

4.

## DIGITAL MARKETING

- Digital technologies include all devices like stores, generate , process data. Every things work based on OS & IS.

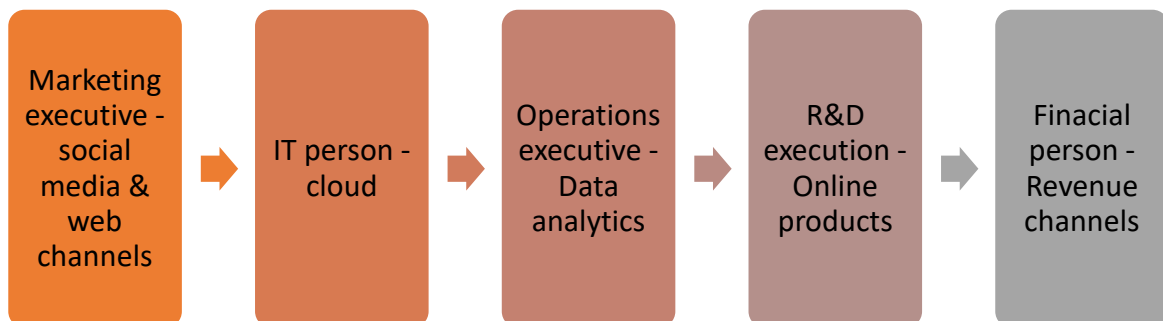
### ➤ WHAT IS DIGITAL STRATEGY?

It's a plan to maximise benefits of data assets of technology focused initiative.

A successful digital strategy requires-



### ➤ VIEW OF DIGITAL STRATEGY :-



### ➤ DIGITAL TRANSFORMATION V/S DIGITAL STRATEGY:-

Digital strategy is most relevant to changes in business model and uses technology to create the capability a company needs to become a digital business.

- CURRENT RELEVANCE:-

All large business have undergone digital transformation.

They have reinforced, automated & weaponised their operating & financial policies, process & ICT to gain competitive.

Micro , small & medium are also joining them .

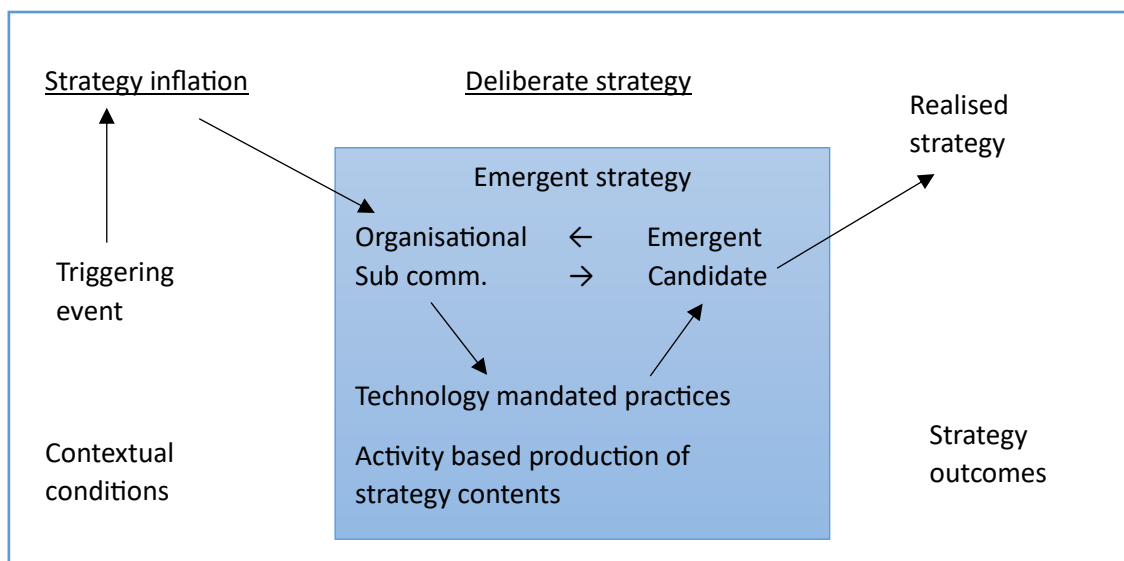
- Destructive:-

These have either destroyed certain communication for manufacturing , marketing & supply chain operation or replaced traditional products by combining many functional capacities in one device.

- DISRUPTION :-

Unique strategy drives innovations for P2P, B2C & B2B networking and also time and cost efficient processes for services, deliveries with safely , speed & quality.

