

Digital Marketing Fundamentals for Business Growth

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We will talk about

1. What is Marketing
2. Traditional Marketing
3. Marketing Mix: 4P's
4. Marketing STP
5. Digital Marketing
6. Types of Digital Marketing
7. What Is Social Media Marketing
8. Difference between Traditional Marketing & Digital Marketing
9. Why Social Media Marketing Is Important For Business
10. 4 Popular Social Media Sites & The Companies Using Them
11. Difference between Facebook profile & Page
12. Benefits of a Facebook Page Over a Personal Profile
13. Facebook Business Page
14. Facebook Business Manager
15. Facebook Audience Insights
16. Facebook Boost Post
17. LinkedIn Profile & Page
18. plus.google.com Page
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What is Marketing



Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

(Approved October 2007)

American Marketing Association Board of Directors.
Accessed 2012.

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ধরা যাক আপনার কোন পন্য বা সেবা আপনি গ্রাহক, ভোক্তা বা কাস্টোমারের কাছে পৌঁছাতে চান। সেজন্য আপনি যা যা করবেন প্রায় সব কিছুকেই মার্কেটিং বলা যায়। আপনি পন্যের বিজ্ঞাপন দিতে পারেন, মাইকিং করতে পারেন, পোস্টার লাগিয়ে শহর ভরিয়ে ফেলতে পারেন। এগুলো সব মার্কেটিং।

Traditional Marketing



Marketing Mix: 4P's

Marketing Mix – 4P's

Product

- Brand Name
- Variety
- Quality
- Features
- Packaging
- Sizes
- Services
- Warranties
- Returns

Price

- MRP
- Discounts
- Allowances
- Payment Period
- Credit terms

Place

- Distribution Channels
- Coverage
- Assortments
- Inventory
- Transport
- Locations

Promotion

- Sales Promotions
- Advertising
- Sales Force
- Direct Marketing
- Public Relations

Source: Marketing Management : A South Asian Perspective; Kotler, Keller, Koshy, Jha

Marketing STP

Segmentation

- Age
- Lifestyle
- Eating habits of urban families

Targeting

- Kids
- Youth
- Office Goers
- Working Women
- Health conscious people

Positioning

- Easy to cook, Good to eat
- 2 minute noodles

Digital Marketing

Digital Marketing is the promotion of products or brands via one or more forms of electronic media like: promotion through internet, mobile, sms, email etc. . It is also known as internet marketing or online marketing.



