DIGITAL MARKETING TUTORIAL

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Digital Marketing Tutorial

Published On: August 16, 2024

Digital Marketing Tutorial

Understanding digital marketing enables one to comprehend how a firm or business markets its goods and services digitally. This digital marketing tutorial will be helpful for any aspirant to kickstart their career in social media or online marketing.

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Introduction to Digital Marketing

Digital marketing involves surfing the internet and modern devices. Search Engine Marketing (SEM), Social Media Optimization (SMO), and Search Engine Optimization (SEO) are the three key components of digital marketing. This digital marketing tutorial will cover the following important

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Quick Enquiry

concepts:

- Overview of Digital Marketing
- Search Engine Marketing
- Social Media Optimization
- Search Engine Optimization
- Web Analytics
- Google Analytics

Overview of Digital Marketing

Digital marketing is common knowledge that pay per click, search engine optimization (SEO), and banner advertising are all included in digital marketing.

- A reporting and analytics engine can be integrated into a digital marketing campaign.
- It allows the brand or organization to monitor campaign performance in real time, including what is viewed, how often, and for how long.
- It also enables additional actions like response rates and completed purchases.

Digital marketing gives brands and companies more advantages. Nowadays, it's typical for customers to share their experiences with brands and products on websites, blogs, and social media platforms.

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Search Engine Marketing

When it comes to search engine marketing (SEM), you have to pay search engines like Google to market your goods and services on SERPs. The likelihood that your ads will show up at the top of search engine results increases with your payment.

In other words, it's the process of promoting a company through compensated listings, like Pay per Click (PPC) advertisements, which show up on search engine result pages above naturally occurring results.

Depending on the search engine you are utilizing for marketing, SEM goes by a variety of names. SEM, or social engine marketing, depends on the display ads, search ads, shopping ads, video ads, and mobile ads.

Example: Google Ads.

Google offers a paid search engine marketing platform called Google Ads, formerly known as Google Adwords. Pay-per-click, or PPC, advertising is another name for it. It provides PPC advertising, encompassing rich media, text, and banner ads.

- For clickable ads to appear in Google search results, advertisers can bid on specific keywords.
- Google charges advertisers for these clicks in order to monetize them. You only have to pay once for an ad click, which is why it's called "Pay per click" (PPC).
- Google Search Network and Google Display Network are the two networks that make up Google Ads.

Google Search Network: This network displays advertisements on search engine result pages. Your advertisement appears on search engine result pages above organic results when users search for terms associated with your product or service.

Display Network: Websites that have allowed Google to put ads on them will show your ads there. Users do not look for your goods or services here. On the other hand, people encounter a banner advertisement when they visit a website. If they find it appealing, they click on it and are redirected to your website.

Before starting a PPC campaign, keep the following in mind:

- Define your objectives.
- Make a budget for your spending.

- Create a list of keywords.
- Place a bid for keywords.
- Create several keyword campaigns.
- Implement ad copy and headlines that are keyword-optimized.
- Make distinctive landing pages.

How to run a PPC or Google advertising campaign?

Step 1: Make an account on Google: AdWords may only be used with a Google account. You can use one that you already have.

Step 2: Visit *Adwords.Google.com* and log in there.

Step 3: Go through each step step-by-step and fill out the form with the necessary information to launch your campaign. Here are a few of the fundamental actions:

- Based on the daily rate or expenses you can afford, create your budget.
- By deciding on the area, network options (Google Search or Display), and keywords, you may select your target audience.
- You can choose the bid amount, or Google will automatically adjust it to get the most clicks for the money.
- Compose the text advertisement; include the landing page's URL, two headlines, a brief description, and the option to allow calls from the advertisement.
- Now, select "Save and Continue."
- Fill out the payment information on the billing page to add your payment information.
- To finish the configuration, click "Finish and create ad" after that. Your Google ad campaign is now prepared for action.

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Social Media Optimization

Every social media platform has its own unique

features and provides a multitude of opportunities for increasing website traffic and advertising your products and services.

By using social media sites like Facebook, Twitter, LinkedIn, and Google+, we may improve website traffic and, consequently, its ranking. These websites provide a global social network-building online platform for interacting with others.

Facebook

Facebook is an online social networking site that gives you the ability to connect and invite others, including friends, coworkers, and relatives.

Facebook marketing is a new kind of advertising that lets you advertise your company, goods, services, etc. on the social media platform. It gives you a ton of options for business promotion.

The following are a few Facebook features that are frequently utilized for marketing:

- Facebook Business Page
- Facebook Group
- Facebook Group

X

Another digital media site is X, formerly known as Twitter. Messages up to 140 characters in length can be read, written, and shared using this microblogging application.

