



## Course Title: Digital Marketing

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# Lecture-1 Outline

## Introduction of Digital Marketing

- 1.1 What is Digital Marketing
- 1.2 How to Benefit a company by Digital Marketing
- 1.3 Types of digital marketing
- 1.4 Digital Marketing Student Learning Outcomes
- 1.5 What we need to know to learn Digital Marketing
  - 1.5.1 The Topics that will be included in the Basic Course
  - 1.5.2 The Topics that will be included in the Advance Course
- 1.6 Conclusion of Digital Marketing



## 1.1 What is Digital Marketing?

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Nowadays in a short time we reach millions of people with our brands by digital marketing. The cost of Digital Marketing is very relatively low.



## 1.2 How to Benefit a company by Digital Marketing?

Digital marketing has become famous largely because it reaches such a wide audience of people, but it offers a number of other advantages as well. These are a few of the benefits.

- **A broad geographic reach**
- **Cost efficiency**
- **Quantifiable results**
- **Easier personalization**
- **More connection with customers**
- **Easy and convenient conversions**



## 1.3 Types of digital marketing

There are as many specializations within digital marketing as there are ways of interacting using digital media. Here are a few key examples.

- **Search Engine Optimization**
- **Content marketing**
- **Social Media Marketing**
- **Pay-per-click Marketing**
- **Affiliate marketing**
- **Native advertising**
- **Marketing automation**
- **Email marketing**



## 1.4 Digital Marketing Student Learning Outcomes

### Communication:

Communicate clearly and effectively in both written, oral and digital forms to an intended audience using strategies and methods appropriate to professional life expectations. Students will demonstrate effective communication characterized by written work that is clear, organized, succinct yet exhibits depth of analysis and synthesis, and accurate in mechanics and documentation.



## Critical Thinking and Problem Solving:

Students will demonstrate critical thinking characterized by the ability to define business problems with the evidence available, discern fact from opinion, determine underlying causes, and formulate and evaluate potential solutions. Students will identify and implement best practices in business for planning, decision-making, problem-solving, and conflict management within an ethical framework.



## Leadership and Team Collaboration:

Student's leadership skills will be evidenced in taking initiative, communicating objectives, building agreement, ability to change and motivating team members to perform. A key ingredient in the student's development of leadership and teamwork skills is self-assessment; therefore, students will assess their own leadership style, strengths, and areas for improvement. Students will show effective group collaboration by making material contributions to group projects, demonstrating responsiveness and availability as a team member, communicating clearly and effectively, exercising leadership where appropriate, and demonstrating collegial behavior appropriate in professional relationships.





## Comprehension and Application of New Media:

Students should demonstrate their understanding of the various new medias such as; social media, mobile technology, web analytics, search engine optimization, viral advertising. As well as be able to express ideas and concepts through the development and creation of digital content for effective marketing by implementing and assessing strategies for social media, designing and evaluating the effectiveness of interactive web sites and analyzing digital marketing strategies through SEO, PPC, UX to increase web traffic flows, enhance visibility, increase consumer satisfaction and response rates.



## Synthesis and the Foundational Knowledge of Business Disciplines:

Students will demonstrate a solid understanding of core business principles in the primary areas of digital marketing, web technologies, new media and management, as well as the interconnectedness of these disciplines in the running of an organization. Students will be assessed in the form of strategic plans and tests that employ strategic thinking, visioning and the development of strategies intended for organizational improvement and growth within a global environment.



## Digital Ethics:

Students will recognize ethical and moral issues, identify needed actions, and demonstrate the moral courage to implement them. They will also review questions of ethics, privacy issues with social media, conflict, and citizenship to frame understanding of digital marketing. They will embody integrity in their work and actions, honor confidentiality, articulate the integration of their faith and understand and follow generally accepted codes of conduct in the field of marketing and in business.



## 1.5 What we need to know to learn Digital Marketing?

We usually do marketing work in two ways such as: 1. Free marketing and 2. Paid marketing. Based on this, I have divided my Course into two parts. Basic Course (Free Marketing) and Advanced Course (Paid Marketing and others).



## 1.5.1 The Topics that will be included in the Basic Course.

- Facebook Marketing
- Product Description Writing
- Post Banner Create
- Facebook Business Page Create
- YouTube Marketing
- LinkedIn Marketing
- Instagram Marketing
- Twitter marketing
- Classified Ads Posting
- Social Bookmarking
- Blog Commenting
- Lead Generation
- Quora Marketing



## 1.5.2 The Topics that will be included in the Advance Course.

- Google Top Ranking
- Website Create
- E-commerce Website Create
- Shopify Website Create
- On Page SEO for Website
- Off Page SEO for Website
- YouTube Channel Create
- YouTube Video Create
- On Page SEO for YouTube channel
- Off Page SEO for YouTube channel
- Adobe Photoshop
- Adobe Illustrator



## 1.6 Conclusion of Digital Marketing

Conclusion of digital marketing: New technologies in digital marketing have moved a great deal. The market approach has also evolved with the rise of new technology. Digital marketing has a number of advancements and improvements in its strategy. Customers and marketers need to learn about the pros and cons of digital marketing to get the best out of it.