

Undergraduate Diploma in Digital Marketing

Module 02 Digital Marketing Basics MQF Level 5, 8 ECTS

Lecture Title: The Birth of Digital Marketing



Lecturer: PIERRE PORTELLI

Date: 13.11.2025

**Undergraduate Diploma in
Digital Marketing**

Introduction to Digital Marketing

Definition of Digital Marketing

Digital marketing refers to the use of digital channels, platforms, and technologies to promote and advertise products, services, or brands to a targeted audience. It encompasses various online marketing strategies and tactics aimed at connecting with potential customers through electronic devices such as computers, smartphones, tablets, and other digital media.



Importance of Digital Marketing

Digital marketing allows businesses to reach a global audience, target specific demographics, and track the effectiveness of campaigns in real time. It has become an integral part of the overall marketing strategy for many organisations due to the increasing reliance on digital technologies in our daily lives.



Evolution of Marketing in the Digital Age

The advent of the internet and digital technologies has transformed the marketing landscape, offering new channels, tools, and strategies for businesses to connect with consumers. Here's a broad overview of the key stages in the evolution of marketing in the digital age:



1.Emergence of the Internet (1990s):

1. The internet became widely accessible in the 1990s, opening up new opportunities for businesses to establish an online presence.
2. Early websites provided basic information, and email marketing gained popularity.

2.Search Engine Optimization (SEO) and Online Advertising (2000s):

1. Search engines like Google emerged as powerful tools, leading to the importance of SEO in improving website visibility.
2. Online advertising, including banner ads and pay-per-click (PPC) campaigns, gained prominence as businesses sought to reach a broader online audience



3. Social Media Revolution (Mid-2000s):

1. The rise of social media platforms such as Facebook, X (Twitter), and later Instagram and Snapchat changed the way businesses interacted with consumers. TikTok came later.
2. Social media marketing became a key strategy for building brand awareness, engaging with audiences, and fostering customer loyalty.



4. Content Marketing (Late 2000s - Early 2010s):

1. Content marketing gained traction as businesses recognised the importance of providing valuable and relevant content to attract and retain customers.
2. Blogs, videos, podcasts, and other forms of content became essential tools for engaging audiences and establishing thought leadership.



5. Mobile Optimization (2010s):

1. The proliferation of smartphones led to a focus on mobile optimisation. Businesses had to ensure their websites and content were accessible and user-friendly on mobile devices.
2. Mobile apps and location-based marketing strategies also became popular.



6. Data Analytics and Personalization (2010s - Present):

1. The availability of big data and advanced analytics allowed marketers to gain deeper insights into consumer behaviour.
2. Personalisation became a key trend, with businesses leveraging data to deliver targeted and relevant content to individual users.



7. Influencer Marketing and User-Generated Content (2010s - Present):

1. Influencer marketing gained prominence, with brands collaborating with social media influencers to reach specific demographics.
2. User-generated content became a valuable asset, with customers actively participating in brand promotion through reviews, testimonials, and social media posts.



8. Emergence of New Technologies (Present and Beyond):

1. Artificial intelligence (AI), virtual reality (VR), and augmented reality (AR) are becoming integral to marketing strategies, providing innovative ways to engage consumers.
2. Voice search and smart speakers are changing the way users search for information, impacting SEO and content strategies.



Key Components of Digital Marketing

These components synergise to create comprehensive digital marketing campaigns that effectively reach and engage the target audience. The relative importance of each component may vary depending on the specific goals and nature of the business.



1. Website:

- A well-designed and user-friendly website serves as the digital storefront.

It's crucial for providing information, building credibility, and converting visitors into customers.

2. Search Engine Optimization (SEO):

- SEO involves optimising your website to rank higher on search engine results pages (SERPs). This includes keyword optimisation, content creation, and technical aspects to improve visibility and organic traffic.



3. Content Marketing:

- Content marketing focuses on creating and distributing valuable, relevant content to attract and engage a target audience. This can include blog posts, articles, videos, infographics, and more.

4. Social Media Marketing:

- Utilizing social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to connect with the target audience, build brand awareness, and drive engagement. Social media also involves paid advertising.



5. Email Marketing:

- Sending targeted and personalised messages to a group of people via email. Email marketing is effective for customer retention, lead nurturing, and promoting products or services.

6. Pay-Per-Click (PPC) Advertising:

- PPC advertising involves placing ads on search engines or other platforms, and advertisers pay a fee each time their ad is clicked. This is a quick way to drive targeted traffic to a website.



