

Undergraduate Diploma in Digital Marketing

Module 02 Digital Marketing Basics MQF Level 5, 8 ECTS

Lecture Title: The Marketing Mix



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Date: 20.11.2025

**Undergraduate Diploma in
Digital Marketing**



EASY MARKETING

STARBUCKS MARKETING STRATEGY



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Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a set of strategies and techniques aimed at improving the visibility and ranking of a website or web page on search engine results pages (SERPs). The primary goal of SEO is to increase organic (non-paid) traffic to a website by optimising its content, structure, and other elements to make it more attractive to search engines.

Effective SEO requires a comprehensive approach that considers both on-page and off-page factors. It's an ongoing process that requires monitoring, analysis, and adjustments to adapt to changes in search engine algorithms and user behaviour. Successful SEO can lead to higher rankings, increased organic traffic, and improved online visibility.

1. Keyword Research:

- Identify and target relevant keywords that potential users might use when searching for information related to your content or products.

2. On-Page Optimization:

- Optimizing individual web pages to make them more search engine-friendly.

This includes optimising titles, meta descriptions, headings, and content for relevant keywords.

3. Content Quality:

- Creating high-quality, relevant, and valuable content that meets users' needs.

Search engines prioritise content that provides value to users.

4. Link Building:

- Acquiring high-quality backlinks from reputable websites. Search engines consider backlinks as votes of confidence, and websites with more quality backlinks are often perceived as more authoritative.

5. Technical SEO:

- Ensuring that the technical aspects of a website are optimised for search engines. This includes factors such as website speed, mobile-friendliness, secure connections (HTTPS), and proper indexing.

6. User Experience:

- Improving the overall user experience on a website. Search engines consider factors like page load times, navigation, and overall usability when ranking websites.

7. Local SEO:

- Optimizing a website for local search results is especially important for businesses targeting a specific geographic area. This involves creating and optimising local business listings and ensuring accurate business information.

8. Analytics and Monitoring:

- Using tools like Google Analytics to monitor website performance, track user behaviour, and assess the effectiveness of SEO efforts. Continuous monitoring allows for adjustments and improvements over time.

