

DIGMA Project - Free Educational Resource

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Digital Marketing for NEETs

Modules Structure & Educational Goals

Preface

The following educational content outline is developed concerning

The PR1 - "DIGMA" educational program

NEETs can have multiple great options in the world of digital marketing. Digital presence and online shopping

are already in a market uptrend and have increased due to the COVID-19 pandemic. For businesses and other

organisations increasing digital presence and online shopping is a new need, not just an option. To be more

successful, NEETs need an approach tailored to them. Rather than using the classic Online marketing

courses available on the internet.

This PR will help NEETs

• in gaining confidence and support with motivational psychology training about possibilities in

working in the digital economy,

• to bridge the gaps to help motivate NEETs and give them the proper sustainable digital marketing

mindset

by teaching them basics about the industry of digital marketing and promotion

• by integrating real-life examples of how to solve these specific problems from established digital

marketers.

Educational Goals:

Throughout this Project Result, we will produce material suitable for NEETs as first-time digital marketers, to

gradually build their digital skills needed in most companies for their digital presence. This educational

program will also be helpful for the youth centres. Improving their connection to the target group and using

digital means to provide more value for NEETs.

This Educational Program will primarily focus on

Difference between digital presence and providing value over digital channels

Basics of ICT Tools, digital marketing tools and methodologies

Digital marketing (Types of digital marketing, Understanding customers, Measurement and metrics,

Conversion, Organic channels, Paid channels, Email marketing, Affiliate marketing, Referral

marketing);

Module # 1

Title	What Is Marketing?
Aim	Introduce the concept of marketing to Young People (NEETs).
Goals	Provide young people with an understanding of what marketing is and how it works.
Topics	 Theoretical Background Marketing Phases Types of Marketing The 4P's of Marketing Marketing Environments Summary

Developer JumpIN Hub

Theoretical background

According to the American Marketing Association (AMA), which represents marketing professionals in the

United States of America, "Marketing is an activity that encompasses a set of institutions and processes

aimed at creating, communicating, making available and exchanging offers that have value for consumers,

customers, partners and society in general".

The Chartered Institute of Marketing, which represents the field in the UK, defines marketing as: "The

management process responsible for identifying, anticipating and satisfying customer needs at a profit". This

is an important definition to understand what marketing is: customer needs.

They are inherent to human beings - marketing does not create them. However, this activity must know how

to perceive people's needs and arouse the desire to meet them. This is in line with Philip Kotler, who defines

marketing as: "the science and art of exploring, creating and delivering value to meet the needs of a target

audience for profit".

Succinctly, Kotler defines marketing as "satisfying needs by generating profit". However, it should be noted

that marketing can also be adopted by non-profit organisations - public institutions and NGOs, for example. In

these cases, marketing objectives focus on returns in other ways, such as engagement or brand

strengthening.

Marketing Phases

In his books, Philip Kotler explains that marketing has gone through different phases. This is because the

activity follows the evolution of the market, society, technology and especially consumer behaviour, with whom

it must create a connection. Currently, we live in the fourth phase, called Marketing 4.0. However, this does

not mean that one phase will replace the other, as there are still companies that live in previous phases

because they have not reacted to the changes. But Kotler says clearly that those who know how to adapt to

each moment have more chances of success in the market.

According to Philippe Kotler, the four phases of Marketing are:

Marketing 1.0 - companies focused on their production and products. The objective was to massify the

disclosure, focusing on the functional attributes of the products, through the media such as TV and radio to

maximise visibility.

Example: Ford: "You can have the colour you want, as long as it is black"

Marketing 2.0 - companies stop looking inward and realise that they need to understand consumers' needs.

Marketing starts to recognise that consumers have different needs and desires, which your products can

fulfil. Then comes the notion of market segmentation. The role of this task is to delimit consumer groups with

profiles and interests in common and thus define a target audience. By approaching a specific group,

companies reduce competition and spending on mass marketing, reaching many consumers outside the

customer profile of the business. The focus is now on customer loyalty, It still had a functional value, but

marketers added the emotional part.

Example:

Coca-Cola

: "Share a Coke" campaign.

Marketing 3.0 - society becomes digital, connected, and without borders. People gain the power to speak on

websites, blogs and social networks and be heard on the other side of the world. Thus, the hierarchy of

consumer relations is inverted - now, consumers are in power. Marketing aims to satisfy and improve the

customer's buying experience in this phase. For the first time, it appears associated with social causes. This

phase introduces the definition of Vision, Mission and Values. Marketing 3.0 is the moment companies stop

focusing on consumers and focus on humanity, becoming the phase in which profit goes hand in hand with

social responsibility. In addition to its functional and emotional value, Marketing now has a spiritual value.

Example: Apple - focuses on creating unique experiences and products.

Marketing 4.0 - connectivity has so profoundly transformed society that Kotler identified the emergence of a

new era, as reported in his 2016 book "Marketing 4.0: Moving from Traditional to Digital". Marketing 4.0 is

marked by the digital economy. It aims to anticipate the customer's needs and desires. The Marketeer does

not react; he anticipates. This is Marketing associated with the Digital Revolution.

Example: Amazon - constantly innovating and changing its offerings to meet the needs of its customers.



Types of Marketing - from traditional to modern

The use of marketing strategies is increasingly necessary, regardless of the organisation's type or size. With

the wide dissemination of the internet, the space expands, and companies have more possibilities to apply

techniques to attract more customers.

These are some of the main types of Marketing:

Traditional Marketing is also known as offline marketing. This is one of the oldest types of marketing, which

seeks to place advertisements on radios, TVs, outdoors, newspapers, and magazines, among others. It is a

type of marketing that requires a larger budget and planning, so it is necessary to make a deeper study of the

target audience and understand if this type of marketing is the most appropriate.

Digital Marketing means that actions are taken online. Websites, blogs, apps, social networks, emails, search

engines and banners are not Digital Marketing in themselves - they are just channels that can be used to

communicate and deliver value to consumers. Acting online has brought many gains for companies, as it

allows the collection of a multitude of data, which enables the segmentation of the public and the

measurement of results. The model can be the least costly and valid for all businesses. However, to be

successful, you also need to assess the profile of your customers and have a strategy tailored to the

business.

Outbound Marketing is the closest type to most people's concept of marketing. It works actively with

advertising and may be printed or telemarketing, among other types of publicity. Outbound Marketing has

been questioned for being less effective than other types of marketing in terms of strengthening relationships

with customers. However, most companies still use these tools because they are fundamental to applying

marketing to the public. Thus, instead of ignoring Outbound Marketing, what happens recurrently is an

association with other types of marketing.

Inbound Marketing - or attraction marketing - doesn't make the company go after consumers to sell its

products, as with traditional advertising. Instead, it is about attracting interested parties to turn them into

leads and then converting them into customers within the sales funnel. In this process, creating relevant

content for the consumer is the main fuel for promoting the brand's relationship.

Relationship Marketing - According to the Association of National Advertisers (ANA), relationship marketing

refers to strategies and tactics for segmenting consumers to build loyalty.

Relationship marketing leverages database marketing, behavioural advertising and analytics to target

consumers precisely and create loyalty programs.

Guerrilla Marketing - Guerilla marketing is a way to drive publicity and, as a result, brand awareness by

promoting the use of unconventional methods designed to evoke surprise, wonder, or shock.

More recently, different types of marketing have emerged, adapting to the quick change of market and

customers needs.

Here are some examples:

Content Marketing - the idea is to create quality content relevant to the end consumer to feel engaged and

have a good impression of the brand. To practise this type of dissemination, blogs, social networks, ebooks,

free courses, and lives, among others, are used. In short, content marketing is linked to other types of

marketing, such as Digital Marketing and Inbound Marketing.

Green Marketing - Refers to the development and promotion of products that are presumed to be

environmentally safe (i.e., designed to minimise negative effects on the physical environment or to improve its

quality).

This term may also be used to describe efforts to produce, promote, package, and reclaim products in a

manner that is sensitive or responsive to ecological concerns.

Influencer Marketing - This focuses on leveraging individuals who have influence over potential buyers and

orienting activities around these individuals to drive a brand message to the larger market.

With this, a brand inspires or compensates influencers (which can include celebrities, content creators,

customer advocates, and employees) to get the word out on their behalf.

Viral Marketing - A phenomenon that facilitates and encourages people to pass along an advertising

message.

Nicknamed "viral" because the number of people exposed to a message mimics the process of passing a

virus or disease from one person to another.

It's more used targeting social media / youtube users, where the information is spread almost instantly and a

"viral" ad can have a huge number of visualisations in a short period of time.

Keyword Marketing - Involves placing a message in front of users based on the specific keywords and

phrases they are using to search. A key advantage of this method is that it gives marketers the ability to

reach the right people with the right message at the right time. For many marketers, this method results in

the placement of an ad when certain keywords are entered.

The 4 P's of Marketing

Product, price, place, and promotion are the Four Ps of marketing. The Four Ps collectively make up the

essential mix a company needs to market a product or service. Neil Borden popularised the idea of the

marketing mix and the concept of the Four Ps in the 1950s.



Product

Product refers to an item or items the business plans to offer to customers. The product should seek to fulfil an absence in the market, or fulfil consumer demand for a greater amount of a product already available. Before they can prepare an appropriate campaign, marketers need to understand what product is being sold, how it stands out from its competitors, whether the product can also be paired with a secondary product or product line, and whether there are substitute products in the market.

Price

Price refers to how much the company will sell the product for. When establishing a price, companies must consider the unit cost price, marketing costs, and distribution expenses. Companies must also consider the price of competing products in the marketplace and whether their proposed price point is sufficient to represent a reasonable alternative for consumers.

Place

Place refers to the distribution of the product. Key considerations include whether the company will sell the

product through a physical storefront, online, or through both distribution channels. When it's sold in a

storefront, what kind of physical product placement does it get? When it's sold online, what kind of digital

product placement does it get?

