



MODULE PHASE 1

SEGMENT 1



Digital Information Marketing



In This Class

In This Class

What is Digital Information Marketing?

In This Class

- What is Digital Information Marketing?
- What are the differences between Digital and Traditional Marketing?

In This Class

- What is Digital Information Marketing?
- What are the differences between Digital and Traditional Marketing?
- What are the objectives of having a Digital Marketing Business ?

In This Class

- What is Digital Information Marketing?
- What are the differences between Digital and Traditional Marketing?
- What are the objectives of having a Digital Marketing Business ?
- Why start a Digital Marketing Business?

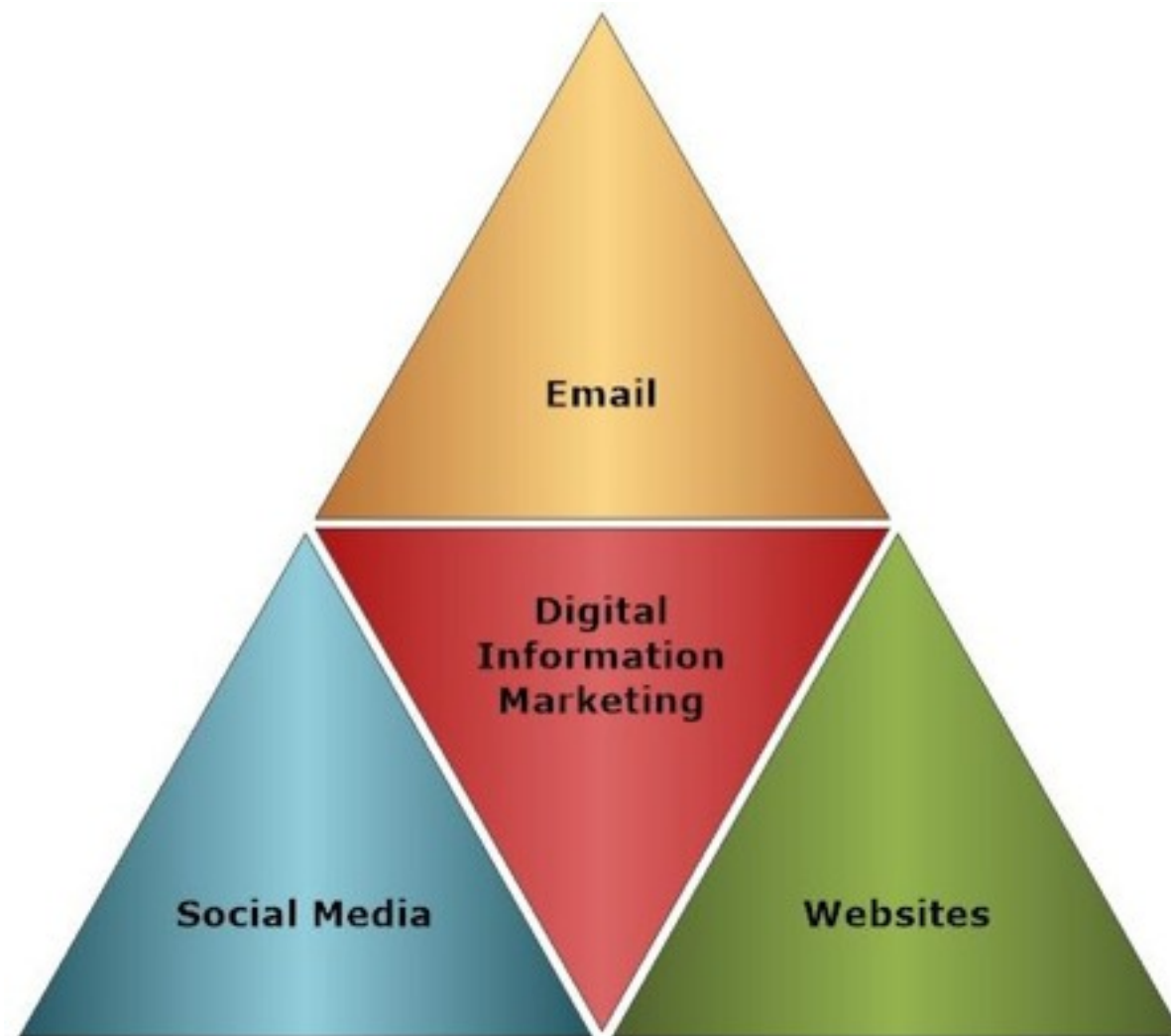
In This Class

- What is Digital Information Marketing?
- What are the differences between Digital and Traditional Marketing?
- What are the objectives of having a Digital Marketing Business ?
- Why start a Digital Marketing Business?
- Digital Marketing Strategies for beginners

What is Digital Information Marketing?

