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Digital Notes

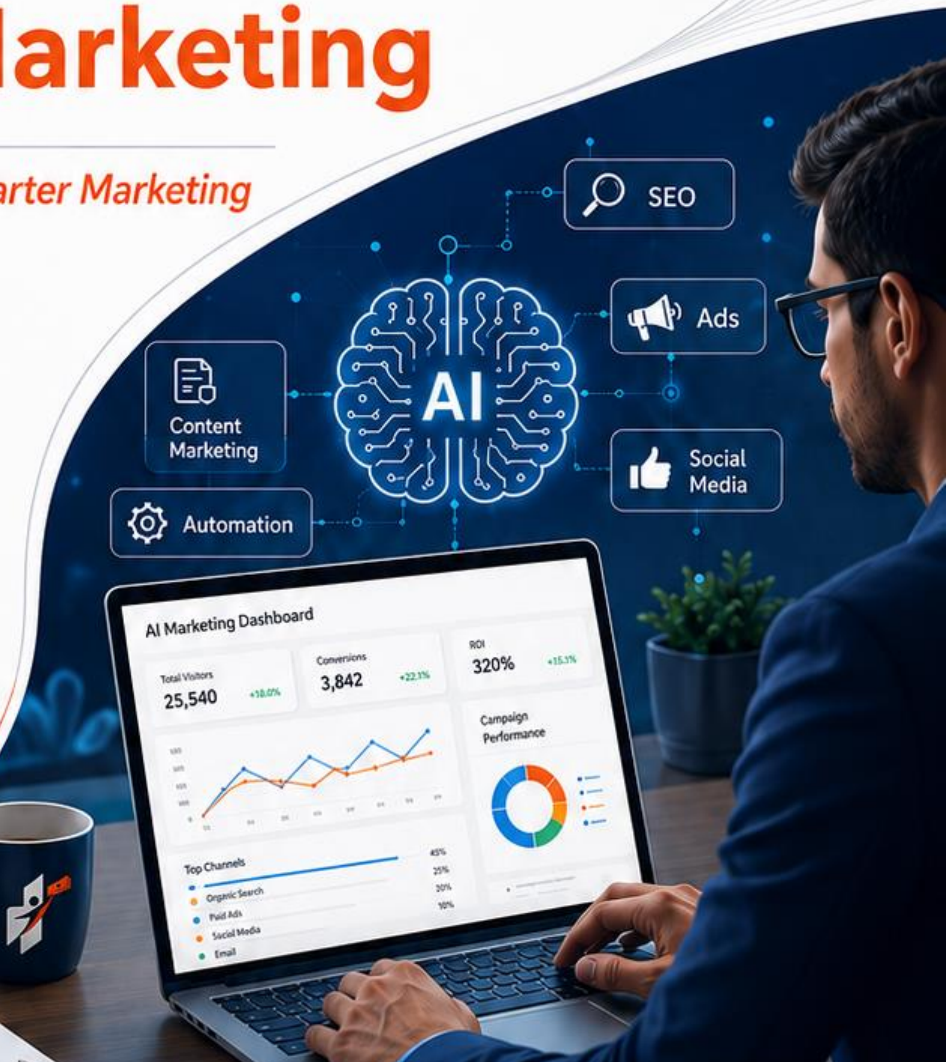
Module 1:

Introduction To Digital Marketing

Future-Ready Skills for Smarter Marketing

SEO | Analytics | Ads | Content Marketing

Branding | Automation | Social Media | AI Integration



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Module 1

Introduction To Digital Marketing

Module Overview

Digital marketing is the process of promoting a business, product, service or personal brand through digital channels such as websites, search engines, social media, email, mobile applications and online advertisements.

This module builds the foundation required to study SEO, social media marketing, content marketing, Google Ads, Meta Ads, analytics and marketing automation.

Learning Objectives

After completing this module, students should be able to:

- Explain digital marketing and its importance.
- Differentiate traditional marketing from digital marketing.
- Understand the digital marketing ecosystem.
- Identify the stages of a customer journey.
- Create a marketing funnel for a business.
- Understand basic online consumer behaviour.
- Conduct market and competitor research.
- Identify different digital business models.
- Create customer personas.
- develop a basic brand positioning strategy.
- Prepare practical marketing research reports.

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1. Introduction to Digital Marketing

1.1 Meaning of Marketing

Marketing is the process of understanding customer needs, creating valuable products or services, communicating their benefits and building profitable customer relationships.

