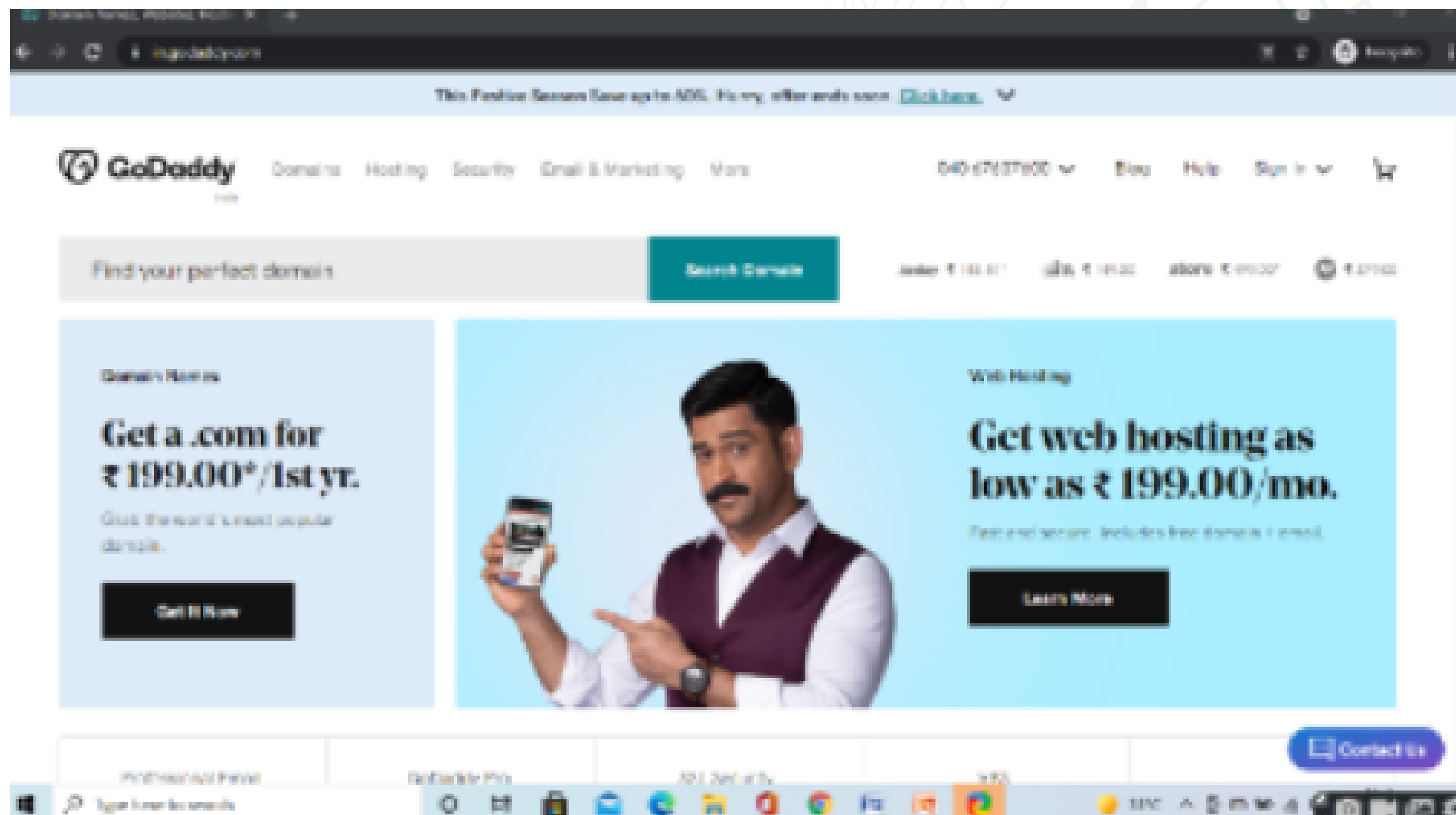
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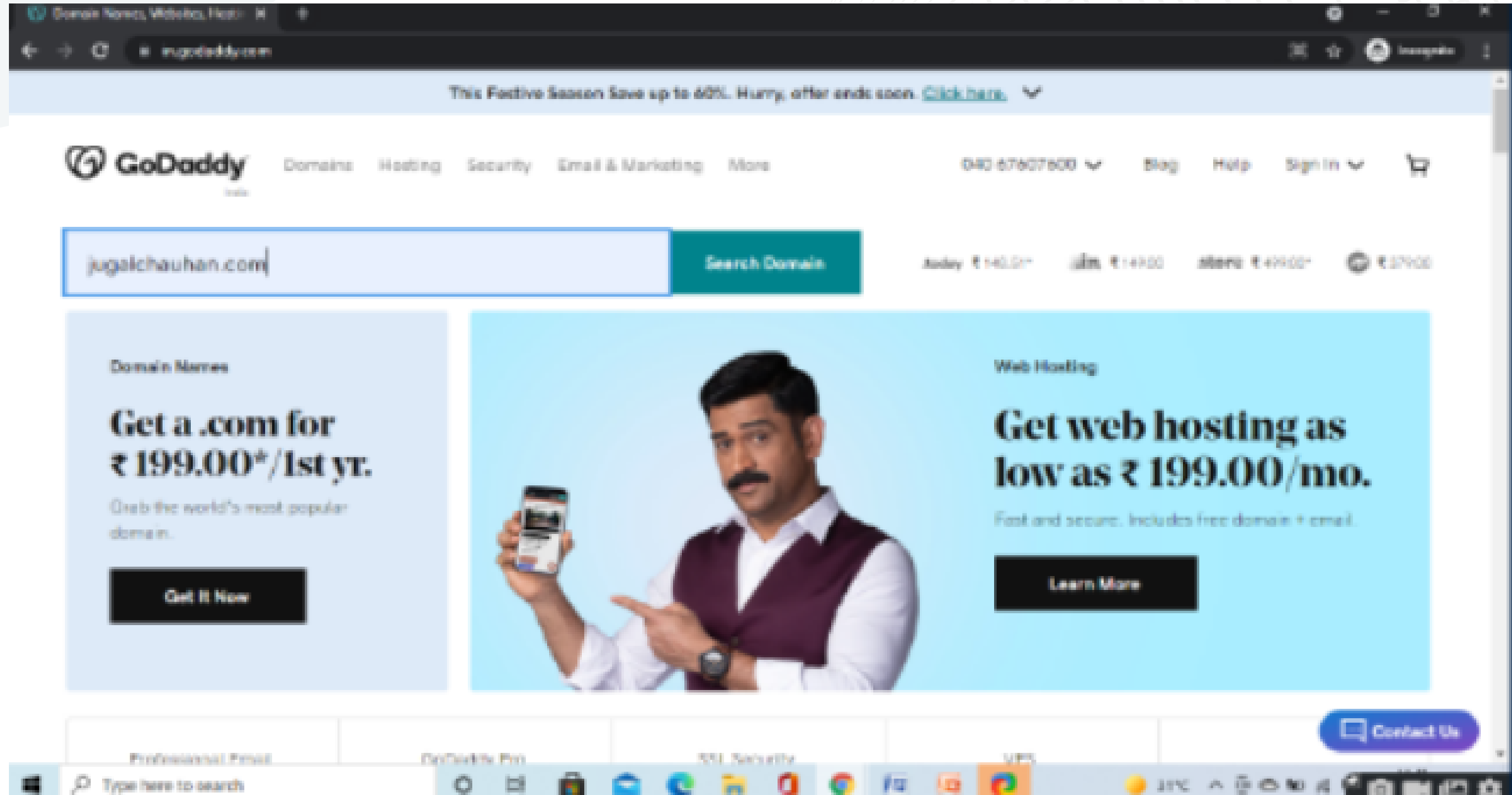
(But the most famous & valuable website is Godaddy)

Steps for purchasing domain name from Godaddy-

Step 1- Go to <https://in.godaddy.com>



Step 2- Click on search bar & type your domain name in that with extension also like (.com, .in, .org, .store etc)

