

PRINCIPLES OF DIGITAL MARKETING



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INTRODUCTION TO DIGITAL-MARKETING

- 1) Definition of digital marketing (DM)
- 2) Comparison of traditional marketing and digital marketing
- 3) Key Differences between Traditional Marketing & Digital Marketing
- 4) Key Digital Marketing Channels
- 5) Basic characteristics of Digital Marketing
- 6) Benefits and Limitations of digital-marketing in today's business landscape
- 7) Case study: Online shopping, the biggest next trend in Uganda
- 8) Current and emerging issues in Digital Marketing
- 9) Careers in Digital Marketing

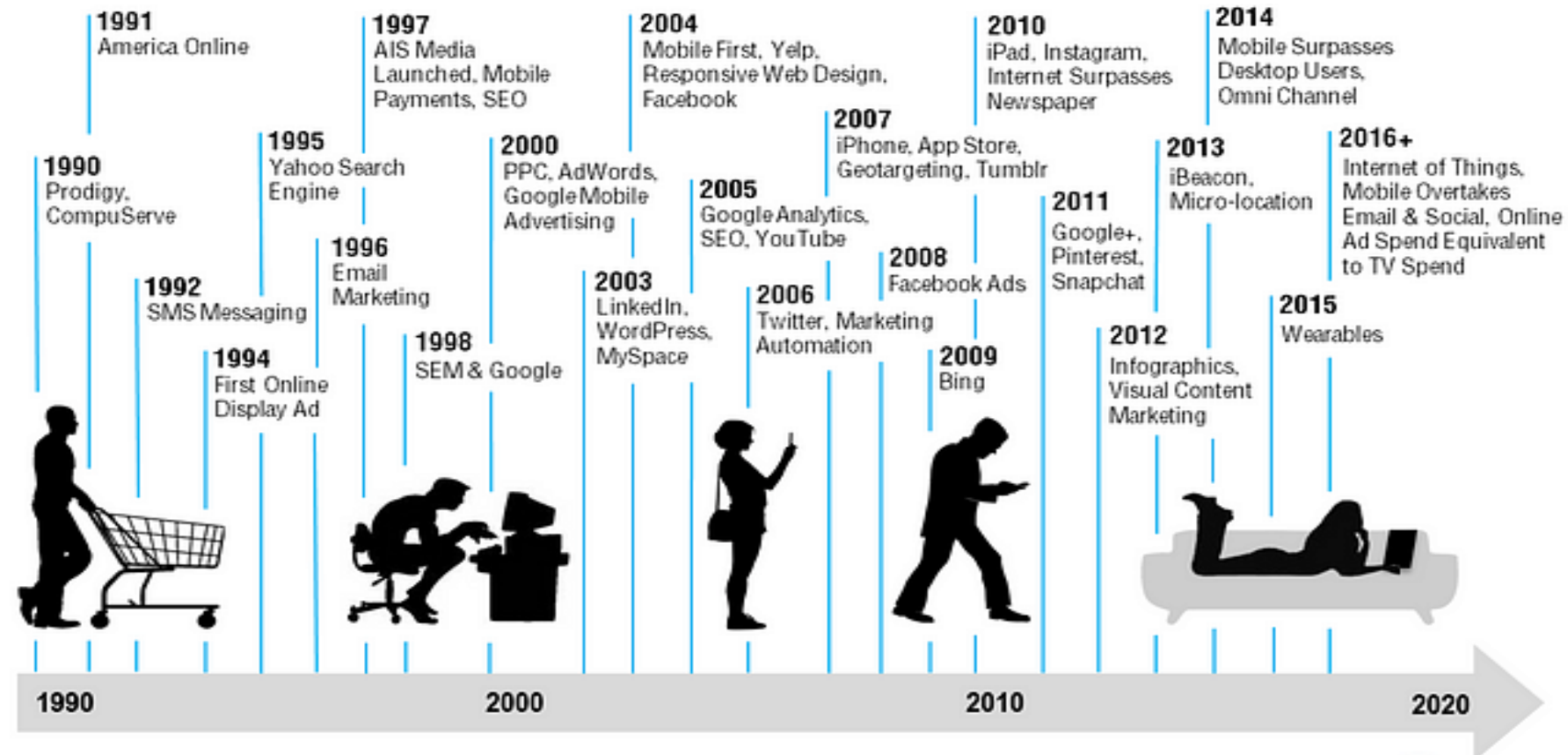
WHAT IS DIGITAL MARKETING?