Promotion

Promotion, the fourth P, is the integrated marketing communications campaign. Promotion includes a variety

of activities such as advertising, selling, sales promotions, public relations, direct marketing, sponsorship, and

guerrilla marketing.

Promotions vary depending on what stage of the product life cycle the product is in. Marketers understand

that consumers associate a product's price and distribution with its quality, and they take this into account

when devising the overall marketing strategy.

Marketing Environments

The study of the marketing environment allows the organisation to make decisions with the least possible

uncertainty, adapt more quickly to market changes, and, consequently, be closer to achieving its objectives.

The market analysis allows the creation of more efficient strategies since it identifies the internal and external

factors that may influence the organisation's performance. The context involves two types of environments:

the micro-environment and the macro-environment.

Micro-environment: involves the company and the sector in which it operates. The analysis must start with

the company by observing its strengths and weaknesses, such as location, product mix, human resources,

and brand credibility. Then, the analysis should focus on the sector that influences the company's

performance. For a competitive analysis of an industry, the five forces model of Porter should be used, which

considers:

• The rivalry between existing competitors

The potential entry of new competitors

• The negotiating power of customers

The negotiating power of suppliers

The threat of substitute products or services: competition goes beyond one sector.

Therefore, an industry's competitiveness level will be determined by the sum of all forces which impact a business's success and profit potential. The weaker the forces collectively, the greater the chances of a good performance.

Macro environment: a set of contextual variables not controlled by the company that affect its performance and influence its strategies and decision process. These external factors can be grouped into six significant environments (PESTEL Analysis):

P - Political - government policies, funding, grants and initiatives.

E - Economical - Taxation, inflation and interest.

S - Social - Generational change, ethical problems, cultural taboos.

T - Technological - Technological legislation, research and innovation.

E - Environmental - Environmental regulation, sustainability, pollution.

L - Legal - Current legislation, health and safety standards.

The PESTEL methodology helps to:

· Detect threats;

· Detect opportunities;

• Develop an objective vision of an organisation's external environment.

Need for permanent adaptation to new economic and social environments:

- New European economy (Europe at various speeds of growth, welfare, employment);
- New socio-cultural reality (divorces, single-parent families, women in the labour market)
- New consumer (more responsible due to greater instability; wealth levels = consumption patterns beyond survival; internet digital reality);
- Consumer power (spatial convenience + quality and supply + timetables = new retail = added value to the product: customer support; price reduction).
- New offers (competitiveness+segmentation broadening of product offer);
- Social responsibility, ecology and ethics (social aggressiveness; social criticism; concern with quality and consumers' well-being; companies are responsible for job creation, preservation of society's well-being and the environment).
- Green Marketing (ecologically clean, energy-saving, recyclable products. The social cost of
 consumption is analysed the use of the environment sets the price). Corporate social responsibility
 actions meet the current analysis of the micro and macro marketing environment: global awareness,
 the balance of nature has to be protected, social responsibility and sustainability are everyone's
 values for survival.
- Social Marketing (changing behaviours for the benefit of society);
- Social Cause Marketing (company vs cause);
- Social Responsibility of Companies (They do good to society, consumers value it, therefore increasing sales).

Summary

Marketing is the process of creating value for a company through the creation and distribution of products and services that satisfy the needs of consumers. Marketing involves market research, product development, pricing, promotion, and distribution. It is essential for businesses to understand what consumers want to create products and services that are successful. Marketing is also responsible for creating brand awareness and building customer loyalty.

Marketing 1.0 is Mass Selling

Ford: "You can have the colour you want, as long as it is black"

• Marketing 2.0 is Customer Loyalty

Coke-a-Cola: "Share a Coke" campaign

• Marketing 3.0 is Unique Buying Experiences

Apple: They focus on creating unique experiences and products using their innovation and

technology

• Marketing 4.0 is Anticipating Needs & Desires

Amazon: They are constantly innovating and changing their offerings to meet the needs of their

customers.

There are two dimensions to the marketing environment: strategic and operational. The strategic dimension

encompasses understanding where the best business opportunities are through market studies, competition

analysis, and consumer behaviour. The operational dimension successfully exploits those opportunities

through product characteristics, price definition, advertising, sales force, distribution, and merchandising. A

company needs to excel in both dimensions to succeed in the marketplace.

Any company exists as part of a more extensive system, interacting with its immediate environment (the

micro-environment) and the wider world (the macro-environment). The micro-environment consists of factors

that are close to the company and have a direct impact on its day-to-day operations. This includes suppliers,

customers, employees, and competitors. Conversely, the macro-environment consists of broader forces that

shape the market in which the company operates. A company that can quickly respond to changes in the

micro-environment (such as shifts in customer demand) will be better positioned to succeed than one that is

slow to react. Similarly, a company that intelligently navigates the macro-environment (such as adapting to

new regulations) will also have a competitive advantage.

Module # 2

Title	Ethics and Social Responsibility
Aim	The aim is to provide information about the main aspects of business ethics and socially responsible marketing.
Goals	The goal is to teach about 1) understanding business ethics and socially responsible marketing,
	2) developing and implementing a socially responsible marketing plan,
	3) main aspects and characteristics of socially responsible marketing,
	4) 5 benefits of integrating ethics into your marketing strategy,
	5) ethical issues faced in marketing,
Topics	Social Responsibility Marketing, Ethical Marketing, Merging Social Responsibility and Ethical Marketing, Developing and implementing a socially responsible marketing plan, Ethical issues faced in marketing
Developer	CODEC

Theoretical background

Social Responsibility Marketing

Socially responsibility marketing is a marketing philosophy. It shows that a company must consider what is in the best interest of society in the present and long time. Socially responsible companies have to produce desirable products fervently. Marketers provide the right products to the right people at the right time. Ethical marketers make certain products meet and exceed their needs, back up their claims and provide value to the customers over time whilst finding possibilities to pay it Ahead. Social responsibility is a significant concept that pertains to a business's obligation to maximise its positive impact on society whilst minimising its negative impact.

Company-marketing practices must be primarily based on consumer satisfaction and innovative ideas and offer society long-term value and benefit. A company that uses ethical and socially responsible marketing strategies will benefit from the respect and trust of the customers they approach and interact with.



Ethical Marketing

Good ethics is a keystone of sustainable marketing. Ethical marketing is a process through which companies

generate customer interest in products or services, construct healthier and strong customer

interest/relationships, and create value for all stakeholders utilising incorporating social and environmental

considerations in products and promotions.

Marketing ethics can be defined as formulating guidelines to establish obvious and straightforward practices.

It establishes marketing policies and strategies for corporate sectors where actions show integrity and equity

to consumers and all other stakeholders. The main reason for marketing ethics is to address principles and

standards for growing desirable conduct inside the marketplace.

Marketing ethics inculcate decisions about what is right or wrong within the organisational context of planning

and implementing marketing activities in a global business environment to improve overall performance, social

acceptance and advancement in the organisation, individual achievement in a workgroup and stakeholders.

This definition of marketing ethics acknowledges that ethical decisions arise in a complex social network

within a marketing organisation. Marketers are usually asked by top-level management to assist in making the

numbers by reaching almost impossible sales targets. In reality, most marketing misconduct is accomplished

to help the organisation. Being a team player and bending the policies and procedures to make targets may

additionally and effectively result in a promotion.

The following are the principles of ethical marketing.

- All marketing communications share the same standard of truth and trust.
- Marketing professionals should follow the highest standard of personal ethics.
- Marketers should discuss ethics honestly and openly during all the minute marketing decisions.
- The customer's privacy should be of utmost importance and never be compromised.
- Marketers should be evident and transparent about who they pay to endorse their products.
- Consumers should be treated with equity based on the nature of the product and consumers (e.g. marketing to children).
- Marketers must comply with the rules, regulations and standards established by various governmental and professional organisations.

Merging Social Responsibility and Ethics

Consumers nowadays are knowledgable and opinionated. The company's activities directly or indirectly affect the stakeholders, whether individuals, groups or businesses. With the continuous growth of a business or industry and an increased push for marketing efforts, marketing ethics is at the top of the corporate agenda.

Social responsibility and marketing ethics ought to go hand in hand. It is the social responsibility to formulate rules and regulations which might be applicable ethically and which work not for maximising the profits of the businesses but which target the immense interest of all the stakeholders. So with this in mind, companies need to create an ethically sound marketing plan and combine it into *all elements of their marketing mix*.

- Do good, not just to look good Focus on being accountable and how your firm can honestly help the community or country. In doing so, You may inspire your customers, the press, and all those watching.
- To acknowledge the social obligations to shareholders The marketer must accept the effects of their marketing decisions, policies and strategies and accept the social obligations to shareholders, including increased marketing and economic power.
- Speak up against company policies that do not reflect the company's ethical profile As the face of
 the organisation, marketers should voice their concerns whilst there may be a potential for a practice
 to be seen as unethical.
- Think about long-term effects, not short-term gains Short-sighted groups will undervalue the effect of responsible marketing for instantly enjoyable growth.
- To try to balance the buyer's needs with the seller's interests The marketers must constitute their
 products in selling, marketing and other forms of communication. This consists of avoiding false,
 misleading and deceptive promotions.

Developing & Implementing a Socially Responsible Marketing Plan

While ethics and social responsibility are sometimes used inarguably, there is a difference between the two terms. Ethics tends to focus on the individual or marketing group decision. At the same time, social responsibility considers the total effect of marketing practices on society. To foster an ethical and socially responsible behaviour pattern among marketers while achieving company objectives, We must take special care to monitor trends and shifts in society's values and beliefs. Next, marketers should forecast the long-term effects of the decisions that pertain to those changes. Bearing that a company cannot satisfy the needs of an entire society, it best serves marketers to focus their most costly efforts on their target market while being aware of society's values as a whole.