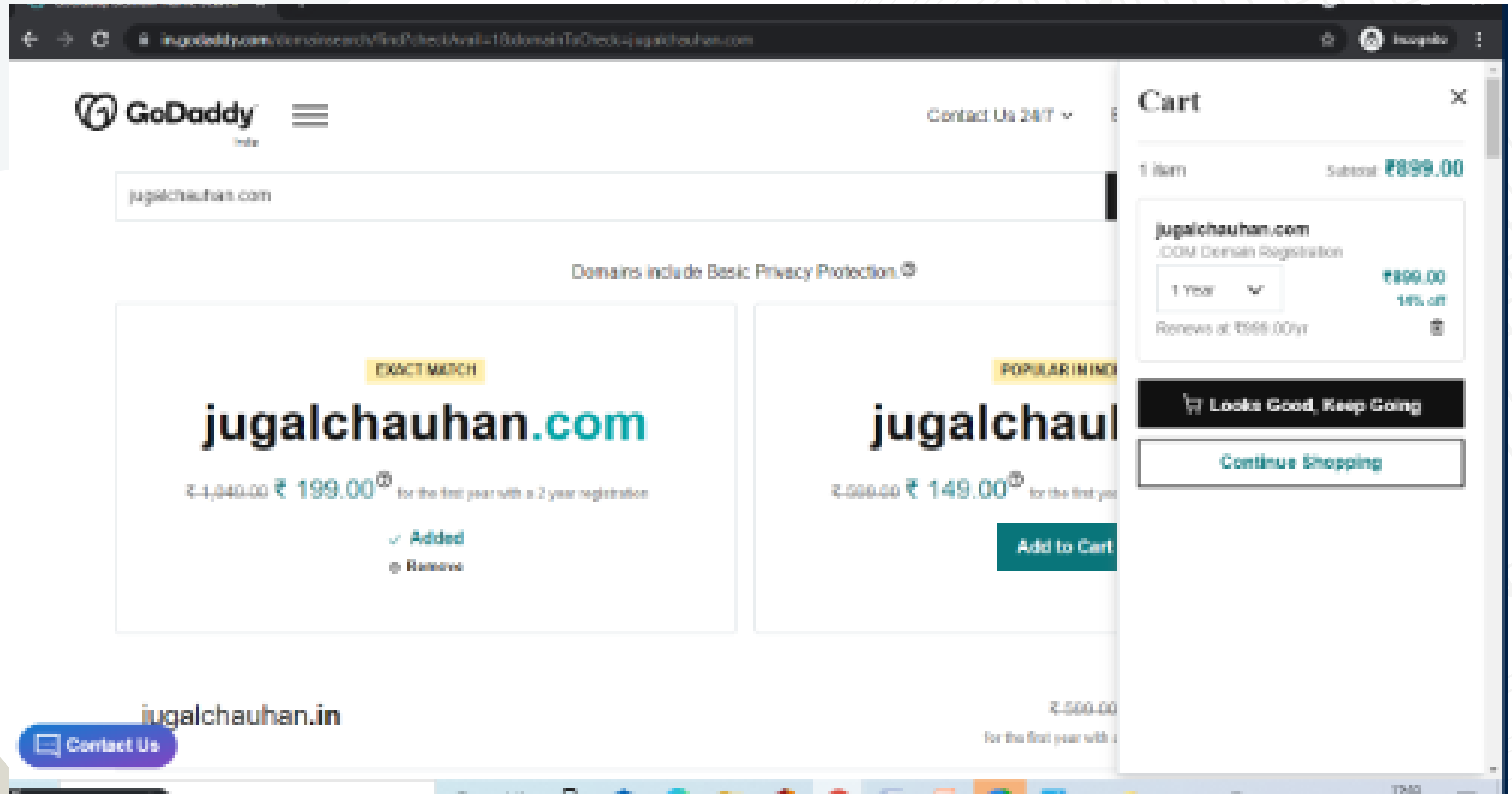


Step 3- After clicking on search domain you can see your domain name are available or not if it is available then click on 'Add to Cart' button.

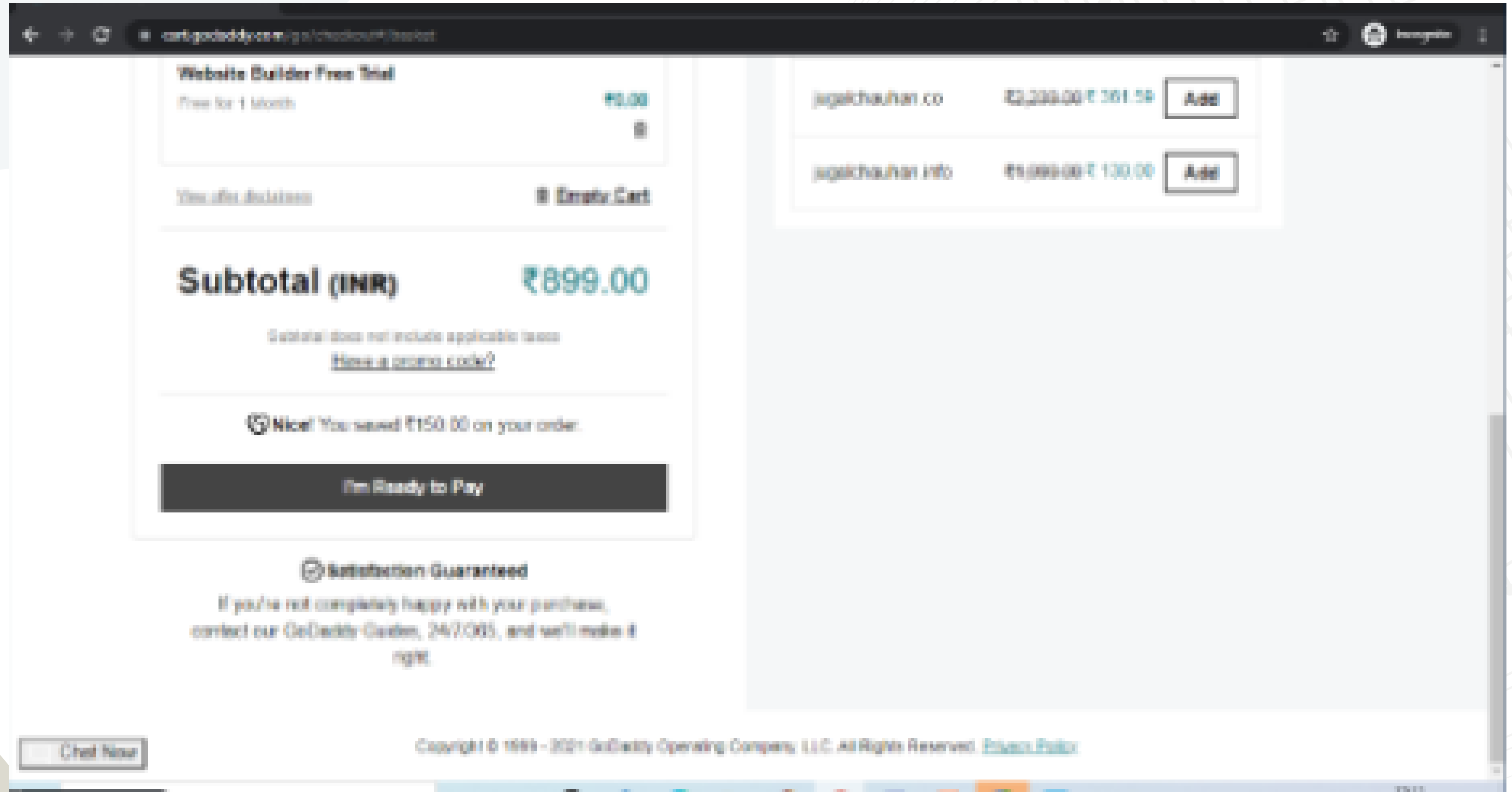


A screenshot of the GoDaddy website showing search results for the domain "jugalchauhan.com". The browser address bar shows "godaddy.com/brandnewdomain/firstdomainavailable?domain=jugalchauhan.com". The GoDaddy logo is in the top left, and navigation links like "Contact Us 24/7", "Blog", "Help", and "Sign In" are in the top right. A search bar contains "jugalchauhan.com" with a search icon and a "Continue to Cart" button. Below the search bar, a note states "Domains include Basic Privacy Protection". Two domain cards are displayed: one for "jugalchauhan.com" labeled "EXACT MATCH" and another for "jugalchauhan.in" labeled "POPULAR IN INDIA". Both cards show a price of ₹ 199.00 and ₹ 149.00 respectively, with a note "for the first year with a 2 year registration". Each card has an "Add to Cart" button. At the bottom left, there is a "Contact Us" button and the domain "jugalchauhan.in". At the bottom right, the price "₹ 149.00" is shown again with the same registration note.