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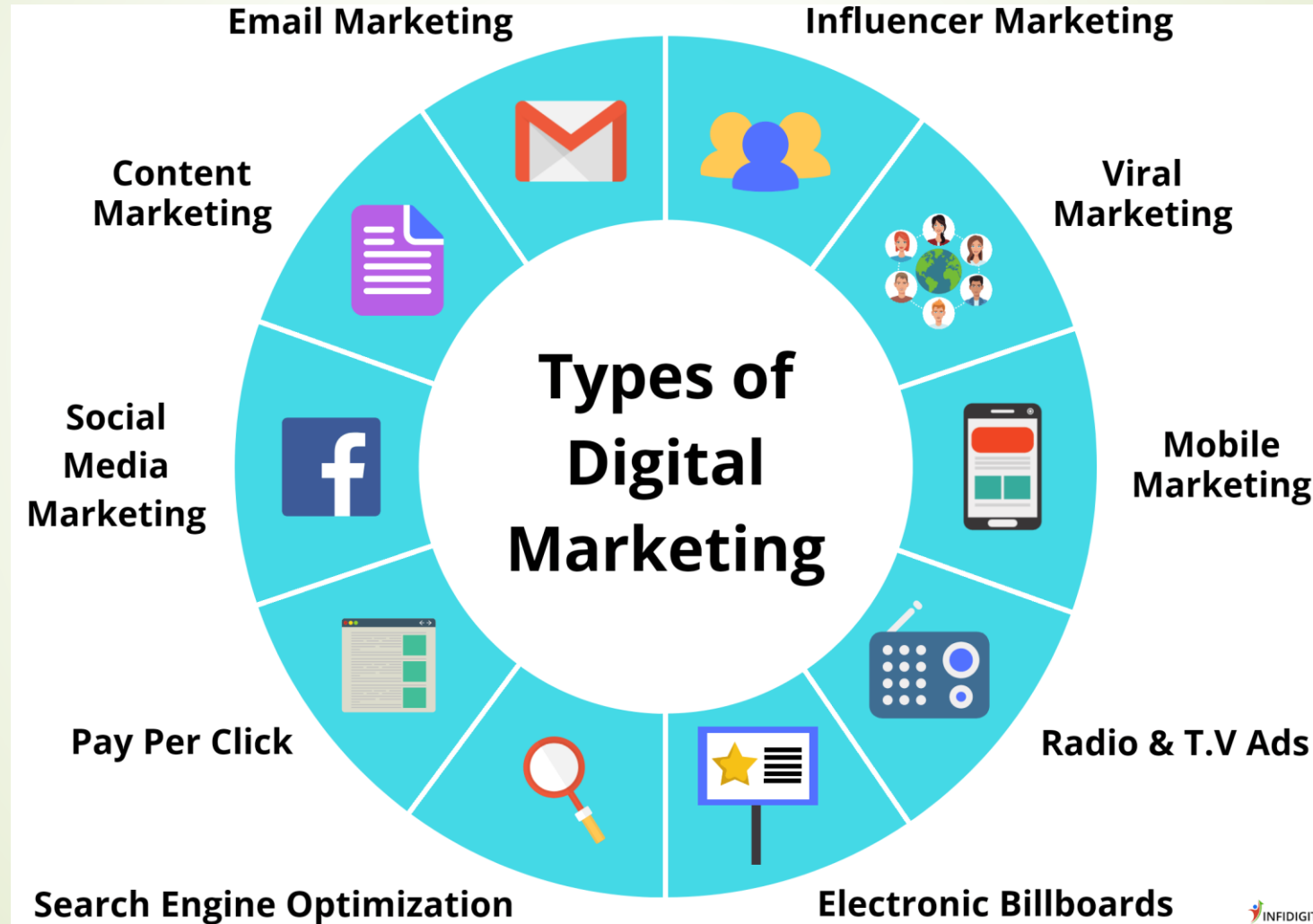
ডিজিটাল প্রযুক্তি ব্যবহার করে, প্রধানত ইন্টারনেট এবং আরো অন্যান্য ডিজিটাল টুলস ও ইলেকট্রনিক মিডিয়ার মাধ্যমে যেকোন পণ্যের বা সেবার প্রচার করাকেই ডিজিটাল মার্কেটিং বলে।

ডিজিটাল মার্কেটিং এর অন্যতম জনপ্রিয় মাধ্যম হচ্ছে ইন্টারনেট ভিত্তিক মার্কেটিং। যার পরিধি বিশাল। কিন্তু ডিজিটাল ডিসপ্লে, টিভি এ্যাডকেও ডিজিটাল মার্কেটিং বলা হয়ে থাকে।

Types of Digital Marketing



Types of Digital Marketing



What Is Social Media Marketing

Social media marketing refers to the process of gaining traffic or attention through social media sites.

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Difference between Traditional Marketing & Digital Marketing

Social Media	Traditional Media
Two-way conversation	One-way conversation
Open system	Closed system
One-on-one marketing	Mass marketing
Brand and User-generated Content	Professional content
Metric: Engagement	Metric: Reach/ frequency
Bottom-up strategy	Top-down strategy
Informal language	Formal language
Active involvement	Passive involvement
Deep Analytics	Poor analytics

Why Social Media Marketing Is Important For Business

1. Everybody Is Doing It
2. Builds Brand Awareness
3. Reaches New Markets
4. Brings Attention to Products
5. Gives Customers a Voice
6. Expands B2C Interactions
7. Creates a Sense of Community
8. Generates Fresh Leads
9. Keeps Costs Down
10. Improves SEO
11. Improve customer service



4 Popular Social Media Sites & The Companies Using Them



Facebook – The world's largest social media site

- Cover Photo and Profile
- Applications
- Wall Posts
- Metrics



LinkedIn – Social networking site focused on connecting the world's professionals