Marketing strategy must also consider stakeholders: managers, employees, customers, business partners, industry associations, government regulators, and special-interest groups. All of them make contributions to accepted standards and society's expectations. The most basic of these standards were codified as laws and policies to inspire organisations to conform to society's expectations of business buyer conduct. In response to customer demands and the threat of improved regulation, increasingly more companies have included ethics and social duty into the strategic marketing planning process. Any organisation's recognition may be damaged by poor performance or ethical misconduct. However, it is much easier to recover from lousy marketing performance than ethical misconduct.

CREATE RESPONSIBLE & SUSTAINABLE MARKET PLAN

Define what ethical marketing is for your firm.

Decide which branch of ethics your marketers will apply.

2

Determine how a future marketer will implement the ethical marketing approach.

Discuss areas of the firm's operations and ethical marketing that will be included in the program.

4

Analyze and assess how much ethical marketing will cost the company and compare this against the benefits of ethical marketing in the long run.

Many companies integrate social responsibility and ethics into their strategic marketing planning process

through ethics compliance packages or integrity initiatives that make legal compliance, social responsibility

and ethics an organisation-wide effort.

Such programs establish, communicate, and monitor a firm's moral values and legal requirements through

codes of behaviour, workplace ethics, education programs, and audits. As upper-level marketing managers

decide, the marketing plan should consist of different ethics and social responsibility elements.

Marketing strategy and implementation plans should be evolved that replicate a knowledge of the risks related

to ethical and legal Misconduct, the values Of organisational members and stakeholders, and the ethical and

social effects of strategic choices.

Integrating ethics in marketing strategy benefits:

• Improves marketing performance: Socially responsible companies and their personnel can better

respond to the stakeholder's demands. A company's social responsibility reputation is critical for

consumers' buying decisions. Social responsibility and ethical behaviour can reduce the costs of

legal violations, civil litigation, and damaging publicity.

Moral Marketing Compass: This is significant in economic downturns when unethical practices ought

to become tempting.

• Win-win Marketing: This focus is primarily on customer value, which will increase company value.

• **Keeps marketing legal:** It reduces the risk of cutting corners and turning a blind eye.

• Goodwill: Goodwill and a strong customer reputation are benefits organisations cannot afford to

overlook. Not only will customers believe that the organisation cares for them, but they will also

accompany the brand with pleasant feelings and reviews and spread the word.

Improved quality of recruits and increased retention: for Excellent marketing practices make new

marketers feel like their time at the job will make a difference, and they will be less likely to change

jobs.

Ethical Issues in Marketing

So far, we have seen that ethical marketing can guide advertising, research and data use, strategies for

gaining an edge over the competition and company policies. However, there can also be some problems that

arise from trying to employ an ethical marketing strategy.

• Irresponsible Market Research: Improper market research and grouping can lead to stereotyping that

shapes undesirable beliefs and attitudes and consequently affect marketing behaviour. For example,

assuming that all women like pink and therefore basing an entire advertising campaign on that belief

could be a costly mistake.

• Selecting Specific Market Audience: Selective marketing practices weed out the consumers that

companies consider as less than ideal but often cause social disparity and unrest. Practices such as

Victoria Secrets' "Perfect Body Campaign" came under a lot of fire from consumers for excluding

women.

• Unethical Advertising and Promotion: Making false claims about what the product does and its

importance is an unethical way to profit. For many years, Nestlé has been the target of many

boycotts for predatory and aggressive marketing of baby foods, especially to women in poorer

countries, as a better substitute for breastfeeding.

• Delivery Channel practices: Marketing in ways like cold calling through telemarketing companies that

purchase leads is annoying but also disruptive and untrustworthy. Unsolicited approaches are these

days almost synonymous with direct marketing and have left the industry with a tainted reputation.

So have television commercials, email spam and direct mail, which people are going to significant

lengths to avoid.

• Dealing with competitors: Many companies advertise low prices as "bait", and then once they draw in

the customers, "switch" them over to a more expensive product because the advertised good was not

available, insufficient or not of any value to the customer. Many online surveys and work-at-home

opportunities use this unethical marketing technique.

• Pricing strategies: Predatory pricing or pricing beneath the competition to cannibalise the market

and restrict the competition is an unethical pricing strategy.

Summary

The ethics of marketing and its bond with the clients form a basis for the company's victory. Ethics are the sincere values and standards that govern the actions and verdicts of an entity or cluster. Typically, customers anticipate being handled in a fair manner and with reference. Reliability of service, responsiveness, trustworthiness, understanding and reception of value addition to products are a few of the customers' expectations. They do not want unrealistic guarantees or deceptive services. There are few ethical dilemmas for marketers in meeting the expectations of customers. Ethical issues usually arise due to differences between the individual and organisation's values and norms. When the products are not disclosed properly, they are dishonourably advertising their product.

Conscientious marketers face many more dilemmas. The best thing to do is often uncertain. Since not all managers have excellent ethical sensitivity, companies need to increase corporate marketing ethics regulations- broad guidelines that everyone within the organisation must comply with. These regulations should cover distributor relations, advertising standards, pricing, customer support, product development and general ethical standards. If someone does not follow guidelines, a marketer must take the right actions against them for breaching the codes of conduct. In sum, marketing ethics shows that there should be an apparent knowledge of what is right and wrong in business.

Module # 3

Title	Marketing Function
Aim	To understand the core functions of marketing.
Topics	promotion, selling, product/ service management, marketing information management, pricing, financing and distribution
Developer	YY SK

Theoretical background

To better understand the industry, developing effective marketing campaigns are necessary to know the components of the marketing function. Each of the 7 functions represents a vital component of the marketing process.

The 7 components of marketing function are product, price, place, promotion, people, process, and physical environment. Each plays a crucial role in marketing and should be carefully considered when developing marketing campaigns.

Product refers to the goods or services offered by a company. It is essential to consider your target market's

needs and wants and how your product can satisfy them. Price is the amount customers are willing to pay for

a product or service. Setting a competitive price that will still allow you to generate a profit is essential. The

place is the location where products are sold and includes both physical stores and online platforms. To reach

your target market, you need to make sure your products are available in the places they shop. Promotion

uses marketing tools such as advertising, public relations, and discounts to increase awareness of and

demand for a product or service. People refer to the employees of a company who interact with customers. It

is essential to train employees so that they can provide quality customer service. Processes are the systems

and procedures to produce and deliver products or services. Having efficient processes helps to improve

customer satisfaction and reduce costs. The physical environment includes the physical appearance of

stores and the layout of websites. Creating an inviting atmosphere can help increase sales.

By understanding the 7 components of the marketing function, companies can develop more effective

marketing campaigns that improve customer satisfaction and generate profits.

Content

Marketing is an essential function for any company that wants to stay relevant and profitable. By

understanding the seven components of marketing, companies can develop more effective marketing

campaigns that improve customer satisfaction and generate profits. Marketing functions act as a work

foundation that marketing professionals do. Each function contains a set of responsibilities and tasks for a

marketing team to create, organize and execute a successful campaign. There are 7 functions of marketing

that contribute to the overall work of marketers.

The 7 functions of marketing are promotion, selling, product/service management, marketing information

management, pricing, financing and distribution.

Each component must be given careful consideration to develop an effective marketing campaign. For example, if a company is selling a new product, they will need to consider what price point will be most appealing to consumers. Similarly, promotion efforts must be tailored to the target audience and the product itself. By taking the time to understand all seven marketing components, companies can develop more effective campaigns that lead to increased sales and satisfied customers.



They are essential since each of them symbolizes a category of activities that happens in marketing. This section will further describe 7 Marketing Functions.

1. Promotion

Promotion fosters brand awareness while educating target audiences on a brand's products or services. It emphasizes introducing potential consumers to the brand. It has the power to inform, persuade and sell. Thus it is referred to as a paid-for, non-professional form of mass communication from an identified source, used to communicate information and influence consumer behaviour. Promotion may include any of the following strategies:



Promotional strategies often overlap with other business units and awareness-building activities, such as advertising and public relations. From a marketing perspective, promotion can include everything from content marketing and email marketing to social media and influencer marketing.

2. Selling

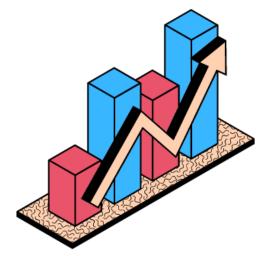
Every marketer's job is to sell their products to customers. Selling is a function of marketing that comprises communicating with potential customers and pursuing sales leads. It's crucial for marketing professionals to pursue sales leads with subtlety, which helps them build relationships with potential customers.

Being successful in sales requires a combination of determination, intuition and passion. Most sales professionals are highly motivated by meeting their sales goals and using each sale to generate more business. These steps can help support the ability to succeed in sales:



- Take the initiative.
- Be persistent.
- Ask questions.
- ✓ Listen
- Demonstrate your product/service's value
- Prepare in advance

- Build relationships with your customers
- Ø Discover expectations.
- Use teamwork.
- Shadow, your coworkers.
- Ask for feedback.
- Seek out a mentor.

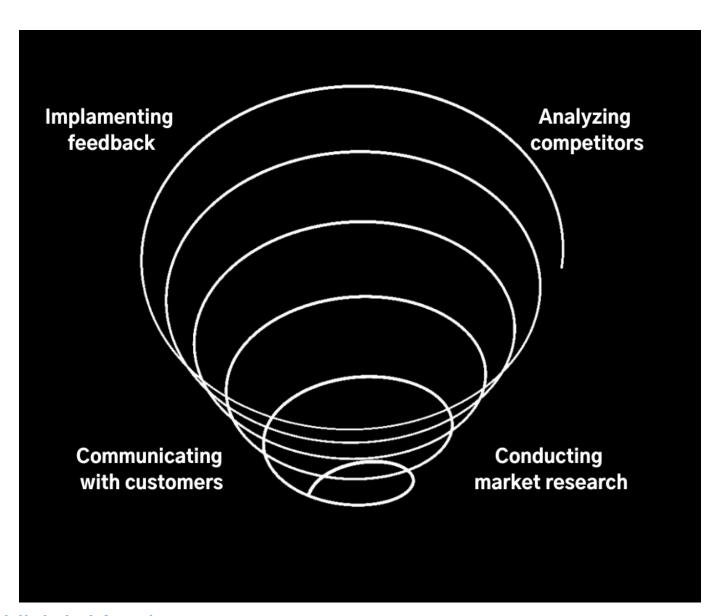


As communication with a potential customer progresses, successful marketers may introduce their product and answer customers' questions. Effective selling techniques can help distinguish the brand from competitors. Marketers and salespeople may collaborate to best position their product within their market and sell it to potential customers.