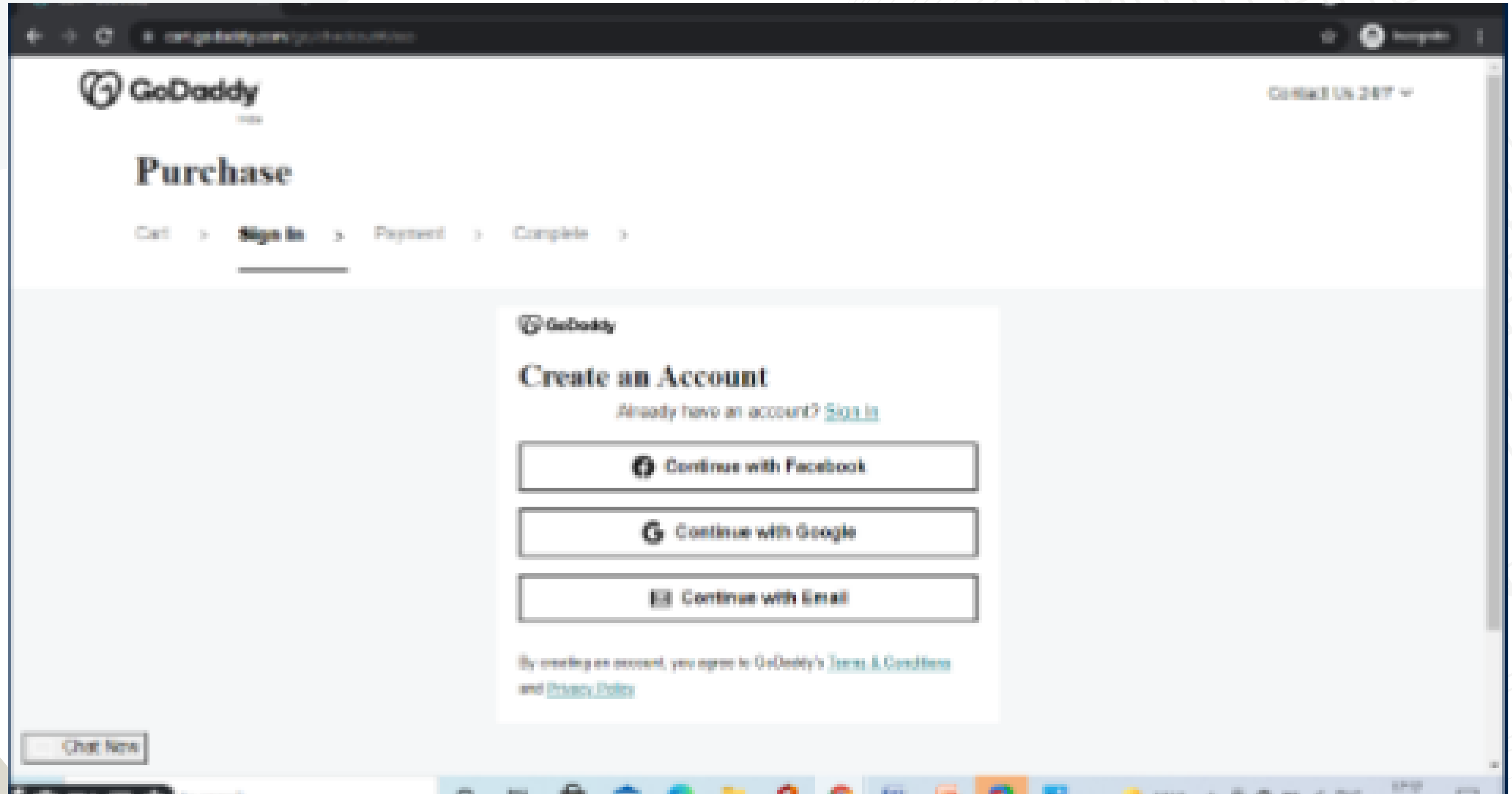
Step 4 – After clicking add to cart button you can see new window in left section click on 'Continue Shopping'.



Step 5– After clicking on continue to cart, you can see new window click here on 'I'm ready to pay.'



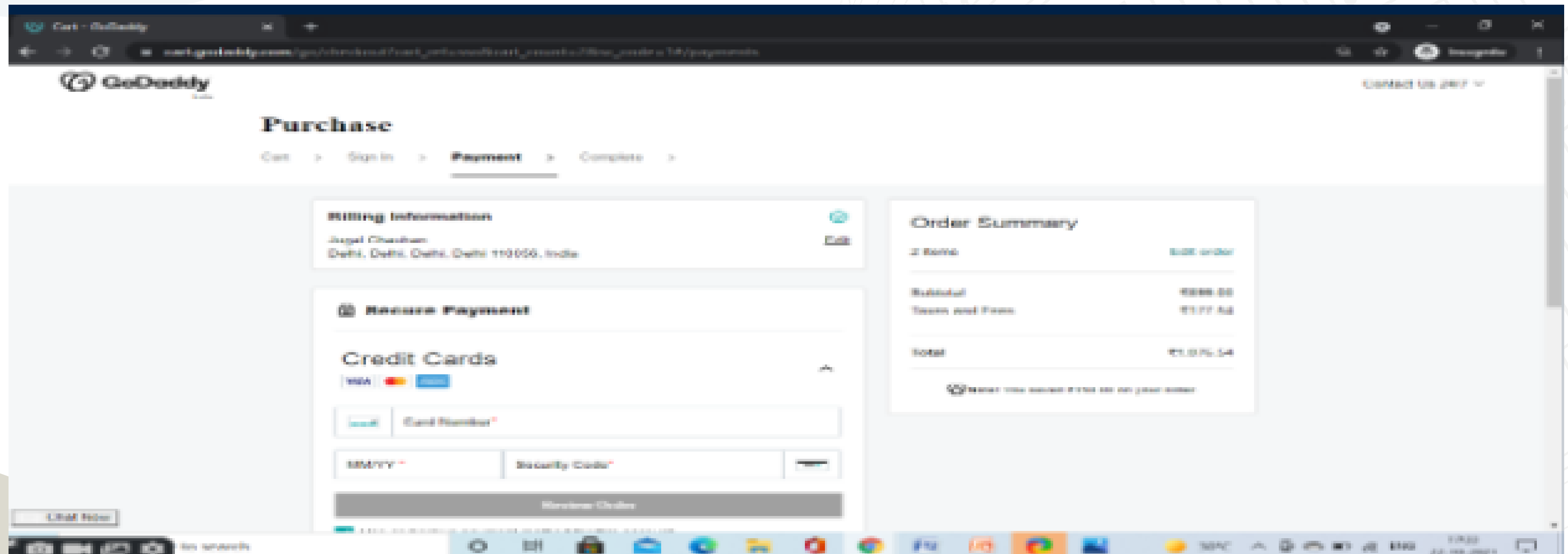
Step 6– After clicking on I am ready to pay you can see again new window for signup, you can signup with Google, Facebook or Email.



