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Digital Skills for Entrepreneurs

Topic 6 Digital Marketing

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Digital Marketing

Participants will gain deeper appreciation of digital marketing and how different it is from the traditional marketing exercises. Depending on their target personas,



participants will design their own digital marketing programs, define their customer “experiences,” identify the multimodal channels and adverts and plan their digital pricing methods (freemium, subscription, etc.). Market verification via websites and other social media will be explored. This topic will also cover Search Engine Optimization (SEO), Pay-Per-Click (PPC) Advertising, Newsletter Marketing, Email Marketing and Influencer Marketing and other digital market development methods.

Topic 6: Digital Marketing

Course Objectives and Learning Outcomes:

At the end of this workshop, entrepreneurs and participants will be able to;

1. Understand the importance of digital marketing in their business and entrepreneurship journey.
2. Define some simple digital marketing concepts and terms
3. Differentiate between digital and traditional marketing approaches.
4. Know and apply core digital marketing principles.
5. Leverage appropriate digital channels to find customers, grow revenue and scale.

1 Introduction to Digital Marketing – Understand the digital Landscape

The Internet is an equal opportunities platform that opens up new markets and generates transformative growth. Today, even the smallest businesses can seamlessly expand into new markets, reach a global scale, and attain desired heights using the right tools and digital platforms.



Figure 1: Digital marketing

Definition

- (i) **Digital Marketing:** is the use of new media or digital technology to achieve marketing goals.



Video 1: What is Digital Marketing

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing is a departure from traditional marketing which uses offline channels like TV, magazines, and direct mail, while digital marketing uses the internet and social media platforms. Traditional marketing has low engagement due to static content, slow conversion, and difficulty in measuring investment returns. Digital marketing offers customizable targeting, tracking, global reach, two-way communication, and easier interruptions, making it more cost-effective and effective.



Video 2: Online Marketing vs Traditional Marketing.

- (ii) **Traditional marketing:** Traditional marketing is any form of marketing that uses offline media to reach an audience or customers. Some examples of traditional marketing include things like

newspaper ads, and other print ads, but there are also billboards, magazine, and TV and radio advertisements



Video 3: How Can Technology Help SMEs To Grow?

(iii) Some differences between Digital Marketing (DM) and Traditional Marketing (TM)

	DIGITAL MARKETING	VS	TRADITIONAL MARKETING
FAVOURED TOOLS			
TARGET AUDIENCE	<ul style="list-style-type: none"> - Wider, on a global scale, but can be specific - Not yet embraced by all people 		<ul style="list-style-type: none"> - Excellent for reaching a local population - Can specify the target audience, especially older people who still do not trust the digital environment, preferring to use the traditional methods
COST	<ul style="list-style-type: none"> - Relatively low, even with a small budget you can reach thousands of people. 		<ul style="list-style-type: none"> - You need a decent budget to do the advert on traditional media.
RESULT	<ul style="list-style-type: none"> - Measurable. 		<ul style="list-style-type: none"> - Not measurable.
GO VIRAL?	<ul style="list-style-type: none"> - More chance. 		<ul style="list-style-type: none"> - Less chance.
COMMUNICATION	<ul style="list-style-type: none"> - Can be two-way, more chance for customer engagement. - Means you can get a timely response, but hard to control. 		<ul style="list-style-type: none"> - One-way. - Can be controlled.
TRUST	<ul style="list-style-type: none"> - The level of trustworthiness varies according to the content and the channel - Some people may not trust online transactions or online advertisements 		<ul style="list-style-type: none"> - Traditional method still retains a high level of trustworthiness

Figure 2: Differences between Traditional and Digital Marketing

(iv). Major Digital Marketing Approaches/ Strategy: Inbound vs Outbound

Inbound (Pull strategy)

Attract leads by providing content that is helpful for them and will organically lead to engagement.

Outbound (Push strategy)

Show content to as many users as possible to increase chances reaching an interested.



Figure 3: Inbound and Outbound

Marketing in the Digital Landscape

Digital Strategies and Channels:

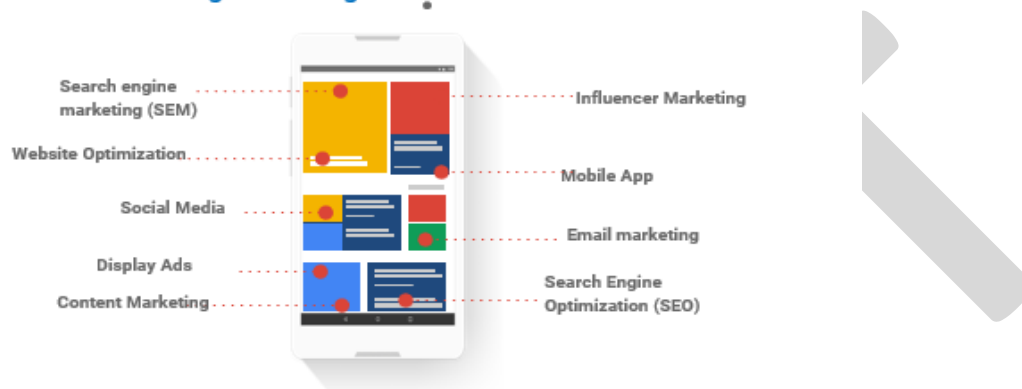


Figure 4: Marketing in the digital landscape

2. Developing a digital marketing strategy and plan

What is a digital strategy? The establishment of a set of practices and goals that guide your long term digital objectives and operate across all digital channels that your customer utilizes.

