Introduction to Digital Marketing
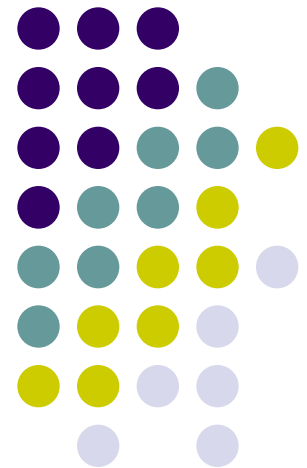
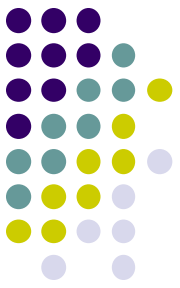By

Adhang.com

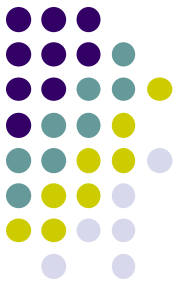Introduction to Online Digital Marketing

Contents

Legal and Disclaimer Notice

- You are free to share this e-book to friends, fans, colleagues, followers, etc.
- You are free to put this e-book in your news letter or add it to your membership website, or system (be it free or paid).
- You are free to distribute this e-book.
- You are not permitted to change "About AdHang detail", edit, or insert a link in this e-book.
- This e-book is for information purpose and not intended for legal advise and you are to consult your legal adviser.
- AdHang has good intention of writing this e-book. However, AdHang cannot be liable for any misinterpretation or action you take as a result of using this e-book.

Adhang.com

Tweet this ebook
Share this on Facebook

Introduction

Internet as a medium has come to stay, people use internet from communications to shopping for various needs. Companies, organizations, and institutions are beginning to harness internet to achieve their numerous objectives.

Marketers need to understand what digital marketing entails in order to satisfy many marketing objectives at any given time. This is the essence of this e-book, **Introduction to digital marketing** to explain various areas of digital marketing one by one. This e-book will help your company, organization, or institution to have a balanced knowledge of digital marketing.

Everything necessary in digital marketing are listed and explained in this e-book, such as components of digital marketing, tools used in digital marketing, objectives of digital marketing, what digital marketing can do, promotional elements applicable in digital marketing, and finally listing digital marketing glossary of terms (Jargons).

Internet is just like any other form of medium that can be used to reach target audiences in order to market and advertise products, services, ideas, etc.

Let's start.

Components of Digital Marketing

Digital marketing has six components, they're: online content marketing, social media marketing, influencer/affiliate marketing, search engine marketing, internet display ads, and mobile marketing.

- **Online content marketing**

Online content marketing is a component of digital marketing that focuses on creating contents such as articles, info graphs, videos, slide presentations, blog's posts, photos, and so on.

- **Social media marketing**

Social media marketing focuses on marketing your products/services via social media platforms, there're sponsored contents, display ads, etc.

Some categories of social media are:

Social networking, e.g. facebook, cokoyes.com; wikis ,e.g. wikipedia.org; news aggregator; forums, e.g. cokoye.com, photo share, e.g. flickr, instagram; and file sharing sites, e.g. slideshare.

- **Online affiliate marketing**

Online affiliate marketing is a branch of digital marketing that allows you to have other websites' owners and internet users advertising and promoting your products and services, and get paid a commission whenever a sale is made or particular action is performed by the user/person they refer through their affiliate links. There is also an angle in this component that is called influencers marketing.
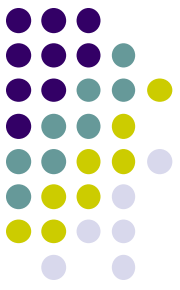
- **Search engine marketing**

Search engine marketing is a component of digital marketing where a message, advert or content is displayed and shown on search engines. There're paid and organic search.

1. A paid search: paid search adverts are displayed on top, beside and bottom of searches.
2. Organic search: organic search is that result you get whenever you perform a search in search engines using keywords. Organic search is achieved faster mostly by SEO (search engine optimization). In search engine optimization there're "onpage" and "offpage" optimization.