Step 7- In this window you have to fill all the details & after that click on save button

This screenshot shows the 'Secure Payment' page. At the top, there's a breadcrumb trail: 'Cart' > 'Payment' > 'Complete'. The main heading is 'Secure Payment'. The page is divided into two main sections. On the left, under 'Billing Information', there are several input fields: 'Name (Required)' with the value 'John', 'Address (Required)' with '123 Main St', 'City (Required)' with 'New York', 'State (Required)' with 'NY', 'Zip (Required)' with '10001', and 'Phone (Required)' with '(800) 555-1234'. On the right, under 'Order Summary', there's a table with the following items: 'Item' with a 'View Item' link, 'Subtotal' with the value '100.00', 'Shipping' with '10.00', 'Estimated Taxes and Fees' with '10.00', and 'Est. Total' with '120.00'. At the bottom of the summary, there's a checkbox labeled 'Please I'd like to receive emails from you about'. A 'Chat Now' button is visible in the bottom left corner.This screenshot shows the same 'Secure Payment' page but with more fields filled out. The 'Billing Information' section now includes 'Email (Required)' with 'john@example.com', 'Company (Optional)' with 'Example Corp', and 'Card Number (Required)' with '1234 5678 9010 1111'. The 'Card Expiry (Required)' field is split into 'Month' (01) and 'Year' (2020). The 'Card CVV (Required)' field contains '123'. The 'Order Summary' section remains the same. The checkbox 'Please I'd like to receive emails from you about' is now checked. Below the summary, there's a checkbox 'Notify me on Skilry about new products and special offers.' and a large black 'Save' button. A 'Chat Now' button is also present in the bottom left corner.

Step 8- After all the section you can see this final window of payment, now you can submit your cart details for payment for purchasing.

The screenshot shows the GoDaddy 'Purchase' page. At the top, the GoDaddy logo is on the left, and 'Contact Us 24/7' is on the right. Below the logo, the word 'Purchase' is centered. A progress bar shows four steps: 'Cart', 'Sign In', 'Payment' (which is highlighted with a red underline), and 'Complete'. The main content area is divided into two columns. The left column contains 'Billing Information' (with an 'Edit' link), 'Review Payment', and 'Credit Cards' (with a dropdown arrow). The 'Credit Cards' section has input fields for 'Card Number', 'MMYY', and 'Security Code', followed by a 'Review Order' button. The right column contains an 'Order Summary' table. At the bottom left, there is a 'Link Here' button. The Windows taskbar is visible at the very bottom of the screen.

2 Items	See order
Subtotal	\$288.00
Taxes and Fees	\$177.68
Total	\$465.68

**By this way you can purchase
your domain name.**

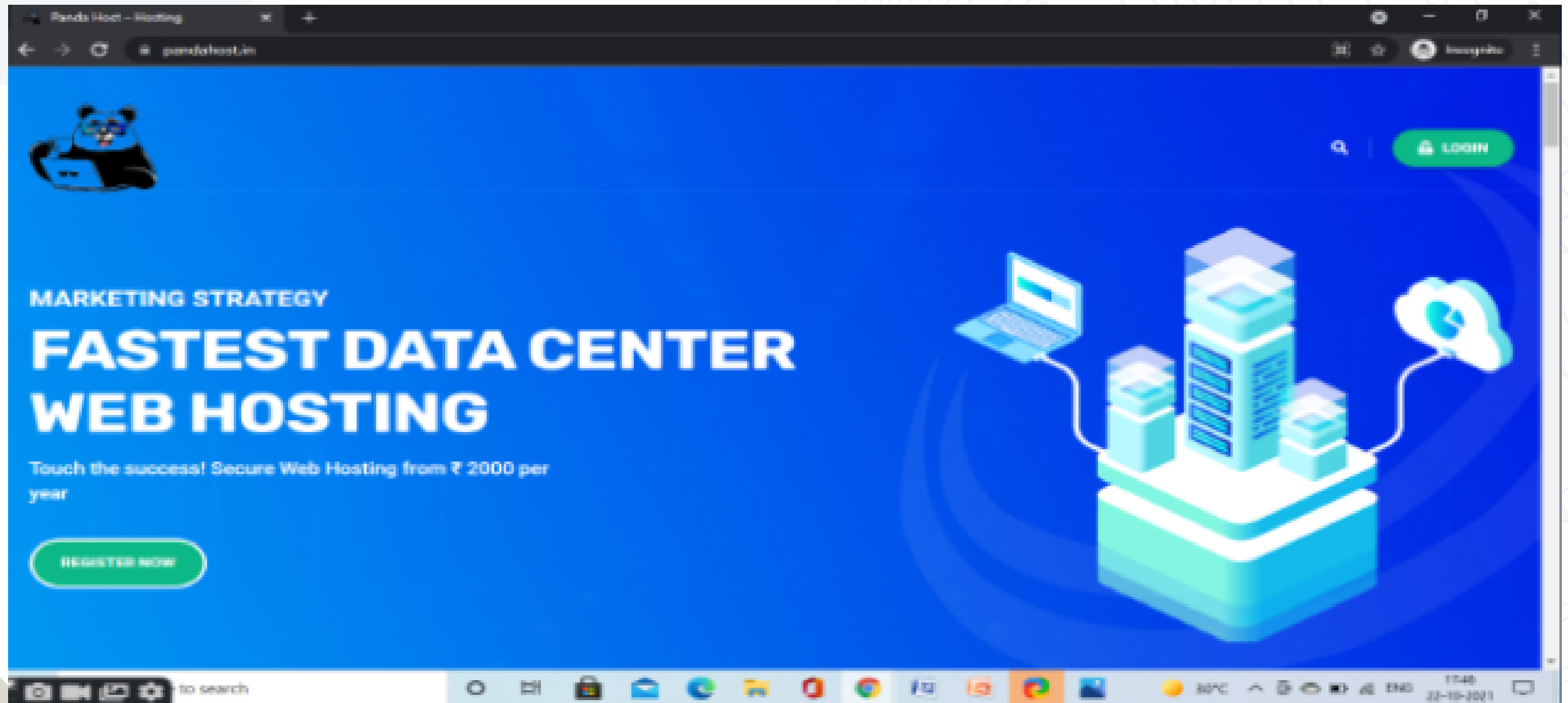
How to purchase hosting?

Skill Circle provides you the best hosting platform

“Panda Host.”

Check the steps of purchasing hosting.

Step 1- Go to website - <https://pandahost.in/> & click Register Now Button



Step 2- After clicking on register now button, you can see your panda host panel, in top section click on services then click on order new services.



A screenshot of the Pandahost client area dashboard. The browser address bar shows "cloud.pandahost.in/clientarea.php". The dashboard has a dark blue header with the "Pandahost" logo, language and notification dropdowns, and a "Logout" button. Below the header is a navigation bar with links for Home, Services, Domains, Billing, Support, and Open Ticket. A user profile sidebar on the left shows the name "Dev Tay" and address "H.no.12, Vgyan Lok, Delhi". The main content area is titled "Welcome Back, [redacted]" and displays four summary cards: 0 SERVICES, 0 DOMAINS, 0 TICKETS, and 0 INVOICES. Below these are a knowledgebase search bar, a section for "Your Active Products/Services" (showing no active products), and a section for "Recent Support Tickets" (showing no recent tickets).

Step-3 Select the plan for your Hosting.



Startup Plan

Price:

₹ **5200**

30GB Storage
1 Website
10 Email
DBOS Migration
100GB Bandwidth
MySQL Database
1 Email Account
Powerful Control Panel
Monthly Backup
WordPress Setup
Tech Support & Troubleshoot
WordPress Toolkit

ORDER NOW



Premium Plan

Price:

₹ **6800**

50GB Storage
25 Websites
50 Email
DBOS Migration
SSL Certification
200GB Bandwidth
24/7 Customer Support
Powerfull Control Panel
Weekly Backup
WordPress Setup
Full WordPress Toolkit
Tech Support & Troubleshoot

ORDER NOW



Business Plan

Price:

₹ **10000**

Unlimited Storage
Unlimited Websites
100 Emails
DBOS Migration
SSL Certification
Unmetered Bandwidth
24/7 Customer Support
Powerfull Control Panel
Daily backup
WordPress Setup
Full WordPress Toolkit
Techsupport & Trouble Shoot

ORDER NOW

Step- 4 After selecting your perfect plan, you can see the checkout option, now purchase your hosting.