- Engagement Wall Posts
- Products/Services

4 Popular Social Media Sites & The Companies Using Them



Twitter – A real-time, micro-blogging social network

- Tweet and Re-Tweet
- Mention @
- Favorite
- Trending Topics #

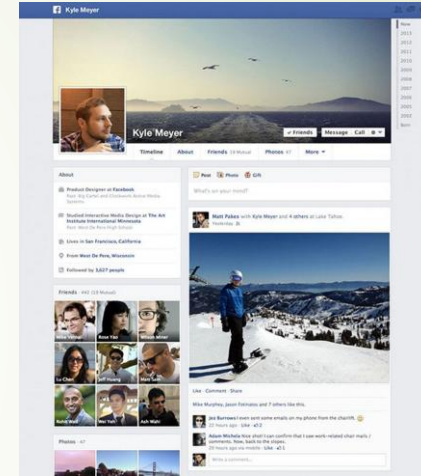


Instagram – Photo-sharing and editing mobile app
world's professionals

- Follow, like, comment
- Filters

Difference between Facebook profile & Page

Plain and simple, a **Facebook Profile** is a personal account on Facebook. When you sign up for Facebook you get a Profile. This is a place where you can add friends and family members, communicate on a personal level, and share photos, videos, and life updates. Everyone who joins Facebook gets a Profile, and you can only ever have one under your name.



A **Facebook Page** is a business account that represents a company or organization. A Facebook page allows businesses to promote specials and contests to followers who have engaged with their page by “liking” it. Having a Page also allows businesses to use Facebook advertisements. There is no limit to the number of Pages you can manage.



Benefits of a Facebook Page Over a Personal Profile

1. Facebook Insights: Access to Mounds of Data
2. Facebook Tabs and Contests
3. Facebook Offers
4. Profiles Limited to 5,000 “Friends”
5. Profiles Look Unprofessional
6. Access to Advertising
7. Privacy Considerations
8. Ability to Assign Admin Roles
9. Native Facebook Scheduling
10. Connection to Facebook Places
11. Business Relevant Information & Options
12. Use of Third Party Tools

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Facebook Business Page

https://www.facebook.com/spybeenet/

SpyBee Network

Page | Inbox | Notifications | Insights | Publishing Tools | Settings | Help

KEEP AN EYE ON YOUR PROPERTY
USE SECURITY CAMERAS
CALL NOW
01841-074339

SpyBee Network
@spybeenet

Home | About | Photos | Reviews | Videos | Posts | Community | Promote | Manage Promotions

Write something...

Share a photo or video | Advertise Your Business | Create an offer | Start a Live Video | Get phone calls | Get messages | Help people find your business | Create an event

Company in Dhaka, Bangladesh
5.0 ★★★★★ · Always Open

Page Tips
Try Posting a Short Video
How to Create Effective Posts
Build Community Around Your Page

Visual posts improve engagement
Build closer relationships with your customers by creating a post using your Page's images.

25% response rate, 1-mins response time
Reply more to turn on the badge

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Facebook Business Manager

The screenshot displays the Facebook Business Manager interface. At the top, the browser address bar shows the URL https://business.facebook.com/home/accounts?business_id=1785634531735342. The navigation bar includes the Facebook logo, a menu icon, the text "Business Manager", a search bar, and the user profile "SpyBee Network". Below the navigation bar, there are tabs for "Home", "Ad Account Overview", and "Activity", along with a "Business Settings" button.

The main content area features a "Set Up Your Business Manager" guide. The guide title is "Set Up Your Business Manager" and includes the text: "With Business Manager, you can manage permissions for everything connected to your business on Facebook. Here are a few tasks to help you get started:". Below the title is a decorative illustration of green hills and trees.