Marketing is not limited to selling or advertising. It includes:

- Understanding the market
- Identifying customer problems
- Developing suitable products or services
- Setting prices
- Promoting the offering
- Distributing it to customers
- Maintaining relationships after the purchase

Simple example

A college launches a new data analytics course. Marketing activities may include:

1. Researching what students want to learn.
2. Designing the course curriculum.
3. Deciding the course fee.
4. Creating a website and brochure.
5. Running advertisements on Google and Instagram.
6. Counselling interested students.
7. Collecting student feedback.

Therefore, marketing begins before a product is created and continues after it is sold.

1.2 Meaning of Digital Marketing

Digital marketing refers to using internet-connected technologies and digital communication channels to reach, engage, convert and retain customers.

Common digital marketing channels include:

- Websites

- Search engines
- Social media platforms
- Email
- Mobile applications
- Online advertisements
- Video platforms
- E-commerce marketplaces
- Messaging applications
- Influencer platforms

Example

A local fitness centre can use digital marketing to:

- Create a website.
- Publish workout videos on Instagram.
- appear in local Google searches.
- Run Meta lead-generation advertisements.
- Send offers through email or WhatsApp.
- Collect online reviews.
- Analyse website visitors and campaign results.

1.3 Main Objectives of Digital Marketing

Businesses use digital marketing to achieve different objectives.

Brand awareness

Making more people familiar with a brand.

Example: A new clothing brand publishes Instagram Reels to introduce itself to young consumers.

Website traffic

Attracting relevant visitors to a website or landing page.

Example: A travel company publishes SEO-optimised articles about holiday destinations.

Lead generation

Collecting information from people who may become customers.

A lead may provide:

- Name
- Phone number
- Email address
- Location
- Product interest

Example: A training institute offers a free career-counselling session through an online form.

Sales and revenue

Encouraging customers to purchase products or services.

Example: An e-commerce company runs Google Shopping advertisements to generate online sales.

Customer engagement

Creating meaningful interactions between customers and the brand.

Engagement may include:

- Likes
- Comments
- Shares
- Saves
- Replies
- Video views
- Direct messages

Customer retention

Encouraging existing customers to continue purchasing from the business.

Example: A food-delivery application sends personalised discount offers to previous customers.

Customer advocacy

Encouraging satisfied customers to recommend the brand to others.

Examples include:

- Positive reviews
- Testimonials
- Referrals
- Social media recommendations
- User-generated content

1.4 Importance of Digital Marketing

Digital marketing is important because it offers:

Global and local reach

A company can reach international customers or target people within a specific locality.

Accurate audience targeting

Businesses can target audiences according to:

- Age
- Location
- Language
- Interests
- Online behaviour
- Search queries
- Occupation
- Previous website activity

Measurable results

Digital marketing allows marketers to measure:

- Impressions
- Reach
- Clicks
- Website visitors
- Leads
- Sales
- Revenue
- Cost per lead
- Return on advertising spend

Cost control

A campaign can begin with a controlled budget and be scaled after producing good results.

Personalisation

Businesses can show different messages to different customer groups.

Real-time optimisation

Marketers can analyse a campaign while it is running and make changes to improve its performance.

Two-way communication

Customers can directly communicate with businesses through comments, reviews, emails, forms and messages.

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2. Traditional Marketing vs Digital Marketing

2.1 Traditional Marketing

Traditional marketing uses offline communication channels.

Examples include:

- Newspapers
- Magazines
- Television
- Radio
- Billboards
- Posters
- Flyers
- Direct mail
- Trade fairs
- Physical events

2.2 Digital Marketing

Digital marketing uses online channels and digital technologies.

Examples include:

- Search engine marketing
- Social media marketing
- Email marketing
- Content marketing
- Online video advertising
- Mobile marketing
- Influencer marketing
- Affiliate marketing

2.3 Comparison

Factor	Traditional marketing	Digital marketing
Communication	Mostly one-way	Two-way and interactive
Reach	Often geographically limited	Local, national or global
Targeting	Broad audience targeting	Detailed audience targeting
Measurement	Difficult or approximate	Detailed and measurable
Cost	Often relatively high	Flexible budgets
Campaign changes	Usually slow	Can be made quickly
Personalisation	Limited	Highly personalised
Customer feedback	Delayed	Often immediate
Examples	Newspaper, TV and radio	Google, websites and social media

2.4 Is Digital Marketing Always Better?

Not necessarily. The correct channel depends on:

- Target audience
- Business objective
- Budget

- Product category
- Customer location
- Campaign duration
- Customer media habits

An integrated strategy may use both traditional and digital marketing.

