

MARKETING AND RESEARCH

Lecture Title: Digital Marketing Strategy



Lecturer: Ms. Aysel Schembri
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**Undergraduate Diploma in
Digital Marketing**

Lecture Summary

- Understanding digital marketing activities
- Digital marketing strategy and use of digital tools
- The use of virtual channels to market products and services
- Using digital marketing to reach consumers.
- Assignment Q&A -



Digital marketing activities

- ❖ Digital marketing is the use of digital technologies and platforms to promote products, services or brands.
- ❖ It encompasses a wide range of tactics, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, content marketing, and more.



Digital marketing activities

1. Search Engine Optimization (SEO): SEO is the process of optimizing your website to rank higher on search engine result pages. This can include optimizing your website's content, structure, and coding to make it more search engine friendly.



2. Pay-Per-Click Advertising (PPC): PPC is a form of online advertising where you pay each time someone clicks on your ad. These ads can appear on search engine result pages, social media platforms, and other websites.





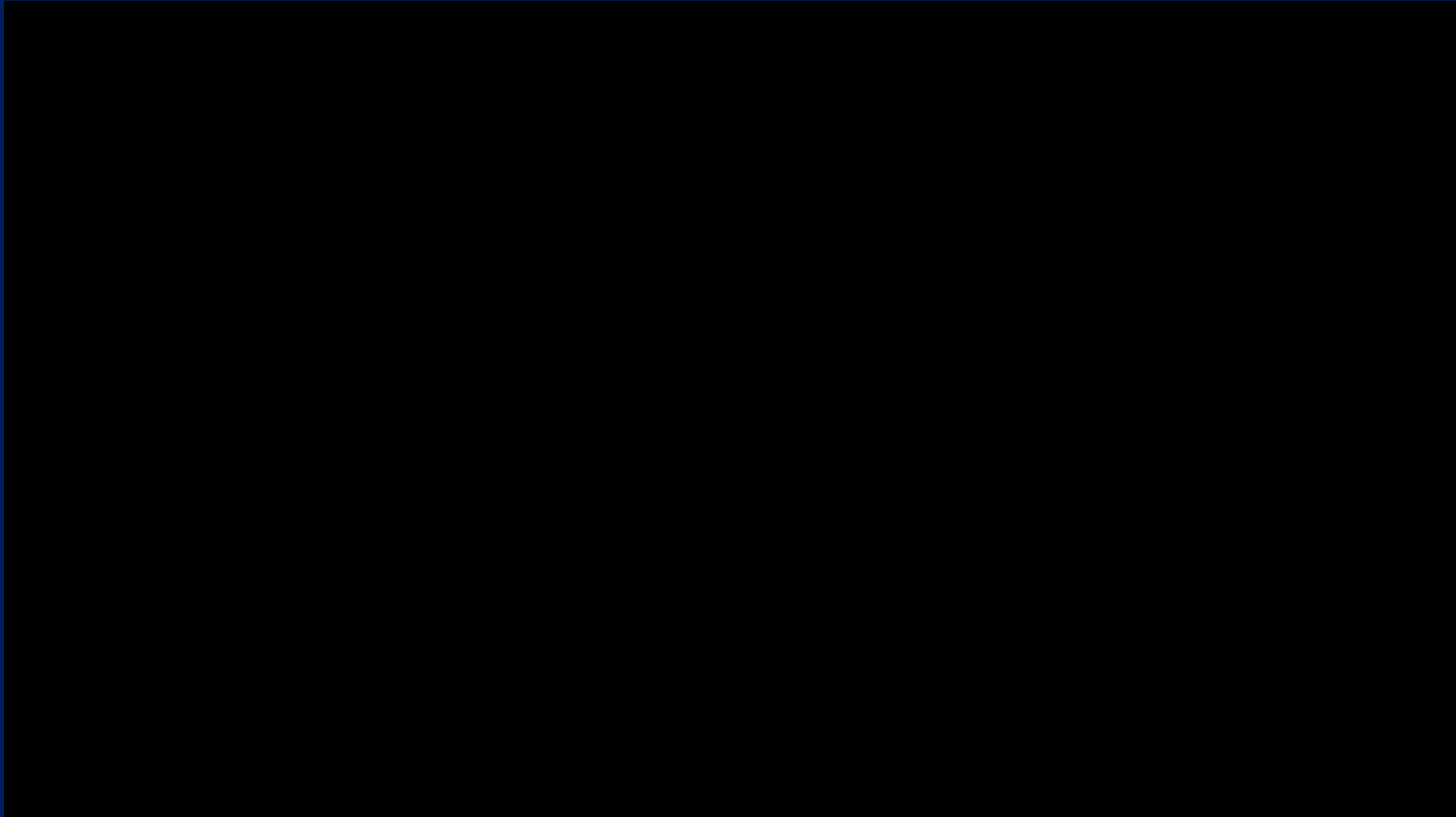
Digital marketing activities

3.Social Media Marketing: Social media marketing involves using social media platforms like Facebook, Twitter, and Instagram to promote your brand and products. This can include creating and sharing content, running ads, and engaging with followers.



