

# DIGITAL MARKETING

## Summary

This document contains all the texts and images of the course Digital Marketing. However, some learnings are based on videos or links that are not detailed in the document.

# Digital Marketing



The objective of digital marketing is to reach and engage target audiences through digital channels to promote products or services, build brand awareness, and drive conversions.

By leveraging various online platforms—such as social media, search engines, email, and websites—businesses aim to connect with consumers where they spend time. In this course, you will explore different avenues. We will set up together a Digital Marketing Plan to guide you in the future.

[Template Digital Marketing Plan](#)



## Module 1 Introduction

What is Digital Marketing? Your first steps in online success, it's here!



## Module 2 Goals and Strategies

It's important to know exactly what you want to achieve online.



## Module 3 Web Presence

The most obvious way to go digital is with a Website.



## Module 4 Search Engine

You have a Website now let's help the search engine to find you.



## Module 5 Get noticed locally

Local advertising is a great way to connect with customers close to you.



## Module 6 Social Media

Learn how to take advantages of the Social Media networks.



## Module 7 Advertising

When other Websites can help you to maximize your online visibility.



## Module 8 Email marketing

Newsletter is a great way to connect with your customers.



## Module 9 Web Analytics

Analytics provide a world of information for understanding your web users.

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## Module 1 - Introduction

### WHAT IS DIGITAL MARKETING?

Digital marketing is the use of the internet to reach consumers. This includes attracting customers via email, content marketing, search platforms, social media and more. Before you can get started, you should familiarize yourself with how these digital channels work, which options are best suited to you, and how to set up a clear plan or strategy that will help you achieve your goals and assess your results.

In the following video, you will understand the evolution of Marketing to Digital Marketing.



### BEFORE GOING TO DIGITAL MARKETING ...

You will need a commitment from the top management of your company. The following video will try to answer the question What is Digital Marketing in 7 minutes so that they can understand the impact of choosing this direction.

Google offers a free training on the **Fundamentals of Digital Marketing**. In this 40:00 hours training you learn all about the subject and you can end up with an official **certificate** from Google if you pass the exam. But since you might not want to become a specialist, I summarized this training in the next modules so that you learn the essentials.



## Module 2 – Goals and Strategies

### YOUR ONLINE GOALS

There are lots of clear ways digital can help your business. It's good to start by asking yourself a simple question: why, exactly, do I want to be online?

So let's start by helping you to find some good reasons. One easy win is listing your business in local online directories. Then you can decide to build a website to share information about your business. You could set up a social media page on the different social media that your customers might browse. And finally, use all these tools that the digital world can offer you to analyze your customers behaviors and improve your online presence.

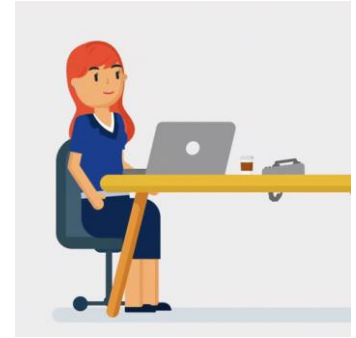


## STRATEGIES, MISSION AND VISION

You may already have a business or strategic plan where your mission and vision are clearly defined. It is a good starting point to link your online presence to your mission. How can a digital marketing plan help me achieve my mission?

You have probably identified specific objectives to achieve your mission. Try to find how an online presence would help you achieve each of these objectives.

To support you in this process, it would be important to share your business plan with your advisor. He can help you to establish a strategy for your online presence. Without a clear plan, it will be difficult to continue the process.



## UNIQUE SELLING POINT

Another reflection to make ... You will need to identify your [Unique Selling Point](#) (or USP) – this is what makes you stand out from your competition online. Find out what makes you different by looking at businesses doing similar things, and work out what sets you apart.

4 key questions to ask yourself when defining your USP are:

1. who is my target audience?
2. who are my competitors?
3. what problems does my target audience have?
4. how can I solve them?