Core components of a marketing digital strategy



Figure 5: Core components of a marketing digital strategy

Objectives:

- Awareness: the measure of how memorable and recognizable a brand is to its target audience or the degree to which consumers recognize your product by its name
- Consideration: The consideration stage of the buyer's journey is the phase that helps your target audience consider your product or service as an option to resolve their problem. This is a key part of converting these leads to customers
- Conversion: An action that's counted when someone interacts with your ad or free product listing (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone.

Channel Strategy: A channel strategy is an understanding of what is possible with channels but choosing to utilize either a specific channel or a feature of a channel because you know it is pertinent to your target audience. Some examples of channels are Facebook, LinkedIn, WhatsApp, etc.

Content Strategy: A content strategy is deciding what you're going to put in those channels, and it is informed by your overarching digital strategy. Some examples of content are pictures, videos, podcasts, infographics, articles, etc.

Media Strategy: A media strategy is how you're utilizing your paid activity. There are 3 types of media in digital marketing:

- **Owned Media:** Media that you create and have control over.
- Examples of owned media – Websites, Mobile App, Blogs, and Shared Content.
- **Paid Media:** Paying to gain awareness or drive traffic, conversion, and lead creation to owned media properties.
- Examples of owned media – Social Media Ads, Paid Search Ads, Display Ads and Influencer Ads.
- **Earned Media:** Free publicity generated by consumers, PR, and influencers who speak about your brand or product.
- Examples of owned media - Shares, likes, comments, reviews, mentions, and tags
- **Tactics:** Tactics are the individual executions that are a part of making up our strategy

3 Search Engine Optimization (SEO)

Search Engine Optimization – SEO: Optimizing for organic search is a key tactic in digital marketing because it leads to discovery, awareness, interest, and conversion without paid effort.

SEO makes your content visible to the audience and easily searchable on Google and other search engines without the need to pay for clicks or run ads.

Some SEO Best Practices and Action Steps

The following practices help boost the authority of your site:

- Submit your business to [Google My Business](#)

- Incorporate keywords into your site
- Keep your site structure as flat as possible to facilitate crawling.
- Build internal links across your site to reinforce the relevancy of pages and enable crawling.
- Properly name each image & optimize image size and other factors impacting page load times.
- Manually submit your site to Google Search Console; so your site can be easily found and indexed.
- Add your site and list your products to other appropriate directories and local listings – marketplaces, yellow pages, directories, online forums etc

4 Pay Per Click (PPC) Advertising

Pay Per Click (PPC), also known as Search Engine Marketing (SEM). This digital marketing strategy will help you get high-value traffic and clicks from interested audiences from Search Engines, especially Google Search Engine. The audience are typically actively searching for keywords related to their issues or interests. Using paid search helps to bring your products or services top of the search engine results when prospective customers or users are searching for the web. In most cases, the user is ready to buy or take action.

5 Social Media Marketing

Social media: Social media platforms are primary channels for creating awareness and interest through content and social engagements. Mobile channels such as WhatsApp and WhatsApp Business are also important to drive online visibility, and sales in Nigeria. Social media marketing is running targeted and paid advertising, with retargeting capabilities. Most social media marketing campaign are done using Facebook Ads Manager or Meta Business Suites. In Nigeria today, there are millions of users online accessing



Figure 5: Social media icons

Facebook, Instagram, X (Twitter), LinkedIn, TikTok, and YouTube daily.

Social channels are important channels in the retention stage of the buyers' journey as it is the main platform most customer get information and updates from the company.

6 Newsletter and Email Marketing:

Newsletter and email marketing help drive conversion and nurturing of leads. This digital marketing strategy and channel helps to reach out to customers at the right time, directly and leading them to a conversion destination, such as a

landing page. The main communication needs and buyers journey stage that is targeted is raising interest and converting and retaining customers by providing additional retaining value to the brand and product.