Shopping Cart - Pandahost

cloud.pandahost.in/cart.php?n=viewer

Apps Gmail YouTube Maps News Translate

English Notifications Login

Home Services Domains Billing Support Open Ticket Hello, Dev!

Pandahost

Review & Checkout

Categories

- Shared Hosting
- Product Addons

Actions

- Domain Renewals
- Register a New Domain
- Transfer in a Domain
- View Cart**

Product/Options	Price/Cycle
Advanced Plan Edit Shared Hosting yourshoereview.com	Rs3200.00 Annually

[Empty Cart](#)

Apply Promo Code

Validate Code

Order Summary

Subtotal	Rs.3200.00
Totals	Rs.3200.00 Annually

Rs3200.00
Total Due Today

[Checkout](#)

[Continue Shopping](#)

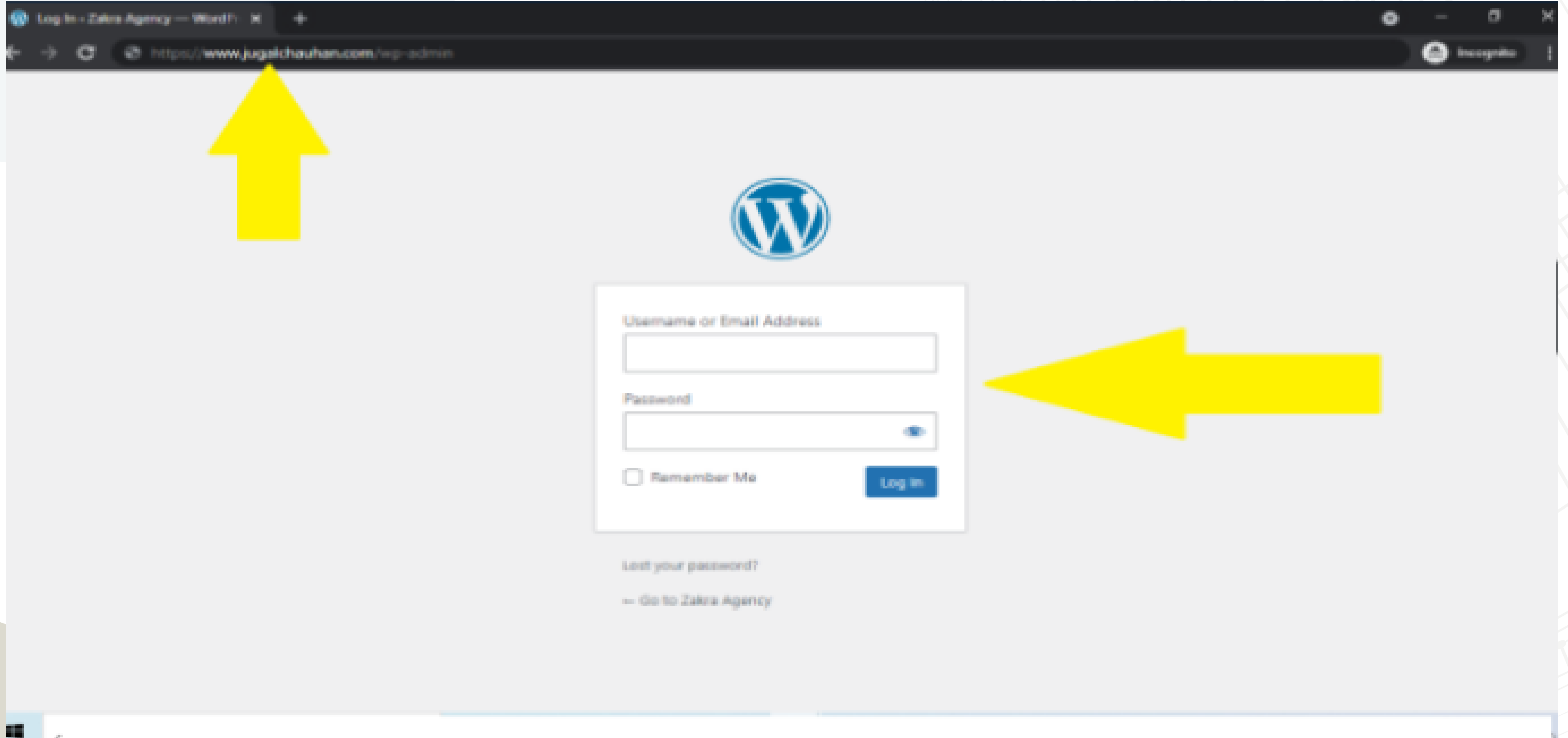
So, in this way you can purchase your hosting & domain, if you face any problem while buying hosting & domain kindly connect with hosting department or your trainer.

Some Important notes:-

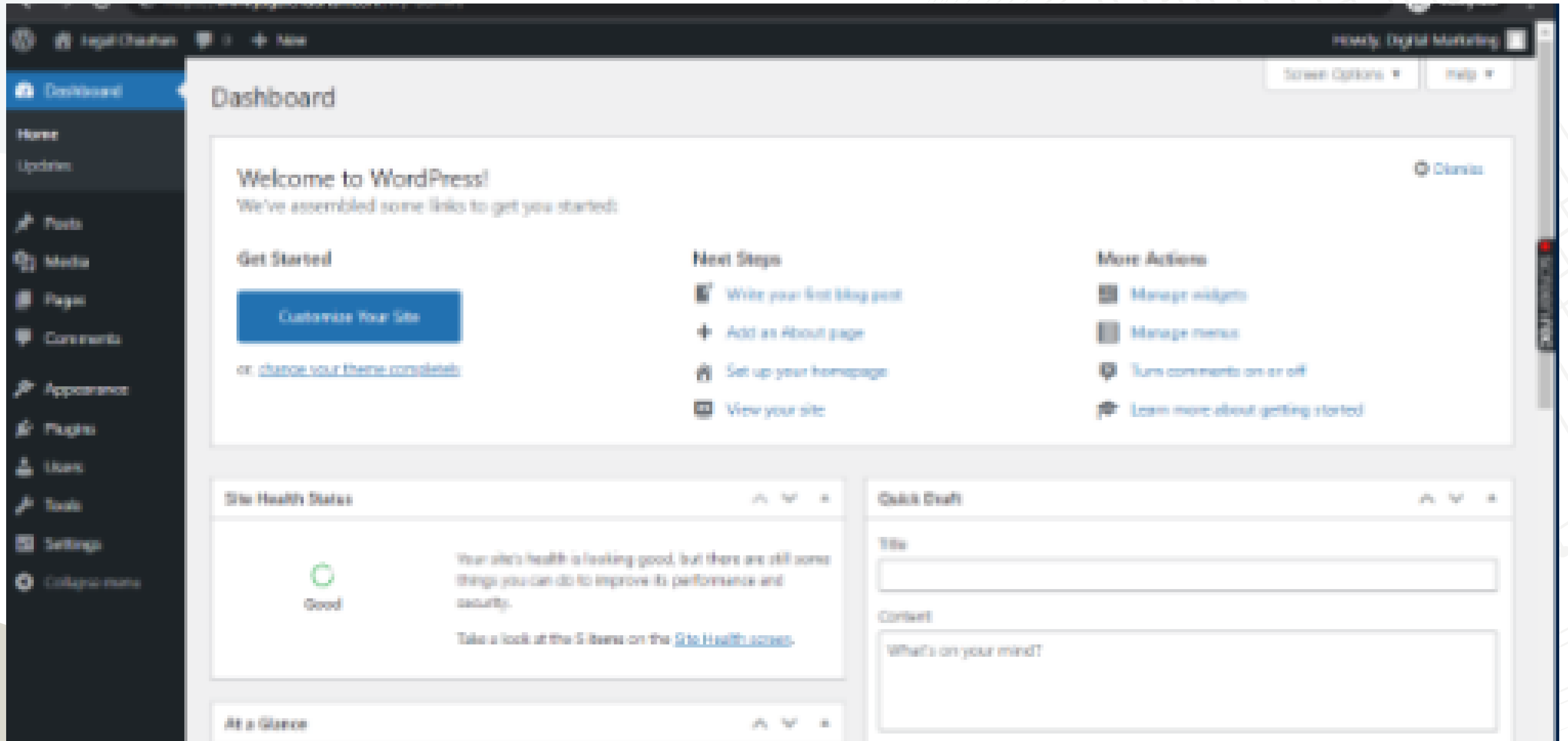
- **For opening your website in Search Engine –**
Ex- Type in URL – www.yourdomainname.com
- **For Opening wordpress dashboard –**
Ex- Type in URL – www.yourdomainname.com/wp-admin

Type your username & password for login into your dashboard.