3. Product/service management

Designing a new product that better meets customer needs and fills a market gap doesn't happen by coincidence or sheer luck. Product management includes the development, design and improvement of products or services. In those cases, marketing research is the fire that fuels product development.

The role of a marketer in product management is to ensure that a finished product meets customer needs. This includes examining the overall visual of the product, its usefulness and how it's delivered. Some product management strategies include:



4. Marketing information management

Strategic marketing is driven by data. Every good marketer knows that the more information you can gather

about your target customer, industry competitors and market trends, the more successful your marketing

efforts will be. This data can come from various sources, including market research studies, customer

surveys, social media analytics and even sales data. By taking the time to understand this data, marketers

can gain insights into what their customers want and need, what their competitors are doing and what trends

are emerging in the marketplace. Armed with this information, they can develop marketing strategies more

likely to succeed. In today's data-driven world, strategic marketing is essential for any business that wants to

stay ahead of the competition.

In the business world, information is power. Companies amass huge amounts of data on everything from

customer preferences to market trends. This information can be precious in making strategic decisions, from

product development to target marketing. However, this information is often left unused, locked away in

databases and spreadsheets. One of the critical functions of marketing is to collect and distil this data into

actionable items that can be shared with other departments. By doing so, marketing helps to ensure that this

valuable information is not wasted, but is instead put to use in furthering the company's goals and objectives.

Relevant information could be gathered from various marketing tools, such as

Surveys

Online reviews

Social media engagements

Market research reports

Each marketing tool provides unique data and feedback, so choosing the right one depends on specific needs.

When planning your methods, there are two critical decisions to make. First, decide how you will collect data.

Your methods depend on what type of data you need to answer your research question.

Qualitative vs quantitative:







- Explores attitudes and behaviour in-depth
- Flexibility
- Can be conducted with small smaples



- It can't be analyzed statistically or generalized to broader populations.
- Difficult to standardize research.
- Bias
- needed skilled moderator

Quantitative



- · Larger sample sizes
- · Faster and easier
- · Data is anonymous
- Offers reliable and continuous information
- Research is not carried out in their normal environment
- Unable to follow up on any answers given
- Requires statistical training to analyze data.
- requires larger samples

Primary vs secondary:



Primary



- Can be collected to answer your specific research question.
- You have control over the sampling and measurement methods.



- More expensive and timeconsuming to collect.
- Requires training in data collection methods.

Secondary



- Easier and faster to access.
- You can collect data that spans longer timescales and broader geographical locations.
- No control over how data was generated.
- Requires extra processing to make sure it works for your analysis.

Descriptive vs experimental:

You collect data about your study subject without intervening. The validity of your research will depend on your sampling method.

You systematically intervene in a process and measure the outcome. The validity of your research will depend on your experimental design.



Experimental research

Second, decide how you will analyze the data.

- For quantitative data, you can use statistical analysis methods to test relationships between variables.
- For qualitative data, you can use methods such as thematic analysis to interpret patterns and meanings in the data.

5. Pricing

Marketing research can also inform how brands set the price of a product. Effective pricing is as much art as

it is science. Brands need to find that sweet spot that balances how customers value their goods or services

with the cost of production and delivery, as well as accounting for the current price of competing products.

The price of your product or service is one of the most important aspects of your branding strategy. After all,

the price is often the first thing potential customers notice about your business. If your prices are too high,

you may scare away potential customers before they even have a chance to learn about the value of your

brand. On the other hand, if your prices are too low, customers may not perceive your brand as being valuable.

The key is to find a pricing sweet spot that accurately reflects the perceived value of your brand. When

setting prices, consider the unique features and benefits that make your brand special. Then, set a fair price

that reflects the true value of your product or service. By taking the time to develop a pricing strategy that

accurately reflects the value of your brand, you can ensure that potential customers are more likely to see

your business as being worth their investment.

Marketing research sheds light on your brand's reputation. It helps you better understand how much your

target audience values your brand. That's on top of all the competitor analysis and industry research critical to

setting a fair price for your wares.

The 5 most common pricing strategies:

Cost-plus pricing	Calculate your costs and add a mark- up.
Competitive pricing	Set a price based on what the competition charges.
Price skimming	Set a high price and lower it as the market evolves.
Penetration pricing	Set a low price to enter a competitive market and raise it later.
Value-based pricing	Base your product or service's price on what the customer believes it's worth.

6. Financing

By helping generate more revenue, expand into new markets and reach more potential customers, marketing teams can demonstrate their value to the organization at large. And that makes it easier to secure the financing they need on a departmental level. Effective marketing management is key in that regard. A marketing program that gets the most value from available resources and applies the right strategies to engage and nurture qualified leads can show undeniable ROI.

Successful marketing activity also helps businesses secure funding from third parties, such as getting a bank

loan or an investment from a venture capital firm. Any organisation, whether an independent firm or a financial

institution, wants to see businesses have a comprehensive marketing plan to help build the brand, tap into

markets and produce healthy revenue over the long run.

7. Distribution

Distribution defines how and where customers can buy your products. If you are marketing products to a

small number of business customers, you can transact instantly with them through the sales team. However,

if the business expands to other regions or countries, reaching consumers through local distributors can be

more cost-effective. Customer product marketing companies are dispersed through retail stores or over the

Internet.

There are several physical and digital methods of distribution, including:

Online stores

Catalogs or magazines

Sales calls

Retail stores

Wholesalers

Marketers often choose the channel of distribution that best fits a particular product, brand or target

audience. It's important to choose a location to sell your product that your target audience often visits.

Distribution is a function of marketing that requires collaboration across departments to ensure that each

product reaches your consumers in its intended fashion.

Summary

The seven marketing functions are product, price, place, promotion, research and development, finance, and

human resources. Each function represents a different category of activities that marketing teams should

focus on when developing a campaign.

Promotion refers to all of the activities that a company undertakes to market its products or services. This includes advertising, public relations, branding, and other communicating activities. Selling is the process of persuading potential customers to purchase a company's products or services. This involves understanding customer needs and desires and then developing a sales strategy to meet these needs. Product/service management encompasses all of the activities that a company undertakes to develop and deliver its products or services. This includes research and development, manufacturing, quality control, packaging, and more. Marketing information management is the process of collecting and analyzing data about customer needs and preferences. This information is used to make decisions about product development, pricing, promotion, and other marketing activities. Pricing refers to the process of setting prices for a company's products or services. This takes into account the costs of production as well as customer demand in order to determine a price that will generate sufficient revenue. Financing refers to all of the activities that a company undertakes to raise capital for its marketing activities. This may include issuing debt or equity securities, taking out loans, or seeking venture capital funding. Distribution refers to the process of making a company's products or services available to its target market. This may involve using intermediaries such as retailers or wholesalers, or it may involve direct distribution channels such as mail order or e-commerce. Each of these seven functions plays an important role in creating value for a company through marketing.

By frequently referring to these seven functions, marketing teams can ensure that their campaigns remain focused on their objectives.

Module # 4

Title	Digital Presence VS Provided value
Aim	Explaining the difference between digital presence and providing value over digital channels
Goals	To help learners understand different ways of creating digital presence, where it can be created, what it is and how to create value for the target audience.
Topics	What is digital presence, where best to create it How do brands create digital presence Inbound versus outbound marketing and how to provide value for your audience
Developer	MP Enterprise

Theoretical background

Digital presence is how people find out about your business on the internet. It's the collection of online assets

and interactions that represent your company on the web. A strong digital presence can help you reach new

customers, build relationships with existing ones, and grow your business

There are many ways to create a digital presence for your brand. One way is through social media. You can

use social media platforms like Facebook, Twitter, and Instagram to connect with potential and current

customers. Another way to create a digital presence is by optimising your website for search engines. This

means making sure your website appears as high as possible in search results when people are looking for

products or services like yours.

Creating a strong digital presence takes time and effort, but it's worth it if you want to reach more customers

and grow your business.

Provided value is the new way in today's cluttered marketing environment. Where attention is attracted by

providing value first. It's a long-term strategy that starts with understanding the customer. Creating and

sharing content that is relevant to them, without selling. Value-based marketing focuses on building

relationships instead of making sales.

It's a more human way of marketing that connects with customers and potential customers on a deeper level.

Value-based marketing builds trust and credibility, which leads to sales down the road.

When you provide value first, you create a relationship with your customer. They are more likely to buy from

you when they are ready because they trust you. Value-based marketing is the future of marketing, and it's

time to get on board.

It is important to understand for young Marketers that Digital presence does not mean provided value as

often businesses create campaigns that are considered as distraction by the customer. It is a goal of a

marketer to capture the attention of the consumer and in this evolving market environment it is now done by

creating content the audience finds useful.

Content

Where Best to Create Digital Presence

According to Score.org "67% of shoppers report they are more likely to choose a provider with a "fully online

service". This of course means firstly building a professional website. Websites are critical for every

company. A domain name is required, but your chosen name may already be taken. However, numerous firms

provide domain names and most of them are reasonably inexpensive. You don't need to use your company's

name as your domain name. Instead, you may utilize keywords that describe your business. Consider the

phrases that a potential customer would look for when searching for a company like yours.