Below the guide title, there is a summary box: "Get a quick overview of managing assets and people in Business Manager." with an "Open Guide" button. The guide is divided into three sections, each with a green checkmark icon:

- Page:** "Add any Pages that are connected to your business. A Page is required to run most types of ads on Facebook." Below this is an "Add Page" button.
- Ad Account:** "If you run ads on Facebook for your business, you can either add your existing ad account or create a new one in Business Manager." Below this is an "Add Ad Account" button.
- People:** "Add anyone who works on your business's Facebook Page or ad accounts. They'll receive an invitation to join this Business Manager." Below this is an "Add People" button.

At the bottom of the guide, it states: "To add additional assets like Instagram accounts and apps, go to Business Settings." On the left side of the interface, there is a card for "SpyBee Network" with a profile picture and a count of "1".

Facebook Audience Insights

The screenshot displays the Facebook Audience Insights interface. The browser address bar shows the URL: https://business.facebook.com/ads/audience-insights/people?act=1785636191735176&business_id=1785634531735342&age=18-&country=US. The page title is "Audience Insights".

CREATE AUDIENCE

- Location: UNITED STATES (All United States)
- Age and Gender: Age 18+, Gender All
- Interests: + Interest
- Connections: + Your Page
- Pages: + Your Page
- Advanced: >

(New Audience) 150m - 200m monthly active people

People on Facebook Country: United States of America

Demographics | Page Likes | Location | Activity | Household | Purchase

Age and Gender
Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

54% Women (54% All Facebook)

46% Men (46% All Facebook)

Age Group	Women (%)	Men (%)
18 - 24	16%	18%
25 - 34	24%	28%
35 - 44	19%	20%
45 - 54	16%	15%
55 - 64	14%	11%
65 +	11%	8%

Lifestyle
US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix. Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience	Compare
Country Enthusiasts	0.7%	+0%
Work & Play	6%	+0%

Report a Problem

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Facebook Boost Post

The screenshot shows a Facebook Boost Post dialog box for a sponsored post. The dialog is titled "Boost Post" and has a close button (X) in the top right corner. It is divided into two main sections: "AUDIENCE" on the left and "DESKTOP NEWS FEED" on the right. The "AUDIENCE" section includes a warning icon and text: "Ad sets that use targeting terms related to social, religious or political issues may require additional review before your ads start running. If your ad set contains targeting terms related to these topics, your campaign may take longer to start running, or you can adjust your detailed targeting selections." Below this, there are three radio button options: "People you choose through targeting", "People who like your Page", and "People who like your Page and their friends" (which is selected). An "Edit" link is next to the selected option. The "Location" field is set to "Bangladesh: Dhaka (+50 mi) Dhaka Division". At the bottom of the dialog, there is a gear icon, the text "By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center", and "Cancel" and "Boost" buttons. The "DESKTOP NEWS FEED" section shows a preview of the sponsored post for "Album Workshop on Basic to Advance MS Excel" by CareerCloud. The post includes a "Like Page" button, a "Sponsored" label, and a "10% Discount" badge with the hotline "01841-074339". The main image of the post features a man thinking and text: "WORKSHOP ON BASIC TO ADVANCED MS EXCEL", "Event Date : 19-20 February 2016 (Friday-Saturday)", "Time : 9:30AM-5:30PM", "Venue : South Asia ICT I&A, Shampira, Rajiya Plaza, 3rd Floor, Mirpur-10, Dhaka-1216", and "Registration Fees: 6000/- Taka". The speaker is identified as "Respected Person Prof. Arshad Chakraborty, Institute of the Bangladesh Government (IAG)".

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LinkedIn Profile & Page

The screenshot shows a LinkedIn profile page for 'SpyBee Network'. The browser address bar displays 'https://www.linkedin.com/feed/'. The navigation bar includes 'Home', 'My Network', 'Jobs', 'Messaging', 'Notifications', 'Me', and 'Work'. A search bar is located on the left. Below the navigation bar, a banner reads 'SpyBee, prepare for a career opportunity with 3 easy steps: Keep connecting | Follow sources | Profile started'. The main content area features a post from 'SpyBee Network' with the text 'Share an article, photo, video or idea' and buttons for 'Write an article', 'Image', and 'Post'. Below the post, it shows 'Alen Dai likes this' and a post by 'Jon Steinberg', Founder and CEO of Cheddar, with the text 'This device helps keep you warm during outdoor activities! (Via Cheddar Inc.)' and a photo of a man in a red shirt standing next to a blue tent. On the right side, there is an advertisement for 'Develop your skills' with the text 'SpyBee, discover courses picked just for you' and a 'See my courses' button. The footer includes links for 'About', 'Help Center', 'Privacy & Terms', 'Advertising', 'Business Services', 'Get the LinkedIn app', and 'More', along with the LinkedIn logo and 'LinkedIn Corporation © 2017'.

