

Digital marketing introduction

What's in it for me?

Traditional marketing channels

Television

Radio

Print media

Ads
in magazines

Direct mail

Brochures
and flyers

Posters

Trade Shows

Word-of-mouth

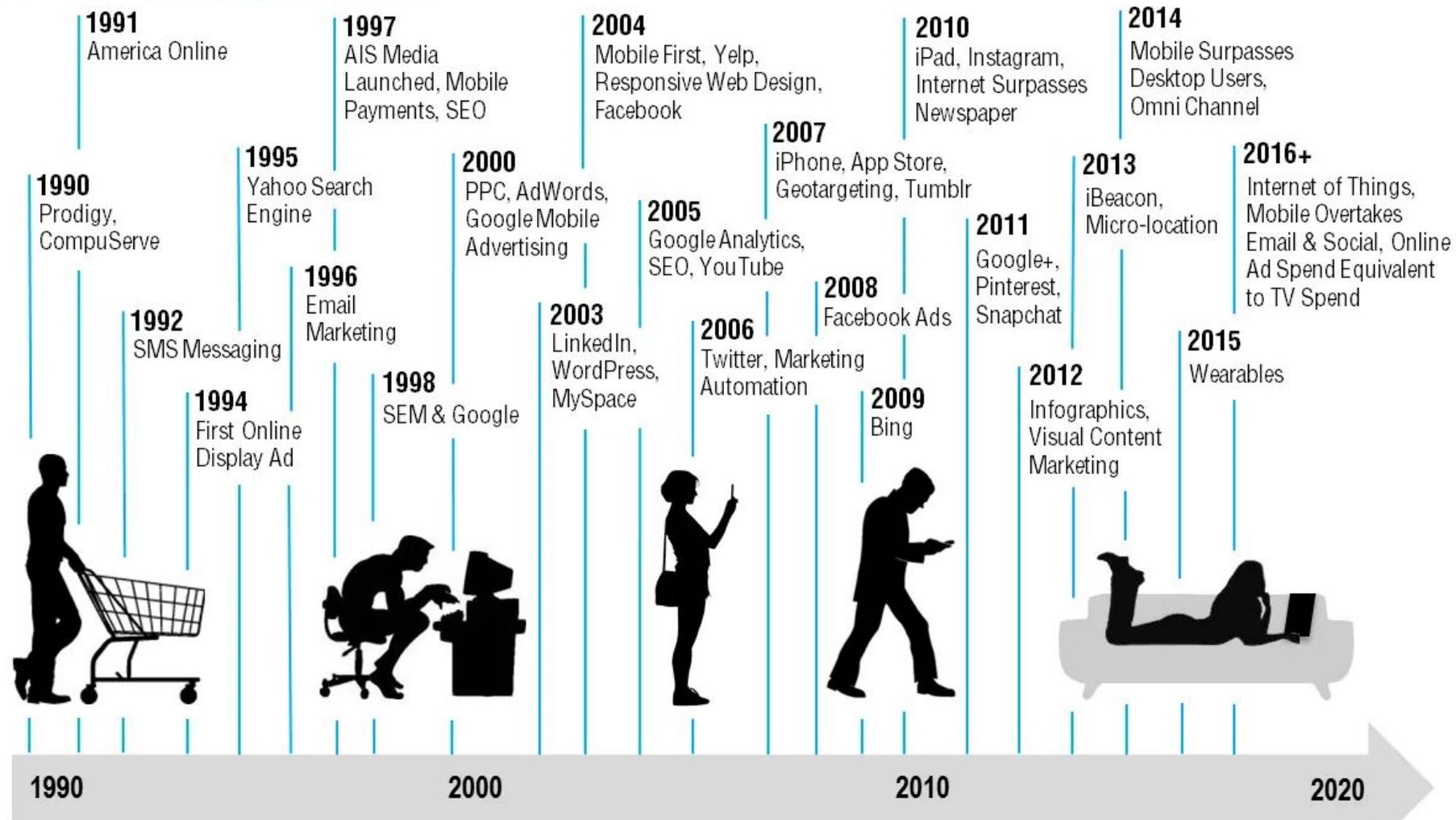
Telemarketing

Billboards

Transit
Advertising

Events and
Sponsorships

EVOLUTION OF DIGITAL MARKETING



Traditional marketing



Digital marketing

Pros

- Since it's a traditional method, it is easy to **understand**.
- Sustainable and leaves a **long-lasting** impact
- Easy **brand recall** power
- Builds brand **credibility**

Cons

- It is **difficult to measure** the returns or benefits.
- **Expensive** compared to digital marketing
- **Customization** is not possible
- Takes **longer** to execute

Pros

- Gives a **global reach**
- **Less expensive**
- Fast and **measurable** results
- **Personalization** and customization possible
- Easy to calculate **ROI and conversions**

Cons

- Global **competition**
- Security and **privacy** issues
- **Technology** dependent
- Online strategies can be **copied**
- Difficult to execute without the skill and relevant **experience**

Digital marketing job titles

From sources across the web



Social Media Coordinator ▾



Copywriter ▾



Data analysis ▾



Search engine optimisati... ▾



Brand Manager ▾



SEM Specialist ▾



Paid Marketing Specialist ▾



Email marketing ▾



Content marketing ▾



UX Designer ▾



Advertising ▾



Growth marketer ▾



SEO Specialist ▾



Graphic Designer ▾



Digital Marketing Manager ▾



Influencer ▾



Content Strategist ▾



Artificial intelligence ▾



Marketing automation ▾



Marketing Analyst ▾



Web Developer ▾

THE STRATEGIC T-SHAPED MARKETER



A wide breadth of knowledge...

Business Strategy

...and depth of detailed best practices to maximize conversion across RACE

The Smart Insights difference... Become more:

Marketing Strategy

-  Actionable
-  Strategic
-  Competitive
-  Data-driven
-  Creative

Digital Strategy

Campaign Strategy

Content Strategy

MarTech And Insight



4 Types of Consumer (B2C) Products

Marketing consideration	Types of Consumer Products			
	Convenience 	Shopping 	Speciality 	Unsought 
Customer buying behaviour	Frequent purchase, little effort (planning, comparison), low customer involvement	Less frequent purchase, much effort (planning and comparison of brands on price, quality, style etc.)	Strong brand preference and loyalty, special purchase effort, little comparison of brands, low price sensitivity	Little product awareness and knowledge or little interest
Price	Low price	Higher price	High price	Varies
Distribution	Widespread distribution, convenient locations	Selective distribution, fewer outlets	Exclusive distribution in only one or a few outlets	Varies
Promotion	Mass promotion	Advertising and personal selling	More carefully targeted promotion	Aggressive advertising and personal selling
Examples	Toothpaste, magazines, laundry detergent	Television, furniture, clothing	Luxury goods (e.g. Rolex watch), designer clothing	Life insurance or pre-planned funeral service

**Thank you for your
attention!**

Questions?