

**DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES
BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620024
MBA (Financial Management)**

- **Course Code: CCPCF1/24**
- **Course Name : Digital Marketing**
- **Unit – I / Topic : Inbound Vs Outbound Marketing**
- **Course Teacher: Dr.S.Vanitha**
- **Email ID: vanitha@bdu.ac.in**

Scheme of Presentation

Digital Marketing Planning and Structure:

- 1. Inbound Vs Outbound Marketing**
- 2. Content Marketing**
- 3. Understanding Traffic**
- 4. Understanding Leads**
- 5. Strategic Flow for Marketing Activities**
- 6. Strategic Design of Home Page**
- 7. Strategic Design of Products & Services Page**
- 8. Strategic Design of Pricing Page- Portfolio- Gallery and Contact Us Page**
- 9. Call to Action (Real Engagement Happens)**
- 10. Designing Other Pages-**
- 11. SEO Overview- Google Analytics Tracking Code- Website Auditing- Designing Word press Website.**

Digital marketing can be defined as:

Achieving marketing objectives through applying digital media data and technology



1. Inbound Vs Outbound Marketing



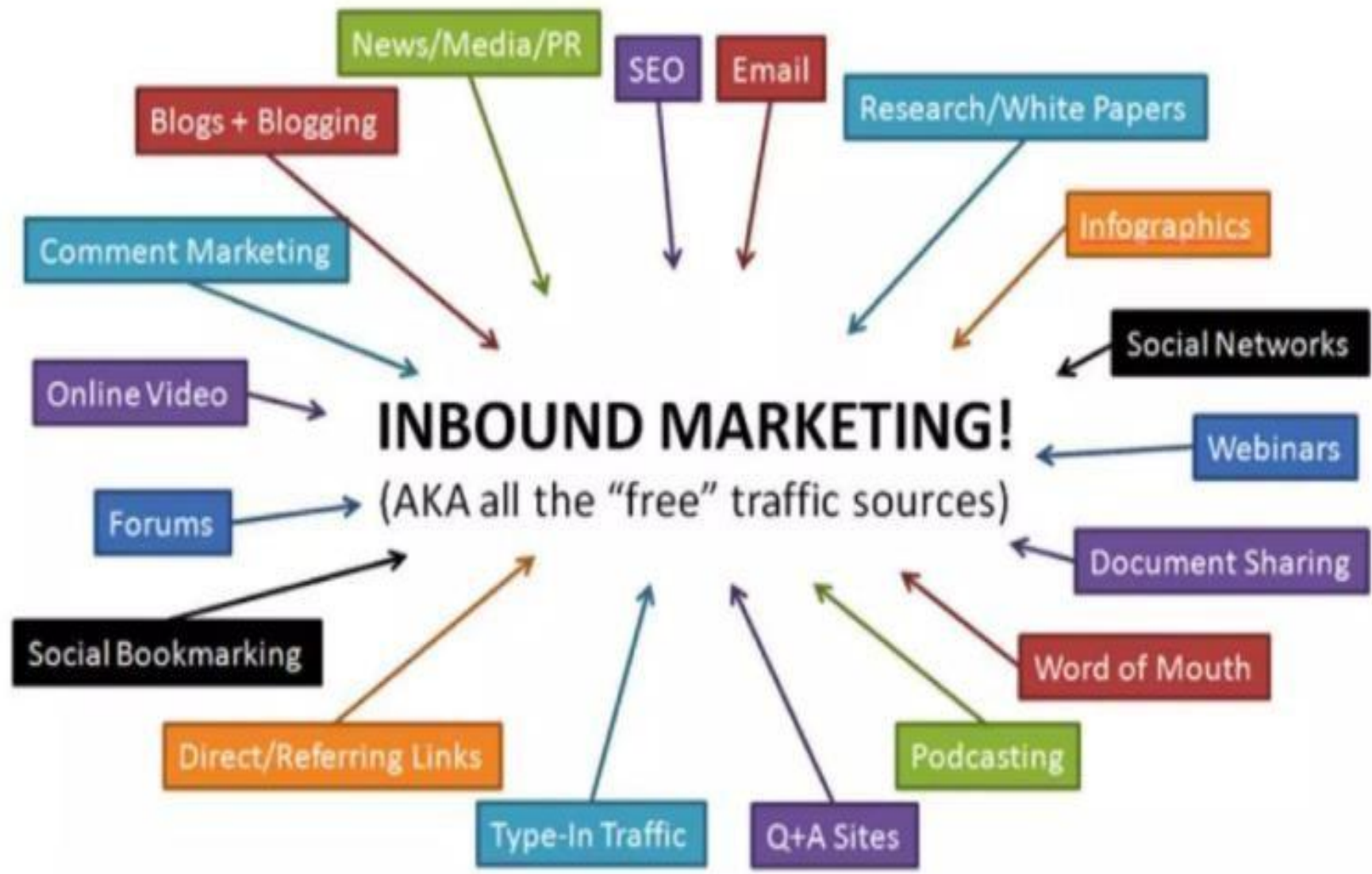
What is Inbound Marketing