## BRANDING

The “Branding” is the brand image of your company. Learn how to highlight your identity through your logo, your slogan, your advertising and your products. The first step to develop the digital marketing of your business is to create your brand image that must be reflected in all advertising media. It is important to respect the official standards and colors of your brand image. In all the activities of your company that directly or indirectly affect your relationship with customers, you should think about establishing, maintaining and caring for your brand image.



Do not complicate your brand image, because the audience will be lost. Rather, your branding should be simple, effective, and memorable. With your logo, your slogan, your corporate personality or your service offering, your recipients should be able to recognize you easily.

## LOGO

The first step in developing your brand image is your logo. The logo will give the graphic orientation to all your digital media (website, social networks and print media). A logo must be understood by everyone and fairly quickly. Simplicity remains a safe bet in the sense that the simpler a logo is, the more legible it is and the more it remains anchored in the memory of consumers.

It is advisable not to use more than three colors and to choose one more dominant than the others. The combination of colors is also very important, some colors do not match, either in paint or for a logo. In addition to being complementary, these colors should have a meaning of your brand or your products, which will influence the message you want to convey. In any case, this should not be chosen at random.



## Module 3 – Website

### BUILD YOUR WEB PRESENCE

If your business needs a website, the first step is to understand the basics. Here's a quick summary of what you'll need to know:

- what web servers do
- how domain names work
- What is a CMS
- how your website uses these



### CMS – Content Management System

There are several Content Management Systems (CMS) to build a website. Here you will find a summary of the **advantages and disadvantages** of the different options. You will find on this platform a whole course on **how to build a website** using WordPress.

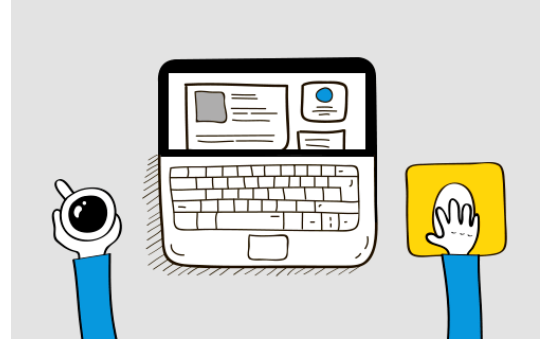
To help you better understand the possibilities of CMS, the video on the left will introduce you to the main principles of **WIX**. For a **simple website**, Wix could be the solution. You will also find in this platform a complete course to help you build a website using the WordPress CMS.



## WEBSITE FOR WHAT?

Today's websites can help people do research, chat with experts, read customer reviews, watch videos, buy things, track orders – and much, much more. How you organize your website is very important.

Start by thinking about the websites you visit regularly. How are they organised? Have a cup of coffee and explore the web, look at the competition, find a design that please you. Now, decide what kind of content you want to offer, and then group it together in ways that make sense. Your advisor will be very happy to share your finds and help you to better organize the content.



## RESPONSIVE DESIGN

Web browsing on-the-go is very much a part of everyday life – which is why a mobile presence is important for businesses to embrace. The easiest way to have a mobile-friendly website is to build it that way from the start, using an approach like responsive design, which automatically detects the type of screen being used and displays the site accordingly.

So make sure that your website developer will take this in account while building your website..



## SELLING ONLINE

People have been making online purchases on websites and mobile applications for a while now. You might start with a simple goal, like “I want to offer customers the ability to send payments through the web.” Or, maybe you want a lot more—a website that allows people to view and search your inventory, create customer accounts, and set up recurring orders.

The sky's the limit. So how do you get started with ecommerce for your business? This will be a discussion to have with your advisor.



## EXPAND INTERNATIONALLY

This might be one of the last step to achieve in your Digital Marketing plan. Before launching products or services to an international audience, it's important to validate your new markets, know the difference between translation and localisation and ensure you have the technical infrastructure to manage it all. Your Website will have to include different languages but also translation adapted to the country culture.

So before you dive-in, you must evaluate your business's readiness.