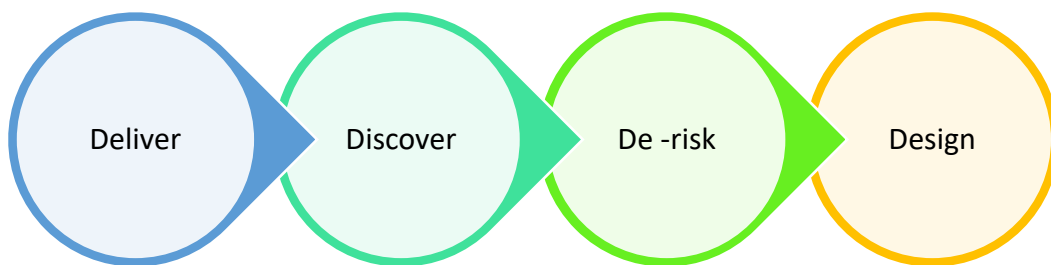
➤ INTERPLAY OF BUSINESS STRATEGY FORMULATION AND TECHNOLOGY:-



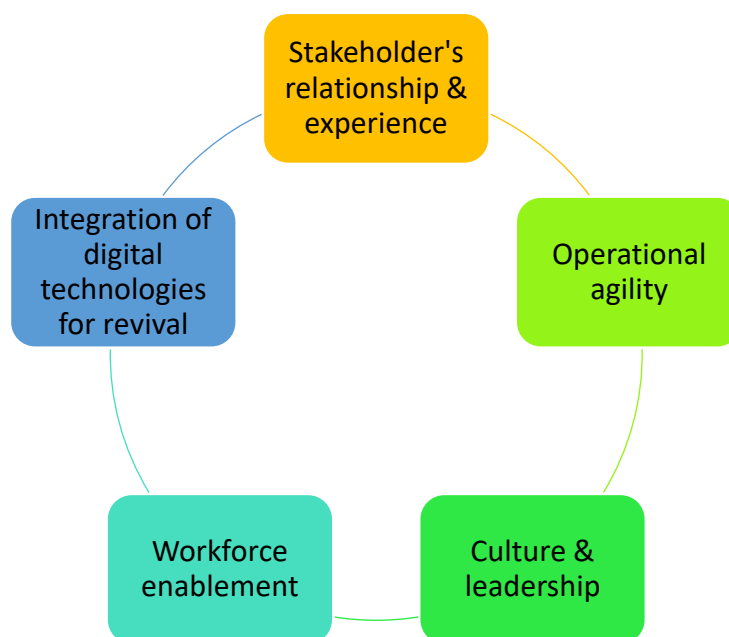
➤ COMMON ELEMENTS OF DIGITAL STRATEGY:-

|  |  |   |   |
|--|--|---|---|
| <b>Choose a leader</b>   | <b>Attack v/s defend</b>   | <b>Measured approach</b>  | <b>Future proof</b>   |
| <ul style="list-style-type: none"> <li>• CFO/ Chief digital officer depends on</li> <li>• 1. culture</li> <li>• 2. structure</li> <li>• 3. priorities</li> </ul> | <ul style="list-style-type: none"> <li>• Threat ( own purpose )</li> </ul> | <ul style="list-style-type: none"> <li>• Avoid wanting resources by aligning with business need.</li> </ul> | <ul style="list-style-type: none"> <li>• Keep up with the changes in technology customer satisfaction.</li> </ul> |