Inbound marketing is the practice of bringing warm, qualified leads into your sales funnel rather than reaching outward to cold targets.

Inbound marketing focuses on creating valuable content, promoting your marketable content, building customer relationships, and overall "pulling" the customer toward you.

INBOUND MARKETING WAYS

- ❖ SEO
- ❖ Pay-Per-Click (PPC)
- ❖ Social Media
- ❖ Blogging





What is Outbound Marketing

Outbound Marketing, also known as traditional marketing, has been the main marketing strategy for the past century.

Inbound marketing focuses on creating valuable content, promoting your marketable content, building customer relationships, and overall "pulling" the customer toward you.

OUTBOUND MARKETING WAYS

- ❖ TV
- ❖ Radio
- ❖ Print
- ❖ Telemarketing
- ❖ Direct Mail
- ❖ Tradeshows

Inbound Vs. Outbound



➤ **Inbound Marketing** needs to become part of your website and organization.

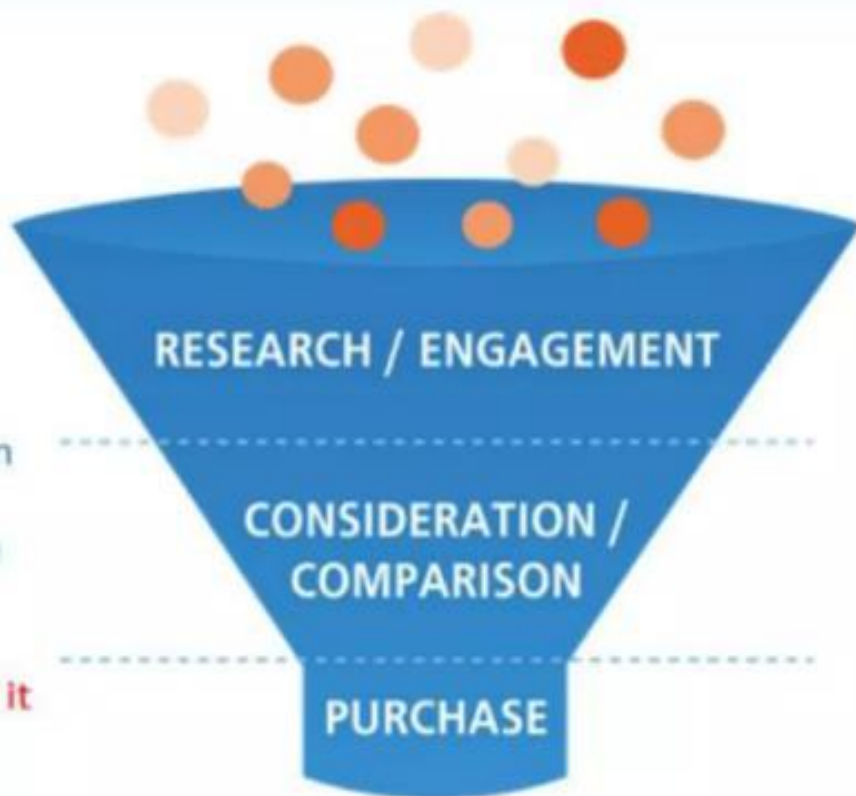
➤ It takes time to build content, grow your social networks, increase website authority, acquire high quality links, perform interesting research and speak to your audience.