## Module 4 – Search Engine

### WHAT IS SEARCH ENGINE OPTIMIZATION?

Most search engines basically work in the same way. When a person wants to find something, they type in a word or phrase, called a search query. Then, the search engine compares that query to its catalog of web pages, pulling out the best matches to show the searcher. These are displayed on a search results page.

By knowing how a search engine decides what a page is about and how to reach the catalog, you can optimize your pages to make sure they show up in the search results of people looking for websites just like yours.

This is what we call Search Engine Optimization.



### HOW IT WORKS

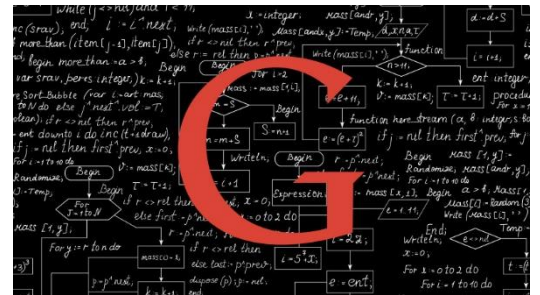
First, the search engine will look at the title of the page. Your page title should accurately describe its content. The next thing you'll want to think about is the page's text. Think about who you want to visit your page, and what words they're using to describe your products and services. Try to speak the language of your customers when you write your content.

Images are very powerful in a website. But search engine won't see the mouth-watering photos of your products. To help search engines identify the image, give it a descriptive name. Together, all of these tips can help search engines understand your pages and put them in front of the people that matter – your potential customers.



### GET DISCOVERED

Search engines have formulas, or algorithms, that help them order the list of results. Search engines might look at how popular your site is, or what other people or sites are saying about you. They might consider words on your web pages or keywords in the code of a page to better understand the topic. They will also consider the searcher's geographic location. And, with the explosion of mobile usage, search engines now consider the devices people use when they perform a search. Your goal will be to help the search engines to have your business listed in the first results of the organic search, the free zone.



### ORGANIC VS PAID

When a search engine returns results some of them are paid advertisements; they'll be separate and labeled as ads. The rest are unpaid results that the search engines believe are relevant to the phrase entered into the search box. These are referred to as "organic results."

So, how do search engines decide who wins? The primary components are the bid and the quality. The bid is the maximum amount an advertiser is willing to pay for a click on an ad. If someone clicks the ad, the advertiser is charged an amount equal to—or sometimes less than—the bid. Bid averages vary industry-by-industry, and keyword-by-keyword. Bids are important, but so is quality. Quality is where you can improve your presence for free.



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## KEYWORDS

Search engine optimization is an ongoing process. You will have to discover what words and phrases people use to search for your products or services, and improving the content on your site.

But how to choose the right keywords? Ask around you, family, friends and most important your customers. What words would be used if they had to find you on the web? Some tools on the web like [Ubersuggest](#), [Answer the public](#) and [Google Trends](#) might help you

to find more keywords or phrases. But remember the golden rule: Your site's content should be made for your human visitors, not for search engines.



## GOOGLE SEARCH CONSOLE

Want a great tool to get your website more traffic? [Google Search Console](#) is a service that gives you feedback about how your website is doing in Google search results.

It has two primary functions. It monitors your performance in Google Search results and it also shows you how Google "sees" your site. Search Console might be able to help you out. One way is through its "Search Analytics" reports. This can help you answer a few important questions like which searches bring people to your site.



## CONCLUSION

This module is complex so don't worry if you can't understand everything. Also be aware that improving your online presence with all these tools is a lot of teamwork and could be the subject of a specific assignment.

An account must be created in google to access the tools. Then you have to register your site in different places and integrate the required codes in your website or even in social networks. This requires regular monitoring to see the effects and this subject will be covered in the last module on web analytics.

In conclusion, to effectively promote your website online, you've got to keep tabs on what search engines value most—and make sure your website gives it to them.



## Module 5 – Get Noticed Locally

### MARKETING TO THE LOCALS

So what do we mean by local, exactly? We're talking about businesses with a shop on the street. But we're also talking about a service area business that goes out to meet with customers like a plumber for example. These businesses usually sell products and services to people who live nearby... and people who are visiting from other places.