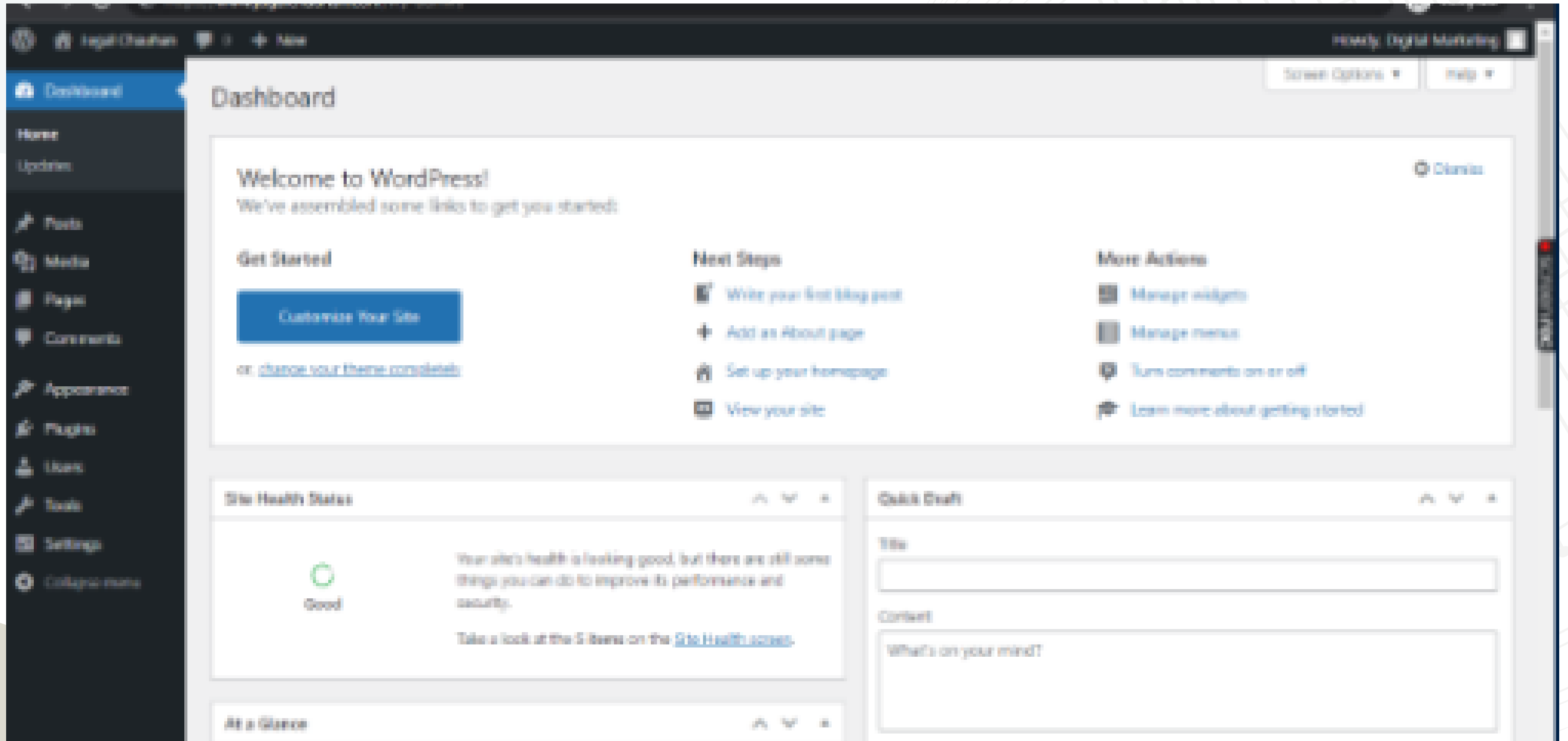
Wordpress Press



Now you can see the Dashboard of Wordpress:

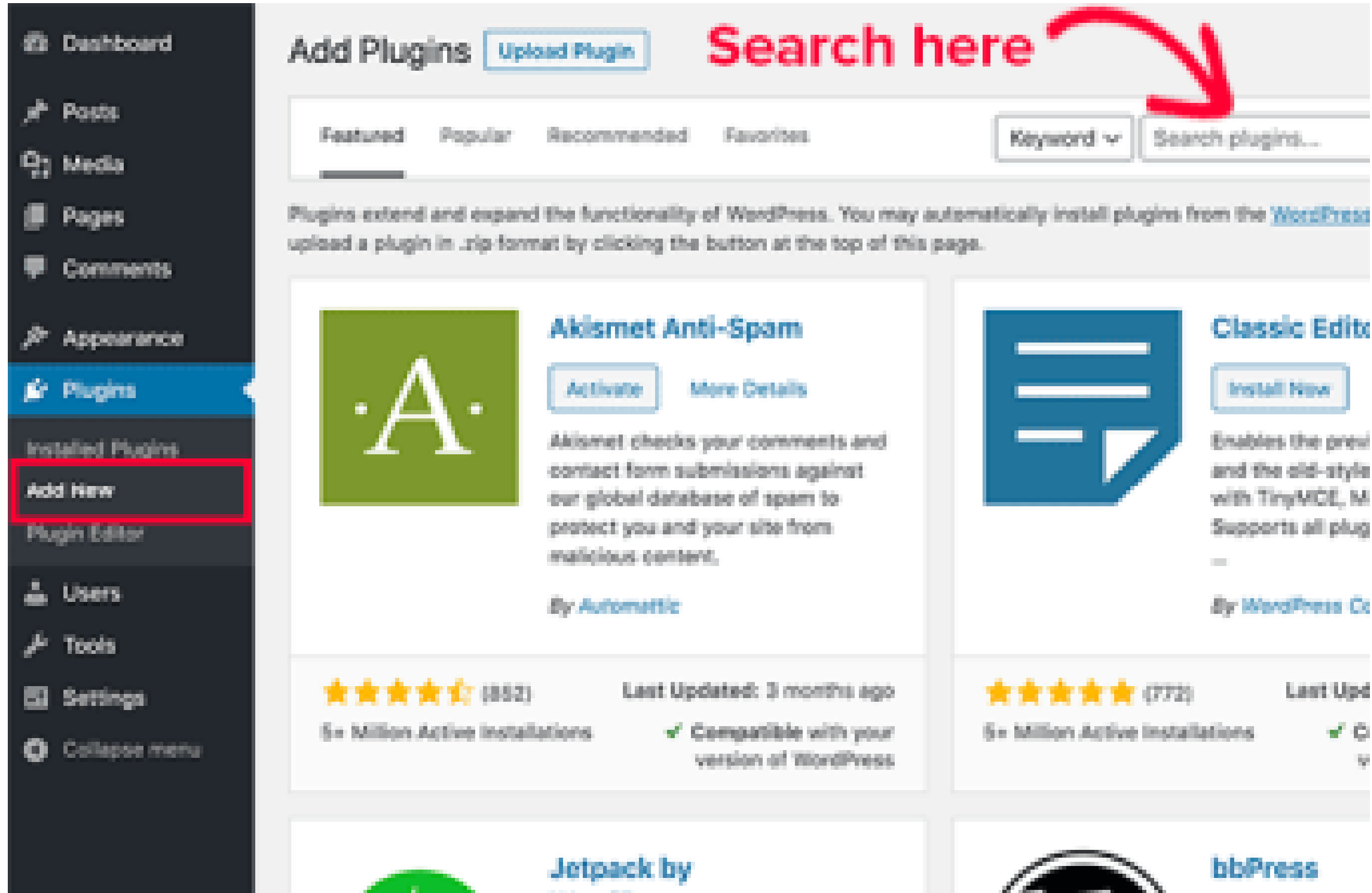


Now you can see the Dashboard of Wordpress:



Now Start creating your Website!