- **Internet display ad**

Internet display has:

1. Banner exchange : this has to do with exchanging your banner with another website's owner.
2. Sponsored banner: paying for banner placement on a particular website, e.g. www.cokoye.com allows you to pay for banners to rotate all over the community.
3. Contextual ads : contextual ads are displayed when particular keywords are searched in search engines, and whenever there're contents that match what you're selling or marketing.

 Also, on internet display ad, there're "above the folder " and "below the folder" display ads.

- **Mobile marketing**

Mobile marketing is a component of digital marketing that focuses on mini devices, such as tablets, mobile phones, feature phones, etc. This is often carried out using optimized mobile landing pages, applications, QR (quick response codes), text message, etc.

Each of the components above has strategy, techniques, and options to effectively maximize their impact to digital marketing objectives and goals.

Digital Marketing Channels/Platforms
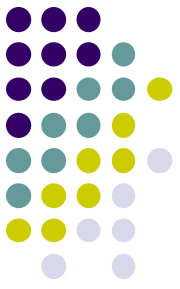
Digital marketing has channels/platforms, depending on your target audience, this will determine where, how and which digital marketing platform to use.

There're thousands of digital marketing platforms out there . Examples of platform are:

www.cokoye.com African open forum where Africans and people interested in Africa discuss issues online.

www.facebook.com general social networking website.

www.cokoyes.com African region social networking website.

www.perfectvisualhost.com for website hosting, web address, and web design solutions in Nigeria.
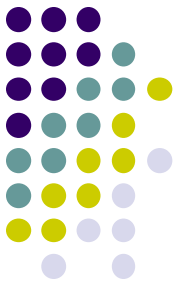
www.adhang.com digital marketing agency in Nigeria, west Africa.

www.africatopforum.com where buyers and sellers meet, and much more.

When it comes to platforms is important to say here that popularity doesn't mean effectiveness. The vital issue in digital marketing is performance and conversion (this is what helps you maximize your digital marketing spending and gives you good return on investment). Your competitors using a particular platform doesn't necessary mean they know what they're doing.

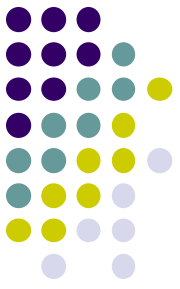This is main reason you need to measure, monitor and constantly evaluate many digital marketing metrics to ensure that results are consistent with company's objectives. This is where hiring agency like us Adhang.com becomes a good decision, especially if your target audience is Nigeria, or Africa's continent (being the region AdHang is located).

Adhang.com

Tweet this ebook
Share this on Facebook

Digital Marketing Tools

Digital marketing has tools that are used in carrying out its various platforms and components' strategies. Listed below are major digital marketing tools:

- Article
- Press release
- Application
- Video
- Blog
- Whitepaper
- Internet presentation
- Report
- Case study
- Image/photo
- Website
- E-book
- Banner
- QR (quick response codes for mobile marketing)
- Info graph
- Email
- System/device (feature phone, laptop, desktop, tablet, etc)

- Podcast
- Text message
- News letter

Needless to say, there must be a digital marketing plan. [Online media marketing planning](#) is important in digital marketing, just like any other marketing medium. Before planning, you need to know what the organization wants to achieve, and then think of how, when and where - to increase sales, educate the audience, increase leads, brand awareness, etc.

Planning will enable you to have an organized and well written digital marketing blueprint that will guide the spending and direction of all the campaigns .

Download AdHang's digital marketing plan template, go to the template link
https://www.adhang.com/digital-marketing-plan-template-straight-to-the-point/.
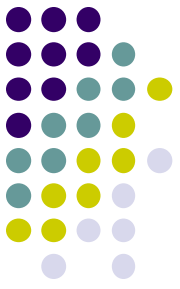
- **Objective and goals:** you should have objectives and goals you want to achieve in your digital marketing at any given time. This will be the reason behind company's digital marketing campaigns.

- **Strategy:** to achieve the goals, you need strategies. Whether you call it strategy or not, this will be methods(ways, steps, or routines) you need to take or use to achieve your goals.

- **Tactics:** to carry out your strategy in digital marketing tactic is vital. Good news is the template above and e-book below will help you. You can download AdHang's e-book "Digital Marketing Planning and Strategy" The e-book is written to help you plan and execute effective digital marketing campaigns.