Digital marketing is a form of communication and interaction between organisations and their customers through digital channels (internet, email, social media, and others) and digital technologies - *Kotler P & Keller K. L (2016)*

Digital marketing refers to the use of the internet and related digital technologies to achieve marketing goals - *Chaffey D & Ellis-Chadwick, F. (2019)*

EVOLUTION OF DIGITAL-MARKETING





TRADITIONAL MARKETING

Traditional marketing is a broad category that encompasses various forms of advertising and marketing.

Traditional Marketing encompasses the advertisements that we see and hear every day, and it's the most recognized type of marketing.

Traditional marketing strategies fall under one of four categories: print, broadcast, direct mail, and telephone

Key Differences **Between** Traditional Marketing & **Digital Marketing**

TRADITIONAL MARKETING

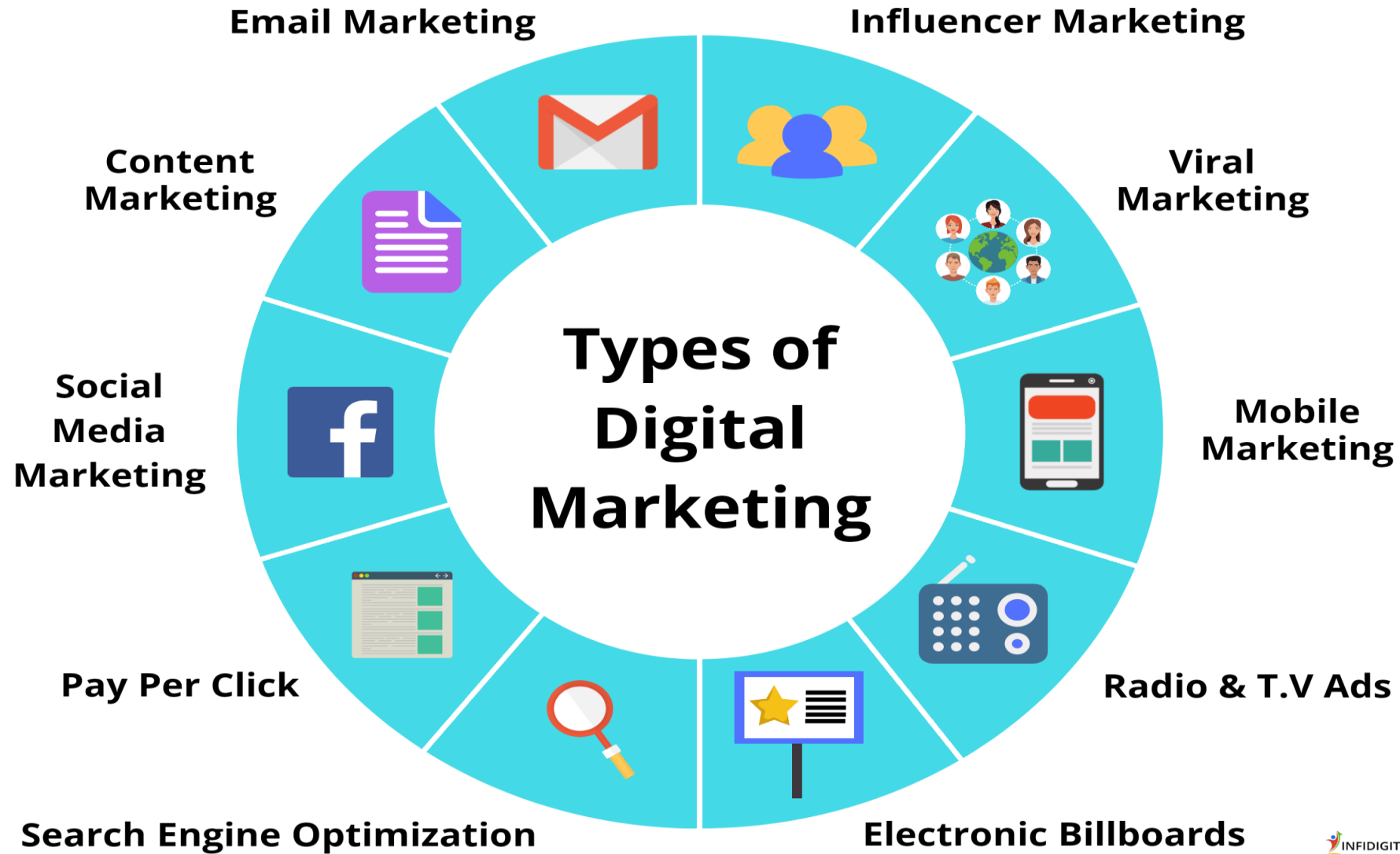
- a. The reach is low
- b. More costly
- c. ROI is low
- d. Static advertisement
- e. No user targeting
- f. Physical stores (Capital shoppers)
- g. Physical distribution
- h. Radios, Tvs, Newspapers, Flyers ...

