
Digital Marketing E-Book

2018 Edition| Overview| Myth Buster| Social Media Craze



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Digital Marketing in 2018

Digital Marketing has been in the Marketing scene from quite long but not everybody could see it. Lets understand :

What is Digital Marketing?

Simply, Digital Marketing is promoting a product or service using the online tools like Google, Social Media and Blogs. We follow a simple formula in case of marketing activity that "BE WHERE YOUR CUSTOMER IS". If current trends and statistics are to be kept in mind, our customer is using internet and we have to be there to succeed in our Marketing Goals.

Wikipedia explains it like this: **Digital marketing** (also known as **data-driven marketing**) is an **umbrella term** for the **marketing** of products or services using digital technologies, mainly on the **Internet**, but also including mobile phones, **display advertising**, and any other digital medium.

As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Integration of Digital Marketing with A.R (artificial intelligence) and VR (augmented reality) is being experimented like never before. You must watch Coca Cola's Bus Stop Campaign where they used A.R to engage customer like never before.

Digital Marketing Myths in 2018:

While being in the industry for quite long, I have observed that organizations are adopting the technology with all the enthusiasm.

But just like all things wonderful, some aspects of Digital Marketing are shrouded in myth and misconceptions perpetrated by detractors who really don't know any better. Many who have led to believe in these myths continue to grope in the dark, missing the vast opportunities available to them through Digital Marketing.

Myth No.1: Digital Marketing is Not a Significant Part of a Company's Business Strategy

Some businesses treat Digital Marketing as a “white elephant” or “nice to have” office decoration that would really not impact the company's overall business strategy. Contrary to this belief, Digital Marketing should be a fully integrated part of a company's overall business and marketing strategy. It is the company's door towards expanding and reaching out to a wider online audience.

Digital Marketing performed with the company's website as central hub is the company's main window of interaction with a continuously growing number of online customers. As more and more people go online searching for information about products or services or engaging in the social media sphere, a company's presence online can spell the difference between future business success and failure.

Myth No.2: Digital Marketing Can Only Be Successful with Very Large Website Traffic

A large amount of website traffic can of course open the doors of your business to a larger number of potential customers, but it doesn't mean that each of these website visitors can convert into a paying and profit-generating customer. The key to effective Digital Marketing is quality not quantity, particularly in attracting the right kind of website visitors.

It would be to the greatest advantage of a particular business to have only 100 website visitors where most would convert into paying customers, instead of getting thousands of traffic that do not generate any profit at all. Digital marketing is focused in attracting targeted website visitors that are looking for the products and services that you offer.

Myth No.3: Creating a Website is enough for Digital Marketing

Many business owners believe that simply putting up a website is enough to make a strong online presence and have flocks of potential customers visiting their pages. There is no need to update its content on a regular basis. However, the Internet and the online marketing arena is a constantly evolving and very dynamic marketplace where people seek the latest information of what they need. A website with static content that was updated several years ago will most likely not attract the right kind of visitors that bring results – or not attract any website visitors at all.

Myth No.4: “My Competitors are not into Digital Marketing, so Why Should I?”

This is the kind of business owner who believes in not taking action until their competitors show signs that they do. Many are also complacent, believing that their current customer roster will continue to patronize their businesses through traditional means and channels. A business owner with this kind of mindset will definitely be left out in the playing field by competitors who have launched extensive Digital Marketing campaigns. They'll surely miss out on a large number of potential customers who have already taken on the digital and online route for finding products and services.

Myth No.5: Any Content Will Make My Website Good

Success in the Digital Marketing playing field is not a matter of creating the highest number of content and spreading it out to as much people as possible by any online means. There is a possibility that such practices will only do more damage than good, particularly if the content created or used is not relevant to the recipient's needs.

Good Digital Marketing process involves the creation of good, high quality content that is relevant to your targeted audiences' needs. High quality content will attract more website visitors and if they like what they see, will stay longer and come back for more. Not only that, search engines also love high quality and original content, according more credit and respect to the source website, ranking them higher in search engine results in turn – attracting even more targeted visitors.