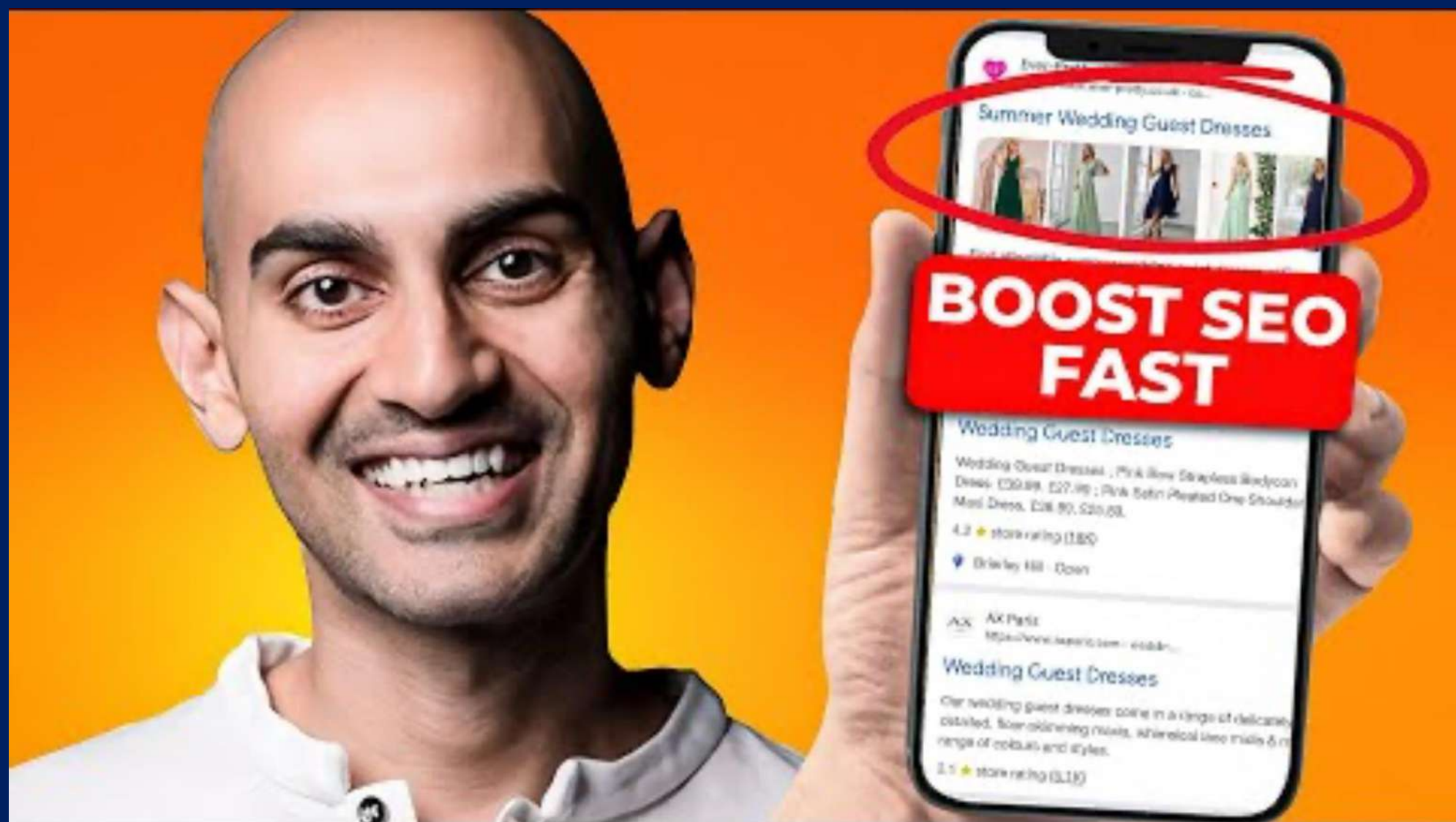
9. Algorithm Updates:

- Staying informed about changes in search engine algorithms. Search engines frequently update their algorithms, and staying current with these changes helps SEO professionals adapt their strategies accordingly.

10. Social Media Integration:

- Leveraging social media to increase brand visibility and drive traffic.

While social media signals may not directly impact search rankings, a strong presence can increase visibility and brand awareness.



CLASS ACTIVITY: 60 MIN

- Select a product or service you'd like to market.
- Identify 10 keywords relevant to your business
- Check if these keywords are already being used by your competitors.
- Refine your keyword search after conducting your research on your competitors.
- Identify 6 keywords used by another website.

Importance of Mobile Optimization

Mobile optimisation is crucial in today's digital landscape due to the increasing reliance on mobile devices for accessing information and services and conducting various activities online.

Mobile optimisation is essential for reaching a broad audience, providing a positive user experience, and staying competitive in the digital marketplace. It aligns with current user trends and prepares websites for future advancements in mobile technology.

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.

Content Marketing

Definition of Content Marketing

- Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and engage a target audience.
- The primary goal of content marketing is to build and nurture a relationship with the audience by providing useful, entertaining, or educational information.
- Instead of directly promoting a product or service, content marketing aims to deliver content that addresses the needs and interests of the audience, ultimately leading to increased brand awareness, customer loyalty, and business growth.

- Key elements of content marketing include creating high-quality and valuable content, understanding the target audience, selecting appropriate channels for content distribution, and measuring the effectiveness of the content strategy.
- This approach recognises that consumers are likelier to engage with and trust a brand that provides valuable information rather than just bombarding them with traditional advertising messages.
- Content marketing can take various forms, including blog posts, articles, videos, podcasts, social media posts, ebooks, and more.

Pay-Per-Click (PPC) Advertising

Pay-per-click (PPC) advertising is a digital marketing model where advertisers pay a fee each time one of their ads is clicked. It's a way of buying site visits rather than organically earning those visits. PPC is commonly associated with search engines, but it can also be used on social media platforms.