4.Content Marketing: Content marketing involves creating valuable and relevant content that attracts and engages your target audience. This can include blog posts, videos, infographics, and other forms of content.





Digital marketing activities

5. Email Marketing: Email marketing involves using email to communicate with your audience and promote your brand and products. This can include newsletters, promotional emails, and other types of emails.



6. Influencer Marketing: Influencer marketing involves partnering with social media influencers to promote your brand and products. These influencers have large followings on social media and can help you reach a wider audience.



Digital marketing activities

7. Affiliate Marketing: Affiliate marketing involves partnering with other businesses or individuals to promote your products in exchange for a commission. This can be a cost-effective way to reach new customers



Digital marketing activities

8. Video Marketing: Video marketing involves creating and sharing video content, such as product demos or customer testimonials, to promote a brand or product.

9. Mobile Marketing: Mobile marketing involves optimizing a website or digital content for mobile devices and using mobile-specific tactics, such as in-app advertising or SMS marketing, to reach a target audience.

10. Web Analytics: Web analytics involves tracking and analyzing website and digital marketing performance data to optimize campaigns and improve ROI.



Digital marketing vs Traditional marketing

- ❖ One of the main differences between digital marketing and traditional marketing methods is the medium through which they are delivered.
- ❖ Traditional marketing methods include print ads, billboards, television, radio, and direct mail, while digital marketing takes place on digital channels like social media platforms, search engines, websites, and mobile apps.



Digital marketing vs Traditional marketing

Traditional VS Digital

Offline

Old-school

Direct Mail

Sales

Advertising

TV

Radio

Brochure



Online

New-school

Email

Social Media

SEO & PPC

Video

Podcast

Website





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Benefits of Digital Marketing

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Ability to
target specific
audiences

One of the benefits of digital marketing is the ability to target specific audiences with greater precision. Digital marketing channels allow businesses to create targeted ads based on demographics, interests, behaviors, and other factors, which can result in higher conversion rates and lower advertising costs.

Provides
greater
flexibility and
scalability

Additionally, digital marketing provides greater flexibility and scalability compared to traditional marketing methods. Businesses can quickly and easily adjust their digital marketing campaigns based on performance data, and they can reach a wider audience with lower costs.



Benefits of Digital Marketing

The ability to track and measure the effectiveness of campaigns

Another benefit of digital marketing is **the ability to track and measure the effectiveness of campaigns**. With digital marketing, businesses can track metrics such as website traffic, click-through rates, conversion rates, and more, which can provide valuable insights into the success of their marketing efforts.



Digital marketing strategy and use of digital tools

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Identify Target Audience

Understand who to reach with marketing messages



Develop a Messaging Strategy

Craft compelling messages for target audience



Develop Content Strategy

Plan content to engage and inform audience



Measure and Optimize

Track performance and refine strategy



Define Business Objectives

Establish clear goals for marketing efforts



Analyse Competitors

Evaluate competitors' strategies and market position



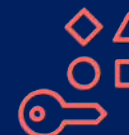
Select Digital Channels

Choose appropriate platforms for marketing activities



Allocate Budget and Resources

Determine financial and operational resources



The use of virtual channels to market products and services

Virtual channels are digital channels that enable businesses to market their products and services to their target audience through digital means.

Here are some additional examples of virtual channels used by other well-known brands to market their products.



Virtual channels used by brands

Airbnb: Airbnb is a company that provides a platform for people to book vacation rentals and short-term accommodations. They use virtual channels such as social media and email marketing to target potential travellers with personalised recommendations and promotional offers.

Sephora: Sephora is a global beauty retailer that uses virtual channels like social media, influencer marketing, and user-generated content (UGC) to engage with customers and promote their products. Sephora also has an online community where customers can share reviews and recommendations of their favorite products.

