



People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
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Faculty of Commercial Economic Sciences and Management Sciences

**Directed work with examples intended for L2 MANAGEMENT
students**

“MARKETING module”

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2-Digital Marketing- E-Marketing-

Digital marketing is the strongest type of promotion nowadays. And for many companies, it is the only way to promote their products in order to sell them. One of the benefits of digital marketing is that it allows companies to precisely measure the results of campaigns. When compared to traditional media, such as billboards, radio, or newspapers, these do not allow you to track its success that easily. **Ondrej Svoboda**, Marketing Manager eWay-CRM. Click to Success: Digital Marketing Step-by-Step. Guide for Beginners. P6

1-Definition: E-Marketing

E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing,

Digital Marketing, or Online Marketing. E-marketing is the process of marketing a product or service using the Internet. E-marketing not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.

What Is Digital Marketing? Types and Examples?

What Is Digital Marketing?

Digital marketing is the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services.

Digital marketing involves many of the same principles as traditional marketing and is often considered an additional way for companies to approach consumers and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies. But digital marketing also comes with its own set of challenges. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s.

Key Takeaways

- Digital marketing promotes products and services through channels such as websites, mobile devices, and social media platforms.
- Digital marketers have a number of tools to measure the effectiveness of their campaigns.
- One of the biggest challenges digital marketers face is how to set themselves apart in a world that is oversaturated with digital ads and other distractions.

2-How Digital Marketing Works

Marketing encompasses a wide range of techniques and media that companies can use to promote their products and services to potential consumers and improve their [market share](#). To be successful, it requires a combination of advertising and sales savvy. Professional marketers take on these tasks either internally at individual companies or externally at marketing firms that may serve many different clients.

Companies once focused on marketing through print, television, and radio because that was all they had. Although those options still exist, the internet gave companies another way to reach consumers and gave rise to digital marketing.

The new technologies and trends forced companies to change their marketing strategies and rethink their budgets. Email became a popular marketing tool in the early days of digital marketing. Then the focus shifted to search engines like Netscape, which allowed businesses to tag and keyword items to get themselves noticed. The development of social platforms like Facebook made it possible for companies to track user data and deliver their messages to very specific audiences.

Smartphones and other portable devices now make it easier for companies to market their products and services to consumers wherever those consumers happen to be. A 2022 Pew Research Center study found that 76% of American adults had made online purchases using their phones.

3-Types of Digital Marketing Channels:

<https://www.investopedia.com/terms/d/digital-marketing.asp>

Digital marketing channels have evolved since the 1990s and continue to do so. Here are eight of the most common channels in use today.

***Website Marketing:**

Companies often use their own website as the centerpiece of their digital marketing activities. The most effective websites represent the brand and its products and services in a clear and memorable way. A website today must be fast-loading, mobile-friendly, and easy to navigate.

***Pay-Per-Click Advertising:**

Pay-per-click (PPC) advertising enables marketers to reach audiences on news and other websites and digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, X (formerly Twitter), Pinterest, and Facebook and show their ads to people searching terms related to their products or services.

These campaigns can segment users based on their demographic characteristics (such as age or gender), or their particular interests or location. The most widely used services for PPC are Google Ads and Facebook Ads.

***Content Marketing :**

The goal of content marketing is to reach potential customers through the use of written, visual, or video content that interests them. That content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even pay-per-click campaigns. Content marketing attempts to be more subtle than advertising, and the product or service the sponsor is attempting to market may or may not be conspicuously highlighted.

***Email Marketing:**

Email marketing is still one of the most effective digital marketing channels, though many people associate it with spam and treat such messages accordingly. Many digital marketers use their other digital marketing channels to collect names for their email lists. Then, through email marketing, they try to turn those leads into customers.

***Social Media Marketing:**

The primary goals of a social media marketing campaign are to build brand awareness and establish trust. As you go deeper into social media marketing, you can use it to obtain leads and as a direct marketing or sales channel. Promoted posts and tweets are two examples of social media marketing.

