

INTRODUCTION TO DIGITAL MARKETING



Digital Marketing

Learn more by visiting jgdigitalmarketing.com

WHAT IS DIGITAL MARKETING?

Digital Marketing can be defined as the action or business of promoting and selling products or services by digital means, including market research and advertising.

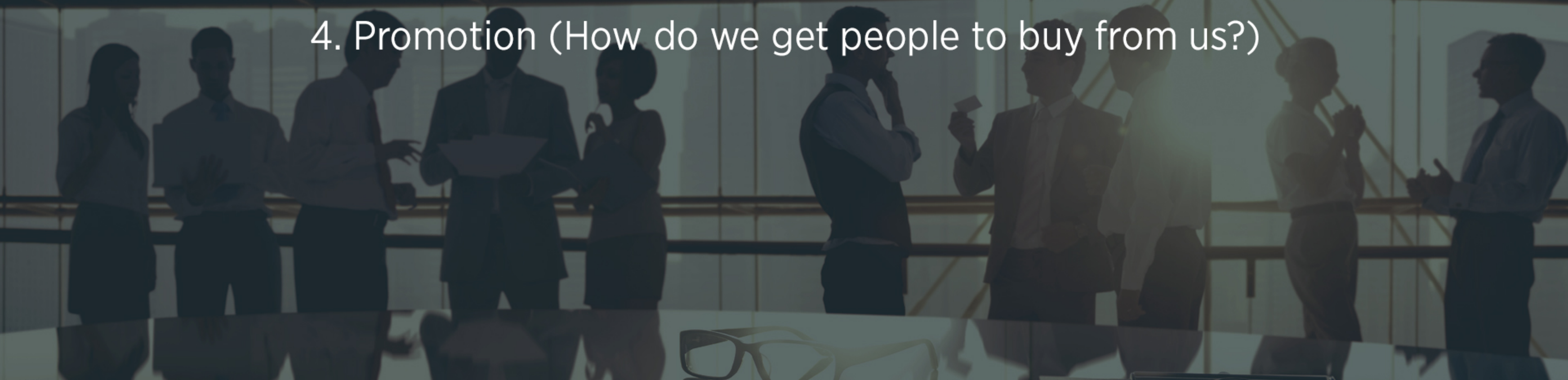


EVOLUTION OF MARKETING

No longer can you control the flow of information to the customer. Customers know who you are and what you do by finding you on search engines, social media and websites. Smartphones are the vehicle that provide individuals with instant knowledge about you, your product and your competitors.

TRADITIONAL MARKETING 4P's

1. Product (What are we going to sell?)
2. Place (Where are we going to sell it and advertise?)
3. Price (What will we charge people for it?)
4. Promotion (How do we get people to buy from us?)



TRADITIONAL METHODS



TELEVISION

People are watching



RADIO

People are listening



PRINT

People are seeing



WORD OF MOUTH

People are talking

THE OLD WAY

- Companies control the flow of information.
- ROI measurement is nearly impossible.

Traditional marketing offered exposure, visibility and control of information.

Traditional marketing is declining.

So where are these customers going since they are not using the traditional channels?

WELCOME TO DIGITAL

Digital Marketing puts your customers first, where they belong. Digital marketing involves attracting people to your brand and then converting them into customers.

✓ **Permission Marketing**

May I please market to you?

✗ **Interruption Marketing**

Stop and listen to me now!

Take a look around you and count how many smartphones and devices are in the same room as you right now. Digital allows for you to know who your customers are, what they like and how to reach them, not to mention it costs less than traditional methods.

4 C'S MODERN MARKETING

1. Customers (What are the wants and needs of customers?)
2. Costs (What is the cost to customers?)
3. Convenience (How easy is it for customers to purchase?)
4. Communication (How do you talk with customers?)

MODERN METHODS



VIDEO

People are watching



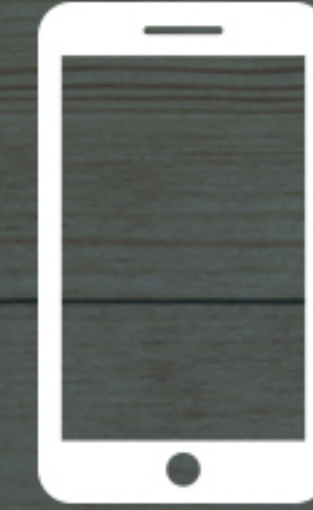
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TRADITIONAL METHODS RECAP



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LET'S COMPARE

Modern Methods



VIDEO

People are watching



AUDIO

People are listening



DISPLAY

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Traditional Methods



TELEVISION

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WORD OF MOUTH

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A woman with short brown hair and glasses is looking down at a black smartphone in her left hand. Her right hand is raised, touching the temple of her glasses. She is wearing a grey sleeveless top. The background is a dark, textured grey.