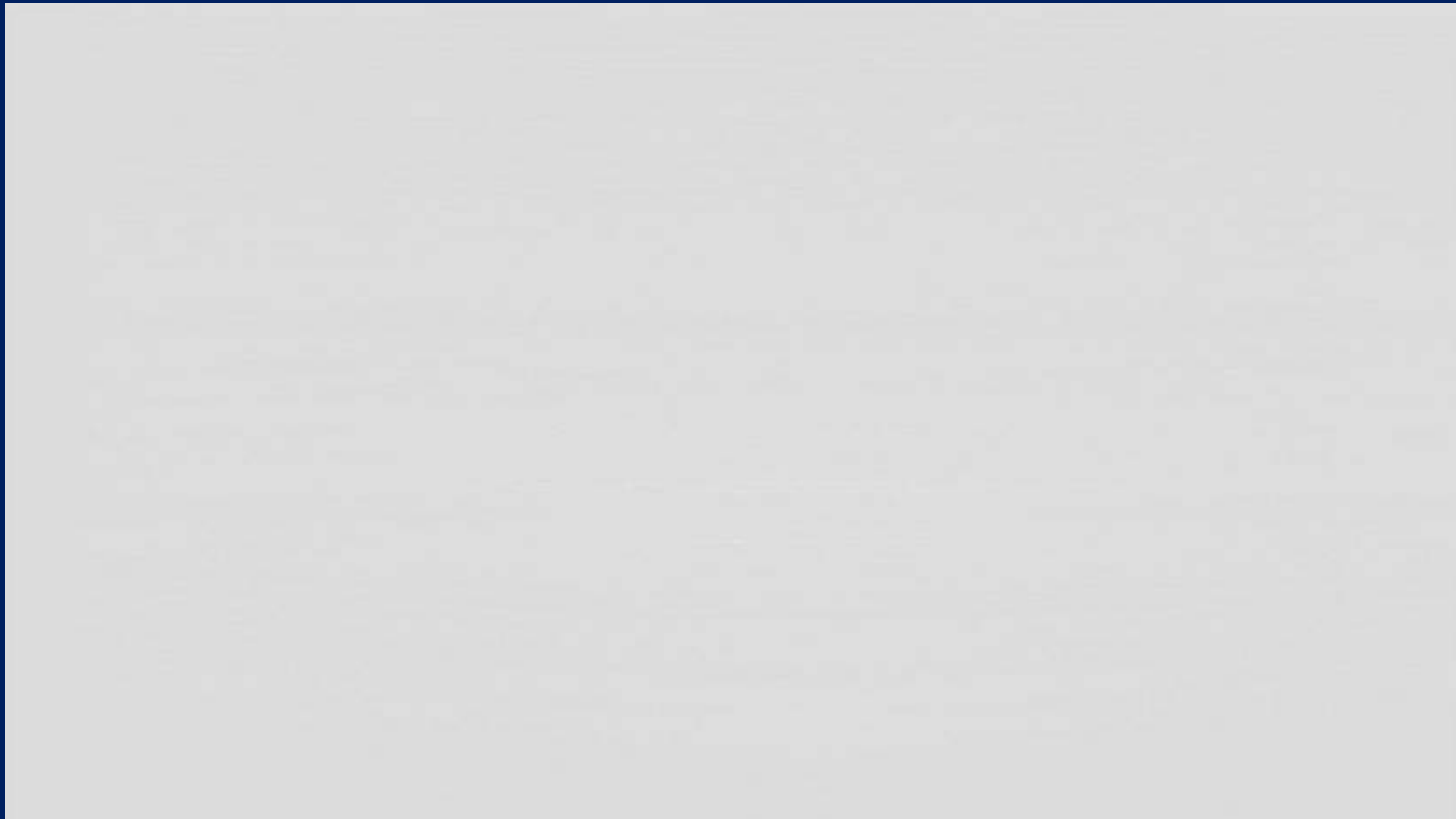


Virtual channels used by brands

Red Bull: Red Bull is an energy drink company that uses virtual channels like social media, content marketing, and event streaming to reach out to their target audience. Red Bull has a strong presence on social media, where they showcase extreme sports events, share athlete profiles, and engage with their followers.

Dollar Shave Club: Dollar Shave Club is a men's grooming company that uses virtual channels like social media, video marketing, and influencer marketing to promote their products. They create humorous video ads that have gone viral and work with influencers to showcase their products to a wider audience.





Using digital marketing to reach consumers.

Digital marketing offers businesses a wide range of tools and techniques to reach their target audience and promote their products or services.

By leveraging digital marketing channels effectively, businesses can increase brand awareness, generate leads, and drive revenue growth.

