

# Digital Marketing

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# Objectives

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**Understand core digital marketing principles and channels** (SEO, PPC, Social Media, Content Marketing, Emailing, Affiliate, and Mobile Marketing).

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**Master key digital performance metrics** (CTR, CPC, Conversion Rate, Engagement Rate, ROI, etc.).

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**Learn how to build integrated, targeted campaigns** tailored to specific customer personas and local or global audiences.

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**Analyze and measure marketing campaign performance** using professional analytics tools like Google Analytics and Facebook Insights.

# 1 - Introduction to digital marketing

What is digital marketing?

Digital marketing refers to the use of digital channels such as search engines, websites, social media, email, and mobile apps to promote products or services. Unlike traditional marketing, it provides real-time analytics, better targeting, and enhanced engagement.

# Web versions

Web1



Web2

Web3

Web4

Web5

# SEM



# Why digital marketing?

## Why digital marketing?

1. Global reach: connect with audiences worldwide.
2. Cost-effective: more affordable compared to traditional marketing.
3. Measurable results: track performance and ROI in real time.
4. Personalization: deliver tailored messages to specific audience segments.

## Example:

Nike uses personalized email marketing and dynamic website content to recommend products based on user behavior (CF marketing automation)

## 2 - Key components of digital marketing

### Search Engine Optimization (SEO)

Definition: optimizing a website to rank higher in search engine results pages (SERP).

#### Types of SEO:

1. On-Page SEO: optimizing meta tags, keywords, and content.
2. Off-Page SEO: building backlinks and domain authority.
3. Technical SEO: improving site speed, mobile-friendliness, and crawlability.

Tools: Google Analytics, SEMrush, Ahrefs.

#### Example:

a travel blog optimizes for keywords like "best destinations in Europe" to attract organic traffic.

# Pay-Per-Click (PPC) Advertising

Definition: a paid model where advertisers pay each time their ad is clicked.

Platforms: Google Ads, Facebook Ads, LinkedIn Ads.

Key Metrics:

1. CTR (Click-Through Rate): percentage of users who clicked on an ad.
2. CPC (Cost Per Click): cost of each click.
3. Conversion Rate: percentage of clicks leading to a desired action.

Example: An e-commerce site runs Google Ads targeting "affordable sneakers" to boost sales.



# Social Media Marketing/Optimization (SMM/SMO)

Definition: using social platforms to promote products or services.

Popular Platforms: Facebook, Instagram, LinkedIn, TikTok, X.

Strategies:

1. Organic posts for engagement.
2. Paid campaigns for wider reach.

Metrics: engagement rate, follower growth, impressions.

Example:

Starbucks uses Instagram Stories to showcase limited-time offers and engage followers.

# Content marketing

Definition: creating and distributing valuable content to attract and retain a target audience.

Content types:

- Text
- Image
- Audio
- Video
- Interactive

Content formats:

1. Blogs, videos, infographics, case studies, eBooks.
2. Goals: build trust, generate leads, and boost SEO rankings.

Best Practices:

1. Identify audience pain points.
2. Focus on storytelling.
3. Use content calendars.

Example: HubSpot's blogs educate users about marketing tools and practices, generating leads for their software.

# Email marketing

Definition: sending targeted emails to a list of subscribers.

Types of Emails:

1. Newsletters: regular updates.
2. Promotional Emails: offers and discounts.
3. Drip Campaigns: automated sequences based on user actions.

Metrics: open rate, click-through rate, unsubscribe rate.

Example:

Amazon sends personalized recommendations and order updates to increase engagement.

# Affiliate marketing

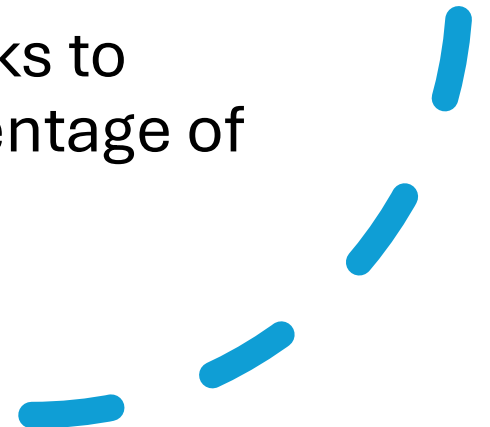
Definition: rewarding third-party affiliates for driving traffic or sales.

How it works:

1. Affiliates promote products through unique links.
2. They earn a commission on conversions.

Example:

bloggers using Amazon Affiliate links to recommend products earn a percentage of each sale.



# Mobile marketing

Definition: marketing efforts focused on mobile devices.

Techniques:

1. SMS campaigns.
2. Mobile apps.
3. Push notifications.

Example:

food delivery apps like Uber Eats use push notifications for discounts during meal times.

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# Measuring success in digital marketing

Key Performance Indicators (KPIs):

1. Traffic: sessions, users, bounce rate.
2. Engagement: likes, shares, comments.
3. Leads: form submissions, email sign-ups.
4. Sales: conversion rate, average order value.

Analytics tools:

1. Google Analytics: track website performance.
2. Facebook Insights: social media metrics.

Hotjar:

analyze user behavior with heatmaps.

# Keywords to Know in Digital Marketing

SEO (Search Engine Optimization)

SEM (Search Engine Marketing)

PPC (Pay-Per-Click)

CTR (Click-Through Rate)

CPM

CPC (Cost Per Click)

SERP

Conversion Rate

ROI (Return on Investment)

Impressions

Engagement Rate

Bounce Rate

Email Drip Campaign

Lead Generation

Affiliate Marketing

Landing Page

Retargeting

User Journey

A/B Testing

Call-to-Action (CTA)

Customer Persona

Analytics Tools