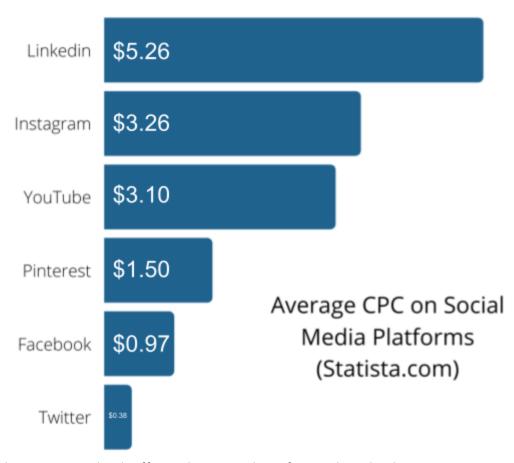
Social media is the second part of building a string online presence.

"The Manifest reports 74% of consumers follow brands on social media; 96% of these consumers interact on

social media with the brands they follow." (source). Therefore we can see that it is paramount to connect with

these consumers on Social media otherwise we are missing a crucial channel to promote our business.

Today this is best done via Meta for business.



This is not only because Facebook offers a huge number of users but also because it is one of the most cost effective marketing channels when looking at CPC (cost per click). Furthermore as Meta is owner of Instagram they allow you to manage both Facebook and Instagram trough one online tool. Keeping your posts, scheduling, budget and analytics on one place. One is however not excluding platforms such as twitter and youtube if your business or industry prefers such channels. In is always useful to see what the merket leaders are doing in your industry as a reference.

How do brands create digital presence

Best brands today create their digital presence through a plethora of channels. However we will summarise the most important as well as describe the process. As mentioned before the Website is one of the fundamental pieces of the puzzle when talking about creating a digital online presence. Therefore mastering the skill of SEO (search engine optimization) is critical. This is because if your page is not ranked on the 1st page of Google when your audience is searching for it it could be said it like it does not exist.

SEO is one of the most effective marketing strategies for developing your internet presence. By optimizing

your website for search engines, you can increase your visibility and ranking in search results. This, in turn,

can lead to more traffic and higher conversion rates.

There are a number of factors that contribute to SEO, such as keywords, backlinks, and site structure.

However, one of the most important factors is content. Content is what helps users find your site in the first

place, and it also helps Search engine algorithms understand what your site is about.

Creating high-quality, keyword-rich content is essential for SEO success. However, it's not enough to just stuff

your content with keywords. Your content must also be informative, engaging, and well-written. Otherwise,

users will quickly click away from your site, and search engines will penalize you for having low-quality content.

When creating content for your website, keep the following tips in mind:

Make sure your content is relevant to your target audience.

• Use keyword-rich titles and descriptions to help users find your content.

Use headings and subheadings to break up your content and make it easy to read.

• Include images, videos, and infographics to break up text and add visual interest.

Use external sources to add authority and credibility to your content.

Regularly update your content to keep it fresh and relevant.

There are two kinds of SEO: on-site SEO and off-site SEO. On-site SEO focuses on improving a site's visibility

in search engines through changes to its code or meta tags. Off-site SEO, on the other hand, involves

optimizing a site's visibility in search engines by maximizing exposure through social media platforms like

Facebook and Twitter, as well as paid ads on third-party websites that link back to the original source material

(e.g., Netflix).

On-site SEO is all about the content. You'll want to use keyword research, integrate and external links, and

develop informative material that most likely appeals to your target audiences' search queries. Off-site SEO

involves more technical concerns. You'll want to ensure that your site is configured correctly, has clear URL

structure, and loads quickly, among other things. Off-site SEO also includes establishing trust with backlinks.

To improve both on-page and off-page SEO, you may use search engine optimization (SEO) and website audit

tools.

Producing Content

Now that the website is ranked and we have created SoMe presence through Meta for business (Facebook

and Instagram). As a marketer, one of your main goals is to get your brand seen by as many people as

possible. And in today's digital world, one of the best ways to do that is through social media. By creating and

sharing engaging content on social media, you can reach a wide audience and build awareness for your brand.

But producing quality content can be time-consuming and expensive.

Here are some tips for creating social media content on a budget:

• Plan ahead: Planning your content in advance will help you save time and money. Create a content

calendar and map out what you'll be posting and when. This will also help you stay organized and

ensure that your content is consistent.

• Repurpose old content: Don't feel like you have to create all new content for social media. If you have

blog posts or articles that are performing well, repurpose them into social media posts. You can also

create graphics or videos from existing content.

• Use free tools and resources: There are a number of free tools and resources available online that

can help you create great content. Canva is a great way to create visuals, while Snappa can help you

with creating graphics.

Collaborate with others: Collaborating with other businesses or influencers can help you reach a

larger audience and produce better content. Reach out to potential collaborators and pitch them your

ideas.

By following these tips, you'll be able to produce quality social media content on a budget.

Secondly, If you want to be successful online, you have to be active. That means posting regularly to your

website and social media accounts. But it also means engaging with others in your industry. If there's a hot

topic that everyone's talking about, jump in and join the conversation. By being active, you'll not only get seen,

but you'll also build relationships and credibility. So don't be afraid to put yourself out there - it's essential for

success online. If time does not allow you to post every day it should be done every second day at least. Also

Meta for business allows scheduling of posts. Posts can be for example made in a couple of days to cover

the next month of content. Making the process more efficient.

Inbound versus Outbound Marketing: Providing Value for your Audience

Outbound marketing is a typical form of marketing that aims to spread information to possible consumers.

Trade shows, seminar series, and cold calling are examples of outbound marketing techniques. It is more

expensive, with a lower ROI than inbound marketing.

The effectiveness of outbound marketing approaches is declining over time for two reasons. First, modern

humans are bombarded with at least 2,000 outbound marketing distractions every day and are learning more

and more inventive methods to filter them out, including ad blocker browser add-ons, call blocking, email spam

filtering, and other technologies. Second, the expense of learning something new or buying goods on the

internet via search engines, blogs, and social media is far less than attending seminars or conferences.

Inbound marketing on the other hand is a method of generating content or social media methods that aim to

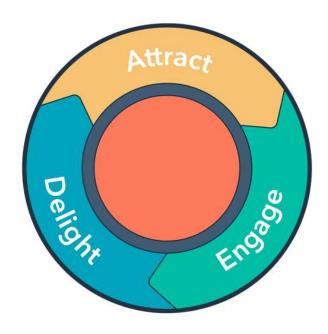
increase brand awareness and inform individuals about you, which might lead them to your website for

additional information, demonstrate interest in your product, and ultimately make a purchase. Instead of

attempting to reach out to the masses of individuals who are attempting to blank you out, we advocate for

inbound marketing, which is where you assist yourself in gaining access to people already interested in your

field.



Attract Tools

Ads
Video
Blogging
Social media
Content strategy

Engage Tools

Lead flows
Email marketing
Lead management
Conversational bots
Marketing automation

Delight Tools

Smart content
Email marketing
Conversations inbox
Attribution reporting
Marketing automation

Source: Hubspot

We think that most marketers these days spend 90% of their time on inbound marketing and 10% on outbound marketing. It seems that marketers are doing the opposite these days. The "Attract, Engage, Delight" model is a useful way of structuring how to achieve inbound marketing goals.

Now that we understand what these two concepts are, let's talk about how to actually create value for your targeted audience using Inbound marketing strategies in this cluttered marketing environment.

Inbound marketing techniques that attract your target audience and buyer personas are based on content

production and development. To reach out to your target audience, begin by generating and delivering useful

material, such as blog entries, content offers, and social media posts. Guides on how to utilize your products,

information about how your solution may help them solve their problems, client testimonials, and details about

discounts are all examples. Attracting your audience members on a deeper level through inbound marketing

begins with optimizing all of this content using an SEO strategy. We have spoken already on how to approach

the SEO development.

When utilizing inbound tactics to interact with your audience, make sure you're communicating and interacting

with leads and customers in a way that encourages them to form long-term relationships with you. Injecting

information on the value your firm will provide them.

How you handle and manage your inbound sales calls might be a good example of how you can use

engagement methods. Focus on how customer service representatives interact with callers who are

interested in obtaining more information about your products or services. Furthermore, be certain that all

deals come to mutually beneficial agreements for clients and your business — which means you provide value

for your right-fit consumers.

Lastly, the final step of your inbound marketing strategy is delighting your customers. Here we are using the

term customers as most likely this method is used after the sale has been made. In a business the goal of

marketing is to drive sales. Therefore it is crucial to listen to what they are saying. Your social media

accounts may be used to provide comments, ask questions, or tell their story about your items or services.

Respond to these interactions by providing useful, helpful, and encouraging answers — you demonstrate that

you care about and listen to them.

Finally, the mark of an inbound approach focused on delighting customers is one that enables and supports

consumers in any scenario. Remember, a delighted consumer becomes a brand supporter and promoter, so

treat all interactions with respect.

Summary

In this module we have discussed what is digital presence and where best to create it. We can see that for

the beginning phase the best way is to start with the Website and Meta for business (Facebook and

Instagram). Furthermore, SEO is a crucial step of making your website visible online. This is one of the most

important organic strategies and it is well worth to invest time in. Lastly we understand that in this cluttered

marketing environment Inbound marketing is what will separate you as a brand, company or a professional

digital marketer as you will be able to capture the attention and gain trust from your audience. It is of course

more lengthy and can be frustrating but this long term strategy always pays off if executed correctly.

Outbound marketing is a typical form of marketing that aims to spread information to possible consumers

while Inbound marketing on the other hand is a method of generating content or social media methods that

aim to increase brand awareness and inform individuals about you and your brand.