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plus.google.com Page

The screenshot shows a web browser displaying a Google+ profile page. The browser's address bar shows the URL <https://plus.google.com/+TanvirHassanTurantht>. The page header includes the Google+ logo, the user's name "Tanvir Hassan Turan", and a search bar. A navigation menu on the left lists: Home, Discover, Communities, Profile, People, Notifications, Settings, Report an issue, and Help. The main content area features a large background image of a lake under a blue sky with clouds. Below the image is the user's profile picture, name "Tanvir Hassan Turan", and "158 followers". There are buttons for "ABOUT" and "EDIT PROFILE". A red circular icon with a white pencil is visible in the bottom right corner of the page content area. At the bottom of the page, the text "Communities and Collections" is partially visible.

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Youtube.com Channel

The screenshot shows a web browser window displaying a YouTube channel page. The address bar shows the URL: https://www.youtube.com/channel/UCXeMRdFSCGIQ_hNNEt9UlzA?view_as=subscriber. The YouTube logo and search bar are visible at the top. The channel banner features a wide landscape image of a river or lake. Below the banner, the channel name "Tanvir Hassan Turan" is displayed with a profile picture and "16 subscribers". Two blue buttons, "CUSTOMIZE CHANNEL" and "CREATOR STUDIO", are positioned to the right. A navigation menu includes "HOME", "VIDEOS", "PLAYLISTS", "CHANNELS", "DISCUSSION", and "ABOUT". The main content area contains the text: "This channel doesn't have any content".

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Email Marketing

...all about leveraging the speed and convenience of email to communicate important messages, updates, tips and promotions to recipients that have opted into receiving such messages.

EMAIL
MARKETING



10 Steps to Success Email Marketing

1. Select an Email Marketing Provider.
 - AWeber <https://www.aweber.com/>
 - MailChimp <https://mailchimp.com/>
 - Constant Contact <https://www.constantcontact.com/index.jsp>
2. Clean Up Your Existing Database.
3. Get People to Opt-In. (for newsletter or signup form)
4. Keep Your Contacts Organized.
5. Determine the Purpose of Your Campaign.
6. Don't Overdo the Design.
7. Invest in Great Copy. Creative write up
8. Focus on the Subject Line.

10 Steps to Success Email Marketing

9. Setup Tracking.

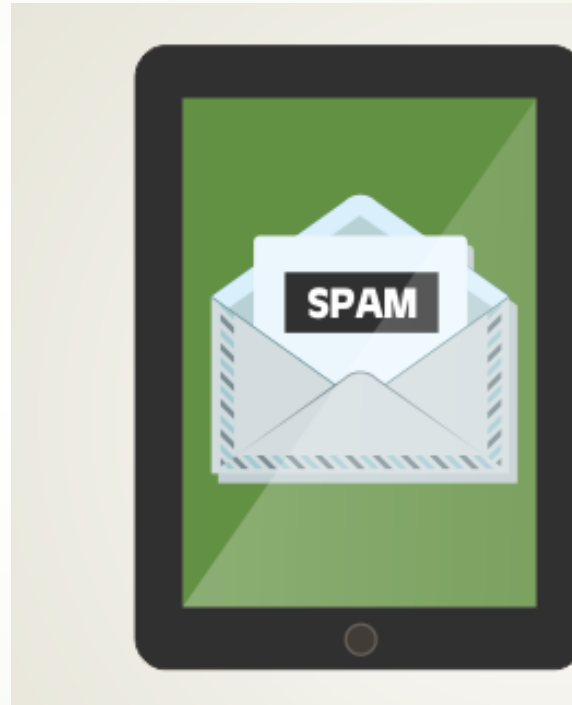
- Deliverability (rate at which your contacts actually received your message)
- Open rate (rate at which your contacts actually open / view your message)
- Click through rate (rate at which your contacts click on links / calls to action in your message)
- Conversion rate (rate at which your contacts become leads / customers after getting to your website from your message)