7. Influencer Marketing:

- Collaborating with influencers with a significant and engaged following in a specific niche to promote a product or service.

8. Analytics and Data Analysis:

- Utilizing tools like Google Analytics to track and analyse website and campaign performance. This helps in making data-driven decisions and optimising marketing strategies.



9. Mobile Marketing:

- Optimizing marketing efforts for mobile devices, considering the growing use of smartphones and tablets. This includes mobile-friendly websites, apps, and SMS marketing.

10. Online Public Relations (PR):

- Managing a brand's online reputation, building relationships with online media, and handling crisis communication in the digital space.



11. Marketing Automation:

- Using software and tools to automate repetitive marketing tasks such as email campaigns, social media posting, and lead nurturing.

12. Video Marketing:

- Leveraging video content on platforms like YouTube and social media to convey messages, tell stories, and engage the audience.



13. Chatbots and AI:

- Implementing artificial intelligence and chatbots for automated customer interactions, lead generation, and support on websites and messaging platforms.

14. E-commerce Marketing:

- Strategies specifically designed to promote and sell products or services online, including online advertising, social media marketing, and optimising the online shopping experience.



Objectives of Digital Marketing

The main objectives of digital marketing may vary depending on the specific goals of a business or campaign, but generally, they include:

1. Increase Brand Awareness:

Digital marketing helps in creating and boosting brand visibility across various online platforms, reaching a wider audience and making the brand more recognisable.



2. Generate Leads:

One of the primary goals is to attract potential customers and gather their contact information. This involves creating content and campaigns encouraging people to express interest in a product or service.

3. Drive Website Traffic:

Digital marketing efforts often focus on directing users to a company's website. This involves optimising content for search engines, running online advertising, and leveraging social media to attract visitors.



4. Boost Sales:

Ultimately, the aim of many digital marketing campaigns is to increase sales. By attracting the right audience and guiding them through the buyer's journey, digital marketing contributes to converting leads into customers.

5. Enhance Customer Engagement:

Building relationships with customers is crucial for long-term success. Social media, email marketing, and other digital channels are used to engage with the audience, address their concerns, and foster loyalty.



6. Improve Customer Retention:

Digital marketing is not only about acquiring new customers but also about retaining existing ones. Strategies like personalised content, loyalty programs, and customer feedback mechanisms contribute to customer retention.

7. Measure and Analyse Performance:

Digital marketing allows for detailed tracking and analysis of campaigns. Businesses can measure key performance indicators (KPIs) such as website traffic, conversion rates, social media engagement, and more to assess the success of their strategies.



8. Optimize for Conversions:

Businesses aim to optimise their digital assets and campaigns to maximise conversions. This involves refining website design, improving user experience, and implementing effective calls-to-action to encourage desired actions.

9. Adapt to Changing Trends:

The digital landscape is dynamic, and successful digital marketing strategies require staying current with trends and technologies. Adapting to changes in consumer behaviour, technology, and algorithms is crucial for sustained success.



10. Cost-Effectiveness:

Compared to traditional marketing methods, digital marketing often provides a more cost-effective way to reach a targeted audience. Businesses can allocate budgets more efficiently and measure their campaigns' return on investment (ROI).



The Digital Marketing Landscape

Overview of Online Channels (Social Media, Search Engines, Email, etc.)

Online channels refer to the various platforms and mediums available on the internet that facilitate communication, interaction, and content sharing. These channels have become integral to our daily lives, offering diverse opportunities for entertainment, information dissemination, social interaction, and business activities. Here's an overview of some prominent online channels:



1. Social Media Platforms:

- Facebook, X (Twitter), Instagram, LinkedIn, Snapchat, TikTok, Pinterest and more.

These platforms enable users to connect with friends, share content, and engage in social networking.

2. Video Sharing Platforms:

- YouTube, Vimeo, Dailymotion and more.

These platforms allow users to upload, share, and discover videos on a wide range of topics, from entertainment to education.



3. Messaging Apps:

- WhatsApp, Facebook Messenger, Telegram, Signal and more.

Instant messaging apps for one-on-one or group communication, often including voice and video calls.

4. Blogging Platforms:

- WordPress, Medium, Blogger and more.

Platforms for creating and publishing written content, from personal blogs to professional articles.



5. E-commerce Platforms:

- Amazon, eBay, Shopify and more.

Online marketplaces where businesses and individuals can sell products and services.

