DIGITAL MARKETING



The Best Principles and Methods of Marketing on the Internet

ENGLISH EDITION

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Introduction

My name is Asim Safeer, and for the past 7 years I have been providing my services on the internet as a freelancer, and on the very platforms where I myself work, in the light of my personal experiences I am bringing my experiences and knowledge to you in the form of books. This is my tenth book, which has been written on digital marketing — how we can do marketing on the internet by keeping certain methods and principles in mind. Before this, I have written 9 more books, at the top of which are:

Amazon Virtual Assistant ▪ Online Business ▪ Content Writing ▪ Forex Trading ▪ Daraz E-Commerce ▪ Blog Writing ▪ YouTube Studio ▪ Amazon Private Label

What Is Digital Marketing?

In today's modern era, technology has made man's work very easy. Now doing business and earning money is very easy, but for this it is very necessary that you have digital skills, using which you can do business sitting at home and create a good income for yourself. After reading this topic, your knowledge regarding digital marketing will increase to a considerable extent. Digital marketing is spreading and growing rapidly; every day, new studies and reports fully reflect this trend. The world's leading authors and bloggers are writing swiftly on the latest marketing techniques, and some are even dedicating their lives to understanding and explaining these highly in-demand techniques.

Earning money from digital marketing or running a web platform is neither easy nor difficult. For this, consistency is the first condition.

Section 2

Because only focusing on your own work is not enough; rather, in the digital world, keeping an eye on your competitors' performance is also considered the key to success.

According to Pakistan Telecommunication figures, the mobile reach in Pakistan is up to 160 million people, while the number of 3G and 4G users is close to 73 million, and the total number of broadband users is 75 million.

And how many of them are inclined towards digital marketing or earning online is also difficult to tell. Because most of our people's inclination is only towards passing time, not towards the positive use of the internet.

In this book, you will learn about digital media in detail, and you will learn how you can earn money from digital marketing by making positive use of the internet.

Section 3

Digital marketing is also called online, web, or internet marketing. The business or marketing that is done with the help of the internet using digital devices such as a computer, laptop, mobile, etc., is called digital marketing. In this, we can sell our products through our website or through social media. Many big e-commerce websites, for example Daraz, Amazon, Flipkart, and Alibaba, earn income by selling on their websites.

What Is Necessary to Learn to Become a Digital Marketing Expert.

To properly understand digital marketing and to take a bird's-eye view of the internet world, you will have to sift through hundreds of blogs and participate in events happening around the world, and in all of this you will have to spend a lot of time and money. Many companies have neither the resources nor the capacity for this. However, in this regard, if you gain command over four leading topics, it will not only increase your awareness, but your income can also increase. The question arises: is there any method through which the most suitable topics can be understood in order to lift one's business up the ladder of progress? The answer is, yes!

The digital marketing team of Deteer Vent Regional Chapters spent a lot of time on the internet and listened to the leading conversations held regarding marketing, and revealed the most discussed topics among them. Professional and sensible business people can learn a lot from these topics. The biggest digital topics of the past year are as follows:

The New Facebook Algorithm.

Some time ago, Facebook changed its new feed algorithm, which enraged the digital world. Some bloggers believed that this was merely a trick to earn more dollars through advertisements, while others praised this change, that because of it more meaningful and engaging content came forward. Almost every blogger has commented on the new algorithm and the change that came because of it, and keeps an eye on these changes of the social network that keep happening with the temperament of the future.

Online Reputation Management.

Online reviews have been influencing people for decades. Ever since the internet began, people have been rating their purchases on companies' websites, in chat rooms, on forums, or on early social networks. But now, online reviews are being used in a more organized and widespread manner — that is, in a way that was not happening in the year 2000. Now, before buying anything, 92 percent of consumers read online reviews, and this number keeps increasing every year. Similarly, 40 percent of consumers make up their mind about a product or a company. This principle applies to Business-to-Business (B2B) or Business-to-Consumer (B2C) companies; this means that now all industries will have to think about their online reputation.

Influencer Marketing.

By influencer is meant that any famous personality or celebrity advises people to use your product. This trend has been made even more popular by Instagram, Snapchat, TikTok, and YouTube. It is also effective because on these social networks, millions of followers of any celebrity get influenced and definitely try to test or buy the recommended product, but there are still many companies that do not try to adopt this kind of marketing and have adopted traditional methods. If you think that what celebrities say does not affect people, then look at the effect of one tweet by Kylie Jenner, which she made about Snapchat's struggle.