Despite its advantages, PPC requires ongoing management and optimisation to ensure cost-effectiveness and maximum impact. Monitoring and adjusting campaigns based on performance data is essential to achieve the best results.

Advantages of PPC Advertising:

1. Immediate Results: PPC can generate quick traffic and results, which is especially useful for time-sensitive promotions or product launches.
2. Targeting Options: Advertisers can target specific demographics, locations, devices, and more, ensuring their ads reach the most relevant audience.
3. Measurable ROI: PPC platforms provide detailed analytics, allowing advertisers to track the performance of their campaigns, measure ROI, and make data-driven decisions.
4. Control Over Spending: Advertisers control their budgets and can adjust bids and targeting parameters in real time.
5. Flexibility and Customization: Advertisers can create and test multiple ad variations, allowing them to optimise their campaigns for better performance.

Influencer Marketing

Definition and Importance of Influencer Marketing

Influencer marketing is a form of marketing that uses influential individuals, often referred to as influencers, to promote a brand, product, or service.

These influencers typically have a significant and engaged following on social media platforms, blogs, or other online channels.

Influencer marketing aims to leverage these influencers' credibility, trust, and reach to connect with a target audience and drive awareness, engagement, and, ultimately, conversions.

Influencer Marketing



Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs) are measurable values organisations use to assess and gauge their performance in achieving specific objectives and goals.

KPIs are crucial in various industries and sectors as they provide a quantifiable way to evaluate progress and success.

These indicators are typically aligned with the organisation's strategic objectives and can vary depending on the nature of the business or specific department.

Examples of KPIs include financial metrics (e.g., revenue growth, profit margins), customer satisfaction scores, employee productivity, sales figures, website traffic, and more.

1. Quantifiable and Measurable: KPIs should be expressed in numerical terms to enable easy measurement and comparison over time.

2. Relevant to Goals and Objectives: KPIs should directly relate to the organization's or department's strategic objectives and goals. They help measure progress toward these targets.

3. Aligned with Key Business Processes: KPIs are often associated with critical business processes and activities. Monitoring these indicators provides insights into the efficiency and effectiveness of these processes.

4. Time-Bound: KPIs are often set with specific timeframes, such as monthly, quarterly, or annually. This helps in tracking performance over defined periods.

5. Customizable: KPIs can vary from one organisation to another or even between departments within the same organisation. They are tailored to reflect the unique priorities and challenges of a particular business or area.

TARGET MARKET?

PRODUCT:

WATERPROOF PACKAGING

PRICE:

25 GOATS FOR A
SHIPLOAD OF BURGERS

PROMOTION:

FRE

P
PUB



PAXTON / PATTERSON

Digital Marketing Mix

Digital marketing channels refer to businesses' online platforms and methods to reach and engage with their target audience. The mix of digital marketing channels can vary based on a business's goals, target audience, and industry.

The ideal digital marketing strategy often involves a combination of these channels tailored to the specific needs and goals of the business. Regularly evaluating performance metrics and adjusting strategies accordingly is essential for ongoing success in the dynamic digital landscape.

Available Channels

Target Audience

MARKETING MIX

CHANNEL MIX

Finalize Channel Mix



Build Plan and Budget



1. Search Engine Optimization (SEO):

- Use: Increase organic (non-paid) visibility on search engines.
- Benefits: Improves website ranking, increases organic traffic, and enhances online credibility.

2. Search Engine Marketing (SEM) or Pay-Per-Click (PPC):

- Use: Paid advertising on search engines.
- Benefits: Immediate visibility, targeted advertising, and control over budget.

3. Social Media Marketing (SMM):

- Use: Promotion and engagement on social media platforms (e.g., Facebook, Instagram, Twitter).
- Benefits: Builds brand awareness, engages with the audience, and drives website traffic.

4. Content Marketing:

- Use: Creating and distributing valuable content to attract and retain a target audience.
- Benefits: Establishes expertise, builds trust, and supports other marketing efforts.