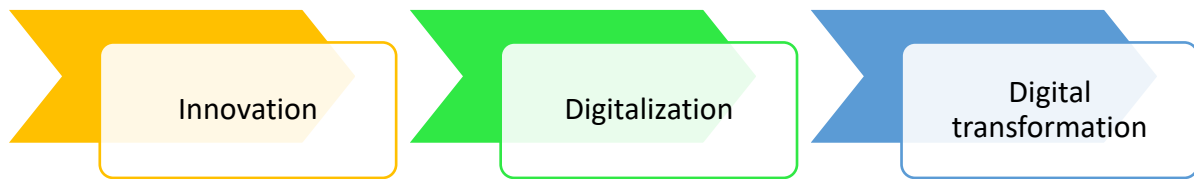
➤ 4 d's of digital transformation :-



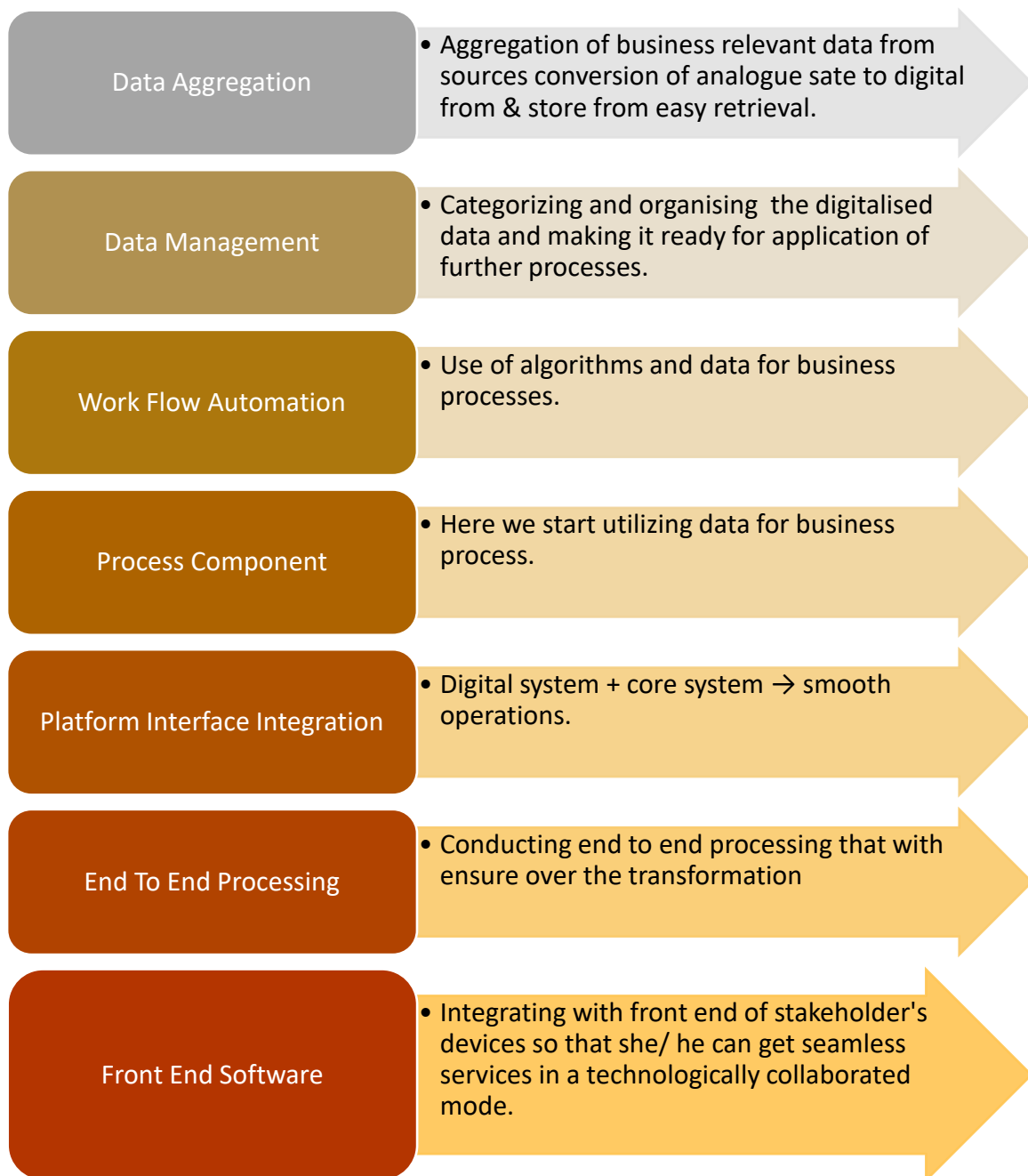
➤ FIVE ESSENTIAL ELEMENTS OF DIGITAL TRANSFORMATION:-



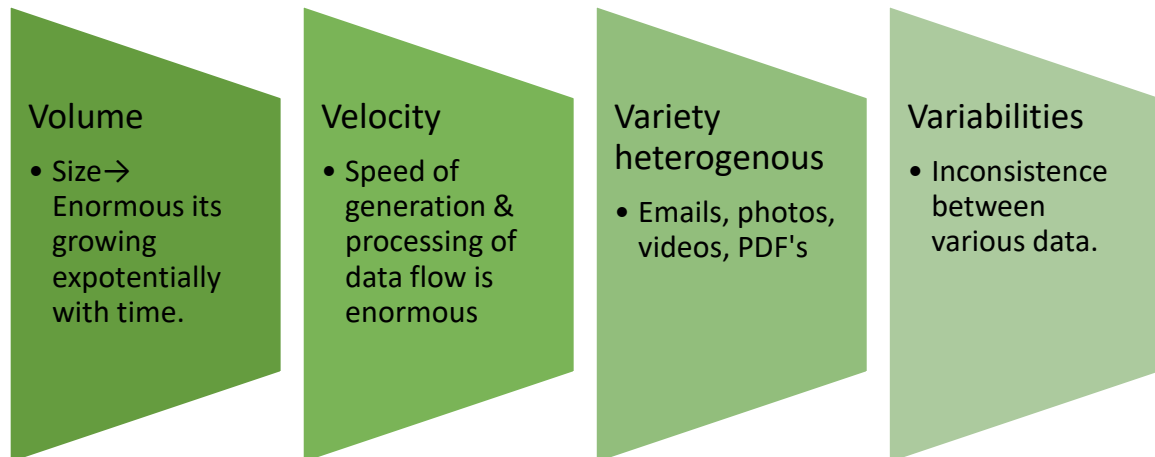
➤ DRIVERS FOR ATTAINING COMPETITIVE ADVANTAGES:-



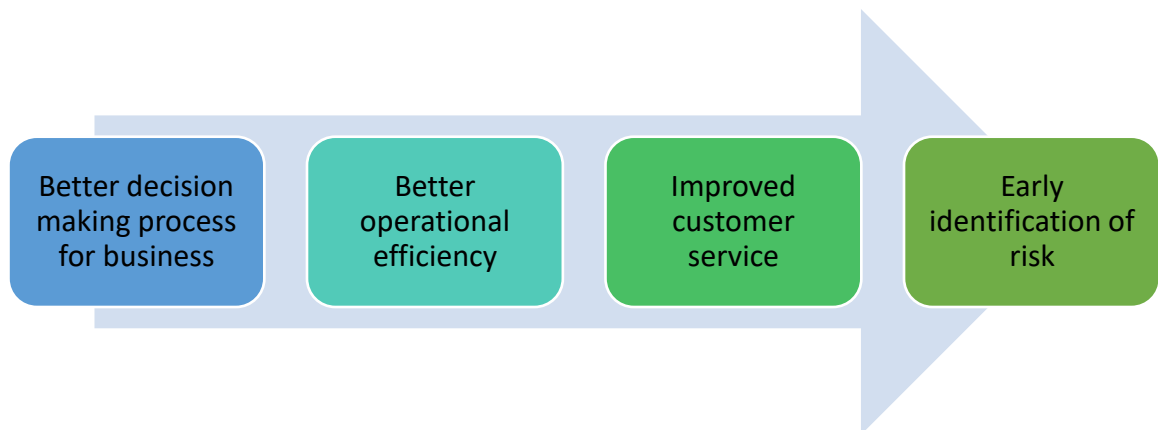
➤ LAYERS OF DIGITAL TRANSPORTATION :-



➤ CHARACTERISTICS OF BIG DATA:-

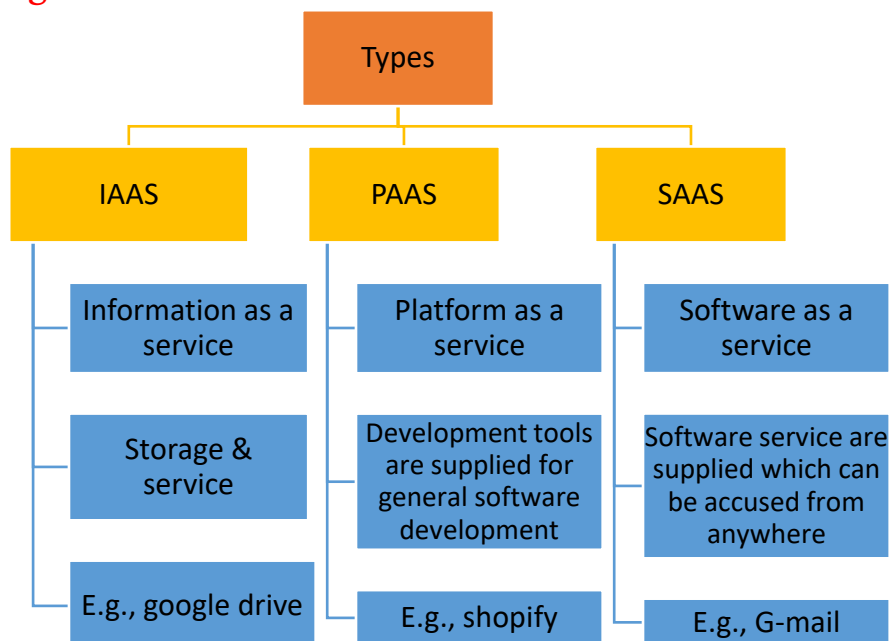


➤ BENEFITS OF BIG DATA:-



➤ CLOUD COMPUTING :-

- **Delivering services over internet**



➤ TYPES OF CLOUD :-

Private

- It's a proprietary network , which supplies services to a limited no. of people with limited access and permission e.g., Internal portal of a company.

