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# **DIGITAL MARKETING**

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# What is Digital Marketing?

Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing.

Digital marketing is the process of promoting a brand, service or product on the internet. it involves the use of online channels and methods that enable businesses and organizations to monitor the success of their marketing campaigns, often in real time, to better understand what does and doesn't work.

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mostly on the Internet, but also including mobile phones, display advertising and any other digital terms.

The marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media. Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media. Most experts believe that 'digital' is not just yet another channel for marketing. It requires a new approach to marketing and a new understanding of customer behaviour. For example, it requires companies to analyse and quantify the value of downloads of apps on mobile devices, tweets on Twitter, likes on Facebook and so on.

# BENEFITS OF DIGITAL MARKETING:

Digital marketing offers many benefits to businesses, including:

1. **Cost-effectiveness:** Digital marketing is a cost-effective way to reach a large audience compared to traditional marketing methods like print ads or billboards.
2. **Targeted advertising:** Digital marketing allows businesses to target specific groups of people based on demographics, interests, behaviors, and location, making it more likely that their message will reach the right people.
3. **Measurable results:** Digital marketing enables businesses to track and measure their marketing efforts, providing valuable insights into the effectiveness of their campaigns and allowing them to adjust their strategies accordingly.
4. **Increased engagement:** Digital marketing allows businesses to engage with their customers and potential customers in real-time through social media, email, and other channels.

# DIFFERENCES BETWEEN TRADITIONAL AND DIGITAL MARKETING

digital marketing has emerged as a more efficient and effective way to reach target audiences. Here are some of the key differences between traditional and digital marketing:

1. **Reach:** Traditional marketing methods have a limited reach, while digital marketing can reach a global audience.
2. **Cost:** Traditional marketing methods can be expensive, while digital marketing is often more cost-effective.
3. **Interactivity:** Digital marketing allows for two-way communication between the business and the customer, while traditional marketing methods are often one-way communication.
4. **Targeting:** Digital marketing allows for highly targeted advertising, while traditional marketing methods are more general in nature.

# Types of Digital Marketing

There are two types of digital marketing and one of these is **pull digital marketing**. It aims to encourage consumers to come to you by visiting your business or making a call to action. Some of the common examples of pull digital marketing are websites and other internet based mediums. Pull marketing is often called **inbound marketing**. Another type of digital marketing is **push digital marketing**. It pushes the marketing information directly to your customers. Common examples include SMS, email and RSS that target the customer with a customized message. Push marketing can also be called **outbound marketing**.

# Digital Marketing Terms:

**Direct marketing** is a way to reach customers by sending them messages directly through channels such as mail, e-mail, or text messages. Rather than using other types of indirect media to reach a broad array of customers, direct marketing communicates with individual customers in order to generate a more immediate action (purchase).

## **Display advertising**

Display advertising is a method of digital advertising. It features ads on websites that typically appear along the sides or near the top or bottom.

## **Email marketing**

Email marketing is a marketing channel, usually housed under digital marketing, that uses email to reach customers and promote current products.

## **Facebook marketing**

Facebook marketing refers to the act of marketing your business on Facebook, which remains a popular social media platform with nearly 3 billion monthly active users.



## **Geofencing**

Geofencing is a way to target customers who enter a defined area. It is location-based marketing that involves using digital tools, like GPS or wi-fi, to set up a digital parameter around a certain area and trigger an action, like a text message offering a coupon, when a person enters the area.

## **Influencer marketing**

Influencer marketing is a strategy in which businesses collaborate with well-known people who have a strong online presence (often called “influencers”) to promote their products or services, or bring greater visibility to their brand

**Pay-per-click (PPC)** is the most common type of paid search. It means paying to have your ad appear on the top page of a search engine results page (SERP). Often, the fee you pay is connected to how many people click on your ad.

## **Chatbot**

A chatbot is an automated tool found on many websites, typically used to help address common customer questions or concerns

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