So how does a local search work?



### LOCAL ONLINE PRESENCE

First and foremost, be sure your location details are on your website. If you have a shop, be sure to include your address, and maybe even an interactive map so a customer can get directions, plus your telephone number, and your working hours. And if you have a service area business, be sure your website explains what areas you serve, and how people can get in touch with you. Finally, make sure your site looks good on mobile devices because their GPS function can detect where they are and direct them to your store.

Now that you know what to list, it's time to find out where to list it. You should explore options on major local directories, social networks and review sites, and some of these might be industry specific.



### ONLINE DIRECTORIES

Another very important step is to be listed in online directories like [Google Business Profile](#), [Bing Local](#) and [Yahoo Local](#). Local businesses need to be seen by searchers in the neighborhood, on any device. Someone looking to buy in a specific location is usually ready to pull out his wallet—and you want to be his go-to shop. Every online directory has its own registration and verification process, but most work essentially the same way.

Don't forget that many searchers are on the go, looking for local results on smartphones. If your website can be found in the mobile search results it can be an important way to connect with customers.



Google My Business

## Module 6 – Social Media

### BASICS



Everyone's on social media, so it makes sense for your business to be there too. Online networks, or "social media" as we call it, allow people to link, interact, share and exchange information. But it can also be a great tool for businesses.

Social media can be a platform that lets you talk directly to your customers and prospective customers alike, share content, get involved in conversations, build trust, reach more people, grow your sphere of influence, and ultimately understand your customers better.

First, you'll want to get to know the different networks. Which ones are your customers using most?

### THE RIGHT SOCIAL MEDIA SITES FOR YOU

When getting started with social media, it helps to sort all the different networks into categories so that you can understand where you need to focus your attention.

For example, [Facebook](#), [Instagram](#), [X](#), [YouTube](#) and [LinkedIn](#) have some very big audiences. But beyond the big ones, you'll also find niche, or industry-specific players that cater to specific topics or specific audiences who really know their stuff and are looking for more detailed or insider content.

You should search around to find the most important ones for your business. You will find in this platform a course dedicated to [Social Media](#) with more details on the main platforms.



### SETTING YOUR GOALS FOR SOCIAL MEDIA

There are lots of social networks out there, and lots of ways to use them, to achieve lots of different objectives. But before you start signing up and posting all over the place, start with a simpler question. What are you hoping to accomplish with social media?

Remember, social media isn't a one-way street and it can be overwhelming. You have to participate and give back to your new network of friends and followers.

The world of social media can be broad and complex, but starting out with clearly defined goals will help you figure out which networks to participate in, how to use them, and ultimately, how they'll help you achieve your objectives.



## GETTING ON SOCIAL MEDIA

Before you sign up, check into whether the network you're joining distinguishes between businesses and individuals. For example, Facebook offers pages specifically designed for businesses.

Next, start loading up information. Choose the tone of voice to use with your followers and the business goals you want to support: are you going to be professional or friendly?

Also, don't forget many of these profile pages are also accessible by search engines, so the more great content you provide here, the better the chances that your social pages might even show up when people are searching on search engines!



## BUILDING THE NETWORK

Making friends takes time and effort, but if they can help get the word out about your business, it's an investment that really pays off. It's important to know that social media for business gains is a very different medium. The people you interact with on social media don't want to just to be "talked at." Think of it more as a conversation – a give-and-take relationship that ebbs and flows. Treat this network as you would your friends and colleagues in the real world.



Making friends on social media won't happen overnight, and it can't be forced. Start by recruiting existing customers, maybe with a sign in your shop that says "Follow us here" or—even better—a 10% discount if they connect with you online.

## DO'S AND DON'TS

The first rule of social media: It's not all about you. People go online to share news, how-to tips and funny cat videos. They're not there to hear your sales pitch—and brands that have nothing else to say tend to get boring and ignored fast. Just focus on providing a good experience and keeping their attention.