Public

- Services are supplied to anyone on internet e.g., Gmail, Whats App, and YouTube.

➤ BENEFITS CLOUD COMPUTING :-

Cost management

- Cloud computing helps in reducing capital cost , expertise cost & downtime cost.

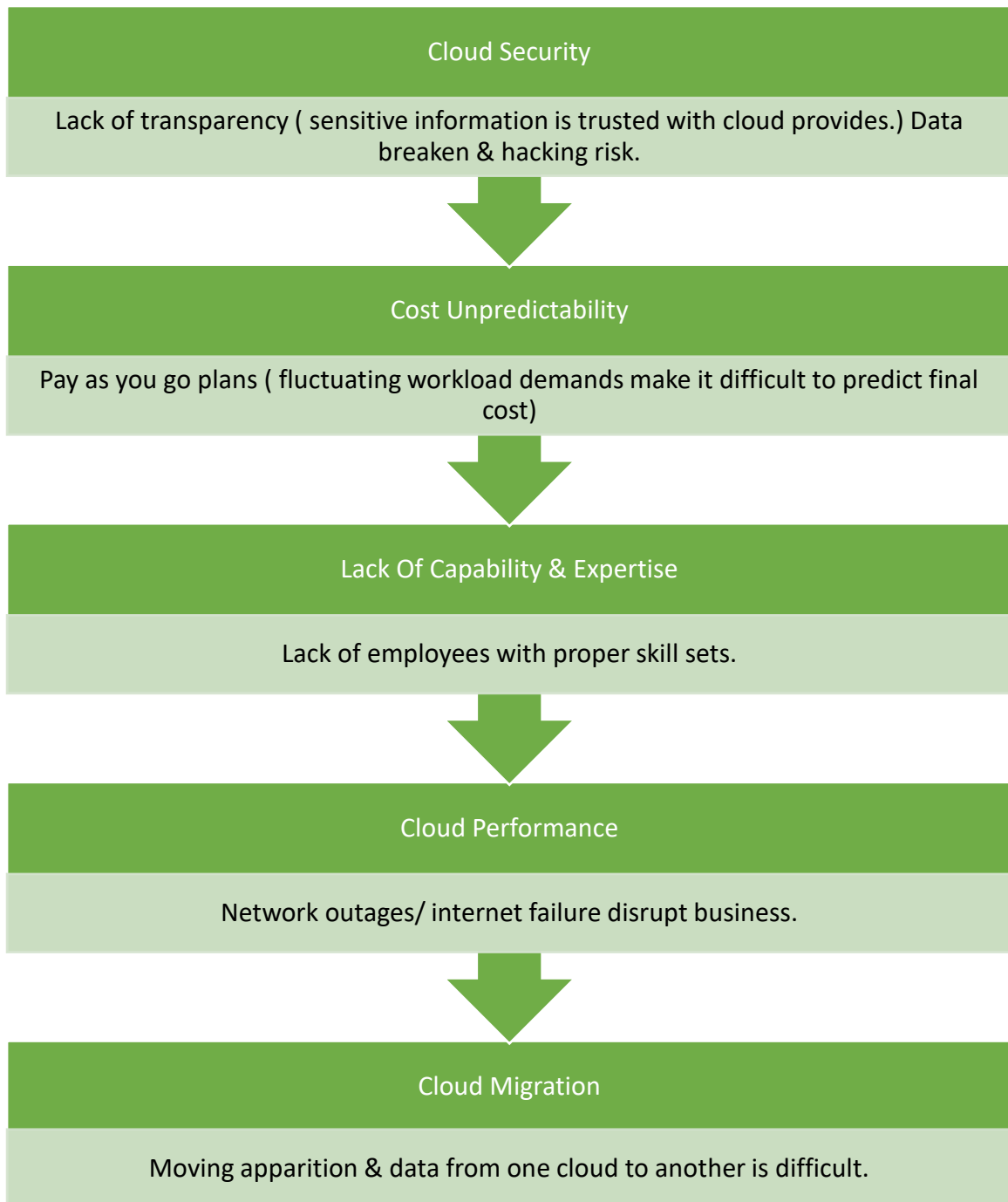
Data & workload mobility

- Allows users to access data from anywhere with any device having an internet connection.

Business continuity & disaster economy

- Users can always access data even if their devices ( laptop/ smart phones) are inoperable .
- Data is available even if business suffers damage or disruption.

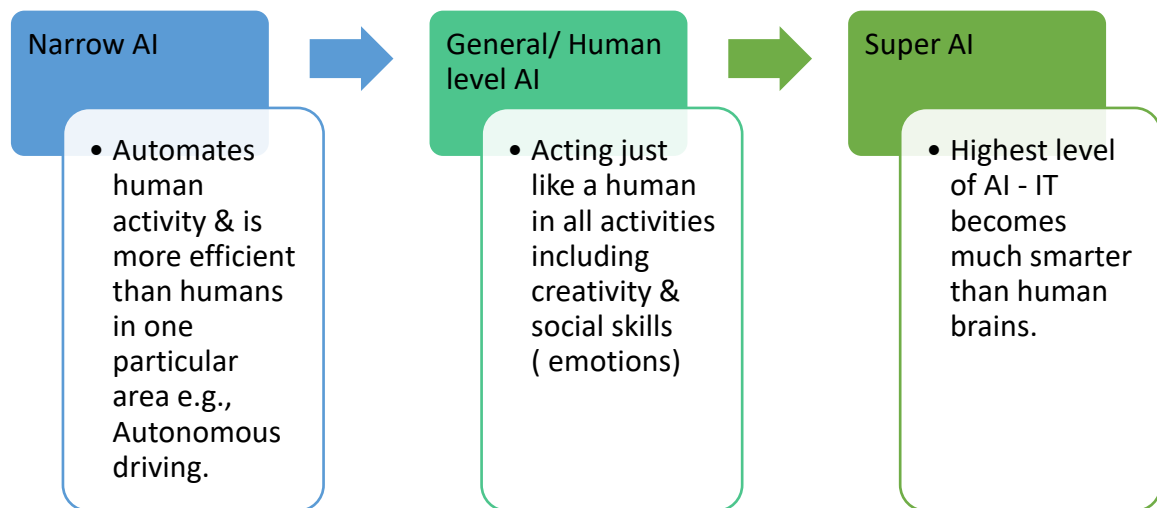
➤ DEMERITS & LIMITATIONS OF CLOUD COMPUTING :-