Download digital marketing planning and strategy [e-book here.](#) This e-book will help you position your company in digital space. It's written using a balanced digital marketing method.
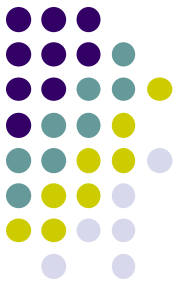
Some of Things Digital Marketing Does

- Create awareness: digital marketing can help you create awareness for your products, services, program, etc. This is done using various digital marketing components and strategies, therefore awakening the interest of the populace or consumers.

- Information: digital marketing can help you to inform and educate your target audiences or consumers on any given issue important to the company or organization. Most people go online to learn; digital marketing lets you provide information for people online.

- Persuasion: persuasion is one of ways digital marketing can help you. You use digital marketing to persuade a particular group of people or masses to agree/accept or patronize whatever the company or organization wants.

- Promotion: promotion is one of major things digital marketing can help you do. Digital marketing can help you promote anything by employing promotional elements online, such as direct marketing, publicity, advertising, public relation, etc. Promotion is common usage and help of digital marketing.

- Goodwill: digital marketing can help you portray and spread your good will message via internet to the masses or target audience.

- Increase popularity: digital marketing can help you increase popularity of any idea, endeavor, and brand via internet. Most of digital marketing activities, strategies and tactics are targeted at increasing popularity.

- Build or repair public opinion: digital marketing can help you build or repair public opinion on a given issue. This is common among public figures such as politicians, government's office holders, etc. Digital marketing is mostly used in this regard to portray good image of the personality or correct wrong impressions.

- To project goodwill: digital marketing helps organizations, associations, and institutions to project goodwill by showing the populace what they have done or doing to make the society a better place, such as life improvement project, donation to charity, etc.

Promotional Elements Digital Marketing Employs:

Marketing in general has 8ps (product, place, price, promotion, process, physical evidence, people, and partnership). All these 8ps have their various elements; our concern is the promotion. In digital marketing, following promotion elements are applicable:

- Direct marketing: email, sale's article, chat, etc.
- Publicity: review by internet writers (the success of a PR campaign is measured in terms of impressions—the number of times a company is mentioned in on the internet, there're tools out there to track this).
- Public relation: press release, video news release (VNR).
- Sponsorship.
- Word of mouth: social media mentioning, e.g. users mentioning you/your organization in www.cokoyes.com African region social networking site, etc.
- Advertising.
- Guerrilla marketing: an unconventional passing of information, e.g. human billboard, tricking online users to install malwares that will later start popup adverts in users' machine, etc.
- Product placement: paying sites' owners to include a product or service prominently in a site such as forum's threads, news portal, e-marketplace, etc.

Digital Marketing Objectives
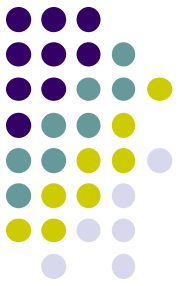
Digital marketing just like any other endeavors and services has objectives it's designed or created to achieve. Below objectives may not be the complete list, but will go a along way to educate you about digital marketing objectives and how digital marketing can help you.

Objectives of digital marketing

- Increase a sale: digital marketing can help you to increase sales by stimulating demand for a given product or service, by clearly targeting digital marketing campaigns to particular groups or customers who are likely to buy or subscribe.

- Inform consumers about change(s) in a product: informing consumers about a change in products is one of digital marketing objectives. Whenever there is a change in product (product rename, new feature, or whatever), digital marketing can be used to inform the consumers about the change.

- To compete: another objective of digital marketing is to compete, many companies and organizations reason for digital marketing is to compete. It could be for keeping service in the minds of consumers, buyers to give preference to a product over rivals, etc. This is applicable too to political parties as political parties compete against opposition parties, and government competes against ignorant of the people on an issue, etc.

- To create awareness to new variety of product: when a company or organization newly creates multiple products or services, digital marketing is used to let the target audiences or consumers know the different options and what each can do for them. This will enable the target audience to make a good decision on which of the varieties suits their needs.