5. Email Marketing:

- Use: Sending targeted messages to a group of people via email.
- Benefits: Direct communication, personalised messaging, and effective customer retention.

6. Affiliate Marketing:

- Use Partnerships with affiliates to promote products/services in exchange for a commission.
- Benefits: Cost-effective, leveraging others' audiences, and performance-based payment.

7. Online PR (Public Relations):

- Use: Managing a brand's online reputation and creating positive online visibility.
- Benefits: Builds trust, enhances brand image, and addresses potential issues.

8. Mobile Marketing:

- Use: Targeting users on mobile devices through apps, SMS, or mobile-optimized websites.
- Benefits: Reaches users on the go, leverages mobile-specific features, and enhances local targeting.

9. Influencer marketing is an important strategy in today's digital landscape, providing brands with a powerful means to connect with consumers, build trust, and achieve marketing objectives more authentically and engagingly.



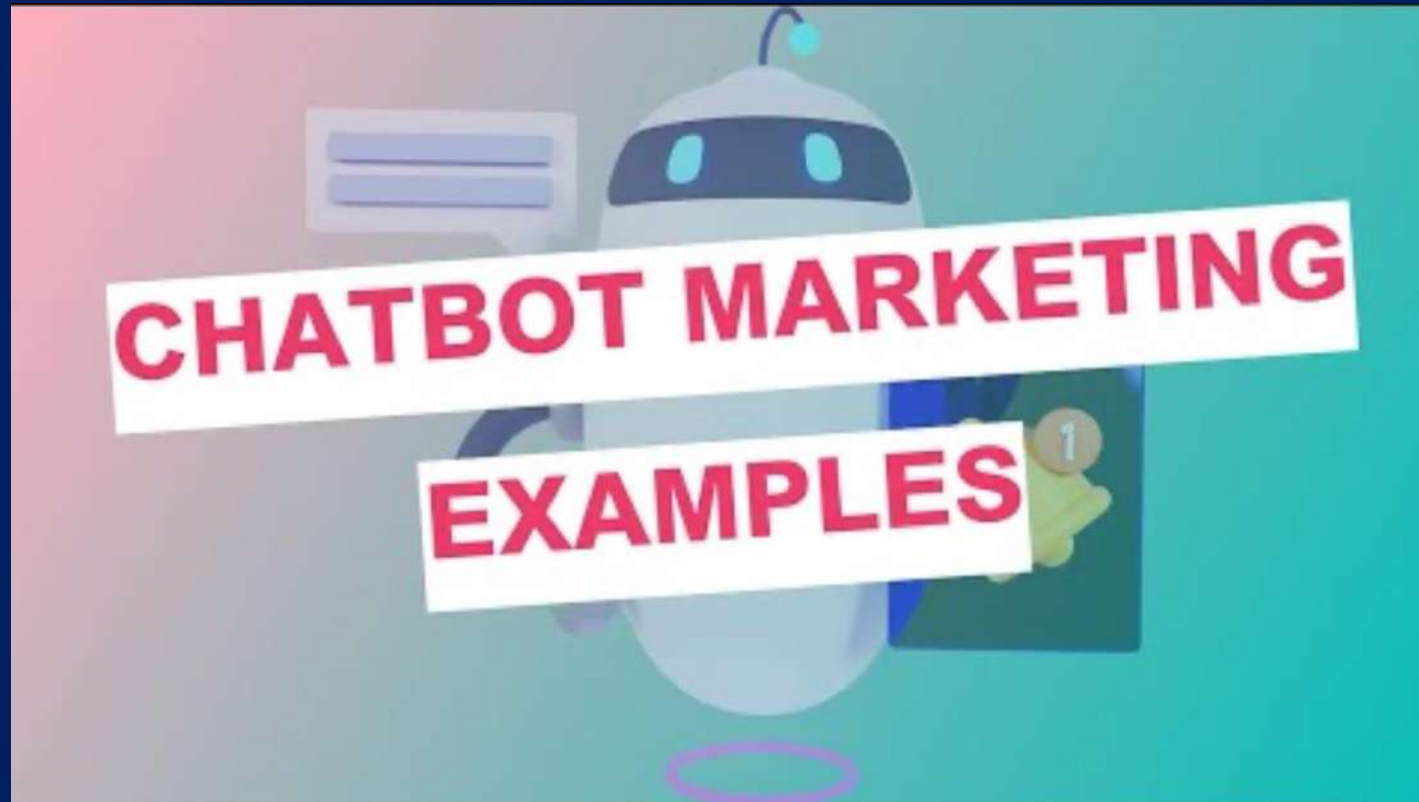
10. Video Marketing:

- Use: Creating and sharing video content on platforms like YouTube.
- Benefits: Engages visually, demonstrates products/services, and can go viral.



11. Chatbots and Messaging Apps:

- Use: Automated communication with users through chat interfaces.
- Benefits: Provides instant support, improves user experience, and automates routine tasks.





- 12. Analytics and Data Analysis:
 - Use: Monitoring and analyzing data to measure the effectiveness of marketing efforts.
 - Benefits: Informed decision-making, identified trends, and optimized campaigns for better performance.

Marketing officers play a crucial role in managing and implementing various tasks to ensure the success of marketing initiatives. The specific tasks may vary depending on the organisation's size, industry, and goals, but generally, marketing officers are responsible for the following tasks:

1. Market Research:

- Conducting market research to understand industry trends, customer needs, and competitor activities.
- Analyzing data to identify new opportunities and potential threats.

2. Strategic Planning:

- Developing marketing strategies aligned with overall business goals.
- Setting marketing objectives and key performance indicators (KPIs).

3. Brand Management:

- Building and maintaining a strong brand identity.
- Ensuring consistent messaging across all marketing channels.

4. Product or Service Positioning:

- Defining the unique selling proposition (USP) for products or services.
- Positioning the offerings effectively in the market.

5. Target Audience Identification:

- Identifying and understanding the target audience.
- Creating customer personas to tailor marketing efforts.

6. Marketing Budget Management:

- Allocating and managing the marketing budget effectively.
- Monitor expenses and ensure a positive return on investment (ROI).

7. Campaign Development and Execution:

- Planning and implementing marketing campaigns across various channels (digital, traditional, social media, etc.).
- Overseeing the creative development of marketing materials.

8. Digital Marketing:

- Utilizing online channels for marketing, including social media, email, content marketing, and SEO.
- Monitoring and optimising digital marketing campaigns.

9. Public Relations:

- Managing relationships with the media and other stakeholders.
- Handling crisis communication and reputation management.

10. Sales Support:

- Collaborating with the sales team to develop sales collateral and tools.
- Providing support in lead generation and conversion efforts.

11. Metrics and Analytics:

- Monitor and analyse marketing performance using key metrics.
- Making data-driven decisions to optimise marketing strategies.

12. Customer Relationship Management (CRM):

- Implement and utilise CRM systems to manage customer interactions.
- Developing strategies to enhance customer loyalty and retention.

13. Event Management:

- Planning and executing promotional events, trade shows, and sponsorships.
- Ensuring events align with overall marketing objectives.

14. Cross-functional Collaboration:

- Collaborating with other departments, such as sales, product development, and customer service.
- Ensuring alignment of marketing efforts with overall business strategies.

15. Regulatory Compliance:

- Staying informed about and adhering to relevant laws and regulations related to marketing practices.

GROUP EXERCISE: 60 MIN

Split into FOUR Groups

Develop a multichannel marketing approach by utilising a combination of online and offline channels to reach your target audience effectively.

Your chosen channels according to your target demographic, product or service, and overall marketing goals.

Your budget is €10,000

YOUR PRODUCT



GROUP 1



GROUP 2



GROUP 3



GROUP 4



25 LOCAL ONLINE MARKETING TIPS

FOR SMALL BUSINESS

THANK YOU FOR TODAY

*Pierre Portelli for 21 Academy
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