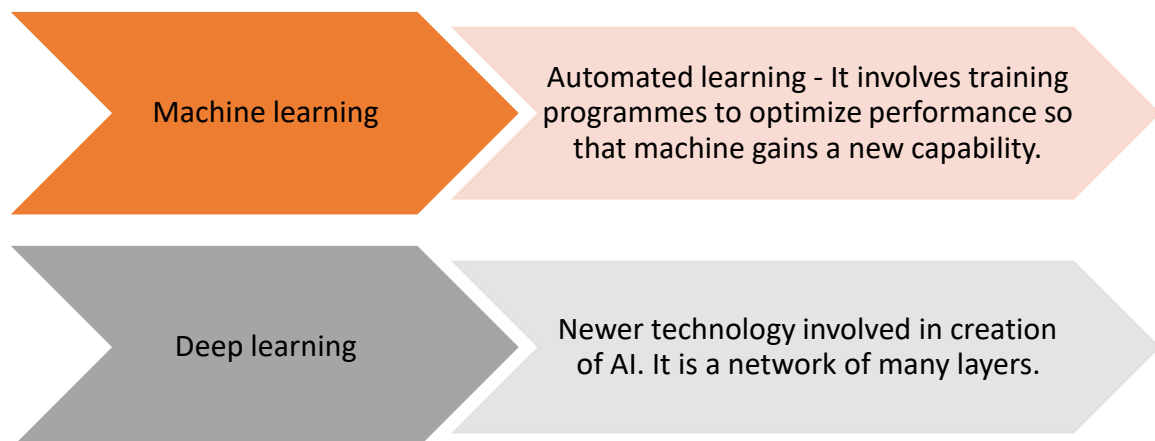
➤ ARTIFICIAL INTELLIGENCE :-

- Intelligence exhibited by machines & systems imitating human functions.

- LEVELS OF AI :-



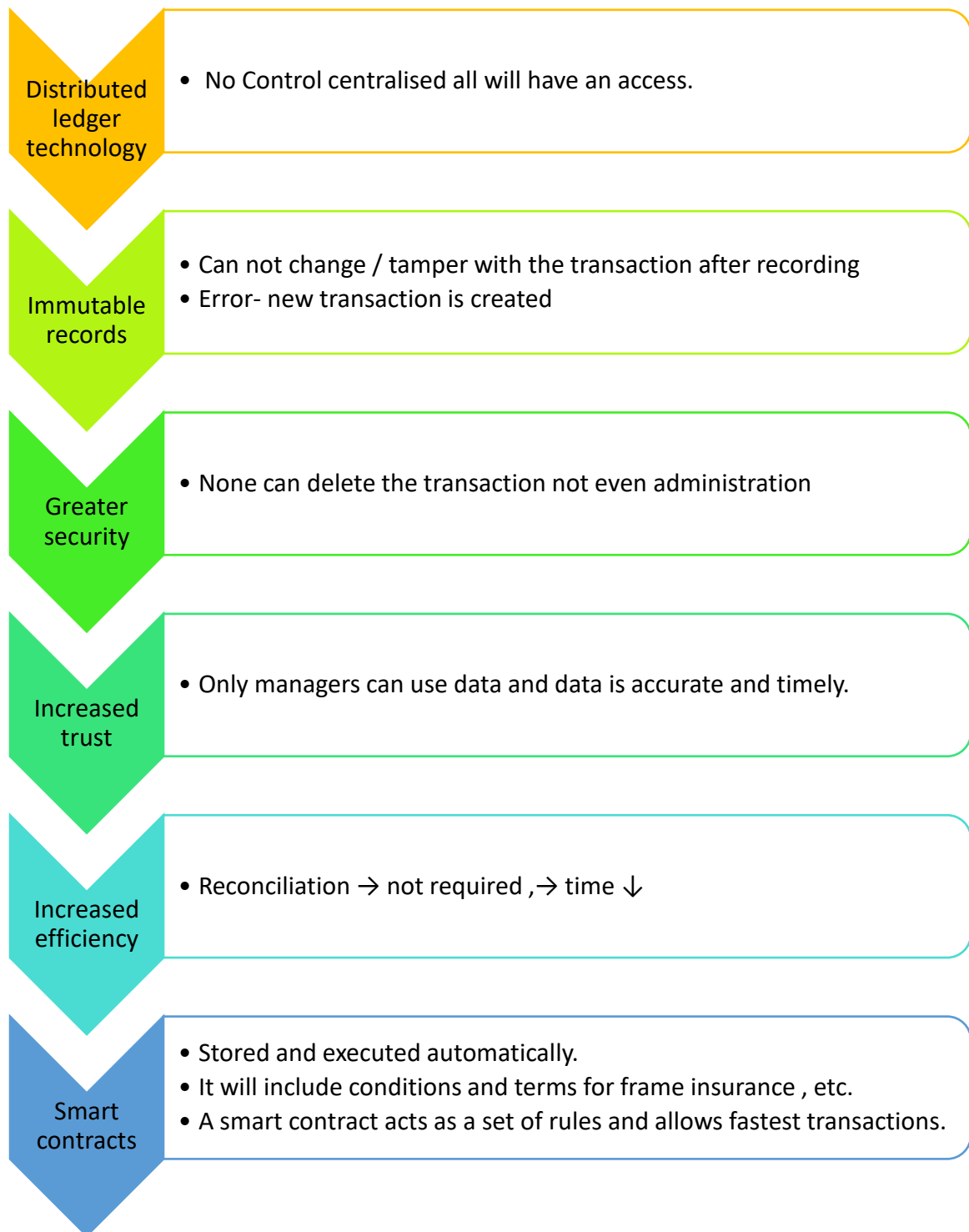
- APPROACHES TO IMPLEMENTING / CREATING AI:-



➤ BLOCKCHAIN :-

- It is a shared ledger which facilitates recording transactions and assets.