- Introducing a new product to the market: introducing a new product or service to the market is one of objectives of digital marketing. Companies and organizations use digital marketing to let the target users know what the new product/service is, what it can do for users/consumers, how it will be beneficial to their wellbeing, etc. This is also applicable to government as government can let the populace know a new law, upcoming projects, and programs to the masses via internet.

Final Note
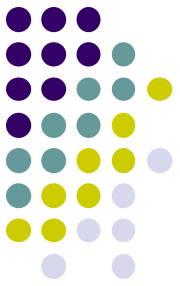
Internet is driven by different technologies, ideas, countries around the world, cultures, and people as a result is a dynamic medium, what works today might not work tomorrow.

Many online platforms have come and gone, some software and tools that used to be effective in digital marketing aren't effective any more today (this is main reason software and scripts links are not mentioned in this e-book). This dynamic nature of the industry also affects tactics and ways of executing digital marketing campaigns.

What these are suggesting are that companies and organizations need to be up-to-date in digital marketing activities, data and metrics. Better still, hand over digital marketing to up- to-date digital marketing experts, company, or agency such as Adhang.com.

If your target audience is Nigeria, any country in Africa, or entire Africa' continent, AdHang will be pleased to have you as a client; work with your organization, institution or company to achieve its digital marketing objectives and goals.

Online advertising platforms terms of services differ from platform to platform, countries of the world differ from types of adverting that is legally acceptable, etc. You must factor all these, and work following digital marketing best practice and standards.

Digital Marketing Glossary of Terms (Jargons)
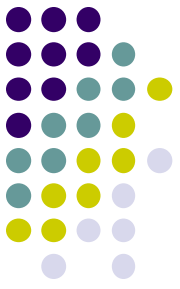
Just like any other field out there, such as medical, education, legal ,etc. Digital marketing has its jargons, terms, or languages.

Listed below are some of them:

- **Geo-targets**

Can be local or metro, regional, or you can even place your ads on sites that are national in scope.
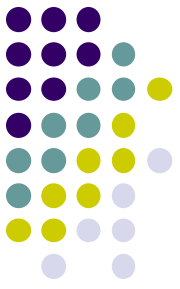
- **Site specific targeting**

Your ads will be displayed on highly-recognized or relevant niche sites with this strategy. This is a very cost effective method for gaining maximum visibility building your brand on popular sites.

- **Behavioral targeting**

This technique targets your advertisements to people who have shown online behaviors and interests that are relevant to your business. It ensures that your ad dollars are directed towards sites that drive the best quality visitors.

- **Remarketing**

The remarketing technique targets your ads to valuable prospects that have shown an interest in your brand by already having visited your landing page or website. Essentially, it familiarizes your brand with interested site visitors and can entice them towards the purchasing phase.

- **Retargeting**

This combines two advanced targeting technologies: 1) Search Retargeting – targets prospects by showing your display ad to consumers how have searched for your keywords; and 2) Site Retargeting – targets consumers who have already visited your site and your ad is shown to them repeatedly as they surf.

- **Blog**

This is common parlance for weblog, a kind of website or component within a website whereby an individual may post journal entries which are then viewable by visitors to the site, ordered from the most recent to the eldest entries.
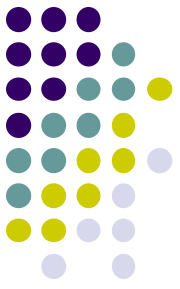
- **Browser**

This is kind of client software with which a user can access resources on the internet, and which renders the markup language as the web page seen by the user. Although all browsers perform the same basic functions, additional capabilities vary widely from browser to browser. The most common browsers in use today are Microsoft's Internet Explorer, Netscape, Mozilla's FireFox, and the much respected Opera. Safari for the Macintosh has also quickly become a favorite amongst Apple users.

- **Business Hosting**

This is hosting that provides for a range of features and a level of performance and reliability that is suitable for commercial websites, such as online stores or corporate sites.

- **Flash**

This is a multimedia format and application created by MacroMedia, now owned by Adobe. Flash allows a person to create highly functional and visually appealing web content, and has become the standard format for such content. It is known to be rather difficult to learn, but its capabilities are impressive. It provides capabilities for audio, video, streaming, and vector animations, and is able to communicate with PHP and with databases, allowing for dynamic content.