How to Install plugins



Add Plugins [Upload Plugin](#) **Search here**

Featured Popular Recommended Favorites

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or you can upload a plugin in .zip-format by clicking the button at the top of this page.




Akismet Anti-Spam

[Activate](#) [More Details](#)

Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.

By [Automattic](#)

★★★★☆ (852) Last Updated: 3 months ago
5+ Million Active Installations [Compatible with your version of WordPress](#)




Classic Editor

[Install Now](#)


Enables the pre- and the old-style with TinyMCE, M... Supports all plug...

By [WordPress Co](#)

★★★★★ (772) Last Upd...
5+ Million Active Installations [Compatible with your version of WordPress](#)

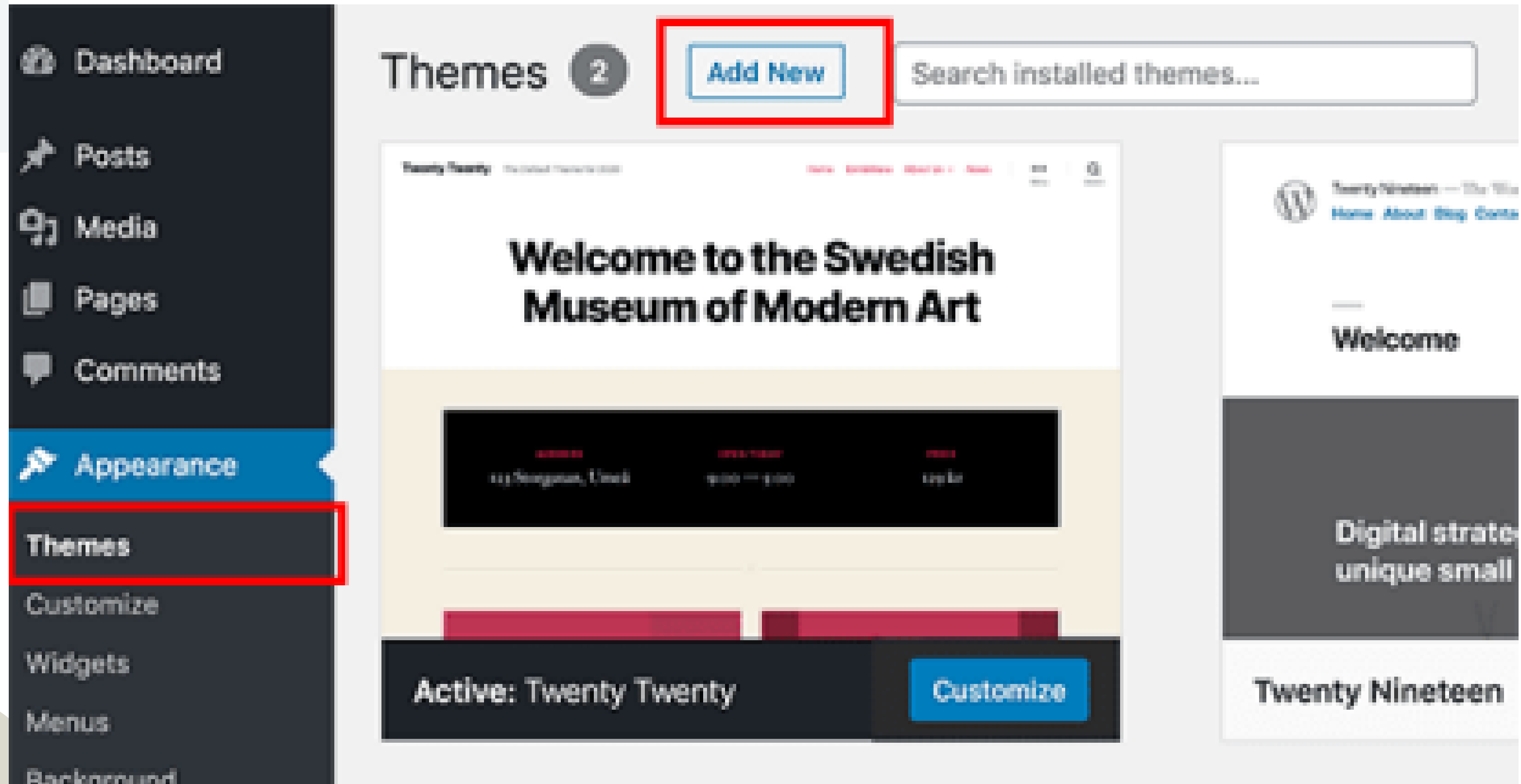


Jetpack by

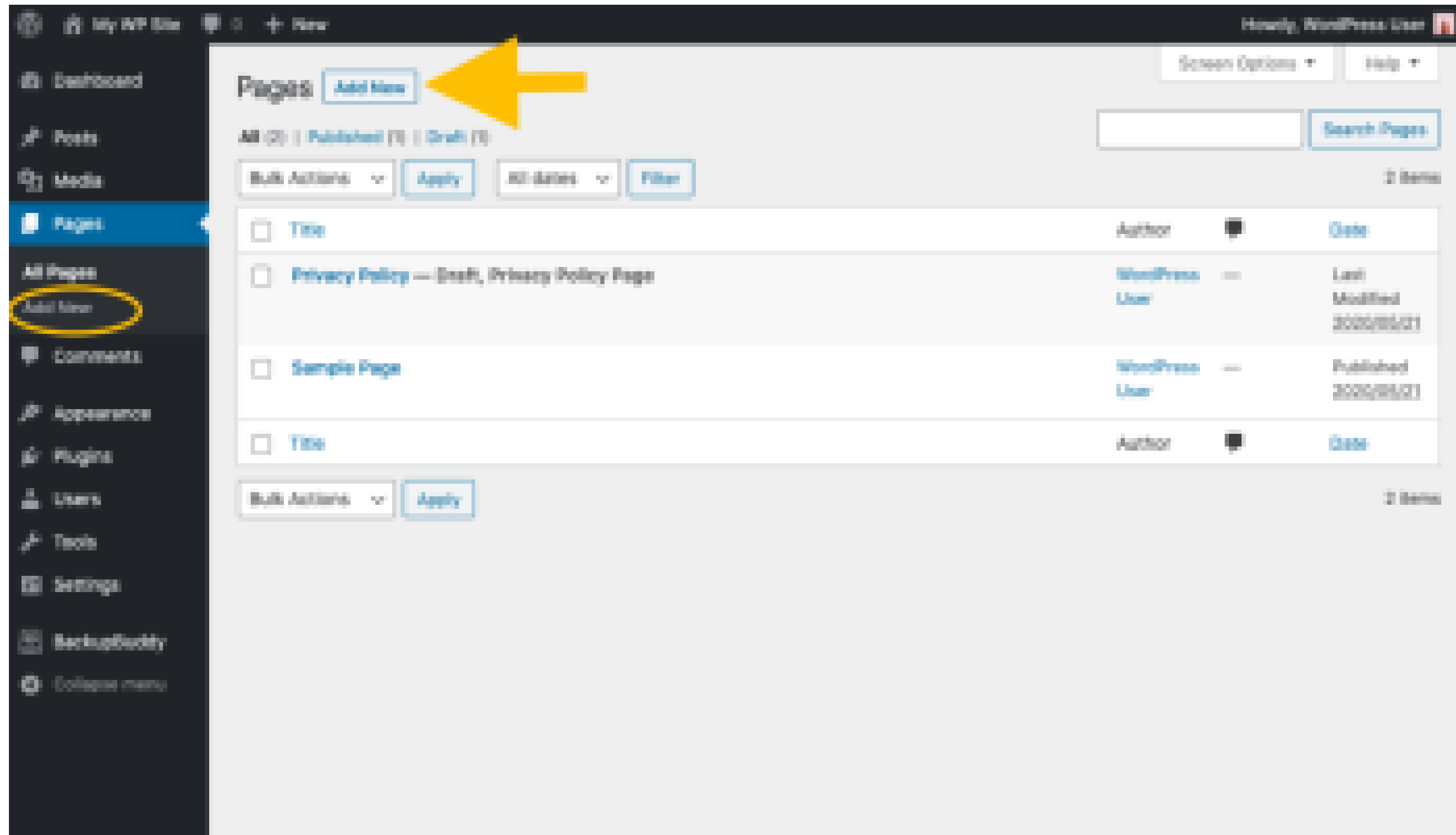


bbPress

How to add Themes

The image shows the WordPress Themes management interface. On the left is a dark sidebar with navigation links: Dashboard, Posts, Media, Pages, Comments, Appearance (highlighted in blue), Themes (highlighted with a red box), Customize, Widgets, Menus, and Background. The main content area has a header with "Themes" and a badge "2", an "Add New" button (highlighted with a red box), and a search bar "Search installed themes...". Below this is a preview of the "Twenty Twenty" theme, showing a website header with "Welcome to the Swedish Museum of Modern Art" and a footer with "Active: Twenty Twenty" and a "Customize" button. To the right is a preview of the "Twenty Nineteen" theme, showing a website header with "Twenty Nineteen — The Site" and a footer with "Twenty Nineteen".

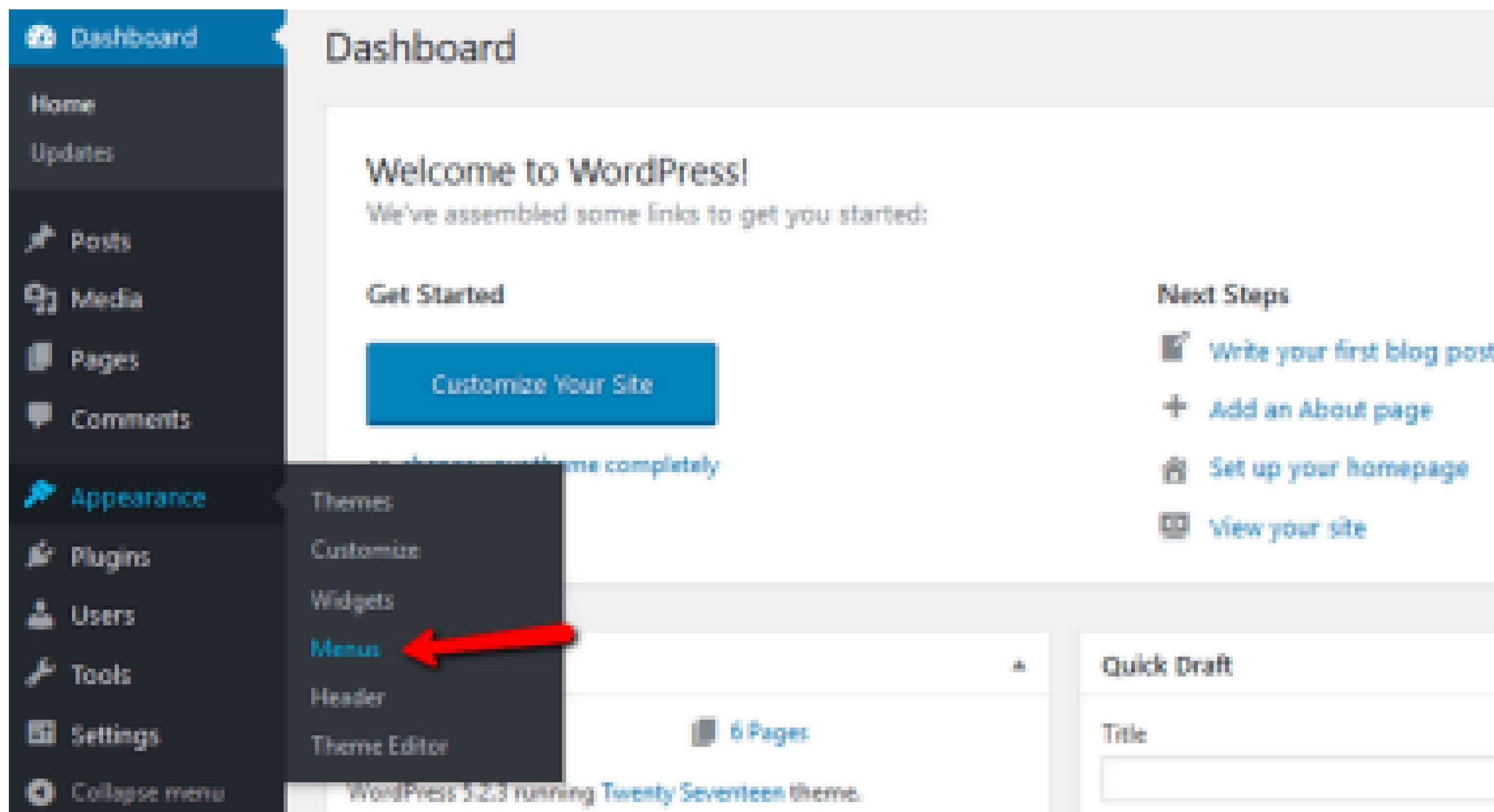
How to create pages

A screenshot of the WordPress admin dashboard showing the 'Pages' section. The left sidebar contains a menu with 'Pages' highlighted, and 'Add New' circled in yellow. The main content area shows a list of pages with columns for checkboxes, titles, authors, and dates. A yellow arrow points to the 'Add New' button in the top right of the page list.