We think that most marketers these days spend 90% of their time on inbound marketing and 10% on

outbound marketing. It seems that marketers are doing the opposite these days. The "Attract, Engage,

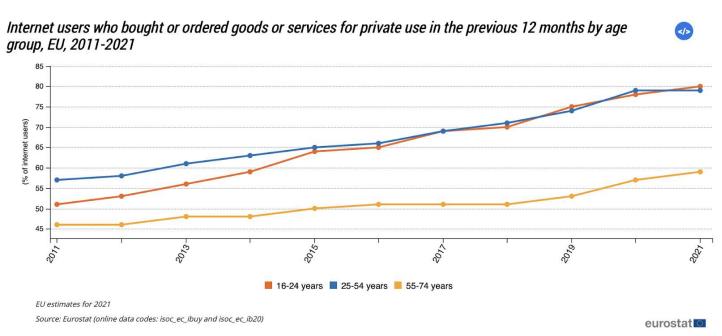
Delight" model is a useful way of structuring how to achieve inbound marketing goals.

Module # 5

Title	Digital Marketing Essentials (Basics of ICT Tools, digital marketing tools and methodologies; Marketing Plan)
Aim	Aim is to provide information about essential ICT tools, digital marketing tools and possible methodologies. They are preparing a marketing plan.
Goals	This module aims to teach how to use essential ICT tools for digital marketing—knowing other digital marketing tools. The module also informs other possible methodologies while starting digital marketing. The participants will also learn how to prepare a marketing plan.
Topics	Basic ICT tools, Digital marketing tools and methodologies, How to prepare a marketing plan
Developer	CEBDER

Theoretical background

ICT stands for *Information Communication Technology*. The ICT tools are used in digital infrastructures like computers, software programs, and other interactive tools. Using ICT is very important for most businesses in this century. Companies use different ICT tools to expand their business, reach their target customers and improve efficiency. The effective use of ICT also improves customer services and customer demand. ICT tools for digital marketing include both internet-based as well as mobile-powered technologies. According to Eurostat, in 2020, 16% of EU enterprises conducted e-sales using only websites or apps. Additionally, In the EU accommodation sector, almost all enterprises making e-sales in 2020 received orders via websites or apps. ^[1] On the other hand, 74 % of internet users in the EU shopped online in 2021. ^[2] The following chart clearly shows the progress of online ordering within the EU for the last decade.



This statistic shows how important digital marketing is, and knowing ICT tools will help to increase the success of digital marketing. Using ICT tools is critical for economic success in every part of the digital marketing area.

Undoubtedly, ICT is a valuable marketing tool and an indispensable part of our life. Information Communication Technology indicates its vitality as a digital marketing tool. Digitalisation in every part of our lives shows that it becomes difficult to imagine a company's presence online without an ICT tool.

Essential ICT Tools for Digital Marketing

ICT tools have diversified over the last two decades. This enables marketers to promote their products in

different fields on the internet, as they can easily reach potential buyers

1. Website: Websites are a fundamental part of marketers to introduce their products. For brands,

having a website presence is a must as it is an easier way to share a company. You can change the

website content according to the needs of the companies. Whereas some companies have websites

to introduce their company and products, others use them to introduce themselves and sell their

products with e-commerce plugins. User interface (UI) and user experience (UX) on the website

structures are getting very important as online presence and attracting potential customers are vital.

2. **Email:** Using email for marketing is the basics of ICT tools for digital marketing. Companies widely

use regular email newsletters. Preparing attractive and clickable emails is essential. Companies

usually use interactive email programs to draw the attention of the audience.

3. Mobile Marketing: This marketing multiplies by introducing mobile phones and smartphones.

Sending SMS by including links to the products, IOS or Android apps for the companies, in-app

purchases, and in-app ads are their most common mobile marketing ICT tools

4. Search Marketing: Researches show that more than 50% of people are likely to click the first three

results on the search engines. [3] This directs marketers to buy search ads to be seen on the top of

the search engines. Through search advertising, marketers can choose to advertise on the search

portals or other content publishing websites in the search engine network. Search engine marketing

generally involves showing text-based advertising and remarketing.

5. **Using Video Platforms:** Video advertising is getting popular as YouTube has become the top search

video engine for products. Video advertising includes several tactics such as sharing commercial

ads, user experience videos, sponsor videos, etc. While YouTube is the most common platform for

video marketing, social media platforms such as Facebook, Instagram and Tiktok are also

commonly used by marketers

6. Social Media Marketing: Social media platforms are commonly used by marketers. Creating suitable

content for different platforms is vital for success.

Digital Marketing Tools and Methodologies

Digital marketing has become most companies' primary survival tool. Day by day, many software, websites and digital tools are created to be used by marketers. Digital marketers can choose the most suitable tool according to their strategy. This section will give more information about potential tools for each digital marketing strategy. Although there are plenty of options for each digital marketing strategy, we will give the most popular and effective ones. There will be free and paid options too.

Social Media Marketing Tools



- 1. Friends+Me (https://friendsplus.me/): This can be one of the best social media marketing tools for beginners. It is easy to use and simple even for those new to digital marketing. Free features such as scheduling posts, team collaboration and app support are beneficial.
- 2. Buffer (https://buffer.com/): New digital marketers can start with the free tools before investing money. Buffer is the most well-known social media marketing tool. It helps to schedule social media posts so that digital marketers share the posts at the most effective time of the day. Free features are enough for beginners. These include google analytics campaign tracking, scheduling the posts, creating short landing pages to tell people about your business, direct them to your website and content outside of social media. After growing the business, users can shift paid plans to use more frequently and effectively.
- 3. **Hootsuite** (https://www.hootsuite.com/): is one of the most well-known tools for enhancing your social media marketing. It's the perfect first tool to get started when investing in your social media management. Marketers can try the platform for a month before deciding to buy.
- 4. **Tailwind:** (https://tailwindapp.com/) is focused on visual content and targeted platforms like Instagram, Pinterest, etc. A tailwind is an excellent option for those focusing mainly on visual content in their marketing strategy. Free features are enough for those at the beginning of marketing —email marketing tools



E-mail Marketing Tools

1. HubSpot (https://www.hubspot.com/) is one of the most popular marketing automation platforms. It

has a free email marketing tool that can support a lot of small businesses' transactional email

needs. It is easy to use, and the free plan includes several valuable tools for beginners, such as

sending 2000 emails per month and free and ready templates.

2. Mailchimp (https://www.mailchimp.com/): is the leader in email marketing tools. Creating and

scheduling emails are free features that everybody can use. It is widely use many digital marketing

companies. Some of the features are welcome emails, reminding the cart, order confirmation and so

on.

3. **Sender (https://www.sender.net/):** is another email marketing tool mostly known with deliverability

features. Marketers can track who opened the mail, read, and click the links. It is also good at

preparing attractive newsletters. These features help marketers to send right emails to possible

buyers and modify the emailing strategy according to the detailed analysis.

4. SendGrid (https://www.sendgrid.net/):: is a good option for the beginners as it has a full free plan

whereas users can buy additional features. It gives clues to the marketers about which emails work

well which don't. It is easy to create attractive emails for those who are not good at ICT.

5. Zoho Campaigns is another nice and budget friendly email marketing tool for the new digital

marketers. It has a lot more free features than many other tool such as sending 12000 emails to

2000 contacts per month. It has also several other free features most of the are in paid plan on

similar email marketing tools.

There are many other email marketing tools. The important thing is to decide which one is best for you and

your business. Then start automating the emails to grow up your business.

Other Digital Marketing Tools



- 1. **Content Marketing and Branding:** Wordpress, Lumen5, Trello, Evernote, ClickFunnels, Canva and BeFunky are some of the widely used tools.
- 2. **Search Engine Optimization (SEO):** Semrush, Ahrefs, KWFinder, SpyFu, Woorank, and Clearscope are some of the tools that will be useful for digital marketers.
- 3. Reporting: Google Data Studio and Cyfe
- 4. Paid Media Advertising: Banner ads, ppc ads and influencer marketing

How to Create a Digital Marketing Plan?

Digital channels have gained great importance in the success of a digital marketing business. According to

the research more than 60% of the world population access the internet regularly whereas web and mobile

commerce increased during the Covid-19 pandemic process. Additionally many more companies converted

their business to digital platforms so that to be successful among many competitors, there should be a good

digital marketing plan.

While planning the digital marketing plan, you need to consider the following steps:

1. Define short, medium, and long term business goals: When starting digital marketing, the first thing

to do is planning the goals. Rome is not built in a day so that you may not be successful in a short

time. Planning the steps and setting logical and achievable goals are important. A very well known

method while defining the goals called as "SMART". It stands for:

• S for Specific: You need to specify your goals in details

• M for Measurable: Your goals should be measurable. For example instead of saying "I will sell a lot of

books on Amazon in a year" say "I will sell at least 500 books on Amazon in a year". So that at the

end of the year you can measure your success.

• A for Achievable: While defining goals, choose attainable goals. This motivates you for your future

goals. Choosing difficult or unachievable goals makes you tired, stressed and unmotivated.

• R for Relevant: The goals should be relevant with your business. Defining irrelevant goals which are

not directly related with your business puts you in a workload or possible failure in your key targets.

T for Time-bound: Timing the goals are important and motivate you when you succeed. It is also

measurable. For example instead of saying "I will sell more books" say "I will sell 50 books each

month" So that you can track your goals.

- 2. **Define which digital strategies to be used to achieve the goals:** After defining the business goals, the second thing is to define what kind of possible digital strategies that can be used.
- 3. **Define which channels to be used:** As we already mentioned, there are plenty of digital channels. It is important to define which tools are more suitable for your business plan. Starting from free or cheaper tools will be a good idea.
- 4. Define possible development plans: Controlling the development process and taking necessary actions are important for the success. Each step is assessed carefully and finds what goes well or wrong.
- 5. **Define investment and the amount of budget:** After everything goes well and the results are more or less what you expect, now you can define the investment plan and the amount of budget you can spend during this process. Keep in mind that don't invest everything at once. Follow possible business options and follow the plan at the beginning. You need to find a balance between how much you can spend on each channel and how much you can invest to get a good ROI (return on investment). While defining the investment plan and budget, prepare a buyer persona (target people's characteristics). These people are possible buyers of your products. So that you need to know their location, age, job, interests, goals and income, etc. So that you can spend your digital marketing budget according to these demographic data.
- 6. **Define roadmap and timing:** Keep the targets of your business goals and when you achieve what you have planned, prepare a roadmap for further actions. Timing is very important during the digital marketing process so plan to invest in perfect time, make campaigns the most efficient time of the day/year, etc.