➤ COMPONENTS/ CHARACTERISTICS OF BLOCKCHAIN :-



## ➤ ROBOTIC PROCESS AUTOMATION:-

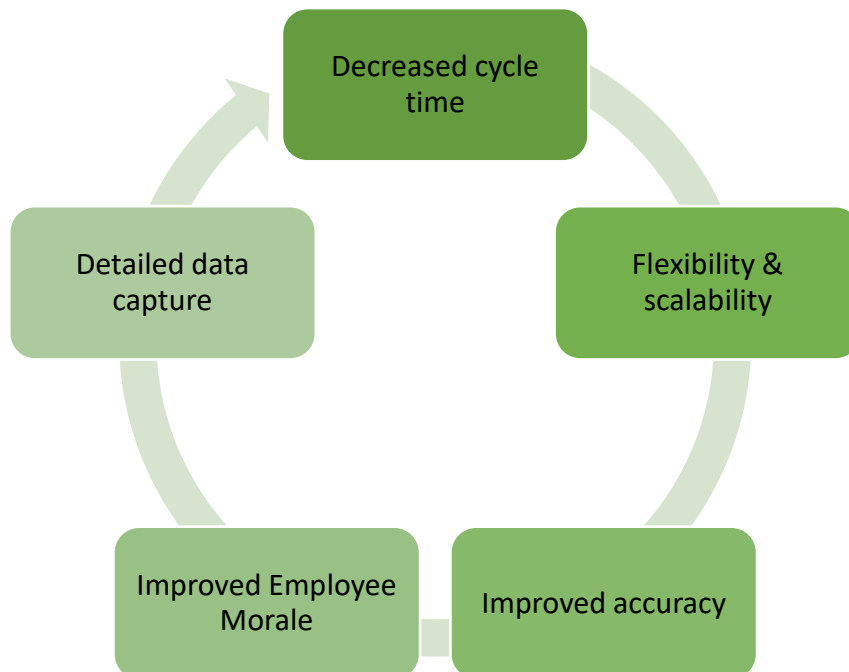
It is a form of process automation that allows anyone to define a set of instructions for a robot or 'bot' to perform.

It includes human computer interaction , error for high- volume & high speed. e.g., Alexa & Siri.

It is a combination of automation , computer vision and machine learning to automate repetitive, high - volume tasks that are rule based & trigger driven.

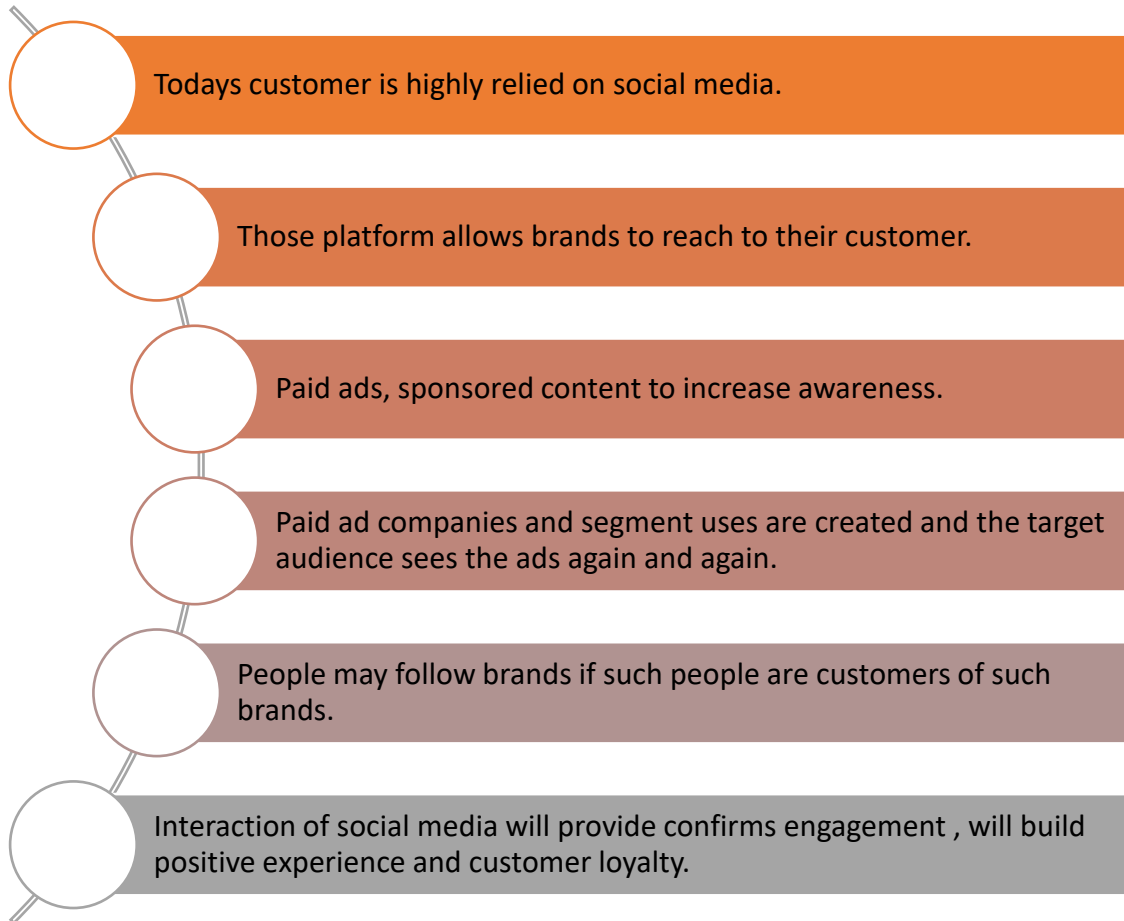
RPA deals with repeatable , predictable interaction with IT applications.