WordPress admin dashboard showing the 'Pages' section. The left sidebar contains a menu with 'Pages' highlighted, and 'Add New' circled in yellow. The main content area shows a list of pages with columns for checkboxes, titles, authors, and dates. A yellow arrow points to the 'Add New' button in the top right of the page list.

<input type="checkbox"/>	Title	Author	Date
<input type="checkbox"/>	Privacy Policy — Draft, Privacy Policy Page	WordPress User	Last Modified 2020/05/21
<input type="checkbox"/>	Sample Page	WordPress User	Published 2020/05/21
<input type="checkbox"/>	Title	Author	Date

How to create Menu

A screenshot of the WordPress 5.2.3 dashboard. The left sidebar menu is open, showing options like Dashboard, Home, Updates, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The 'Appearance' menu is expanded, showing sub-options: Themes, Customize, Widgets, Menus, Header, and Theme Editor. A red arrow points to the 'Menus' option. The main content area displays a 'Welcome to WordPress!' message with a 'Get Started' button and a 'Customize Your Site' button. On the right, there are 'Next Steps' (Write your first blog post, Add an About page, Set up your homepage, View your site) and a 'Quick Draft' section with a title input field. At the bottom, it says 'WordPress 5.2.3 running Twenty Seventeen theme.'

Dashboard

Home

Updates

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Collapse menu

Themes

Customize

Widgets

Menus

Header

Theme Editor

6 Pages

WordPress 5.2.3 running Twenty Seventeen theme.

Welcome to WordPress!

We've assembled some links to get you started:

Get Started

Customize Your Site

Next Steps

- Write your first blog post
- Add an About page
- Set up your homepage
- View your site

Quick Draft

Title

**Now start Creating your
website**

Practically