Summary

Digital marketing is integrated into every part of our life. From mobile apps we use, games we played, social

media tools that we used, searches on the internet, we can use almost any type of digital technology for

marketing. So entrepreneurs, marketers and people with business ideas need to think about integrating their

business with digital marketing tools.

Information and communication technology (ICT) is the basics of digital marketing that every marketer should

know. ICT's primary role in digital marketing is to make networking and infrastructure work. Knowledge of ICT

helps marketers to know possible and suitable digital marketing tools for their business.

Day by day different digital marketing tools have been created for the marketers. These tools help them to

simplify their campaigns, save time, find the potential buyers, and help to increase social presence. These

tools diversify according to the digital marketing types. So digital marketers can choose the best tools

according to their digital marketing strategy.

Making a digital marketing plan is an important step for success. The planning can be done with a SWOT

analysis or planning each step according to the information above. Putting SMART goals help for the success

of digital marketing plans. Finally while defining the budget for the digital marketing campaigns, you need to be

cautious, proportional and get help from analysis of feedback. Keep those steps in mind when creating your

digital marketing plan and don't leave anything to chance. Digital marketing tools are a good opportunity for

those who use them in favor of their business but it can also be a disadvantage if you use them

unconsciously. So, use the opportunities of technology which can turn into your greatest ally in your business.

Module # 6

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Types of Digital Marketing

Aim

Aim is to provide different avenues that can be taken to learn, specialise and work towards.

Goals

The goal of this module is to teach students about the different types of digital marketing and their advantages and disadvantages. For each type of digital marketing, the module describes how it works, its advantages and disadvantages, and how to use it effectively. By the end of the module, students will have a better understanding of digital marketing and be able to choose the right type of marketing for their career, business or website.

Topics

Types of digital marketing, Understanding customers, Measurement and metrics, Conversion, Organic channels, Paid channels, Email marketing, Affiliate marketing, Referral marketing

Developer SMART IDEA

Theoretical Background

In the early days of the internet, digital marketing was all about creating websites and driving traffic to them.

However, as the internet has matured, so too has digital marketing. As businesses began to use the internet

to reach consumers, they needed to find new and innovative ways to market their products and services.

Different types of digital marketing emerged to meet this need, that can be used to reach consumers. In this

module, we will discuss some of the most common types of digital marketing.

The module covers different processes of using technology to promote a brand or product. There are many

types of digital marketing, including search engine optimization (SEO), pay-per-click (PPC) advertising, social

media marketing, and Email marketing, Affiliate marketing and Referral marketing. By understanding the

different types of digital marketing, businesses can better target their audience and create a more effective

marketing strategy. In order to measure the success of a digital marketing campaign, businesses need to

track key metrics such as website traffic, conversion rate, and leads generated. By understanding these

metrics, businesses can adjust their campaign to improve results. Organic channels are those that allow

businesses to reach their target audience without paying for placement.

These includes channels such as SEO and social media. Paid channels are those that require businesses to

pay for placement, such as PPC advertising. Email marketing is a type of digital marketing that involves

sending promotional emails to potential customers. Affiliate marketing is a type of performance-based

marketing in which businesses pay affiliates based on the sales they generate. Referral marketing is a type of

word-of-mouth marketing in which businesses encourage customers to spread the word about their products

or services.

Social media marketing

Social media marketing uses online platforms like Facebook, Instagram, Twitter, and LinkedIn to build

relationships and interact with potential and current customers. This can be done by sharing relevant content

with your target audience, answering customer questions, and monitoring feedback. Businesses can build

brand awareness and trust by engaging with customers on social media, leading to increased sales.

Additionally, You can use social media marketing to create a more personal relationship with customers,

which can result in higher customer loyalty and satisfaction. With so many benefits, it's no wonder that social

media marketing has become an essential part of many businesses marketing strategies.

Social media marketing is essential for companies because it allows them to connect with their customers

more personally. This helps build brand awareness and trust, leading to increased sales.

By engaging with customers on social media, businesses can learn more about their target audience's wants

and needs, which can help them create better content and products. Additionally, customers who feel

connected to a business are more likely to be loyal and satisfied. So, by connecting with customers on social

media, businesses can create long-term relationships that increase sales.

In the current business landscape, social media marketing is essential for young people to learn. By

understanding how to use social media platforms effectively, young people can give themselves a competitive

edge in the job market. Additionally, you can use social media marketing to develop and cultivate relationships

with other businesses. In today's interconnected world, these relationships are more important than ever. You

can open up a world of possibilities by learning how to leverage social media.

If you're interested in social media marketing, the best way to start learning is by looking at what companies

are already doing. There are a lot of different social media platforms out there, and each one offers its unique

advantages. By looking at how companies use social media, you can better understand which platform is right

for you and your business.

For example, if you want to use social media to connect with customers and build relationships, then Twitter

might be a good option. On the other hand, if you're primarily interested in using social media to drive traffic to

your website, then Facebook might be a better choice.

Instagram is an excellent social media marketing choice if you want to share photos and videos with your

target audience. This platform is perfect for businesses that want to create a more personal relationship with

their customers.

LinkedIn is a more professional, career-oriented version of Facebook, so social media marketing will likely

focus more on business-to-business (B2B) relationships. LinkedIn offers features perfect for B2B networking,

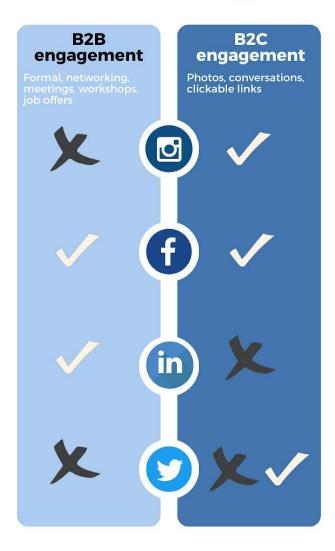
such as groups and endorsements.

The bottom line is that there's no one-size-fits-all answer regarding social media marketing. However, by

taking the time to research and learn from already successful companies, you'll be well on your way to finding

the right platform for your business.

Social Media Marketing



Email marketing

Email marketing is a type of direct marketing that uses email to promote a product or service. You can use

email marketing to reach a large audience at once, or You can use it to send messages to individual

customers. Email marketing is often used to promote sales, special offers, and new products or services. It

can also be used to build customer loyalty or to keep customers up-to-date on the latest news from a

company. Email marketing can help reach customers and promote a product or service. However, it is

essential to carefully consider the message that is being sent, as well as the target audience. Otherwise,

email marketing can quickly become spam.

Email marketing is essential for businesses because it allows them to reach a large audience simultaneously.

You can also use email marketing to build customer loyalty or keep customers up-to-date on a company's

latest news. There are a few ways to prevent email marketing from becoming spam. One must carefully

consider the message being sent and ensure it is relevant to the target audience.

Not every change or a little piece of news is worth sending an email over, but something that engages

customers. Inbox overload is a real problem for many people. The average person receives 121 emails per

day and sends out about 40. With so much email to sort through, it's no wonder that people are often quick to

delete messages without even reading them. As a potential marketer, you must be aware of this when

sending messages to your customers. You don't want your emails to be deleted without being read, so you

must ensure that you only send worth-reading messages genuinely. This means sending interesting,

engaging, and relevant emails to your customers. It also means avoiding email blasts and mass mailings that

are unlikely to be read.

There are a few reasons why email marketing is an essential skill for young people and learners. It can be

helpful for customers interested in staying informed about the latest developments from a business. Email

marketing is an essential tool for building communication skills. By learning how to create effective emails,

young people and learners can improve their ability to communicate with others.

A good example of email marketing is a promotional offer for a new product or service. You can also use email marketing to announce special offers or sales to customers.



Hi Mitch,

We've been following your amazing surfing skills on Instagram and we're stoked to see you're just as good in the water as you are online!

We surf too and know that the perfect waves are hard to come by. That's why we're excited to offer you a chance to win 10 days in Hawaii if you buy from our webshop!

All you need to do is make a purchase of at least \$50 and you'll be automatically entered to win. We hope you take us up on this amazing opportunity - good luck and we'll see you in the waves!

Kind Regards,

Catch the Wave Team

Tel: 095 1234 567

catchthewave.com/shop

Affiliate & Referral Marketing

Affiliate marketing is performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's marketing efforts. The affiliates typically receive a commission for every sale they generate. Still, many other compensation plans are available, such as pay-per-click, pay-per-lead, and pay-per-impression. To succeed in affiliate marketing, choosing the right program and promoting products relevant to your audience is essential.

Additionally, tracking your results and optimising your campaigns on an ongoing basis is essential.

You can maximise your earnings and build a successful affiliate marketing business.

If you've seen a sponsored post on Instagram or a YouTube video with product placement, then you've seen

affiliate marketing. Affiliate marketing is a way for influencers, everyday people with large followings, and

businesses to make money by promoting products and brands. If an influencer promotes a product and their

followers buy it, the influencer gets a commission (the portion of the profits made). It's a win-win-win situation:

the influencer gets paid, their followers get introduced to new products, and the business makes sales. While

anyone with a sizable following can use affiliate marketing, if you know even a little about marketing, you can

do affiliate marketing with enough effort. For businesses, affiliate marketing effectively reaches more people

and creates valuable relationships with influencers. And for influencers, it's a great way to make extra money

while promoting products they love. Whether you're an influencer with millions of followers or just starting,

there's an affiliate program for you.