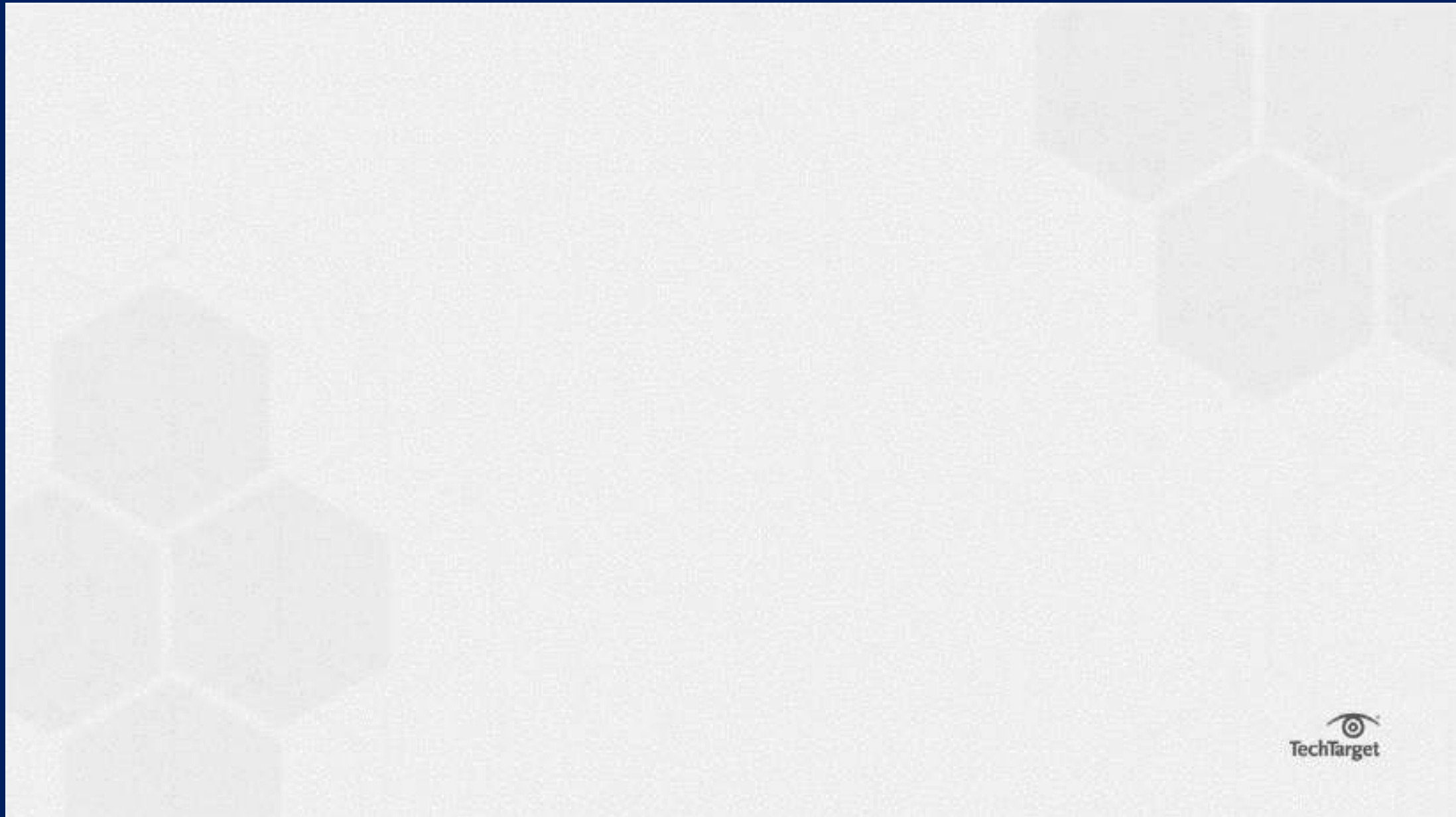




**Why is optimising
customer touchpoints
online beneficial for
businesses???**

It provides customers with value every time they come into contact with a brand, helps to build trust.





How to improve the digital customer experience using data



1 Evaluate your current customer experience.



2 Focus your customer acquisition strategy.



3 Retarget one-time buyers.



4 Track customer retention metrics.



5 Optimize your omnichannel strategy.



6 Develop automated customer journeys.

Ways to Personalise Digital Customer Experience (CX)

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Get to know your customers by name, especially those who are loyal



Encourage customers to create user profiles on your website platform to monitor their behaviour



Segment your customers to sent only relevant content to each segment



Seek regular customer feedback. Listen, analyze, and understand your customer feedback.



Implement geotargeting. It means to use the customer's location to personalize the experience.

Group task - 1

- Select an existing business and focus on particular product produced by this company. – 10 mins.
- Provide insights on Digital presence of the company – 10 mins.
- Evaluate digital tools used for marketing activities -15 mins.
- Provide justified recommendations on optimisation oriented on customer journey - 20 mins.



