

Digital marketing is the marketing of products or services using digital technologies, mainly via Internet, but also includes mobile phones, display advertising, and any other digital medium.

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Business leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

“The Internet has been the most fundamental change during my life-time and for hundreds of years.”

—Rupert Murdoch

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VISION : Empowerment of women through quality education to make them competent, self-reliant & responsible homemakers, professionals & citizens.

MISSION : Education for living & for making a better living.

COMPONENTS OF DIGITAL MARKETING



DO YOU KNOW?

- ? Companies that blog more than 15 times per month get 5 times the traffic.
- ? Influence marketing is a \$1B industry on Instagram.
- ? Search engines drive 93% of all website traffic.
- ? India has highest Facebook user with 30 million.
- ? Search engines drive 93% of all website traffic.
- ? 1.57 billion Youtube users watch about 5 billion videos on average every single day.
- ? 80% of social media content is being accessed via mobile device.
- ? By 2021 75% of total marketing budget will go to digital marketing.
- ? 47% of marketers have generated leads from Facebook , 35% from LinkedIn, 34% from Twitter.

Principal's Desk



Dear Students,

Digital India, a campaign launched by our Prime Minister in 2015 has picked up a great moment to transform India into a digitally empowered society & knowledge economy.

The true revolution in education can only be achieved via digitalization so that student can learn at their own speed, both within & outside class-room.

I think the BMS Dept. has chosen a very appropriate topic Digital Marketing for this issue as it would enhances learning, understanding & revolutionize the marketing techniques.

“Let us make our future now & Let us make our dreams tomorrows reality”

My blessings & lots of best wishes to BMS Dept.

Dr. Leena Raje
Principal

Greetings from BMS Department,

Welcome to the 7th issue of 'Meteor' which focuses on Digital Marketing. Innovation needs to be a part of our culture.

Consumers are transforming faster than we are, and if we don't catch up we are in to trouble. To accompany the 4 P's of classical marketing, marketers would do well to install the digital for C's around conversation, collaboration, culture and compensation.



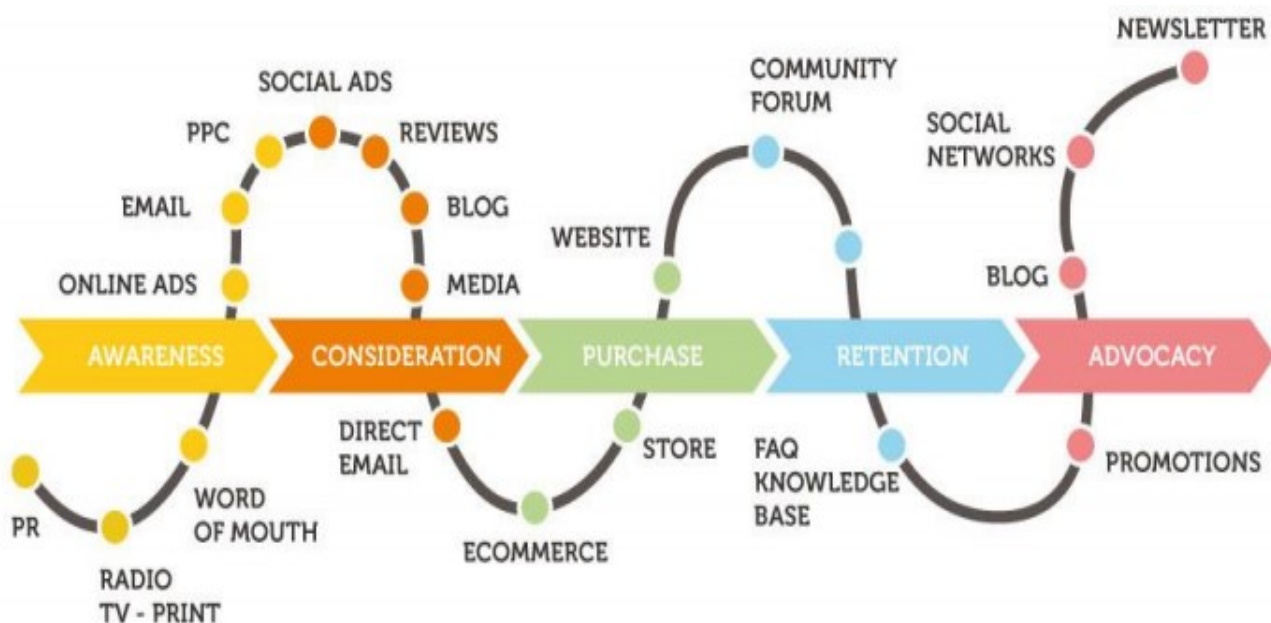
To emphasize I would definitely say marketers need to build digital relationships & reputation before closing the sale. So here we are with this issue on digital Marketing to learn understand & implement digital marketing in today's tech savvy era.

Congratulations to our student Ritika Sachan & Nidhi Savai our faculty on this issue of Digital Marketing.

Enjoy reading!!!

Mrs. Sujata Agarwal
(Co-ordinator– BMS)

Digital Marketing Cycle



SEO (Search Engine Optimisation)

SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines.



SEM (Search Engine Marketing)

Search engine marketing is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising.



Social Media Marketing



Social media marketing refers to the process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social actions.

For instance, Twitter is a social site designed to let people share short messages or “updates” with others.

Mobile Marketing

Mobile marketing is multi-channel online marketing technique focussed at reaching a specific audience on their smart phone, tablets, or any other related devices through websites, E-mail, SMS and MMS, social media or mobile applications.



Influencer/Affiliation Marketing

Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole.

It identifies the individuals that have influence over potential customers, and orients marketing activities around these influencers.

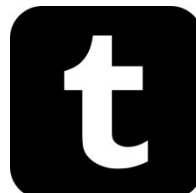


Mrs. Sushma Talawdekar

She has been associated with our Institution for the past 25 years & works as a Sr. Stenographer in our institution. She works diligently & we all staff members depends on her for all our correspondence. She loves dressing, reading and travelling.



Identify the logo ??



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