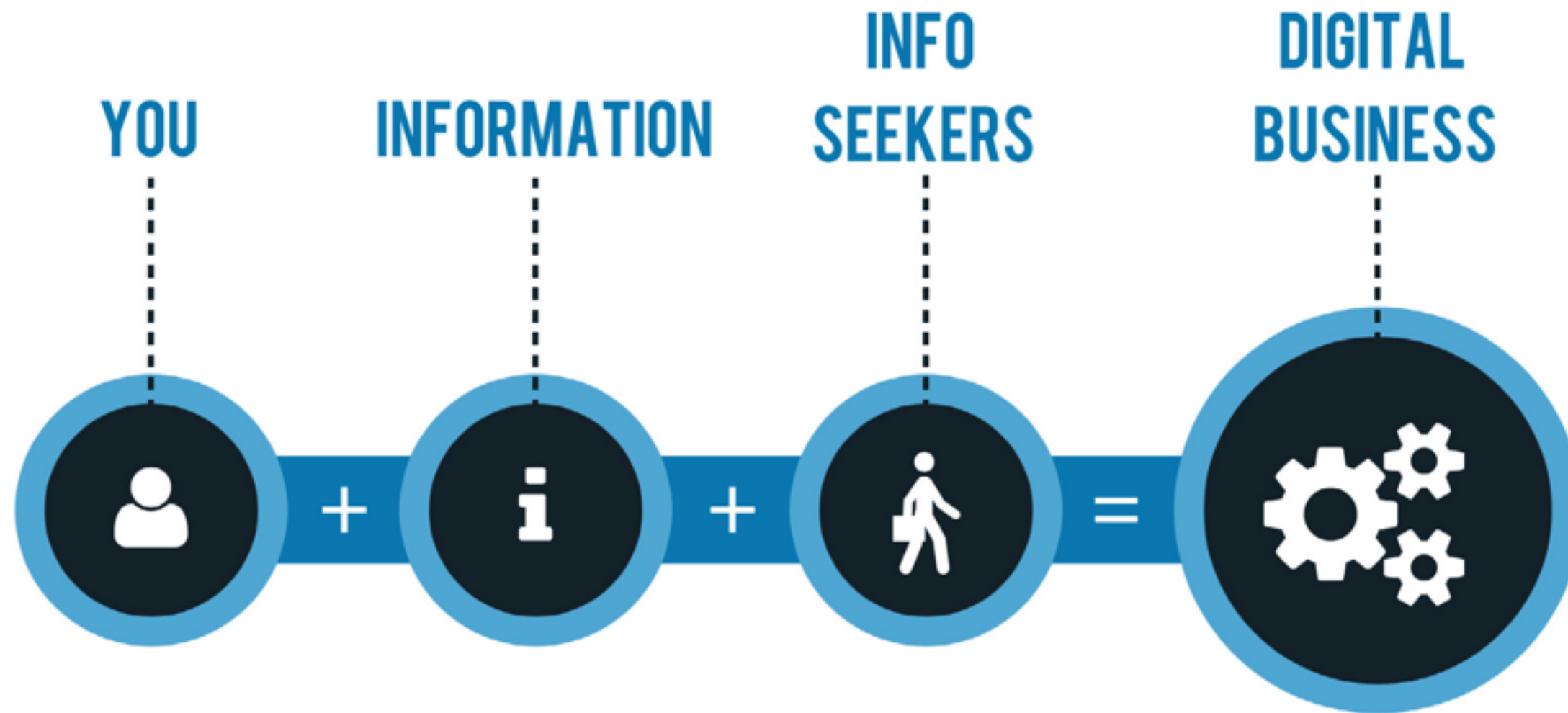
Digital Information marketing, promotes products, services and/or brands using email, websites or social media via the internet.