## ➤ BENEFITS :-

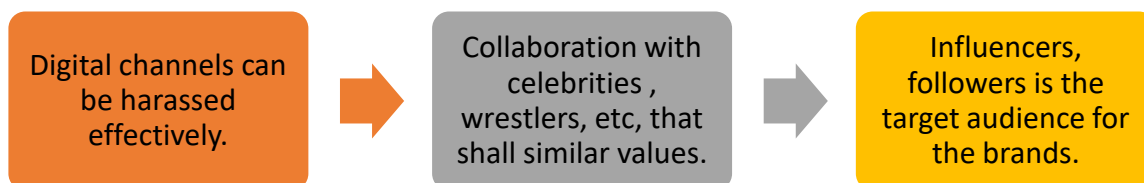


➤ TYPES OF DIGITAL MARKETING STRATEGIES:-

**1. SOCIAL MEDIA MARKETING PLATFORMS :-**



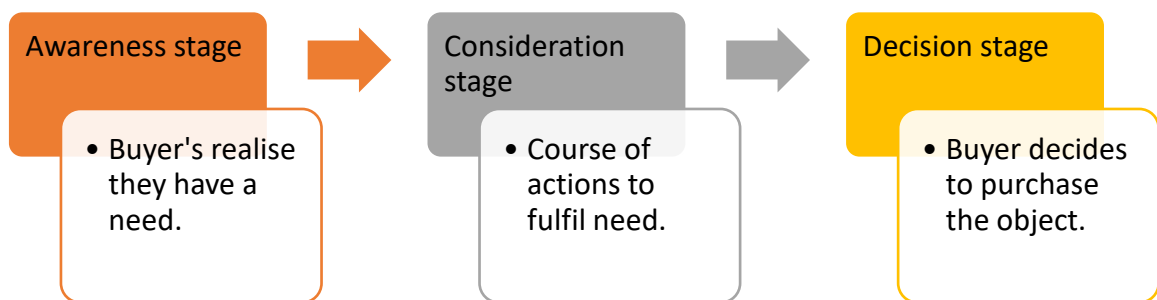
**2. INFLUENCE MARKETING:-**



### 3. CONTENT MARKETING :-

Uses questions are answered through content.

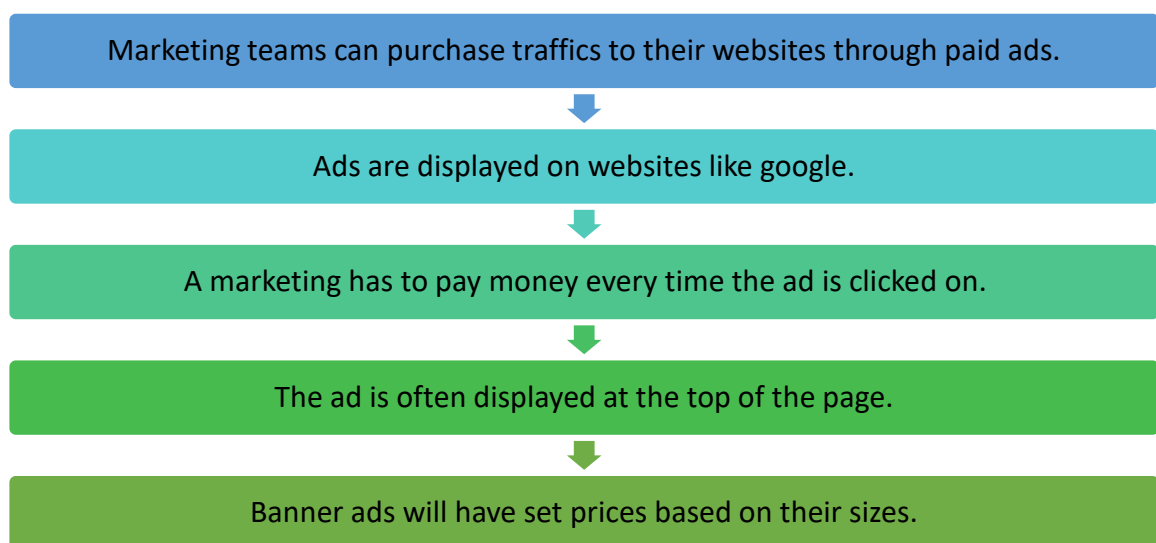
- **Three stages:-**



### 4. SEARCH ENGINE OPTIMIZATION (SEC) MARKETING:-

Goes hand in hand with content marketing.