The Role Of AI in Digital Marketing



Personalized Experiences

AI tailors customer interactions. Delivers personalized customer experiences

Content Recommendations

AI provide recommendations relevant to products or content.

Real-time Analysis

AI enables real-time data analysis & trend detection

Improved Decisions

AI improves marketing decisions and budget allocation.

Enhanced Service

AI chatbots improve customer service.

AI in Digital Advertising & Content Creation

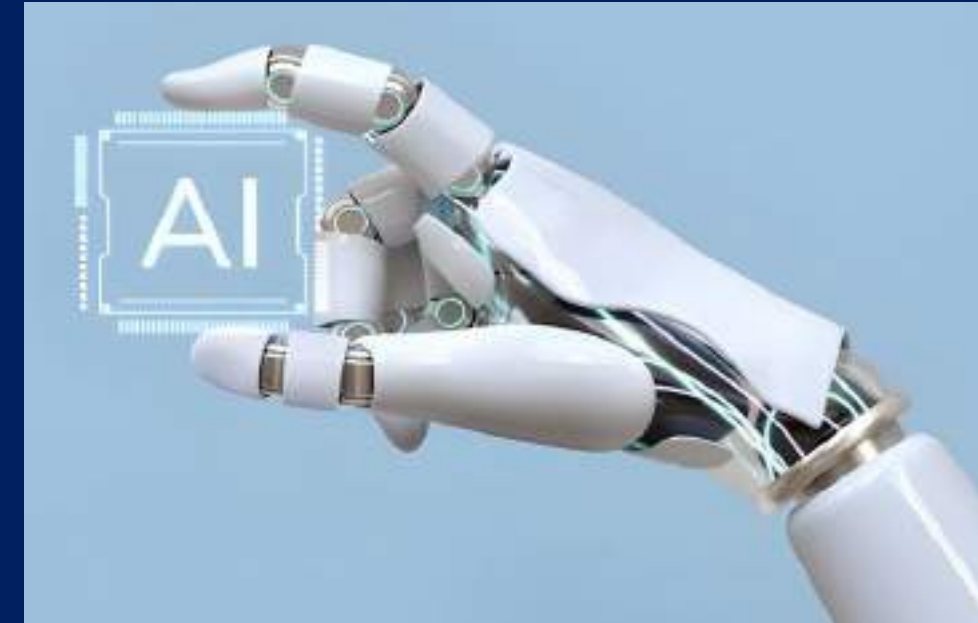
- Enables precise ad targeting & real-time optimization
- Automates PPC bidding for better ROI
- Speeds up content creation (NLG tools)
- Curates content based on user preferences
- Predicts customer behaviour & market trends
- Identifies popular products & peak demand times
- Spots at-risk customers for retention strategies
- Helps businesses stay proactive & competitive



AI Solutions: Agents & Agentic AI

AI Agents are typically rule-based, following pre-set instructions to complete specific tasks. In contrast, Agentic AI offers more autonomy, with the ability to make independent decisions, learn from experiences, and adapt in real-time.

These differences in autonomy, decision-making flexibility, and adaptability are key in defining their roles in automation and business processes.