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Myth No.6: My Industry is too Boring for Traditional Digital Marketing

Almost anything can be found in the Internet, including what others may see or perceive as “boring” industry niches. Each business niche has its own set of targeted customers and with more and more people going online, chances are many would be looking for your products or services offered – even if they seem “boring” to non-customers.

Myth No.7: SEO is Dead

There are a lot of rumors going around that SEO is dead, when in fact it is very much alive and kicking. Even with the strong emergence of Social Media, search continues to dominate the main sources of web traffic. Most online users are using and will continue to use search engines whenever they need information about a brand, product or service. Digital Marketing plays a major role in ranking higher in these search engine result pages – bring your business closer to your targeted customers.

Myths have been in existence for quite a while and continue to proliferate even in this modern and highly inter-connected marketing world. It is a good thing that gathering information at this day and age is so much easier than ever before, giving consumers the tools and information they need to verify fact from myth.

Social Media Craze

What's Beyond Posting Pictures and Posts.

Social media took over everybody's social life when Orkut came into existence in 2004. With its picture and status posting features, it became instant rage among the youth. Other followed the suit, and soon after Mark Zuckerberg, a student at Harvard launched Facebook and what happened next is a history. Orkut died, Facebook persisted and today we have more platforms to rely on.

But there is much beyond just spending time with peers and relatives. Have you ever thought why creating profile on these platforms is free?

There is a multi billion dollar advertising business that is the back bone of the companies offering you free services. Here comes the real secret, keep it to yourself. Shh..!

As a marketer, I follow that simple principle to be where my customers are. So here I am promoting my brand on Facebook, Instagram and everywhere my customers are spending time on. I pay to social media platforms for the same.

You can learn more about this with our amazing Advanced Digital Marketing Program at PACE CAREER ACADEMY.

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Social Media Marketing Statistics in General

1. Online adults aged 18-34 are most likely follow a brand via social networking (95%).
2. 71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others
3. 2.56 billion global mobile social media users, equaling 34% penetration; globally with 1 million new active mobile social users added every day
4. 96% of the people that discuss brands online do not follow those brands' owned profiles.
5. Visual content is more than 40 times more likely to get shared on social media than other types of content.

Facebook

6. In 2015 Facebook influenced 52 per cent of consumers' online and offline purchases, up from 36 per cent in 2014
7. 4 million of those businesses pay for social media advertising on Facebook
8. There were over 4.4 million videos uploaded directly to Facebook in February 2016, generating over 199 billion views
9. Only 20% of Facebook posts generate an emotional response while no ads did
10. The best time to post on Facebook is 3:00 p.m. on Wednesday. Other optimal times include 12:00–1:00 p.m. on Saturdays and Sundays and 1:00–4:00 p.m. on Thursdays and Fridays.

Instagram

15. Top brands on Instagram are seeing a per-follower engagement rate of 4.21% which is 58 times higher than on Facebook and 120 times higher than on Twitter

16. Media brands are the most active whereas business services, financial services, and fast moving consumer goods have the lowest percentage of brands represented on Instagram.

17. 90% of Instagram users are younger than 35

18. Products were the top content types for the top 200 global brands in terms of engagement, at 60% in 2015 beating lifestyle category by over 20%

19. Posts tagged with another user (56%) or location (79%) have significantly higher engagement rates

Youtube

20. There are 1.5 billion logged-in Youtube monthly active user.

21. In 2015 YouTube posted the figure of 40 billion all-time views for branded content.

22. More than half of YouTube views come from mobile devices and the average mobile viewing session lasts more than 40 minutes.

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Thank You So Much!

Thank You! for taking out time to read this E-Book.

Still, there must be few doubts left regarding the industry.

No matter if you are a student, or a business owner, I would be glad to share more knowledge with you.

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