Features of X

- **X Marketing:** Using X to sell or publicize your company, goods, or services and increase website traffic is known as "X marketing."
  - You are able to include pictures or videos.
  - Hashtags can be used to draw attention to particular terms.
- **X Chat:** You can start your own chat or join one that already exists with X Chat.
- **X Alert:** You can use X Alert to receive

notifications whenever someone tweets.

- **X Analytics** may be used to monitor the performance of your tweets, as well as who is liking and retweeting them.
- With **X Moments**, you may write your own narrative to draw people to your website.

LinkedIn

You can engage with professionals and expand your professional network by using LinkedIn, a professional networking platform.

You can discuss job openings, qualifications, and news about the industry and your line of work.

LinkedIn marketing is the term for the widespread usage of this strategy to advertise brands, companies, and products nowadays.

Features of LinkedIn:

- LinkedIn Ad campaign
- LinkedIn Group

Pinterest

A social networking platform called Pinterest functions as an electronic pinboard. It enables you to make your own digital message boards on the internet, on which you may share and pin pictures and movies with other users.

Features of Pinterest

There are several options available to you on Pinterest for business promotion. The following are a few of the often utilized Pinterest features for marketing:

- Pinterest Board
- Pinterest Business

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Search Engine Optimization

SEO involves making changes to your website's content and structure as well as carrying out marketing campaigns to boost traffic and, ultimately, your website's rating on search engine result pages.

Two further categories of SEO are on-page SEO and off-page SEO.

On-Page SEO

- To improve a website's traffic and rating on search engine result pages, website owners employ many techniques, collectively known as "on-page SEO."
- Dealing with SEO within the website entails handling aspects like meta tags, technical tags, content quality, etc. that are under your control.
- To preserve and raise the ranking, on-page SEO problems should be fixed as soon as possible.

Several crucial on-page SEO elements include the following:

- **Meta Tags:** HTML tags that carry meta data and offer details about a webpage's content are called meta tags.
    - **Meta Title:** In search engine result pages, it shows up in the browser window's title bar.
    - **Meta Description Tag:** This is a synopsis of the data on your page.
    - **Keyword Tag:** All of your important keywords that are relevant to the content of your website are included in the meta keywords element.
- **Page Length:** Longer pages are ranked higher by search engines than shorter ones.
- **Outbound connections:** On your page, you can provide connections to other websites that offer comparable content.
- **Internal Links:** Create connections between

your well-liked pages and fresh ones to reroute visitors from one page to another.

- **Canonical Tag:** When you have two URLs with identical content, this tag is used to avoid duplicate problems.
- **Image Optimization:** Alt text, a description, and other elements must be used to optimize images.
- **Sitemap:** A website needs a sitemap. It facilitates the indexing of your site's pages by search engines.
- **Content:** The information on your pages should be fresh, original, and relevant. It should also be connected to popular subjects, keywords, etc.
- **URL Optimization:** Use hyphens ('-') to divide the URL's various sections, and try to keep it no longer than 255 characters.
- **Mobile friendliness:** Mobile phones and other similar devices account for almost 60% of all Google searches.

Off-Page SEO

Off-page optimization differs from on-page optimization even though both aim to increase traffic.

While off-page SEO involves actions conducted outside of the website and outside the control of the website owner, such as blog posting, article submission, forum posting, etc., on-page SEO deals with aspects that are within the website and under our control.

The following are some crucial off-page SEO strategies to raise link popularity:

Influencer Outreach: Distribute your material to influential people in your field if it is fresh, relevant, and unique.

Guest Posting: You can submit your material or publish it as a guest post on the websites of numerous writers or bloggers.

Social Bookmark Submission: To increase traffic to your website, you can upload a webpage or blog with a link to your site on any of the numerous social bookmark submission websites.

Forum Submission: You can respond to discussions, address inquiries, and offer criticism and recommendations here. Try using the "Do-Follow" forums for better outcomes.

Directory Submission: To increase backlinks, submit your pages to directories here. Selecting appropriate directories and categories is advised.

Article Submission: Once more, select pertinent categories when submitting articles to the numerous article submission websites available.

Video Submission: To obtain backlinks, you can make videos and submit them to video submission websites with the appropriate title, description, tags, and reference links.

Image Submission: Some image submission websites allow you to contribute your photographs.

Infographics Submission: An infographic is a graphic that shows data or information using charts, graphs, and other visual aids.

Web 2.0 Submission: With this off-page SEO method, you may set up a subdomain on websites with a lot of domain authority, like Medium, WordPress, Blogger, and more.

Web Analytics

The measurement, gathering, analysis, and reporting of Internet data to comprehend and optimize Web usage is known as web analytics.