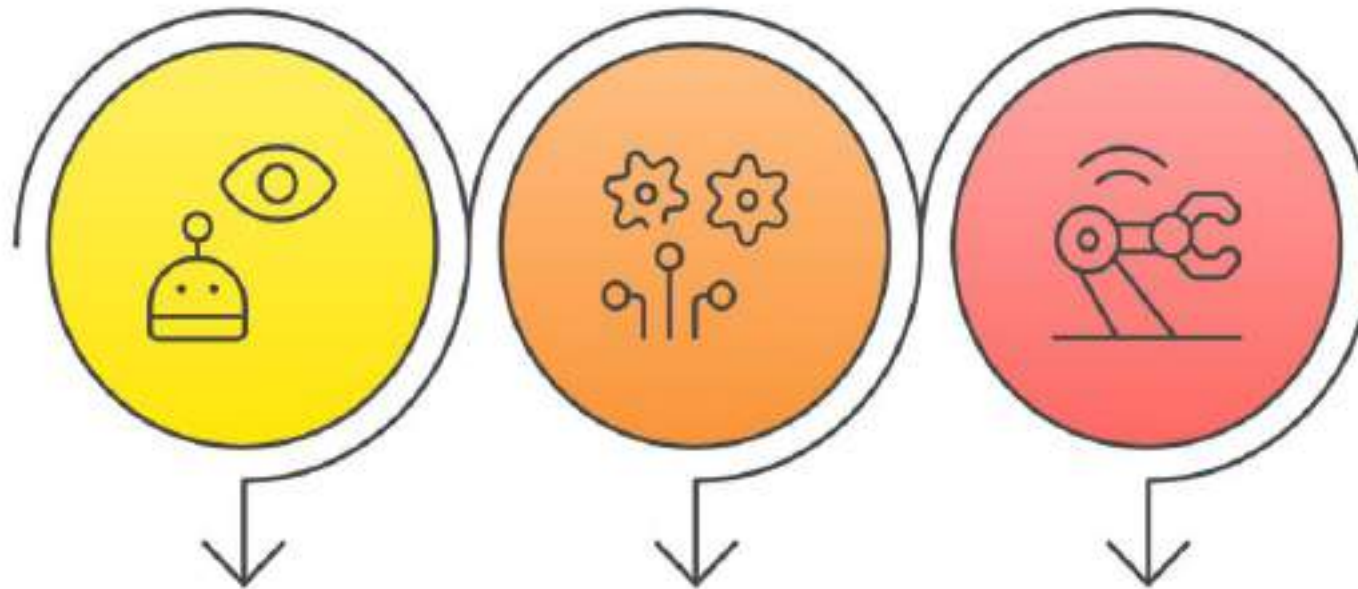
AI Agents

An AI Agent is a software program designed to perform specific tasks by following set rules or algorithms. It responds to inputs from its environment in a focused and controlled manner to achieve its goals. Unlike human intelligence, which is flexible and adaptive, AI Agents operate automatically based on set rules and data.

This setup helps AI Agents interact with the world smartly and in an organised way.



AI Agent Components



Sensors

Collect
information
from the
environment.

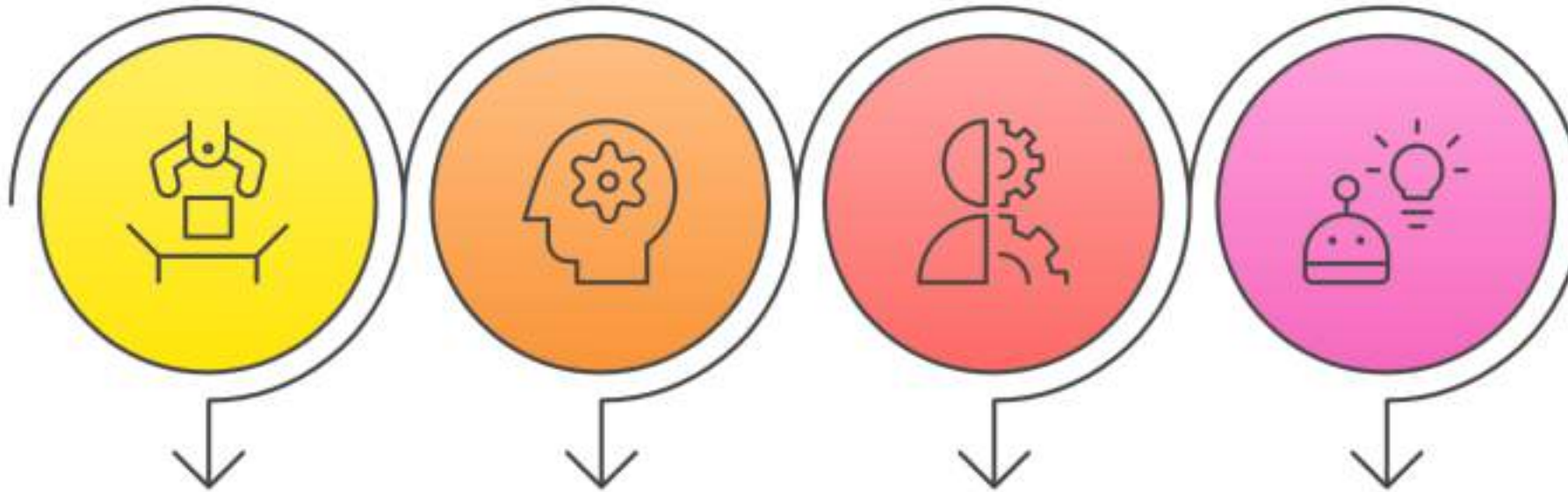
Processor

Think and
decide based
on the
information.

Actuators

Carry out
actions agreed
upon by the
processor.