***Affiliate Marketing:**

Affiliate marketing is one of the oldest forms of marketing, and the digital world has given it new life. In affiliate marketing, companies and individual "influencers" promote another company's products and get a commission every time a sale is made or a fresh lead is added to their list. Many well-known companies, including Amazon, have affiliate programs that pay out millions of dollars to affiliates that help sell their products.

***Video Marketing:**

A lot of internet users turn to sites like YouTube before making a buying decision, to learn how to do something, to read a review, or just to relax. Marketers can use any of several video marketing platforms, including Facebook Videos, Instagram, and TikTok, to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

***Text Messaging:**

Companies also use text messages (formally known as SMS, or short message service) to send information about their latest products and promotions. Nonprofit organizations and political candidates also use texting to promote themselves and solicit donations. Today many marketing campaigns make it possible for consumers to make a payment or donation via a simple text message.

4-Key Performance Indicators (KPIs) in Digital Marketing:

Digital marketers use key performance indicators (KPIs) just like traditional marketers. KPIs let them measure the long-term performance of their marketing initiatives and compare those to their competitors' efforts.

The following are some of the most common KPIs that marketers can use to gauge how well they're doing:

Click-through rate: This KPI is commonly used to measure the effectiveness of online advertising, by counting the number of people who clicked on a particular ad as a percentage of all the people who might have seen it.

Conversion rate: The conversion rate goes even further than the click-through rate to compare the percentage of people who took some desired action, such as making a purchase, to the total audience that a particular ad or promotion reached.

Social media traffic: This tracks how many people interact with a company's social media profiles. It includes likes, follows, views, shares, and/or other measurable actions.

Website traffic: This metric tracks how many people visit a company's website during a given time period. Among other uses, it can help companies judge how effective their marketing efforts are at driving consumers to their site.

5-Digital Marketing Challenges:

The digital world poses special challenges for marketers. For example, digital channels proliferate rapidly, and marketers have to keep up on them and figure out how to use them effectively. Marketers can also find it challenging to analyze and make productive use of the huge amount of data they can capture through these platforms.

Perhaps most important, consumers are increasingly inundated with digital ads and other distractions, making it more and more difficult to capture their attention.

6-E-Marketing Advantages:

Some of the important advantages of e-marketing are given below;

1. Quick Response. The response rate of internet marketing is instantaneous; for instance, you upload something and it goes viral. Then it'd reach millions of people overnight.
2. Cost-Efficient. Compared to the other media of advertising, it's much cheaper. If you're using the unpaid methods, then there's almost zero cost.
3. Less Risky. When your cost is zero and the instant rate is high; then what one has to lose. No risk at all.

4. **Greater Data Collection.** In this way, you have a great ability to collect a wide range of data about your customers. This customer data can be used later.
5. **Interactive.** One of the important aspects of digital marketing is that it's very interactive. People can leave their comments, and you'll get feedback from your target market.
6. **Way to Personalized Marketing.** Online marketing opens the door to personalized marketing with the right planning and marketing strategy, customers can be made to feel that this ad is directly talking to him/her.
7. **Greater Exposure of your Product.** Going viral with one post can deliver greater exposure to your product or service.
8. **Accessibility.** The beauty of the online world and e-marketing is that it's accessible from everywhere across the globe.

7-Disadvantages of E-Marketing:

E-Marketing is not without disadvantages, some of them are as follows;

1. **Technology Dependent.** E-Marketing is completely dependent on technology and the internet; a slight disconnection can jeopardize your whole business.
2. **Worldwide Competition.** When you launch your product online, then you face a global competition because it's accessible from everywhere.
3. **Privacy & Security Issues.** Privacy and security issues are very high because your data is accessible to everyone; therefore, one has to be very cautious about what goes online.
4. **Higher Transparency & Price Competition.** When privacy and security issues are high, then you have to spend a lot to be transparent. Price competition also increases with higher transparency.
5. **Maintenance Cost.** With the fast-changing technological environment, you have to be consistently evolved with the pace of technology and the maintenance cost is very high.