➤ **Outbound Marketing**, since it is based on paid media, can be spun up much more quickly, you have a lot more control over the messaging and impressions, have a greater ability to test and tweak.

Inbound



- High quality
- Higher conversion rates
- Further down the funnel
- **Hard to build**
- **You don't control it**
- **Hard to predict**
- **Hard to measure**



Outbound



- Easy to create and ramp up
- Measureable and predictable
- You control everything
- **Lower conversion rates**
- **Expensive**
- **Early in the buying cycle**

2.Content Marketing

What is Content Marketing?

Content Marketing is a **way to engage your audience and raise your number of clients based on relevant and valuable content creation.**

This strategy can attract, involve, and create value for a brand's audience. This method builds a positive perception of your brand and generates more business for your enterprise.

It is no longer a market trend but a strategic investment to achieve business success. With Content Marketing, a brand can gain more relevance and visibility online and grow recognized by its customers.

In short: a business can stand out in people's memory and avoid being swallowed up by the competition.

Today, more than being on the internet is needed. The issue, now, is **how to be online, be seen, and be relevant to the audience.** And this is a Content Marketing mission.

3.Understanding Traffic

What is Traffic?

- **Traffic is visitors to your website. They are grouped into different segments, depending on how they found you. Get your head around the types of traffic that you'll commonly see used in online analytics.**
- **Direct traffic** URL type-ins, bookmarks, or media links that are not tracked
- **Campaign traffic** display ads, email campaigns, social media campaigns (you can create a campaign tag to link to a landing page to track this)
- **Search traffic** from search engines, including both organic (defined below) and paid search
- **Referral traffic** from other sites that have direct links to your site
- **Organic traffic** all traffic that comes to your site as a result of unpaid search results.

4. Understanding Leads

Generates more leads

The most crucial site or blog goal is **lead generation**. It is part of the strategy to drive sales once **each lead is a potential client**.

A lead is a visitor of your blog or another content channel that converts in a form, leaving some information about him.

With more information, it's easier to know whether the lead will be qualified.

Even if your site already has visitors, when you invest in Content Marketing, you can convert them into leads, offering attractive that stimulate them to leave useful information to close a deal.

And the more you generate leads, the better the chances to sell.



5.Strategic Flow of Marketing Activities

Digital Marketing Strategy Flow Chart



6.Strategic Design of Home Page

What is a WEBSITE

a location connected to the Internet that maintains one or more web pages.

A webpage is a hypertext document connected to the World Wide Web.

7. Strategy Design of Pricing Page

Understanding the Importance of Pricing Page Design

The screenshot displays the SurveyGizmo pricing page with a navigation bar at the top containing 'PRICING', 'FEATURES', 'LEARN', 'OUR STORY', and a 'LOGIN' button. A prominent banner reads '100% Money Back Guarantee'. Below this, a pricing table compares four plans: Free, Basic, Pro, and Enterprise. The Free plan is \$0/month, while the others are \$22, \$85, and \$2000/month respectively. A 'View Annual' vs 'View Monthly' selector is on the left. The table lists various features like 'Unlimited Surveys', 'Email & Chat Support', and 'Extra Users and Teams' with checkmarks indicating availability. At the bottom, there are 'ACTIVATE' and 'START A TRIAL' buttons for each plan, along with a 'Learn more' link.