DIGITAL-MARKETING

- a. The reach is high
- b. Less costly
- c. ROI is high
- d. Dynamic advertisement
- e. User targeting
- f. Online stores (Amazon, Jumia)
- g. Online distribution
- h. Social media applications, YouTube, websites, blogs...

<https://www.youtube.com/watch?v=vR2OP8B0JbQ>

Forms, Types, Channels, Modes of DM



<https://www.webfx.com/internet-marketing/emarketing-strategies.html>

Characteristics of Digital Marketing

- 1.Addressability
- 2.Interactivity
- 3.Memory
- 4.Control
- 5.Accessibility
- 6.Digitalization

In Class Discussion & Presentations

A. Importance of Digital-marketing in today's business landscape

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B. Benefits and Limitations of Digital-marketing.

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Case Study

**Online Shopping, The Biggest Next Trend In Uganda
Jumia, Jiji, Kikuubo online, Glovo, KFC, Javas App...**

CURRENT AND EMERGING ISSUES IN DIGITAL MARKETING

- Info overload
- Search engines only find 40 percent of web
- Scarcity of attention
- How to attract attention of customers in vast “landscape” of the internet?
- Business under increased pressure from competition
- In developing countries internet access is generally in offices
- Electricity
- Limited e-payment systems
- Computers and Communication (few people own a computer)
- Internet costs
- Connection speed
- Wireless internet access
- The digital divide in developing countries
- Government policies Ethical and Legal Issues & Privacy Issues Ethics and Law

CAREERS IN DIGITAL MARKETING



Questions and exercises

1. Outline why 'electronic marketing is a very logical extension of marketing'.
2. What are the biggest marketing opportunities in the wireless age?
3. Discuss the advantages and disadvantages of product proliferation from both a manufacturer's and a consumer's perspective.
4. 'Electronic marketing is being driven as much by societal changes as it is by technology changes.' Discuss.
5. How will e-commerce accelerate the globalization of business?
6. Why is the virtualization of payments important to the development of e-commerce?

References, Further Reading & Resources:

- **Books:**

- o Digital Marketing for Dummies by Ryan Deiss and Russ Henneberry

- o Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan

- **Websites:**

- o HubSpot's Marketing Blog: (<https://blog.hubspot.com/marketing>)

- o Google Trends: (<https://trends.google.com/>)

STOP
Talking
It's the end.
Finish. Times up.