What is Digital Information Marketing?



Digital Information marketing, promotes products, services and/or brands using email, websites or social media via the internet.

What is Digital Information Marketing?





DIGITAL INFORMATION MARKETING



WHAT'S THE DIFFERENCE?

What is the difference between Digital Information Marketing and Traditional Marketing?

USES INTERNET AND IS
HIGHLY TARGETED THUS
MORE EFFECTIVE

DIGITAL



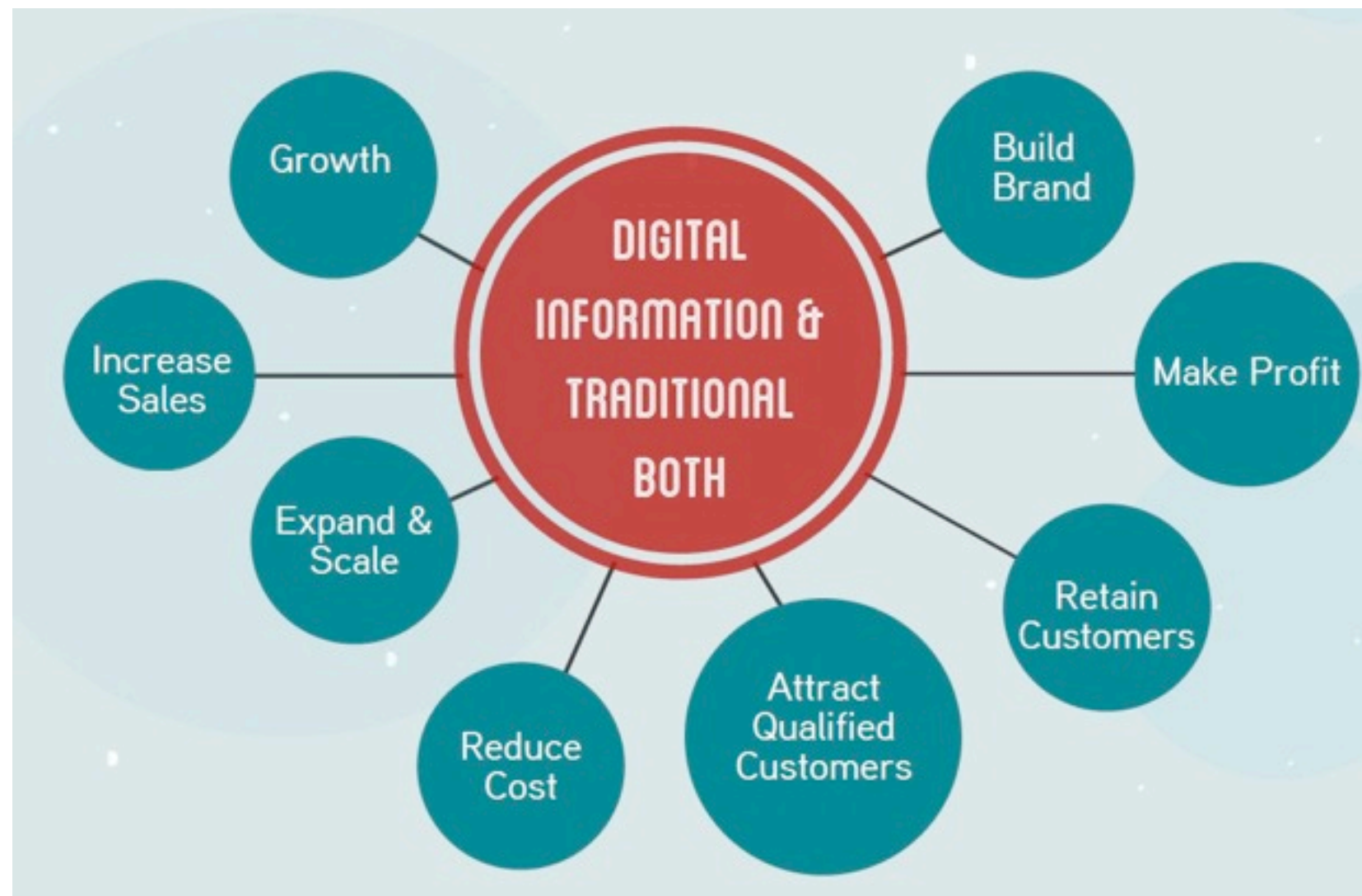
USES TRADITIONAL PRINT,
RADIO, TV OR WORD OF
MOUTH - LESS EFFECTIVE

TRADITIONAL



How are They the Same?