6. Online Forums and Communities:

- Reddit, Quora, Stack Overflow and more.

Platforms for discussion, asking questions, and sharing knowledge on specific topics.



7. Podcasting Platforms:

- Apple Podcasts, Spotify, Google Podcasts and more.

Platforms for hosting and listening to podcasts, which are audio-based content.

8. Online Streaming Services:

- Netflix, Hulu, Disney+, Apple, HBO and more. Platforms offering on-demand streaming of movies, TV shows, and original content.



9. News and Information Platforms:

- BBC News, CNN, Aljazeera, Aajtak and many more. Websites providing news updates, articles, and reference materials.

10. Gaming Platforms:

- Twitch, Steam, PlayStation Network, Xbox Live and more. Platforms for online gaming and digital distribution of video games.

11. Collaboration Tools:

- Zoom, Microsoft Teams, Slack and more.

Platforms for virtual meetings, collaboration, and communication within businesses and teams.



12. Educational Platforms:

- Coursera, Udemy, Khan Academy and more.

Online platforms offering courses, tutorials, and educational content.

13. Job and Professional Networking:

- LinkedIn, Indeed, Glassdoor and more.

Platforms for job searching, professional networking, and career development.

14. File Sharing and Storage:

- Google Drive, Dropbox, OneDrive and more. Platforms for storing, sharing, and collaborating on files and documents.



15. Review and Rating Platforms:

- Yelp, TripAdvisor, Rotten Tomatoes and more. Platforms for users to review and rate businesses, services, and entertainment.

These online channels collectively form the digital landscape, influencing how individuals and businesses connect, communicate, and consume information in the modern era. The popularity and usage of these channels can vary based on geographical location, demographics, and technological trends.



Digital Marketing vs. Traditional Marketing

Digital marketing and traditional marketing are two distinct approaches to promoting products or services. Both digital and traditional marketing have their strengths and weaknesses, and an integrated approach is often the most effective for a comprehensive marketing strategy.



1. Channel of Communication:

- Traditional Marketing: Relies on traditional channels such as television, radio, print media (newspapers, magazines), billboards, and direct mail.

- Digital Marketing: Utilizes online channels, including social media, search engines, email, websites, blogs, and mobile apps.



2. Reach and Targeting:

- Traditional Marketing: Has a broader reach but may lack precise targeting. Messages are often intended for a general audience.
- Digital Marketing: Offers highly targeted approaches, allowing advertisers to reach specific demographics, interests, behaviours, and locations.



3. Cost:

- Traditional Marketing: This can be more expensive, especially for TV and radio ads or full-page print advertisements. Costs are often based on circulation or airtime.
- Digital Marketing: Generally, it is more cost-effective, with flexible budgeting options. Advertisers can allocate budgets based on performance and adjust them in real time.



4. Measurability and Analytics:

- Traditional Marketing: Metrics are harder to measure accurately. It is challenging to track the effectiveness of a billboard or a TV ad in terms of audience engagement or conversion rates.

- Digital Marketing: Provides detailed analytics and real-time data. Advertisers can track impressions, clicks, conversion rates, and various other metrics, allowing for precise campaign performance measurement.



5. Interactivity and Engagement:

- Traditional Marketing: Usually a one-way communication channel where the audience receives the message passively.
- Digital Marketing: Enables two-way communication. Customers can engage with the brand through comments, likes, shares, and direct messages, fostering a more interactive relationship.



6. Speed and Flexibility:

- Traditional Marketing: Typically requires a longer lead time for planning and execution. Changes to campaigns may be challenging once they are in progress.
- Digital Marketing: Offers quicker implementation and adjustments. Campaigns can be modified in real-time, allowing for agility and responsiveness to market trends.



7. Global vs. Local Targeting:

- Traditional Marketing: May struggle with effective local targeting, especially in global campaigns.
- Digital Marketing: Allows for precise local targeting and the ability to reach a global audience simultaneously.



8. Accessibility:

- Traditional Marketing: Limited accessibility, especially for small businesses with tight budgets.
- Digital Marketing: Provides accessible options for businesses of all sizes. Even small businesses can run effective digital marketing campaigns with a modest budget.



Digital Marketing Trends

Digital marketing trends can evolve rapidly, and new developments may have occurred in a short time.

1. Content Marketing Continues to Thrive:

- Quality content remains a crucial aspect of digital marketing.
- Interactive content, such as quizzes, polls, and videos, became more popular.