People want to know that you're listening so have a plan to answer the comments. Be understanding, be considerate, but most of all be consistent. Don't spread yourself too thin if you want the social media to work for you. Finally, measure the results by using analytics tools.

Stay true to yourself, respond to comments, focus on the sites that make sense, be consistent and measure your results. Do all this and your social media efforts can thrive.



## Module 7 – Advertising

### ADVERTISING WITH SEARCH ENGINE

We saw in the [search engine module](#) that it was possible to improve our presence through organic research but also to pay for a higher ranking in searches. The world of Search Engine Marketing is full of opportunities, but to benefit you'll first need to master research tools and keyword selection as we saw in Module 4.

When it comes to PPC (Pay Per Click) advertising, it's not uncommon to think: [Bing Ads](#) vs. [Google Ads](#). You might be interested to read this article [Google Ads vs. Bing Ads: Which Is Right for Your Business?](#) before deciding if it's worth for you to invest in these options. With search engine marketing, advertisers use this insight to reach potential customers as they are actively looking for something.

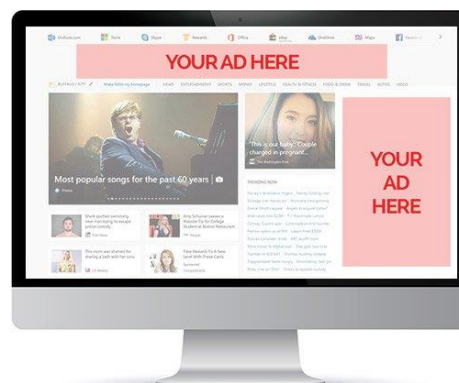


### DISPLAY ADVERTISING

You know those adverts you see all over the Internet? Some are banners, while others are text based or use videos. This is called Display advertising.

Display advertising works differently from Search Engine. In the online world it means finding websites where your potential customers are likely to be spending time, or targeting people who have showed specific interests. It's a great way to drive traffic to your website, build engagement with your visitors, and win new customers.

Display advertising gives businesses the chance to pay for their ads to appear when the right kind of person is on the right kind of page. You can make deals directly with the owners of a Website, or you can use networks that match businesses with lots of different websites that have ad space to sell.



Reach more people with this post

You could reach up to 3,126 people per day by boosting your post for CA\$25.



### SOCIAL MEDIA ADVERTISING

Being in Social media, you can take advantage of their audience targeting features. Social media advertising solutions like Twitter, LinkedIn and Facebook offer various targeting options to help you get your ads in front of the right people.

Social media sites have lots of information about their users. Which allows you to target your audience in more meaningful ways. You will find in this article, [The 6 Most Effective Types of Social Media Advertising](#), some interesting information covering all aspects of social media advertising.

## Module 8 – Email Marketing

### CONNECT THROUGH EMAIL

Email marketing is a great addition to your other digital marketing activities. Why? It builds customer loyalty and engagement without breaking the bank. And it works well on mobile.

No matter what your goals are, a good place to start is by building a list of people who've expressed an interest in your business. So how do you find these people, and get their email addresses? Start by asking them. If you have a website, you can include a Newsletter form and encourage visitors to subscribe online.



### HOW EMAIL MARKETING CAN HELP



You don't want to overwhelm customers with too much content in one email, or too many emails in succession. Start with a friendly "hello" and introduction.

Be sure to include useful information and relevant offers, like tips or coupon. While you're educating your customers about your business, you can use marketing emails, to learn more about them as well. Ask your subscribers if they are interested in receiving updates about other products or services. Then find out how they prefer to hear from you: weekly, monthly?

### CRAFTING GREAT MARKETING EMAILS

In order to get customers to read your newsletter, you first have to get them to open the email. It's all about making a good first impression here. Think about what customers see then they glance at their inbox. Will your email make them want to open it?

People are more likely to open an email from someone they recognize and trust so have your business name in the FROM field and keep your subject line short and simple. Your paragraphs should be short—maybe one to three sentences, and keep them focused on a single idea. Links in your email should include calls to action. Encourage recipients to click through, to offers on your website.