Types of AI Agents

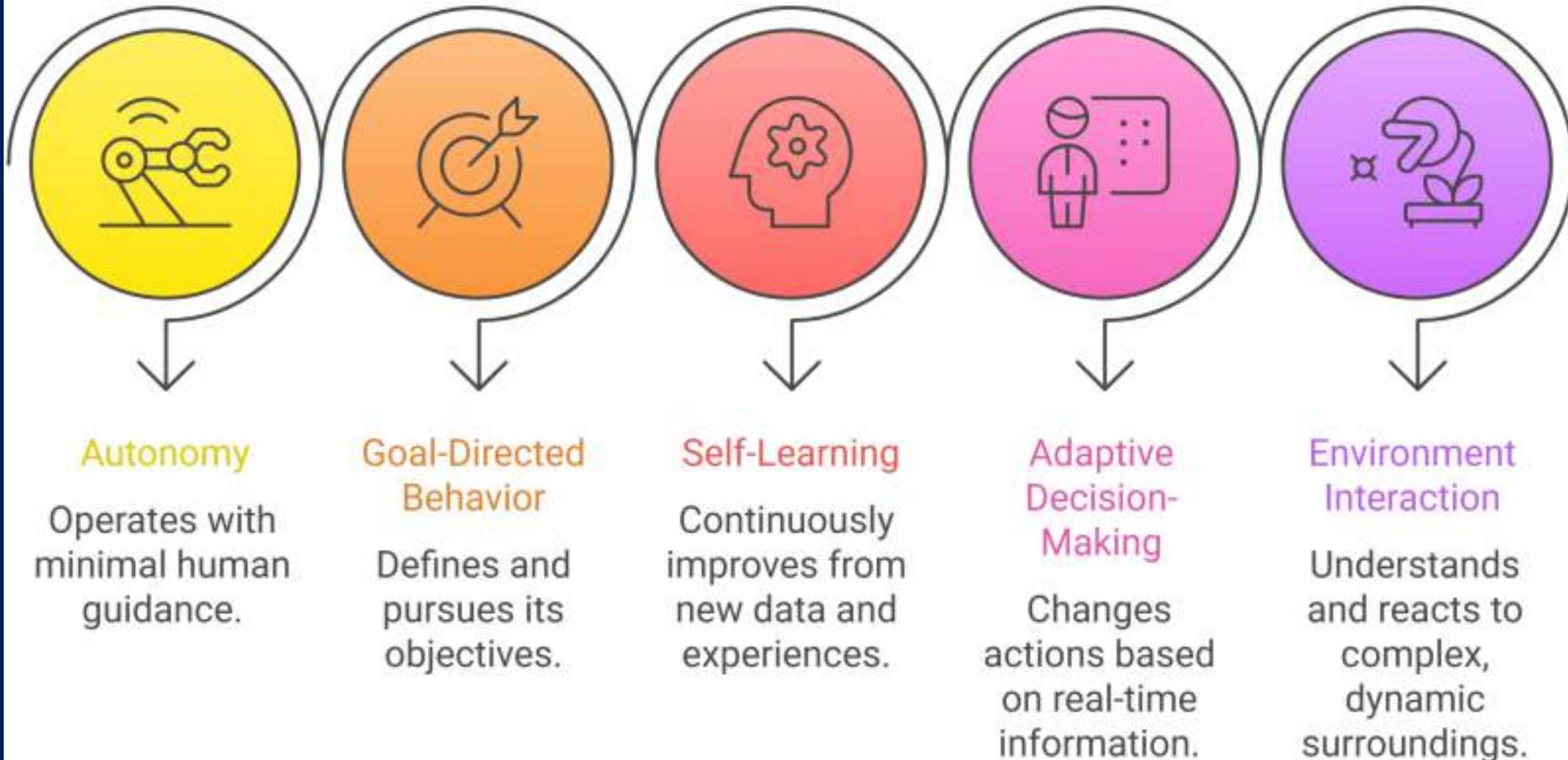


What is Agentic AI?