- **HTML (HyperText Markup Language)**

This is the standard markup language used in web pages. HTML contains the text of a web page, as well as an extensive range of code which instructs the browser as to how the web page should be displayed, such as the color of the text, the background image to be used, tables, hyperlinks, and the like.

- **IMAP (currently Internet Message Access Protocol**)

This is a remote mail box protocol, which is much more advanced than the much more common POP method of retrieving email. It provides advanced capabilities and a wealth of functions not supported by POP, but has not caught on yet with most internet users.
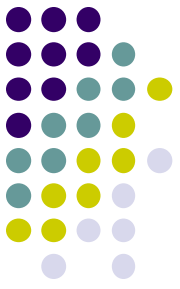
- **IP Address**

This is a numeric address which identifies a particular resource on an IP network such as the internet. The format of an IP address is xxx.xxx.xxx.xxx, with each xxx representing a number between 1 and 254, the decimal representations of the underlying 8-bit "octets." For a resource to be accessible on the internet, it must have an IP address assigned to it, and no 2 devices can have the same publicly accessible IP address.

- **POP (Post Office Protocol)**

This is the standard protocol used by mail clients to connect to and retrieve mail from mail servers. The current version is 3, and is sometimes referred to as POP3.

- **Log Analyzer**

An application which reviews the contents of log files, and arranges that data in a way that can be easily read and understood by humans.

- **Shopping Cart**

This is a kind of software which, in conjunction with a database, allows products to be browsed and ordered online, and usually involves the implementation of a 3rd party payment gateway to complete credit card transactions. If you intend to sell products online, you will most likely use a shopping cart to facilitate this.

- **SPAM**

This is slang for junk email, also known as unsolicited email. These are emails that are sent to large numbers of recipients trying to sell them on everything from weight loss products to loans, and are often associated with scams. Spam has become a big problem on the internet, and most ISPs and web hosts are constantly taking measures to reduce the amount of spam that is received by their customers, or passed through their network.

- **Weblog**

Also known informally as a "blog," this is a kind of website or component within a website whereby an individual may post journal entries which are then viewable by visitors to the site, ordered from the most recent to the eldest entries.

- **Webmaster**

This is an individual who builds, publishes, maintains, and updates websites. Webmasters can be thought of as website administrators, as opposed to network and systems administrators, who handle the infrastructure behind the website. Webmasters do not necessarily handle all of the processes involved in the creation and maintenance of a website, and may act more along the lines of a manager than a developer or designer.

- **Web Mail**

This is a manner of accessing your POP mail by way of a web-based interface. This is commonly used to access mail when not at a computer setup to retrieve their email through an email client.

- **Web Server**

This is a server which is setup to serve documents, usually built in HTML or server side scripting languages, over HTTP connections. This may refer either to the machine itself, or to the web server software, such as IIS or Apache, that is running on the machine for this purpose.

- **Web Site**

This is a structured collection of documents and associated files which contain everything necessary to instruct a web browser on how to render a site and what content it contains. These are usually written in HTML, but commonly also use CSS, scripts, Flash, and other components that expand the capabilities of the site beyond that provided by HTML alone. Web sites are hosted with web hosts on web servers, usually housed in a data center.

- **Above the fold**

The area on the web page that is viewable without the viewer having to use the vertical scroll bar. Ad space in this area is usually more expensive since it is more likely to be viewed by the visitor.

- **Ad space**

The space on a web page reserved for the displaying of advertisements. The assigned space is typically at the top or bottom of a page or, if a small advertisement, in the right or left column. The most desirable ad space is above the fold.

- **Banner**

A graphic that appears on a web page that is usually hyperlinked to an advertiser's website. The banner may be in a variety of formats including GIF, JPEG, Flash, HTML, Java, JavaScript and other formats.

- **Call to Action**

A message that prompts a reader to take an action or behave in a way you want them to.
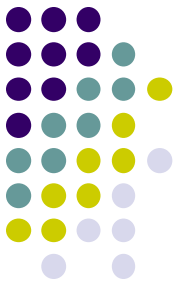
- **Campaign**

The process of planning, creating, buying and tracking an advertising project from start to finish.