Example

A university may use:

- Newspaper advertisements for parents
- Instagram campaigns for students
- Google Ads for people searching for courses
- Educational fairs for direct interaction
- Email campaigns for interested applicants

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3. Digital Marketing Ecosystem

The digital marketing ecosystem is the network of channels, platforms, technologies, content, data and people involved in marketing a business online.

3.1 Owned Media

Owned media includes digital assets controlled by the business.

Examples:

- Business website
- Blog
- Mobile application
- Email database
- Brand's social media pages
- Customer database

Advantages

- Greater control
- Long-term business asset
- Supports brand consistency

- Reduces complete dependence on advertising platforms

3.2 Paid Media

Paid media refers to visibility purchased by a business.

Examples:

- Google Ads
- Facebook and Instagram Ads
- YouTube Ads
- LinkedIn Ads
- Influencer sponsorships
- Display advertisements
- Sponsored marketplace listings

Advantages

- Quick visibility
- Precise targeting
- Scalable results
- Useful for generating leads and sales

Limitation

Results may reduce when advertising expenditure stops.

3.3 Earned Media

Earned media is publicity gained through customer experiences, recommendations and public interest.

Examples:

- Customer reviews
- Social media mentions
- Media coverage
- Backlinks
- Word-of-mouth recommendations
- User-generated content

Earned media is valuable because audiences often trust independent opinions more than paid promotional messages.

3.4 Important Digital Marketing Channels

Search Engine Optimization

Improving a website to increase its unpaid visibility in search-engine results.

Search Engine Advertising

Paying search engines to display advertisements for selected keywords.

Social Media Marketing

Using social platforms to build awareness, engagement, communities, leads and sales.

Content Marketing

Creating valuable content to attract, educate and influence an audience.

Email Marketing

Using email to communicate with prospects and customers.

Affiliate Marketing

Partners promote a company's products and receive a commission for successful results.

Influencer Marketing

Creators or subject experts promote a product to their audiences.

Mobile Marketing

Reaching audiences through applications, SMS, mobile websites and notifications.

Marketing Analytics

Collecting and analysing marketing data to improve decisions.

Practical activity: Digital presence audit

Select a business and list its:

- Website
- Social media profiles
- Search-engine presence
- Online advertisements
- Customer reviews
- Content types
- Lead-generation methods
- Email or messaging activities

Identify which elements represent owned, paid and earned media.

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4. Customer Journey

4.1 Meaning

The customer journey represents the complete experience a person has with a brand—from discovering it to purchasing, using and recommending its product.

A customer may interact with a brand through several touchpoints.

Common touchpoints

- Google search
- Social media post
- Online advertisement
- YouTube video
- Website
- Product review
- Sales call
- Email
- Physical store
- Customer support
- Mobile application

4.2 Stages of the Customer Journey

Stage 1: Awareness

The customer becomes aware of a need, problem or brand.

Customer thought: "I need to improve my digital marketing skills."

Suitable content:

- Educational videos
- Blog posts
- Social media content
- Awareness advertisements

Stage 2: Consideration

The customer researches and compares possible solutions.

Customer thought: "Which digital marketing course is suitable for me?"

Suitable content:

- Course comparisons
- Webinars
- Case studies
- Detailed service pages
- Testimonials
- Frequently asked questions

Stage 3: Decision

The customer is ready to select a product or service.

Customer thought: "Should I enrol in this course?"

Suitable content:

- Free demonstrations
- Counselling sessions
- Offers
- Clear pricing
- Reviews
- Money-back guarantees
- Strong calls to action

Stage 4: Purchase

The customer completes the transaction.

The business should provide:

- A simple checkout or registration process
- Secure payment
- Confirmation messages
- Clear onboarding instructions

Stage 5: Retention

The business continues supporting and engaging the customer.

Methods include:

- Customer support
- Useful emails
- Loyalty programmes
- Personalised recommendations
- Regular product updates

Stage 6: Advocacy

A satisfied customer recommends the brand.