Providing an easy way for users to opt out of your newsletter, is not only good customer service, but it's also required by law in many countries. Each email marketing campaign will teach you more about what works, and what doesn't. Over time you can create better emails for your customers, which in turn can build your business.



## Module 9 – Web Analytics

### SO, WHAT IS WEB ANALYTICS, EXACTLY?

Well, it's all about using the data you can collect from your website to give you insights about your business. There are lots of web analytics tools out there, and they can do a variety of things. In this course we will concentrate on Google Analytics, a free tool from Google.

If you want to understand in detail how it works, go to the [Google Analytic Academy](#), for a beginner tutorial. You might end up with an official [certificate](#) if you pass the exam. You will learn the basic features of Google Analytics including how to create an account, implement tracking code, analyze basic reports, and set up goals and campaign tracking. You can continue with a more [Advanced](#) course where categorization, segmentation and remarketing will be covered.



But let's be realistic ... it's not an easy tool! I will try to give you an overview in this module so that you know what this tool has to offer

### TRACKING A WEBSITE

So how it works? To track a website, you first have to create a Google Analytics account. Then you need to add a small piece of JavaScript tracking code to each page on your site.

Every time a user visits a web page, the tracking code will collect anonymous information about how that user interacted with the page. It will also collect information from the browser like the language the browser is set to, the type of browser (such as Chrome or Safari), and the device and operating system used to access the Website. It can even collect the "traffic source," which is what brought users to the site in the first place.



### METRICS

But let's look at the different types of data you will have with the tool and learn how to speak "analytics". A METRIC is basically anything you can count. "Unique Visitors" is a good example. "Time Spent On Site" is another. If your goal is to get people to read your website, you can track the number of times someone looked at a blog post or the amount of time they spent on it. All of these things are "metrics."



When you're first starting out with analytics, you might feel like you're swimming in an ocean of metrics, but you'll quickly get used to having all this data. So, what do you do with it? Well, you can use web analytics tools to learn more about your visitors and adjust your website to their needs.



## DIMENSIONS

Next, you'll generally analyze your metrics by using what are called DIMENSIONS. "Dimensions" include things like the device type, what visitors use, their geographic locations, and much, much more. By taking your metrics and "slicing" them with dimensions, you can find answers to very specific, detailed business questions like "which devices are people finding it easiest to convert on the goals of my website?"

And that's just one of many questions you can answer with web analytics. Want to know what time of day most people are visiting your website? Take your "Visitors" metric and break that down by an "Hour of Day" dimension.



## CONVERSION



Let's say someone places an order, downloads driving directions to your shop, fills out a contact form, or does something else that you want them to do when they're visiting your site. This is known as CONVERSION.

Analytics can then tell you if people are actually engaging with your business when they get to your website. For example, do they browse around and sign up for your email updates? Or do they just click the back button in their browser and move on to the next option? Analytics can measure whether people are converting on the goals you want to track: for example a goal could be email newsletter signup, a sale or a reservation.

## SETTING GOALS IN ANALYTICS

Analytics can tell us whether people are coming back and becoming repeat customers. And when properly set up, analytics can even tell us if those loyal customers are becoming our advocates – for example, are they sharing our content with others on social networks?

A great way to turn analytics into a powerful tool that helps you understand how people use your website and improve accordingly, is to set clear, specific, quantifiable goals at every stage of the customer journey. Then, use analytics to measure your progress toward those goals, and identify bottlenecks that are getting in the way of achieving them.



## FIND SUCCESS WITH ANALYTICS

Analytics tools provide loads of data, but they don't always give easy answers. Dive a little deeper into web analytics, and you'll soon be able to measure organic search analytics and master segmentation techniques.

Web analytics can be a great tool for your SEO efforts, helping you measure how much traffic you're getting from search engines, where you might be able to make improvements, and the impact of changes you're making to your website.

Google analytics is a powerful but complex tool. Sometimes having so much data at your disposal can seem a little overwhelming and you might consider to hire a marketer to help you! But at least, you will know what the subject is all about.