Investment in Digital Marketing.

It is obvious that if you have read and understood the above three digital marketing topics anew, then inevitably you have to invest on these very three fronts, which receive a lot of attention. However, it is important to keep in mind that for a single individual, it is very difficult to maintain the online reputation of their big business, to organize a network of influencers, and to stay aware of the brand-new changes happening in social media algorithms. In any case, whenever companies have to invest in social marketing channels, they will have to keep these options in mind. Marketing agencies provide full digital marketing management packages so that companies do not face the difficulties of online business, while on the other hand, companies can assign this responsibility to one of their own employees or an intern for digital promotion, to keep an eye on it.

Digital Marketing Tools.

Canva.

Digital Marketing agencies not only need to use good language, but they also need to create beautiful visuals to attract their audience's attention towards themselves. If they want to increase brand exposure, Canva is a simple image-making tool that will add color to your social media marketing campaign through beautiful creations. There are many social media platforms such as Facebook, Instagram, and Snapchat. On famous platforms like these, photos and videos are extremely influential. As a result, marketing teams are often put under pressure to prepare beautiful visuals and graphics to attract attention and increase brand exposure.

Moz.

Moz is such an SEO pack which is a wealth of useful features for Digital Marketing agencies and online marketers. From site audit, to keyword rankings, to a website's successes or failures (with the help of metrics and data) — it is very good for you, an online marketing tool which is also easy to run, provides live training, and is used to understand and improve expertise. It is SEO.

Post Planner.

Planning your entire social media calendar can become a headache for you, especially if you constantly want to publish fresh content on your social profile so that as many people as possible can get your attention. This is where Post Planner helps you. It includes an intuitive post scheduling tool, in which social media marketers are allowed to post in the most effective manner possible, so that it can be guaranteed that the most effective content has been posted at the appropriate time.

Social Draft.

Social Draft is an Instagram marketer's best friend. This platform automates Instagram conversations, which helps in growing the account in an orderly manner. Users only need to provide Social Draft with information about Instagram followers, and this platform will use machine learning to engage users through likes, comments, and follows.

Nimble.

As soon as your customer list grows, a powerful CRM is needed to automate data management. To give you the most accurate information, it automatically connects your team's Google Apps or Microsoft Office 365 email, calendar, contacts, and social interactions. Mixing social profiles and having business insight on people and companies, forming segments and reaching people accordingly — Nimble does all this work for you, so that you can do online marketing in the right way.

Animoto.

Animoto is another media editing tool that helps in making videos. If we talk about social media tools, Facebook, Twitter, and Instagram have the biggest names. On these media tools, videos are shared the most, and if you are unable to make good videos, you can do this work with the help of Animoto. Remember! You will have to repeatedly put such images, posts, and videos on online media with the help of which you can attract their attention towards yourself.

Insta Plush.

It is very important to have amazing images along with high-quality text content. Insta Plush provides an excellent database of images which you can use with your publications; it also cannot be denied that a good picture has its own separate importance. Every picture has been tagged appropriately so that you can find the most suitable picture for your post.

Social Report.

Social Report is a great social media management tool that enables you to organize wide-ranging social media profiles in one place. Social Report also includes other features such as social automation, smart social inbox, and conversion tracking, which make Social Report an excellent tool.

Analyze your online marketing (Digital Marketing) campaign through Social Report; easily access all your social data from one place. It provides you the opportunity to engage with your audience quickly and easily. Compare network performance and understand the effects on your social media business, and accordingly do online marketing easily.

What Is Marketing?

You went to a party; there you saw a beautiful girl. You went to her and said, "I am a very rich man. Marry me."

This is called "Direct Marketing".

You went to a party with a few of your friends; there you saw a beautiful girl. One of your friends went to that girl and, pointing towards you, began to say, "He is a very rich man. Marry him."

This is called "Advertising".

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You went to a party; there you saw a beautiful girl. You went to her and asked her for her phone number. The next day you called her and said, "I am a very rich man. Marry me."

This is called "Telemarketing".

You went to a party; there you saw a beautiful girl. You got up from your seat, straightened your tie, ran your hand through your hair, then reached close to her and made a drink and offered it to her. You opened the door for her; she deliberately threw her purse down; you quickly picked it up and returned it to her, offered her a ride, and said, "By the way, I am a very rich man. Will you marry me?"