Methods include:

- Referral programmes
- Review requests
- Testimonials
- Community participation
- User-generated content campaigns

4.3 Customer Journey Map

A customer journey map visually represents:

- Customer stages
- Customer goals
- Actions
- Touchpoints
- Emotions

- Problems
- Business opportunities

Example

Stage	Customer action	Touchpoint	Possible problem	Business response
Awareness	Watches an educational Reel	Instagram	Does not know the brand	Publish useful beginner content
Consideration	Visits course page	Website	Curriculum is unclear	Add detailed syllabus
Decision	Requests counselling	Lead form	Slow response	Automate confirmation and follow-up
Purchase	Pays course fee	Payment page	Payment failure	Provide alternative payment methods
Retention	Attends classes	Learning platform	Needs extra support	Offer mentoring sessions
Advocacy	Completes course	Email/social media	Not asked for feedback	Request review and referral

5. Marketing Funnel

5.1 Meaning

A marketing funnel is a model showing how a large audience gradually moves towards becoming customers.

It is called a funnel because many people may discover a brand, but only some will become customers.

5.2 Main Funnel Stages

TOFU: Top of the Funnel

Objective: Generate awareness and attract audiences.

Suitable methods:

- SEO articles
- Social media posts
- Videos
- Podcasts
- Awareness advertisements
- Infographics

Key metrics:

- Reach
- Impressions
- Video views
- Website traffic

MOFU: Middle of the Funnel

Objective: Educate audiences and develop interest.

Suitable methods:

- Webinars
- Email newsletters
- Case studies
- E-books
- Comparison pages
- Lead magnets

Key metrics:

- Leads
- Email subscriptions
- Content downloads
- Webinar registrations
- Engagement rate

BOFU: Bottom of the Funnel

Objective: Convert interested prospects into customers.

Suitable methods:

- Product demonstrations
- Consultations
- Free trials
- Discount offers
- Testimonials
- Retargeting advertisements

Key metrics:

- Conversion rate
- Sales
- Cost per acquisition
- Revenue
- Return on advertising spend

5.3 Post-Purchase Funnel

Marketing should not stop after a sale.

Post-purchase stages include:

- Onboarding
- Customer satisfaction
- Repeat purchase
- Upselling
- Cross-selling
- Referral
- Advocacy

5.4 Important Funnel Terms

Call to Action

A call to action tells the audience what to do next.

Examples:

- Register Now
- Download the Guide
- Book a Consultation
- Start Free Trial
- Buy Now

Conversion

A conversion occurs when a user completes a desired action.

Examples:

- Form submission
- Phone call
- Application download
- Course registration
- Product purchase

Conversion rate

$$\text{Conversion Rate} = \frac{\text{Number of Conversions}}{\text{Total Visitors}} \times 100$$

If 2,000 people visit a page and 100 submit a form:

$$\frac{100}{2000} \times 100 = 5\%$$

Lead magnet

A lead magnet is a valuable free resource offered in exchange for contact information.

Examples:

- E-book
- Checklist
- Template
- Free consultation
- Webinar
- Trial class

6. Consumer Behaviour

6.1 Meaning

Consumer behaviour is the study of how people identify needs, search for information, evaluate alternatives, make purchases and respond after purchasing.

6.2 Consumer Decision-Making Process

1. **Need recognition:** The consumer identifies a problem.
2. **Information search:** The consumer searches for solutions.
3. **Evaluation:** Different options are compared.
4. **Purchase:** One option is selected.
5. **Post-purchase evaluation:** The consumer decides whether the choice was satisfactory.

6.3 Factors Affecting Consumer Behaviour

Personal factors

- Age
- Income
- Occupation
- Education
- Lifestyle
- Interests

Psychological factors

- Motivation
- Perception
- Attitude
- Beliefs
- Previous experiences

Social factors

- Family
- Friends
- Social groups

- Online communities
- Influencers

Cultural factors

- Traditions
- Language
- Social values
- Regional preferences

Situational factors

- Time pressure
- Discounts
- Product availability
- Device being used
- Location
- Urgency

6.4 Online Buying Signals

A buying signal indicates that a person may be interested in purchasing.

Examples:

- Searching “best laptop under ₹60,000”
- Comparing product prices
- Reading customer reviews
- Visiting a pricing page
- Adding a product to a cart
- Requesting a demonstration
- Downloading a brochure

6.5 Common Psychological Principles

Social proof

People are influenced by the actions and opinions of others.

Examples: reviews, ratings, testimonials and customer numbers.

Scarcity

A limited supply can increase urgency.

Example: “Only five seats remaining.”

Scarcity claims must be genuine.