2. Video Marketing Dominance:

- Video content was increasingly becoming the preferred format for users.
- Short-form videos on platforms like TikTok and Instagram Reels gained popularity.



3. Social Media Marketing Evolution:

- Social commerce integration on platforms like Facebook, Instagram, and Pinterest.
- The rise of ephemeral content on platforms like Snapchat and Instagram Stories.

4. Influencer Marketing Maturation:

- Continued growth in influencer marketing.
- Micro-influencers are gaining prominence due to their authenticity and niche focus.



5. AI and Chatbots:

- Increased use of artificial intelligence (AI) in chatbots for customer service.
- Personalized experiences driven by AI algorithms.

6. Voice Search Optimization:

- Optimization for voice search due to the rise of smart speakers and virtual assistants.



7. Ephemeral Content:

- Content that is only accessible for a short period, like Snapchat and Instagram Stories.
- Creates a sense of urgency and authenticity.

8. Augmented Reality (AR) and Virtual Reality (VR):

- AR used in marketing campaigns to enhance user experiences.
- VR applications for immersive storytelling.



9. Data Privacy and Compliance:

- Heightened focus on data privacy and compliance with regulations like GDPR.
- Transparency in data collection and usage.

10. User-generated Content (UGC):

- Encouraging users to create content that promotes brands.
- UGC is seen as more authentic and trustworthy.

11. Mobile-First Approach:

- Continued emphasis on mobile optimisation for websites and content.
- Google's mobile-first indexing impacting search engine rankings.



Successful Digital Marketing Campaigns

1. Old Spice - "The Man Your Man Could Smell Like" (2010):



The campaign went viral, significantly increasing brand awareness and sales.

Old Spice
experience
substantial
social media
followers and
engagement



Dove - "Real Beauty Sketches" (2013)



The campaign garnered widespread attention and praise, generating millions of views and extensive media coverage. It reinforced Dove's commitment to realistic beauty

Nike - "Breaking2" (2017)



While the two-hour barrier wasn't officially broken, the campaign successfully generated immense buzz around Nike, reinforcing its image as a performer

Airbnb - "We Are Here" (2020)



The campaign resonated well during a challenging time, emphasizing the values of connection and belonging. It contributed to maintaining brand loyalty and positive sentiment.

ALS Ice Bucket Challenge (2014)



While not initiated by a specific brand, the ALS Ice Bucket Challenge became a viral sensation, leveraging social media to raise awareness for amyotrophic sclerosis (ALS).

CLASS ACTIVITY: 60 MIN

- Each Group must find an online campaign
- Identify the specific target audiences for that campaign
- Determine the selected platforms and reasoning
- Outline the creative strategy
- List 3 KPIs for success of the selected campaign
- Present your findings



Social Media Marketing

Creating a Social Media Strategy



Social Media Analytics

Social media analytics involves the process of gathering, analysing, and interpreting data from social media platforms to extract valuable insights. Businesses, organisations, and individuals use social media analytics to understand the performance of their social media efforts, make informed decisions, and optimise their strategies.



Social Media Analytics



Why are blogs important for digital marketing?

Blogs are a vital component of digital marketing because they combine content creation, SEO, and brand communication in one powerful tool.

Boost Search Engine Optimisation (SEO):

Regular blog posts help websites rank higher on search engines. By incorporating relevant keywords and topics, blogs attract organic traffic and keep websites active — a key factor for Google's algorithms.



Why are blogs important for digital marketing?

Build Brand Authority and Trust:

High-quality, informative posts demonstrate expertise in a given field. When audiences find valuable insights on a company's blog, they're more likely to view the brand as credible and trustworthy.

Support Content Marketing and Social Media:

Blog content fuels other digital channels — posts can be shared on social media, featured in newsletters, or repurposed into videos, infographics, and podcasts, keeping the brand's message consistent across platforms.



Why are blogs important for digital marketing?

Generate Leads and Conversions:

Blogs allow subtle calls to action (CTAs), such as signing up for a newsletter, downloading a guide, or purchasing a product. This turns readers into potential customers.

Enhance Customer Engagement:

Blogs invite comments, shares, and discussions, creating a two-way communication channel between a brand and its audience.

Long-Term ROI:

Unlike ads, which stop delivering results when budgets end, well-optimised blog posts continue to attract visitors months or even years later.



CLASS ACTIVITY – 30 MIN

Find two blogs you like and analyse how many links are embedded in the text and where those links take you.

Present your findings to the class.



THANK YOU FOR TODAY