Affiliate marketing can be an excellent way for young people to learn about online marketing and business. It

can also be a great way to make some extra money. By promoting products they love, young people can earn

commissions for every sale they generate. This provides you with valuable experience, knowledge in online

marketing, and business skills that You can use in many other facets of your lives.

A good example of affiliate marketing could be an Instagram post from a travel blogger who promotes a new

hotel. If their followers book a stay at the hotel using a link from the influencer or a promo code, the blogger

gets a commission.

Amazon is another great example of affiliate marketing. When you sign up for Amazon, you are given a unique

link that you can share with others. You earn a commission when someone clicks on your link and makes a

purchase. The more people who click on your link and make purchases, the more money you can earn.

Referral marketing is a type of marketing that encourages current customers to refer new customers to the business in exchange for some incentive. Common referral incentives include discounts, credits, or special offers.

Referral and affiliate marketing are both methods of acquiring new customers. Referral marketing involves encouraging current customers to refer new customers to the business, while affiliate marketing involves paying other websites or individuals to promote a business's products or services. Both methods can attract new customers, but referral marketing is often seen as more effective for some businesses because it relies on word-of-mouth marketing instead of paid advertising. If a business has loyal customers, it is essential to implement referral marketing to keep them returning. Both methods can be effective in attracting new customers.



Pay-per-click (PPC) Advertising

Regardless of what type of digital marketing you choose, many companies will also choose to advertise.

Advertising means a company pays for a spot on a website or social media page. This type of marketing is

often seen as a way to reach a larger audience than you could on your own. The downside to advertising is

that it can be expensive, and there's no guarantee that potential customers will see your ad. Additionally, ads

can be intrusive and interrupt the user's experience. As a result, it's essential to carefully consider whether

advertising is the right choice for your business.

There are two common types of online advertising: pay per click (PPC) and cost per impression (CPM). PPC

advertising is when a company pays for a spot on a website or social media page and only pays when

someone clicks on their ad. CPM advertising is when a company pays for its ad to be shown a certain number

of times, regardless of whether anyone clicks on it or not. Choosing the right type of advertising for your

needs is important, as each has its advantages and disadvantages. PPC can be more effective if you're

looking to drive traffic to your website, while CPM can be more effective if you're trying to raise awareness for

your brand.

The most popular platform for PPC advertising is Google AdWords. Businesses can create text, images, or

video ads appearing when people search for specific keywords. For example, if a business sells hiking boots,

they might create an ad that would show up when someone searches for "hiking boots." facebook, Instagram,

and Twitter also have advertising programs. You can use advertising to target a specific audience. For

example, Facebook allows advertisers to target people based on their interests, location, and relationship

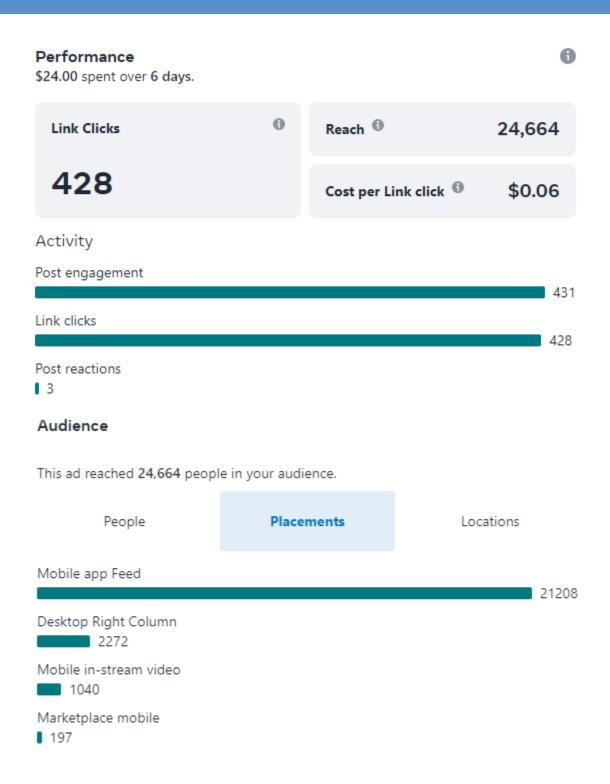
status. Pay-per-click advertising can effectively reach potential customers, but it's important to remember

that businesses only get charged when someone clicks on their ad. That means the business still doesn't

have to pay anything even if someone sees an ad but doesn't click on it.

Learning PPC as a marketing skill, young people can create effective adverts for companies and use it for

other businesses or types of marketing.



Search Engine Optimization (SEO)

Search engine optimisation, or SEO, is the process of improving the ranking of a website on search engines.

You can optimise the website content, structure, and other factors influencing how a search engine ranks

websites. The goal of SEO is to improve the visibility of a website so that it appears higher in the search

engine results pages, or SERPs. To achieve this, SEO practitioners employ various techniques, including

keyword research, link building, and content optimisation. When done correctly, SEO can result in increased

traffic and leads for a website. It can also help to build brand awareness and reputation. SEO is an essential

consideration for any business that wants to succeed online.

SEO is one of the most important aspects of online marketing. Businesses can generate more leads and

traffic by improving a website's ranking on search engines. This can result in increased sales and ROI (Return

on Investment). There are some basic principles that all businesses should understand.

For example, SEO involves optimising a website for specific keywords related to the business's products or

services. For example, a water company could use keywords like "water treatment," "water filtration," and

"drinking water." Keyword research is an essential part of SEO, and it's important to find keywords with high

traffic and low competition. This will help to ensure that your website ranks higher on the search engine

results pages. There are a variety of tools that you can use for keyword research, including Google Adwords

Keyword Planner and SEMrush.

It also involves creating quality content relevant to the keywords and linking it to other high-quality websites.

By following these basic principles, businesses can improve their website's ranking on search engines and

generate more leads and traffic-increased sales and ROI.

For businesses, being visible on search engines is essential. People use search engines like Google every day to find products and services, and if a business doesn't appear in the search results, they are missing out on potential customers. By improving your website's ranking, you can increase your chances of appearing in the search results and attracting more visitors. SEO is a valuable skill because it can help businesses to improve their visibility and reach a wider audience. Learning SEO is a great place to start if you want to learn marketing related to websites.

Digital Marketing Concepts

In this subchapter, we will shortly present and explain concepts in relation to the types of digital marketing.

ALL ABOUT

DIGITAL MARKETING METRICS

Web traffic

The number of visitors to a website





Bounce

The percentage of people who visit a website and leave without viewing any other pages on the site

Time on a page

How long a person spends on a particular page of your website





Pages per visit

The average number of pages that a visitor views during a single visit to your website

Conversion rate

The number of people who completed the desired action, such as filling out a contact form or making a purchase



REFERENCES

For all 130 metrics information visit Cyberclick

Since digital marketing is a form of marketing that utilises electronic media and digital technologies to reach

and engage customers, like social media, email, and websites, then marketers should understand customers

through a digital lens. In order to understand customers through a digital lens, digital marketers should take

advantage of the many data-gathering tools available today. Web analytics tools can track how customers

interact with their digital marketing campaigns and website.

They can also use surveys and customer feedback forms to gather more qualitative information about

customer needs and preferences. In addition, social media provides a wealth of data that can be used to

understand how customers think and feel about a brand. By carefully analysing all of this data, digital

marketers can deeply understand their customers and create marketing campaigns tailored to their specific

needs.

Measurements and metrics are important tools that digital marketers use to track the effectiveness of their

campaigns and websites. Web analytics tools track how many people visit a website and what pages they

view. This information can help marketers understand which parts of their website are most popular and

which areas need improvement. In addition, surveys and customer feedback forms can help marketers gather

qualitative data about customer needs and preferences.

Social media provides a wealth of data that can be used to understand how customers think and feel about a

brand. By carefully analysing all of this data, digital marketers can deeply understand their customers and

create marketing campaigns tailored to their specific needs.

For all 130 metrics information visit Cyberclick

Summary

Digital marketing has come a long way since the early days of the internet. When businesses first started

using the internet to reach consumers, they needed to find new and innovative ways to market their products

and services. Different types of digital marketing emerged to meet this need, that can be used to reach

consumers. In this module, we will discuss some of the most common types of digital marketing. These

days, digital marketing covers a wide range of activities, from search engine optimization (SEO) to social

media marketing (SMM). There are many different channels that businesses can use to reach their target

audiences, and each has its own strengths and weaknesses. The key is to find the right mix of digital

marketing activities that will work best for your business. With so many options available, it can be tough to

know where to start. But with a little bit of planning and creativity, you can develop a well-rounded digital

marketing strategy that will help you reach your business goals.

Organic channels are marketing channels that are not paid for. They are earned through the quality of the

content and its level of engagement. Organic channels include search engine optimization (SEO), social

media, and word-of-mouth marketing. For example, if you post about your product on Facebook and one of

your followers sees it, that's organic reach.

The main advantage of organic reach is that it's free. The disadvantage is that it can be hard to get enough

exposure organically to make a difference for your business.

Paid channels are marketing channels that are paid for. They include advertising, such as pay-per-click (PPC)

advertising and paid social media advertising. For example, with Google AdWords, you can choose to have

your ad appear whenever someone searches for a relevant keyword. The advantage of paid reach is that it's

guaranteed exposure—if you're willing to pay, you can show your ad to as many people as you want. The

disadvantage is that it can be expensive, and there's no guarantee that people will actually be interested in

what you're selling.



You've now mastered the basics of digital marketing. By understanding the different strategies, tools, and components you can use, you are now equipped to start engaging with your target audience in an effective and impactful way. As you continue to learn more and grow as a digital marketer, remember to keep up with the ever-evolving landscape of technology and trends. Have fun, stay creative, and get ready to unlock your true digital marketing potential!