Authority

People often trust recognised experts and credible organisations.

Reciprocity

Providing useful value can encourage people to respond positively.

Example: offering a free guide before presenting a paid course.

Loss aversion

People generally prefer avoiding a loss over receiving an equivalent gain.

Anchoring

The first price or information shown can influence later comparisons.

Ethical marketers use these principles to help customers make informed decisions—not to mislead them.

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7. Market Research

7.1 Meaning

Market research is the systematic collection and analysis of information about:

- Customers
- Competitors
- Market demand
- Industry trends
- Products

- Prices
- Opportunities and risks

7.2 Primary Research

Primary research involves collecting new information directly from the target market.

Methods include:

- Surveys
- Interviews
- Focus groups
- Observations
- Customer feedback
- Product testing

Advantages

- Specific to the business problem
- Current and directly collected
- Offers detailed customer insights

Limitations

- Requires time
- May be expensive
- Poor questions can produce misleading results

7.3 Secondary Research

Secondary research uses information that already exists.

Sources include:

- Government reports
- Industry reports
- Research papers
- Company websites
- Search-engine data
- Social media discussions
- Customer reviews
- Competitor content

Advantages

- Faster
- Usually less expensive
- Useful for initial market understanding

Limitations

- Information may be outdated
- Data may not exactly match the business need
- Source reliability must be checked

7.4 Research Process

1. Define the problem.
2. Set research objectives.
3. Identify the target audience.
4. Select research methods.
5. Collect information.
6. Organise and analyse the data.
7. Identify patterns and insights.
8. Prepare recommendations.
9. Apply and test the recommendations.

Example research objective

"To understand why college students abandon an online course-registration form before submission."

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8. Competitor Analysis

8.1 Meaning

Competitor analysis is the process of studying businesses that serve similar customer needs.

8.2 Types of Competitors

Direct competitors

Businesses selling similar products to the same audience.

Indirect competitors

Businesses offering different products that solve the same problem.

Substitute competitors

Alternative solutions customers can choose instead of buying the product.

8.3 What Should Be Analysed?

- Products and services
- Pricing
- Target audience
- Brand positioning
- Website experience
- Search visibility
- Social media presence
- Content strategy
- Advertisements
- Customer reviews
- Strengths and weaknesses
- Offers and calls to action

8.4 SWOT Analysis

SWOT stands for:

- **Strengths:** Internal advantages
- **Weaknesses:** Internal limitations
- **Opportunities:** External possibilities
- **Threats:** External risks

Important rule

Competitor analysis should be used to identify opportunities and develop a stronger strategy. It should not be used to copy another brand's content or identity.

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9. Business Models

A business model explains how an organisation creates, delivers and earns value.

9.1 B2C: Business to Consumer

A business sells directly to individual customers.

Examples:

- Online fashion store
- Food-delivery application
- Streaming platform

9.2 B2B: Business to Business

A business sells products or services to another business.

Examples:

- Marketing agency
- CRM software company
- Office-equipment supplier

9.3 C2C: Consumer to Consumer

Individuals sell to other individuals through a platform.

Examples:

- Used-product marketplace
- Peer-to-peer selling platform

9.4 D2C: Direct to Consumer

Manufacturers or brands sell directly to customers without traditional intermediaries.

9.5 Subscription Model

Customers pay regularly—monthly or annually—to continue accessing a service.

9.6 Freemium Model

A basic version is free, while advanced features require payment.

9.7 Marketplace Model

A platform connects buyers and sellers and earns through commissions, fees or advertisements.

9.8 Advertising Model

A business provides content or services and earns revenue from advertisers.

9.9 Affiliate Model

A person or company receives a commission for referring customers to another business.

9.10 Lead-Generation Model

A business attracts potential customers and sells or transfers qualified leads to service providers.

Digital marketing strategies must be designed according to the business model. A B2B software company may focus on LinkedIn and webinars, while a fashion brand may focus on Instagram, influencers and online shopping advertisements.

10. Customer Persona Creation

10.1 Meaning

A customer persona is a research-based, semi-fictional profile representing an ideal customer group.

A company may require multiple personas because different customers have different needs.