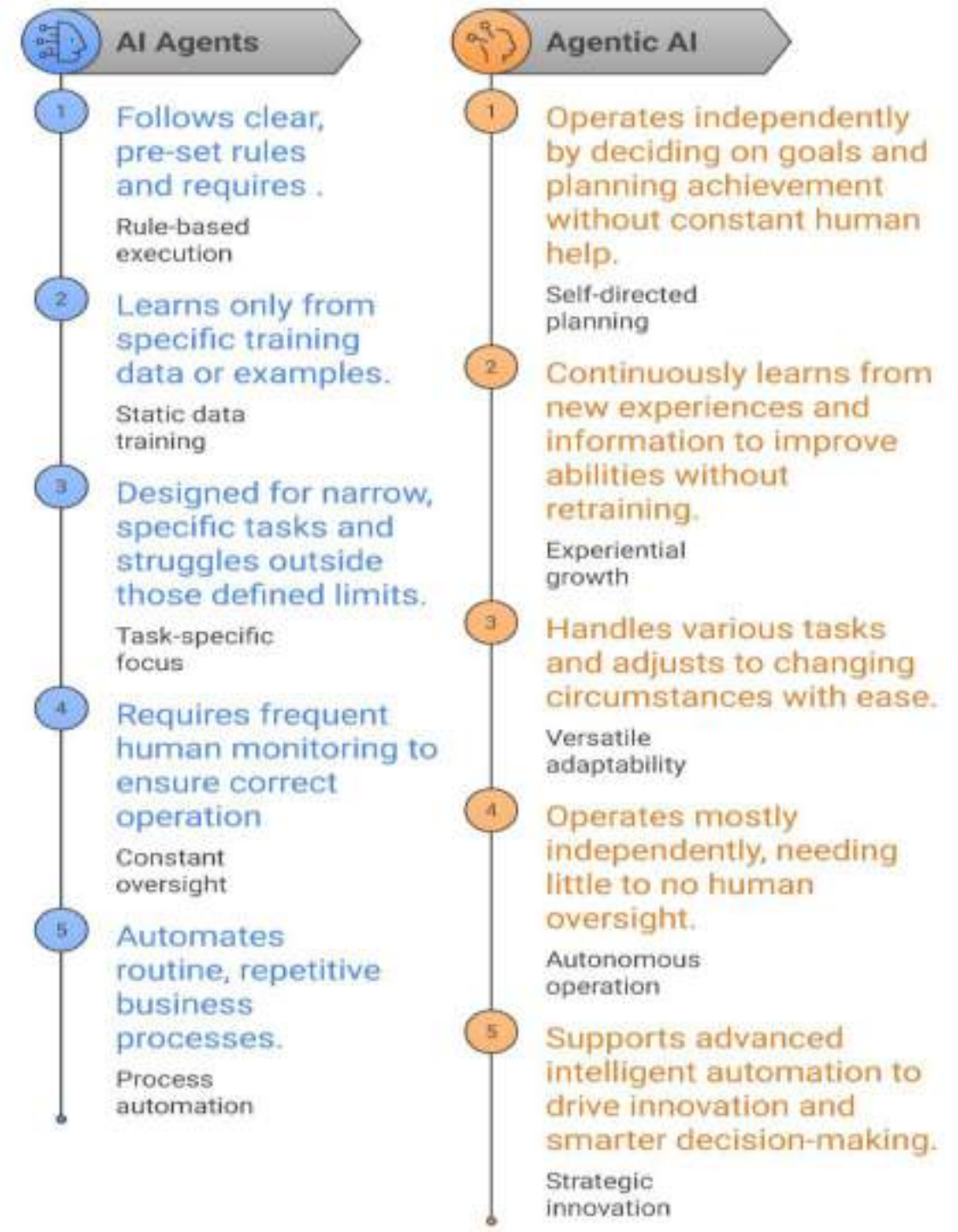
Agentic AI is an advanced form of intelligent automation that goes beyond traditional AI Agents by acting with greater autonomy and purpose. While regular AI Agents follow set rules to perform tasks, Agentic AI can set its own goals and make decisions independently to achieve them.



Core Agentic AI Components



What is the Difference Between AI Agents and Agentic AI?



Challenges of Implementing AI

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Cost Barriers

AI projects can be expensive. A smart approach is to start with small-scale, high-impact use cases that prove ROI before expanding.

Data Quality & Volume

AI needs lots of clean, reliable data. Poor data leads to weak outcomes. Businesses must ensure data is accurate and relevant.

Privacy & Compliance

Regulations like GDPR demand strict data handling. Companies must invest in tools and protocols to maintain customer trust and legal compliance.



Real World Use Cases

Industry	AI Agent	Agentic AI
IT & Technology	Chatbots answering FAQs	Autonomous customer service bots handling complex inquiries and escalations
Healthcare	Diagnostic support tools	Autonomous care robots assisting in surgeries and patient monitoring
Finance	Fraud detection systems	Self-learning investment advisors adapting to market changes
Manufacturing	Process automation and quality checks	Autonomous drones for inspection and maintenance
Retail	Inventory management and personalized recommendations	Smart agents managing supply chains and dynamic pricing
Transportation	Route optimization and driver assistance	Autonomous vehicles and fleet management systems
Cybersecurity	Automated threat detection	Adaptive cybersecurity systems that respond to evolving threats

Assignment tutorial – Q&A



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