When it comes to business, it doesn't matter if it was digital or traditional, the bottom line is the same and both share the same goals or objectives.



[Why digital marketing business?]

[Why digital marketing business?]

- For 3 simple reasons! – Opportunity, Growth & Profit!
- Digital Marketing is growing quickly and you should profit from this growing industry
- Let's take a look at some of the best reasons

It's Cost-Effective

Digital marketing is more cost-effective & targeted than traditional advertising such as television, radio, print media and signs.



[$\text{\$}$ t's Cost-effective]

It's Cost-effective

A well-executed digital marketing plan, with a small budget, gives businesses the power to:

- Advertise against larger competitors
- Reach a wider audience of qualified customers
- Generate new leads
- Increase revenue, and gather needed data to accurately measure return on investment (ROI)!!!

t's Timely or Instant

Digital marketing is more timely than traditional marketing as it gives you the ability to monitor real time results from your marketing effort!





t's Timely or Instant



It's Timely or Instant

The days of waiting weeks to see how effective your Marketing efforts are over!



It's Timely or Instant

The days of waiting weeks to see how effective your Marketing efforts are over!

- Digital Marketing allows you to execute and measure real time results (mostly 😊) Such as:
 - How many visitors your site attracted?
 - How many new subscribers joined your list?
 - How many sales your made?
 - And much more...

It's Measurable

It's Measurable

Digital marketing allows you to measure how effective your marketing effort is and you can mostly change what's not working instantaneously to improve your results.

It's Measurable

Digital marketing allows you to measure how effective your marketing effort is and you can mostly change what's not working instantaneously to improve your results.

- Unlike the traditional marketing where it's almost impossible to know how many people watched your TV ad or read your newspaper ad, with digital you can find out exactly:
 - ☐ How many times your digital ads were displayed online?
 - ☐ How many times they were clicked?
 - ☐ Which web pages they visited after clicking,
 - ☐ How long they looked around, and much more..

[

It's Scalable

]

It's Scalable

When a business model is cost effective, timely and measurable, then you have a winning model that can be scaled to continually grow and make you more profits.

- Having a Digital Information Marketing Business will allow you to scale because it meets the three criteria of being **Cost-Effective, Timely, and Measureable!**



Digital Information Strategies



Develop a Brand



Develop a Brand



When it comes to brand development here are few things to consider:

- A. Have an easy to remember website (be clever, unique and catchy)
- B. Invest in creating a business logo (use Fiverr or Odesk or other survives)
- c. Develop all your legal documents such as Term of services, privacy policy, etc.
- D. Have a designated business email.

Have Multiple Authority Sites

Have Multiple Authority Sites



Have Multiple Authority Sites



Have Multiple Authority Sites



Have Multiple Authority Sites



Have Multiple Authority Sites



Create Engagement



Create Engagement



Having an engaged audience is key when it comes to your business's success!

Create Engagement



Having an engaged audience is key when it comes to your business's success!

- Having an engaged audience means, more loyal follower, that will translate into more loyal customers, which can lead to more sale, I think you get the

The Takeaway

The Takeaway

Today we covered:

- The difference between having a digital marketing business vs. a traditional marketing business.
- We also covered the 4 main reasons for starting a digital marketing business
 - Cost-effective
 - Timely or Instant
 - Measurable
 - Scalable

The Takeaway

The Takeaway

Lastly, we covered:

- Different Strategies to creating a profitable digital business
 - Build a brand
 - Establish yourself as an authority utilizing:
 - Blogging
 - Facebook Pages
 - Twitter
 - Pinterest, and other platforms...
 - Create engaging material.

Thank You!