10.2 Components of a Persona

- Name or label
- Age range
- Location
- Education
- Occupation
- Income range
- Goals
- Challenges
- Interests
- Online behaviour
- Preferred platforms
- Content preferences
- Buying objections
- Decision-making factors
- Preferred communication method

10.3 Example Persona

Persona name: Career Starter Rahul

Age: 21–25

Education: Graduate

Goal: Obtain practical digital marketing skills and find a job

Challenges: Limited work experience and uncertainty about career options

Preferred platforms: YouTube, Instagram, LinkedIn and Google

Content preference: Tutorials, career advice and student success stories

Main objections: Course fee, placement support and practical exposure

Decision factors: Curriculum, trainer experience, reviews, projects and internship

Preferred action: Free counselling or demonstration class

10.4 Negative Persona

A negative persona represents people who are unlikely to become suitable customers.

Example: people looking only for free resources when the business sells an advanced premium programme.

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11. Brand Positioning

11.1 Meaning

Brand positioning is the place a brand aims to occupy in the mind of its target audience compared with competitors.

Strong positioning answers:

- Who is the target audience?
- What problem does the brand solve?
- What category does it belong to?
- What makes it different?
- Why should customers believe it?

11.2 Value Proposition

A value proposition is a clear statement explaining the main value a customer will receive.

Basic formula

We help [target audience] achieve [desired outcome] through [solution or unique method].

Example:

"We help graduates develop job-ready digital marketing skills through practical campaigns, industry projects and AI-powered marketing training."

11.3 Unique Selling Proposition

A USP is the distinctive benefit that makes an offering preferable to alternatives.

Possible differentiators include:

- Better quality
- Specialised expertise
- Faster delivery
- Lower risk
- Convenience
- Personalisation
- Practical experience
- Strong customer support

11.4 Positioning Statement Template

"For **[target audience]** who need **[customer need]**, our brand is a **[category]** that provides **[key benefit]** because **[reason to believe]**."

11.5 Perceptual Map

A perceptual map compares competing brands using two attributes.

For a training institute, possible axes are:

- Low price to premium price
- Theoretical learning to practical learning

This helps identify gaps and positioning opportunities.

12. Practical Skill-Development Projects

Project 1: Competitor Research Report

Select a business category and analyse three competitors.

The report should include:

1. Competitor overview
2. Products and pricing
3. Target audiences
4. Website analysis
5. SEO and content presence
6. Social media activity
7. Paid advertising observations
8. Customer reviews
9. SWOT analysis
10. Market gaps
11. Recommendations

Project 2: Customer Persona Creation

Create two customer personas for a selected business.

For each persona, include:

- Demographics
- Goals
- Pain points
- Online habits
- Preferred channels
- Content preferences
- Objections
- Purchase triggers
- Suitable marketing message

Project 3: Marketing Funnel Mapping

Develop a funnel containing:

1. Target audience
2. Awareness channel
3. Educational content
4. Lead magnet
5. Landing page
6. Lead-capture form
7. Follow-up process
8. Conversion offer
9. Retargeting strategy
10. Retention activity
11. Referral activity
12. Metrics for each stage

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13. Essential Marketing Metrics

Metric	Meaning
Reach	Number of unique people who saw the content
Impressions	Total number of times content was displayed
Engagement	Audience interactions with content
Click-through rate	Percentage of impressions that generated clicks
Conversion rate	Percentage of users completing the desired action
Cost per click	Average advertising cost for each click
Cost per lead	Average cost of generating one lead
Customer acquisition cost	Total cost of acquiring a customer
Return on ad spend	Revenue generated in relation to advertising cost
Retention rate	Percentage of customers retained over time

Click-through rate

$$CTR = \frac{Clicks}{Impressions} \times 100$$

Cost per lead

$$CPL = \frac{Advertising\ Cost}{Number\ of\ Leads}$$

Return on advertising spend

$$ROAS = \frac{Revenue\ from\ Advertising}{Advertising\ Cost}$$

If ₹10,000 in advertising generates ₹40,000 in revenue, the ROAS is 4, meaning ₹4 in revenue was generated for every ₹1 spent.

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14. Module Assignment

Choose one real or imaginary business and prepare a **Digital Marketing Foundation Plan** containing:

- Business overview
- Business model
- Target market
- Two customer personas
- Three competitor profiles
- SWOT analysis
- Customer journey map
- Marketing funnel
- Owned, paid and earned media plan
- Brand positioning statement
- Value proposition
- Recommended digital channels
- Basic success metrics

Final Learning Outcome

On completing this module, a student should be able to understand a business, research its customers and competitors, define its market position, map the customer journey and design a basic digital marketing funnel. These skills form the foundation for all later campaign-planning and execution activities.

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