This is called "Public Relations".

Section 20

You went to a party; there you saw a beautiful girl. She comes to you and says, "You are a very rich man."

This is called "Branded Product".

You went to a party; there you saw a beautiful girl. You went to her and said, "I am a very rich man. Marry me." She turned around and delivered a stinging slap on your cheek.

This is called "Customer Feedback".

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You went to a party; there you saw a beautiful girl. You went to her and said, "I am a very rich man. Marry me." In reply, she introduced you to her husband.

This is called "Demand and Supply Gap".

You went to a party; there you saw a beautiful girl. You went to her and, before you could say that I am very rich, marry me, she turns and looks towards you. Oh, this is your own wife.

This is called "Competition which is eating your share from the market".

Difference Between Marketing and Advertising.

Definition of Marketing.

It is a long-term business activity, which starts from market research to customer satisfaction. Marketing is an important activity which is not about the promotion of all products; rather, its purpose is to understand market conditions, identify customers' needs, design the product according to the need, choose the best media to promote the products, advertise it through various channels, determine the price, distribute and sell the product, create public relations, and provide after-sales service to satisfy customers. In short, marketing is a promotional process of bringing the right product to the right market at the right price for the right people. Marketing is how effectively you describe the value of your product or services in order to influence customers so that, in the end, they buy it.

Definition of Publicity or Advertising.

Advertising is a part and the most expensive of the marketing process. It is a monopoly activity whose purpose is to attract as many people as possible towards a product or service. It is a technique through which a message can reach a large number of people in seconds. Therefore, a company uses it to promote its products or services in order to attract customers' attention towards itself. Advertising can be done through various channels such as radio, television, website, newspapers, magazines, journals, hoardings, banners, social media, sponsorship, posters, banners, neon signs, etc.

Advertising can be done to promote a product or service, or to provide some relevant information or opinions or public notices. This creates awareness among people about various products, meaning people can easily identify what to eat, wear, use, etc. They can also easily classify between true and false (misleading) people.

Some Differences Between Marketing and Advertising.

Advertising is marketing, but marketing is not advertising. Product, price, promotion, place, people, and process are the six important aspects of marketing. The biggest aspect of publicity is promotion. Marketing is done with the intention of increasing sales, whereas advertising is done for the purpose of winning customers. Marketing is focused on making a market for the product and building reputation, whereas advertising is focused on gaining people's attention. Marketing is a long-term process. On the other hand, advertising is a short-term process.

Similarities.

The main purpose is to increase sales.

To promote the product.

Explaining the value of the product or services in order to target consumers.

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In a business context, marketing and advertising are very big terms which are used many times in many places. Therefore, it is necessary to understand the difference between the two. After reading the excerpt of this article, if you still have some doubts, then you can understand it with an example: marketing is pulling customers, whereas advertising is attracting them.

Importance of Marketing and Research.

If you are the owner of a company or the head of a department, the company depends on your decisions. That is why you know very well that for the survival of any company and for it to be profitable, it is essential that its policies be reviewed from time to time; otherwise, in case of loss, the company can even go bankrupt. New measures are taken to make the company financially strong. In such a situation, the marketing department in any company holds extreme importance, which, working tirelessly, keeps striving all the time to increase its company's income.

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For which they try to provide them with things that are good and beyond the promise, and because of this a good relationship of theirs is established with the customers.

A person doing marketing should, for the development of the company and the brand, hold discussions with customers, distributors, dealers, and suppliers and build good relationships, through which his network in the market will become strong. While making anything, care should be taken that the one who uses it can also easily buy it.

Conclusion

I hope that you will have learned a lot from this digital marketing book of ours; by adopting these methods and principles, you can make a good place for yourself in digital marketing.

We also have ▪ Amazon Virtual Assistant ▪ Digital Marketing ▪ these 2 courses are also conducted online at a very low price, with full guarantee and satisfaction, after doing which you will earn online from the internet, God willing. For course information and registration, contact on WhatsApp right now.

Coach: Asim Safeer

Allah Hafiz

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Important Topics in This Book

- What Is Digital Marketing?
- The New Facebook Algorithm
- Influencer Marketing
- Marketing vs Advertising
- What to Learn to Become an Expert
- Online Reputation Management
- The Best Digital Marketing Tools

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