10. Test and Refine.

- Subject lines
- Style, tone and context of the copy used
- Font sizes, colors and formatting
- Calls to action

Words to avoid in your email marketing subject lines

1. Hi [insert name]
welcome to our
awesomely helpful blog
post!
2. Sale now on!
3. Free
4. Earn
5. Guaranteed



of email recipients report
email as spam based solely
on the subject line.

What is “Website Marketing”

Also known as Internet marketing, website marketing is using the Internet to advertise, communicate and sell goods and services. On an advanced level, website marketing is known as Search Engine Optimization (SEO), which is the use of targeted keywords, crawler-friendly site architecture, Search Engine Submissions and a well-developed link network to improve a site’s Position, page rank and Click-Through Rate.



Types of Web Marketing

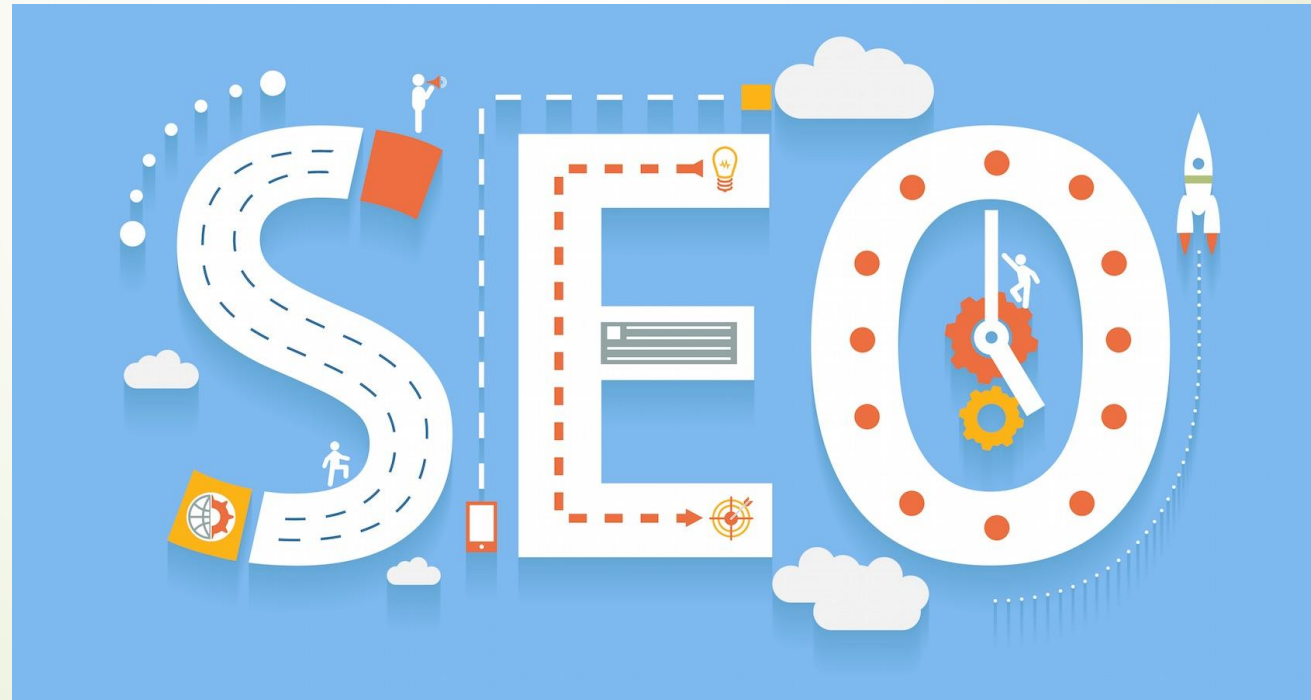
- **Display Advertising** – The use of banner ads and other graphical advertisements to market products online.
- **Search Engine Marketing** – Using search engines to help connect users with the products and services they are most interested in. Companies can pay to receive preferential ranking in a list of search results.
- **Search Engine Optimization** – A free and organic way for companies to improve their visibility on search engines.
- **Social Media Marketing** – Using sites like Facebook and Twitter to connect with customers.