DID YOU NOTICE?

Traditional and Modern marketing have the same goals for awareness, the method has merely progressed.

DIGITAL MARKETING PURPOSE

This will help answer the “Why?” question.



REVENUE GROWTH

Make it happen!



BRAND AWARENESS

Gain attention



LEAD GENERATION

Tomorrows revenues



COMMUNICATION

Develop relationships



DATA COLLECTION & ANALYSIS

Information is powerful

DIGITAL MARKETING APPROACH

This will help answer the “How?” question.



LAY FOUNDATION

Plan for success



ATTRACT/ ATTENTION

Get noticed



ENGAGEMENT/ VALUE

Interact



CONVERSION

Subscribers and
Sales!



RETAIN

Keep people happy



KEY ELEMENTS OF DIGITAL



BRANDING

Who are you?



WEBSITE

Land here



CONTENT

Deliver quality



EMAIL

Direct marketing



SEARCH

People are looking



SOCIAL

Be social



DIGITAL ADS

Start today, stop tomorrow

BRANDING



- PURPOSEFUL
- ESTABLISH
- VALUE

- QUALITY
- SERVICE
- IDENTITY

Branding is about connecting emotionally with customers. Customers choose to support brands over businesses. Building a brand is far more than creating a logo. Values and beliefs play a central role.

WEBSITE



- INFORMATIVE
- FAST LOADING
- LEAD GENERATING
- SALES CONVERTING

- DATA GENERATING
- MODERN LOOK
- RESPONSIVE
- FULL CONTROL



CONTENT



- MODERN SALES
- CREATE
- PROMOTE
- ENGAGEMENT
- LEAD GENERATION
- AUTHORITY

84% of top performing companies are using or plan to start using marketing automation between 2012 and 2015. (gleanster.com)

A smiling woman with long brown hair, wearing a white lace-trimmed blouse, giving two thumbs up. The image is semi-transparent, serving as a background for the text.

MARKETING TIP

Digital Marketing is not about technology. Technology merely provides diverse and relevant ways to connect with consumers. Digital Marketing is about people.

EMAIL



- DIRECT MARKETING
- PERMISSION BASED
- SEGMENT CUSTOMERS
- REQUEST ACTION
- TRACK BEHAVIOR
- TRACK RESULTS
- LOW COST
- HIGH ROI

Email marketing yields an average 4,300% return on investment for businesses in the United States.
(Direct Marketing Association)

SEARCH



- ORGANIC LEADS
- TARGET CUSTOMERS
- EXACT KEYWORDS
- PPC
- LINK BUILDING
- STRATEGY

On average, 71.33% of searches resulted in a page one Google organic click. Page two and three get only 5.59% of the clicks. On the first page alone, the first 5 results account for 67.6% of all the clicks and the results from 6 to 10 account for only 3.73%. (Advanced Web Ranking)

MARKETING TIP

Marketing is about understanding human relationships and how good influence goes a long way.

Influence [is]
power to affect
connections

SOCIAL



- WORD OF MOUTH
- MASSIVE REACH
- ENGAGE CONSUMERS

- SOCIAL PROOF
- ORGANIC
- VIRAL

Facebook in September 2015 set a record of 1.47 billion people using the social media platform in one day.

DIGITAL ADVERTISING



- SALES/LEADS
- ACCURATE ROI
- START TODAY
- STOP TOMORROW
- ANY BUDGET
- DIRECT ACTION

Digital advertising provides instant results for growth minded brands.



MARKETING TIP

Performance is directly related to budget.

Low budget = Low performance.

High budget = High performance.

You get out what you put in.

A person in a dark suit is seen from the chest up, with their hands clasped behind their head. They are standing in front of a large window that looks out onto a dense city skyline, with the Transamerica Pyramid visible on the right. The image has a blue-tinted, semi-transparent overlay.

SUCCESS

...is determined by the actions you take or lack thereof. What's your choice?

READY TO EXPLORE YOUR DIGITAL OPPORTUNITIES?

THANK YOU

The background of the image is a dark, teal-tinted photograph. It shows the silhouettes of several business professionals in a modern office or conference setting. In the center, two men are shaking hands. To their right, a group of three people are standing and talking. The floor is highly reflective, showing clear mirror images of the people and the city skyline in the background. The skyline consists of numerous skyscrapers, some of which are brightly lit, creating a bokeh effect of light points against the dark sky.

We hope you enjoyed our digital marketing intro.

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