- **Cookies**

A process by which a small file is sent from a web server to the local user's computer to store information unique to that browser. Often used by advertisers to keep track of the number and frequency of advertisements that have been shown to a visitor or by sites to help them determine the number of unique visitors.

- **Copy Writing**

The process of writing text for an advertisement that gets readers' attention, generates interest, and prompts action.

- **CPA (Cost per acquisition)**

One of the online payment methods by which advertisers pay for every sale or acquired client. Prices typically range from $1 to $500 or, if calculated on a percentage of the sale, 1% to 25% of the sale price. This is a preferred method of payment for advertisers who want to guarantee only the number of customers generated as a result of an advertisement.

- **CPC (Cost per click)**

Traffic - made very popular by overture.com and then Google AdWords. With this method of purchasing traffic, the advertiser only pays for the traffic that goes to their website. This is a preferred method of payment for advertisers who need to guarantee they only pay for those surfers who click on the advertising link or banner and then go to their site.

- **CPM (Cost per thousand impressions)**

One of the online payment models by which advertisers pay for every 1000 impressions of their advertisement. This is a preferred method of payment for advertisers who want to guarantee only the number of people who see their banner.

- **Flash ads**

Flash technology, built-in Adobe FLASH creative software, which is used in creating interactive banner and button advertisements.

- **Frequency**

A term used to describe the number of times the same advertisement is shown to the same visitor during a particular session or time frame. This can be monitored through the use of cookies.

- **GIF**

Graphical interchange format is a graphical file extension. Most banner advertisements are created in the GIF format. GIF89a or animated GIFs are a sequence of standard GIF images combined to create animated banners.

- **Impressions**

The number of times a banner or text ad was requested and presumably seen by users. It is often hard to obtain an accurate impression count as impressions can be under counted due to issues relating to cache or they can be over counted due to requests that were not completed.

- **PPC**

This stands for pay per click; this is means you pay for internet user's clicks on your advert.

- **PPA**

This stands for pay per action, it means that advertiser pays for a user perform a particular action, eg fill a form, download application etc.
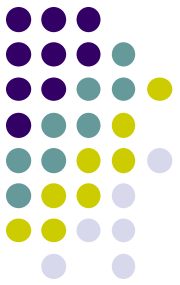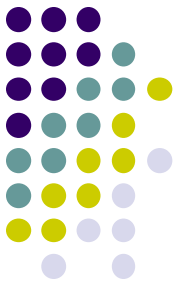
- **PPL**

This stands for pay per lead; this means advertiser pays when a user becomes a lead.

The Digital Marketing Glossary of Terms (Jargons) sources:
Ontario.ca, Adhang.com, Getwsipowered.com and Cokoye.com

About AdHang

AdHang is the leading digital marketing agency in Nigeria, and the first internet public enlightenment agency in Africa. AdHang is the Nigerian most advanced and comprehensive digital marketing agency with experts in content marketing, search engine marketing, social media marketing, mobile marketing, influencers marketing, and internet display advertising. When hired, AdHang can help your organization to inform, persuade, remind, and reinforce in the marketplace in Nigeria, or across Africa.

Using over 10 years experience in the digital marketing industry, AdHang has helped businesses across the globe identified where they were leaking digital marketing opportunities and fix them. Today, businesses around the globe get their digital marketing problems solved by AdHang. **Click here** to see services by AdHang.

 AdHang is based in Lagos, Nigeria.
Website: www.adhang.com.
Social media: www.cokoyes.com/adhang.

E-books by Adhang.com
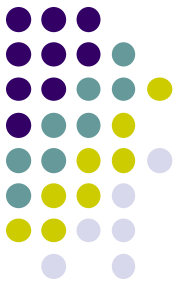
- **Introduction to Digital Marketing**
- **Digital Marketing Planning and Strategy**
- **Effective Digital Marketing Plan Template**
- **Real Estate Internet Marketing Solutions in Nigeria**
- **Digital Marketing for Business in Nigeria**

Introduction to Online Digital Marketing

Adhang.com

Tweet this ebook

Share this on Facebook