Understanding website visitors, their behavior, and their activities is the main goal of web analytics. Analyzing online user behavior and actions yields useful marketing intelligence and offers the

following benefits:

- Website performance metrics with goals.
- Insights on the demands and behaviors of users and how the website satisfies those needs.
- The ability to optimize a website such that it improves depending on the outcomes.

Web Analytics Tools

A typical web analytics solution provides hundreds of different indicators. While all of them are intriguing, only a select number might be used to gauge how well the website is performing.

Prioritize the things that will help you gain valuable insights from your website, and begin your web analytics endeavor by setting attainable goals for your website.

- **Sessions:** Web analytics programs must report on user sessions to identify the users.
- **Cookies:** They are the most widely used method of doing this.

Ways to Review Web Matrix

To make sure you are looking at the full collection of data that best assesses your efficiency, there are a few things to consider while reviewing metrics.

Consider People and Process: Give careful thought to understanding your stakeholders' needs in terms of measurement.

Segmentation: With the help of strong analytics platforms like Google Analytics, MixPanel, Flurry, and others, we can go much deeper into rich data and trends and move beyond simple hit gathering.

Consider Visitors, Not Just Visits: Examine information about your website's visitors, including their origins, the paths they took between pages, and the areas they spent the most time on.

Maximize the Important Things: maximize conversions on all digital platforms. Raise the bar and focus on maximizing a customer's lifetime value.

Optimize Earnings: When you constantly collect, report, and analyze data, you'll maximize your return on investment.

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Google Analytics

The Google Analytics tool is incredibly versatile. You can discover a lot about your website traffic and visitors even if you only utilize it for the most basic of facts.

Features of Google Analytics

Google Analytics will provide the answer for the following questions:

- What is the website's visitor count?
- What city are the visitors from?
- Which other websites drive visitors to this one?
- How can the website's speed be increased?
- Which are the most visited pages on the website?
- Which blog posts are the most popular with readers?
- Does a website have to be responsive to mobile devices?
- What percentage of website visits became leads or customers?
- Which advertising strategies bring in the most visitors to the website?
- Which location do the visitors who are converting belong to, and what pages did they browse on the website?

Creating a Google Analytics Account

You must first have an account with Google Analytics.

- You should set up your **Google Analytics account using the primary Google account.** You use for other services, such as Gmail, Google Drive, Google Calendar, Google+, or YouTube. If not, make a new one.

- After creating a Google account, click the **Sign into Google Analytics** option to access Google Analytics.

- You must provide the details for your website after clicking the **Sign Up button**. One Google account can have up to 100 Google Analytics accounts.

- After completing your website's properties, click the **"Get Tracking ID"** button. After accepting the terms and conditions, a Google Analytics code will be sent to you.

- Once your tracking code has been installed on the website, you should set up the **Goals Setting**. Set goals to notify Google Analytics when a significant event occurs on your website.

- The **New Goal button** can be clicked in Google Analytics. You can then select the template options or the custom option.

On your website, you are able to create up to 20 goals. Make sure the ones you design are crucial to your company. In Google Analytics, this is the most straightforward conversion tracking option.

- To add a new Google Analytics account, navigate to your **Admin menu**, select the **Account column drop-down menu**, and click the **Create New Account** link.

After installing Google Analytics on your website or websites, configure your goals and give it a day or so to begin collecting data.

How Can You Make Use of Google Analytics?

You may access one of the more than 50 reports

that Google Analytics offers from your Audience Overview report, which is where you land each time you log in.

- You can adjust the date range of the data you are reading by clicking on the dates in the report located in the top-right corner, as seen in the screenshot above.
- To view your data, you can also click the Compare box and compare your data from a current date range to a previous date range.
- The reports that you can navigate through to view the top 10 languages, nations, localities, operating systems, browsers, service providers, and screen resolutions of the visitors are located beneath the primary metrics.

Get the Most Out of Google Analytics

You can observe a variety of details by utilizing the countless features that Google Analytics offers.

Examples:

- Age, Demographic, and Audience.
- Audience—Geo—Location
- Acquisition Overview
- Behavior – Site Content

Translating insights into action

Regretfully, a lot of businesses discover that their analytics systems for digital marketing don't let them put data to use. Nevertheless, turning insights into action typically entails modifying your data to obtain unique insights. Among these are a few:

- Searching for connections within your data.
- Examining patterns as opposed to discrete data.
- Create prediction models using data.
- Forecast future performance of KPIs.

Conclusion

Digital marketing is the term used to describe the

promotion of goods and services by the use of digital technology, primarily the internet, mobile devices, and other digital media. We hope this digital marketing tutorial will be helpful to you in understanding online marketing. Gain expertise with real-time exposure through our **digital marketing training in Chennai.**

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