### 5. PAY - PER CLICK (PPC):-



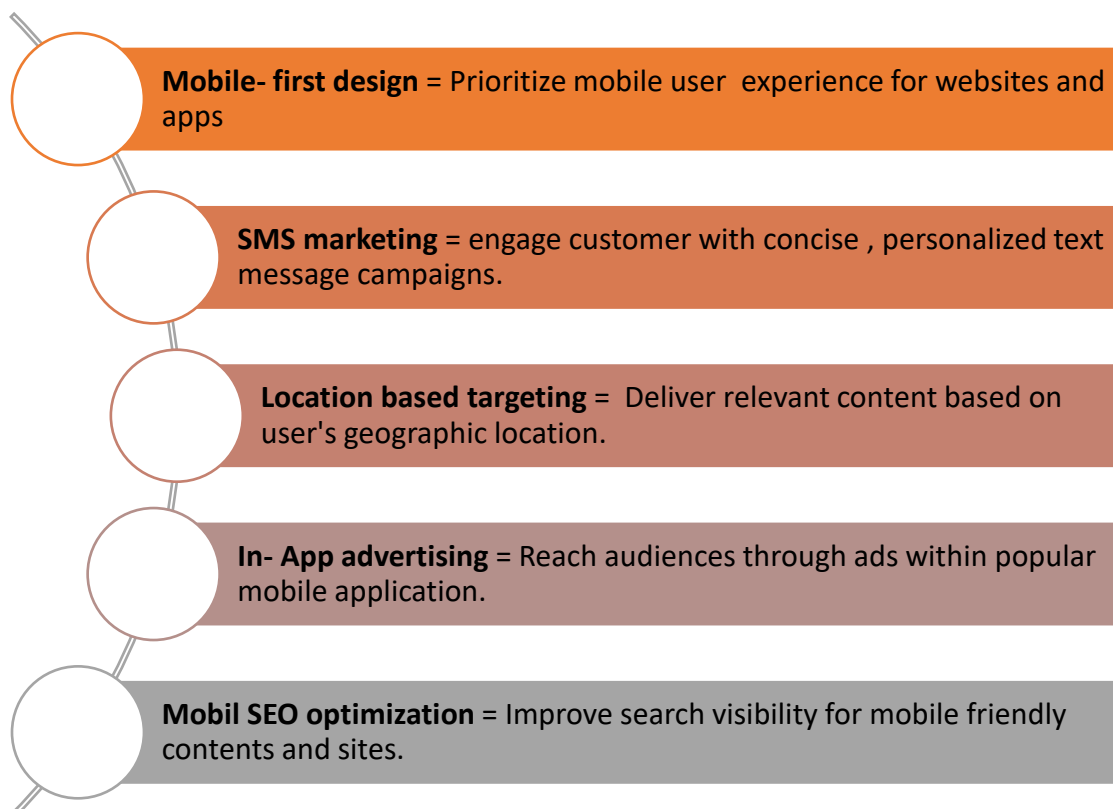
## 6. AFFILIATE MARKETING :-

It is similar to referral programmes.

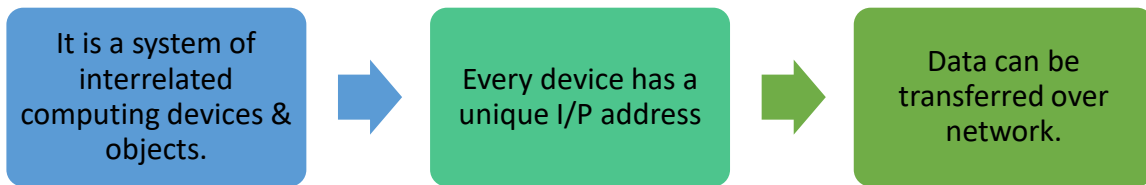
A company works with outside to promote their products or services, in exchange for a commission.

Benefits - 1. Reduction in cost.  
2. Outsourcing promotional activity.

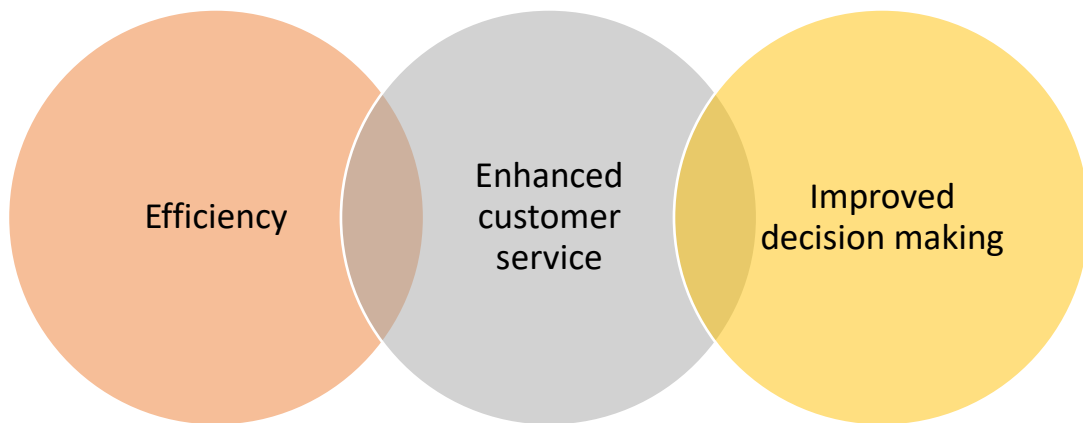
## 7. MOBILE MARKETING:-



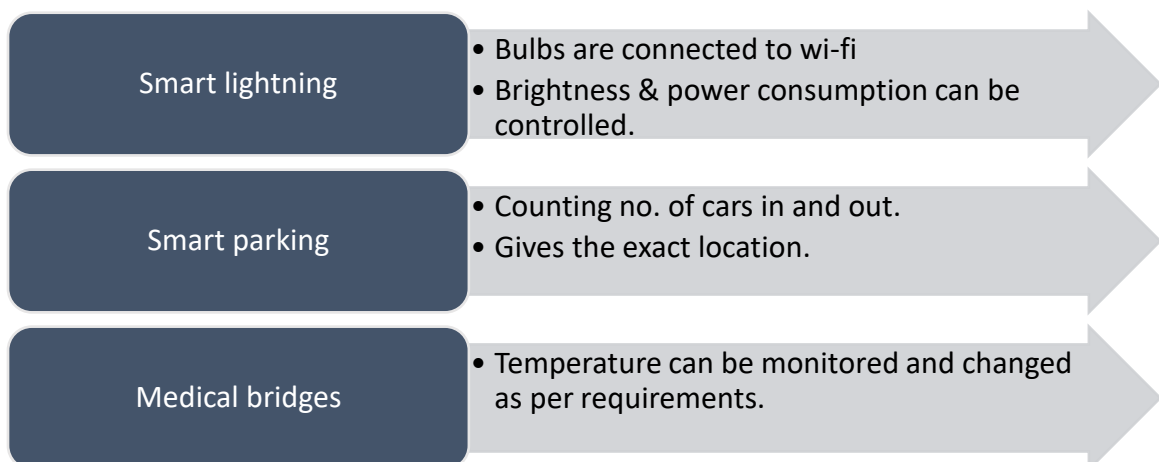
➤ IOT ( INTERNET OF THINGS):-



• BENEFITS OF IOT:-



• APPLICATION OF IOT:-



- TECHNOLOGIES RELATED TO IOT :-