	Free	Basic	Pro	Enterprise
<input checked="" type="radio"/> View Annual <input type="radio"/> View Monthly				
\$0 a month Nothing, Zip, Zero!	\$22 a month Charged yearly at \$270	\$85 a month Charged yearly at \$1026	\$2000 Billed Annually	
Unlimited Surveys	✓	✓	✓	✓
Unlimited Questions	✓	✓	✓	✓
Unlimited Responses	✓	✓	✓	✓
Summary Reports	✓	✓	✓	✓
CSV Data Export	✓	✓	✓	✓
Documented Support	✓	✓	✓	✓
Community Support		✓	✓	✓
Branding and Styling		✓	✓	✓
Survey Logic and Rules		✓	✓	✓
Question Library		✓	✓	✓
Email & Chat Support			✓	✓
Data Cleaning			✓	✓
Email Campaigns			✓	✓
Analysis Tools			✓	✓
Custom Scripting			✓	✓
Extra Users and Teams				✓
Role Permissions				✓
3rd Party Integrations				✓
Private Training				✓
Users	1	1	1	Custom
Email Contacts (Per Survey)			40,000	100,000
	ACTIVATE	START A TRIAL	START A TRIAL	START A TRIAL Learn more

- The pricing page is crucial when converting website visitors into paying customers.
- It serves as the final stop on the conversion funnel, where users evaluate the value of your offering and make a purchase decision.
- A well-designed pricing page can significantly impact user experience and conversion rates.

8.Call To Action

What is a call to action?

1. A call to action (CTA) is a prompt on a website that tells the user to take some specified action. A call to action is typically written as a command or action phrase, such as 'Sign Up' or 'Buy Now' and generally takes the form of a button or hyperlink.
2. In digital marketing this can take the form of the text on a button (a CTA button) or a web link and in email campaigns CTAs are often links to a webpage where the user can take further action.

8.SEO Overview



SEO stands for **Search Engine Optimization**. SEO is all about optimizing a website for search engines. SEO is a technique for:

- Designing and developing a website to rank well in search engine results.
- Improving the volume and quality of traffic to a website from search engines.
- Marketing by understanding how search algorithms work, and what human visitors might search.

SEO is a subset of search engine marketing. SEO is also referred as SEO copywriting, because most of the techniques that are used to promote sites in search engines, deal with text.

- Search Engine Optimization (SEO) SEO aims to improve the business for search engines, such as Bing, Yahoo, Google, and YouTube to name a few. SEO helps to move up the Search Engine Results Page (SERP) rankings of a website to enable better visibility while the users search online. A lot of consumers do not scroll to 'page 2' of search engines.
- Therefore, it becomes important and necessary to work towards generating more business from online searches. SEO takes time to give results. The SEO works using the crawlers or robots to collect and index the data in the archives of the search engine.
- The research of keyword, its ranking and analysis, defines how a brand fares against its competitors. Based on this, the website and its content is optimized to build quality links 'to and from', for search engines to crawl efficiently.
- SEO is continuous on-going strategy to attract traffic organically and the longer and more you invest in it, the higher and better results it would yield. It is suitable for both big and small businesses.

9. Google Analytics Tracking Code

What is Google Analytics?

- Records visits to your site using javascript
- Records information about those visits and visitors
- Visualizes this information
- It's free!

Google Analytics – What Does It Do ?

Google analytics is a powerful tool that analyzes:

- ▶ Website Traffic

1. Where visitors came from & How
2. How they are navigating through your website.
3. Behaviour

- ▶ Track Conversions

1. Downloads
2. Page Views
3. Registrations

10. Website Audit

What Is a Website Audit?

A website audit is a thorough examination of a website to determine its smooth functioning, full-proof security, and seamless end-user experience. It helps -

- Evaluate the website on parameters that determine its visibility in Google's search rankings
- Provide an in-depth analysis of your website
- Unravel issues hampering the website's performance
- Suggest the areas in your website that need improvement
- Increase website traffic and user engagement

11.Designing WordPress Website

Build Your Webpages

1. Depending on which website platform you chose, this could range from really easy to medium-hard.
2. On platforms like Shopify, Wix and Squarespace, their interface has been designed to make it easy for anyone to create and edit webpages. You'll simply create your pages, drag content blocks around and add in your copy and graphics.
3. However, it can be a bit more complex on WordPress, especially based on which theme you've chosen. Some come with awesome, easy-to-use builders while others have a bit more of manual creation process.
4. Regardless, I recommend you look into some WordPress page builder plugins to help make the process a bit easier on you.

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