Types of Web Marketing

- **Email Marketing** – Communicating with customers through the use of carefully designed emails.
- **Referral Marketing** – Using internet channels to encourage consumers to recommend products to their friends and families.
- **Affiliate Marketing** – Working with other businesses to make it easier for consumers to shop for products online.
- **Inbound Marketing** – Boosting the value of a company's web presence by adding unique content like blogs, games, and tutorial videos.
- **Video Marketing** – Using web videos for promotional purposes.

What is SEO?

SEO is the acronym for Search Engine Optimization. It's the practice of optimizing websites to make them reach a high position in Google's – or another search engine's – search results. SEO focuses on rankings in the organic (non-paid) search results



Types of SEO (Search Engine Optimization)

- ❑ **On Page Optimization:** On page SEO refers how well the content of the websites are present to search engine. This is totally dependable to the content and design of the website. On page seo gets your site listed on search engine for some given keyword and can be improved by modifying the content of the website
- ❑ **Off Page Optimization:** Off Page SEO refers to your site's authority on the internet, which determines by your ranking and what other website say about your site. This is not affected by the content and usually takes some time to get improve

12 SEO Tips

1. Make the website about one thing.
2. Mention keywords where they matter most.
3. Link to internal pages on your site.
4. Use a permalink structure that includes keywords.
Eg: <https://yoursite.com/?p=12>
<https://yoursite.com/coolpage/>
5. Remove anything that slows down your website.
6. Use keywords in your images

12 SEO Tips

7. Link to other websites with relevant content.
8. Update your website frequently.
9. Make sure your website is indexed in search engines.
10. Have other websites link to you.
11. Stop changing your domain name.
12. Write like a human.

What is Google AdWords?

AdWords (Google AdWords) is an advertising service by Google for businesses wanting to display ads on Google and its advertising network. The AdWords program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords.



Basic Principles of AdWords

Basically you pick some keywords that a searcher might use on Google, then create an advert that will appear on the SERP based on those keywords, such as this...

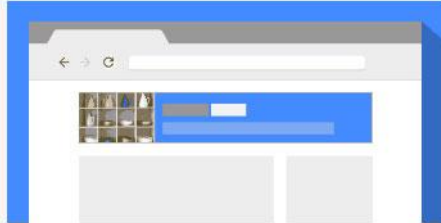
Bidding

You pay Google AdWords each time your ad is clicked. The price you're willing to pay for each click is called cost-per-click (CPC).

There is also another less common option called cost-per-impression (CPM).

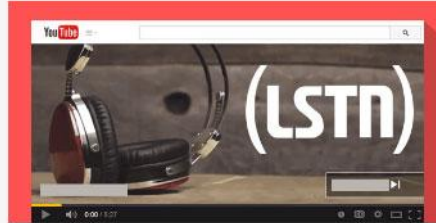
This is where you pay the search engine for every 1,000 times your ad appears on the SERP. The user doesn't have to click-through.

AdWords Features



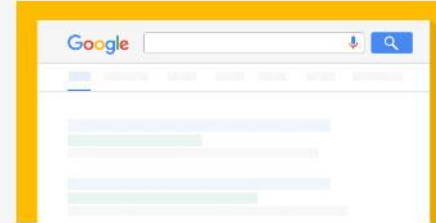
Display Ads

With text and banner ads across Gmail and a network of over two million websites and apps, your ad can show up where your customers are.



Video Ads

Your business comes to life in front of new customers on YouTube. It's a unique way to share your story.



Search Ads

Your ad appears next to search results on Google. Talk about good timing.



App Ads

Promote your app by running ads across the entire Google network – no design experience required.



Google Analytics

Google Analytics is a free Web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes.



Google Analytics

THANK YOU

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