Category	Open rate	CTR
Daily deals/coupons	14%	1.86%
Hobbies	29%	5.4%

Figure 6: Metrics for email marketing

Some metrics for Email Marketing include:

- Delivery rate
- Open rate
- Click-through rate (CTR)
- Conversion rate (CR)

Examples of some Email Marketing Platforms

1. **Campaign Monitor:** Campaign Monitor enables businesses to craft beautiful emails, create automated journeys, and deliver personalized messages that improve your relationship with customers¹.
2. **e-goi:** Helping businesses get the most out of their marketing is what E-goi is all about. As an ESP with multichannel and marketing automation abilities, E-goi allows any marketer to grow leads and automate communications, driving costs down and increasing their ROI².
3. **Acumba Mail:** Acumbamail is an all-in-one marketing solution to build a solid cross-channel strategy and connect with your audience through email marketing and SMS campaigns, transactional messaging, automation and list optimization tools, and landing pages³.
4. **Mailrelay:** Mailrelay is an advanced email marketing platform with powerful features. It allows you to create, send and manage your newsletters providing complete subscriber behaviour statistics⁴.
5. **Doppler:** Doppler is the Email, Automation & Data Marketing tool you can create and deliver Email Campaigns in a secure and easy way. Doppler Email Marketing integration allows you to automatically add your Customers, Buyers and Subscribers from Magento to Doppler, create Segments based on their geographic information, on their Site Behavior or in previous Campaigns to be able to send them later Email and Automation Marketing Campaigns in a customized and timely manner⁵.
6. **MailChimp:** Mailchimp is an email marketing platform tailored to a wide range of businesses (from small businesses and online stores to large enterprises). It provides you with the tools you need to create, send, and track engaging email campaigns to your customers and subscribers⁶.
7. **MDirector:** MDirector, the email marketing platform that has it all to transform your business and boost your marketing strategy with emailing and bulk SMS, all from the same place. Connect with the right audience and, optimise your results in real-time to increase your sales and achieve your goals.
8. **AWeber:** Easy-to-use marketing solutions for quicker success and at a fraction of the cost of other solutions.

¹ [Email marketing terms](#)

² [Email Marketing and Marketing Automation](#)

³ [Acumbamail Reviews & Product Details](#)

⁴ [The fast email and SMS marketing platform](#)

⁵ [Doppler Email Marketing](#)

⁶ [What Is Mailchimp and How to Use it in 2024 \(Beginner's Guide\)](#)

7. Bulk SMS Marketing

Bulk SMS marketing is the distribution of a large number of text messages to users' mobile phones. It's an effective way to communicate with customers, wherever they are in their customer journey. Although this form of marketing has been around for many years, it remains the most effective way to reach your customers, improve customer engagement, and encourage conversions. It's been found that text messages are opened 98 percent of the time compared to email's 22 percent open rate. That means if you want to communicate with your customers, and of course you do, your chances of success are far better with an SMS

Why is bulk SMS marketing effective?

Sending out bulk SMS messages to customers is fast and cost-effective. The vast majority of people have their phones with them throughout the day, so SMS offers the best chance of your message being read. More research has found that nine out of 10 people open text messages within three minutes of receiving them. Even if people are only opening the message to read it and then delete it, but at least they would have seen it- that is an important visibility and awareness strategy already, they could soon be drawn in by the messaging and special offers within. In addition, text messages are well-known for their reliable delivery of time-sensitive messages, making it your best bet to encourage customer engagement

Benefits of SMS Marketing

SMS marketing carries numerous pros for companies. Here are some main reasons to incorporate SMS marketing into your business strategy.

- **Global reach.** [As five billion people have a mobile connection](#), SMS marketing offers vast opportunities for engaging with the audience, limited only by creativity and the size of the phone number list.
- **High level of interaction.** People check their mobile phones [80 times](#) a day. So, SMS marketing campaigns show a significant open rate.
- **Multiple opportunities for usage.** Businesses use SMS marketing for advertising, alerts, notifications, reminders, password confirmations, competitions, news, product information, etc.
- **Fits businesses of all sizes.** Huge companies like banks, travel agencies, airlines, healthcare providers, etc., take advantage of SMS marketing as a tool to reach the masses. At the same time, a small business uses it for local audiences with more precise aims on a smaller scale.
- **Instant contact with users.** Typically, an SMS campaign takes 3-6 seconds to deliver. Speed is an essential factor in SMS marketing efficiency.
- **No bounces.** Unlike [email marketing](#), there are no bounces during SMS marketing campaigns. Even if a mobile device is out of range or turned off, the SMS will reach users after the phone is connected to a cellular network again.
- **Works best in combination with other channels.** When incorporating SMS marketing, you can combine several communication channels, such as emails,

chatbots, web push notifications, and others based on your primary goals. This increases the visibility and effectiveness of your marketing message.

- **No special skills are required.** Creating SMS campaigns and sending them to your audience is very easy, fast, and suitable for people without any previous experience. With a good platform, you'll need just about 10 minutes to set it up and send.

8 Influencer Marketing:

Influencer marketing is a collaboration or partnership between popular social-media users and brands to promote brands' products or services. This strategy leverages digital creators who strongly influence specific industries or target audiences to make purchase decisions or just drive brand visibility. With a successful strategy, you can partner with these individuals to promote your brand, products, and services through curated messaging.

Some examples of influencer marketing include endorsements, Product usage or placement, recommendations or referrals, mentions, etc.

9 Customer Analytics and Optimization:

Customer analytics is the process of collecting, validating, interpreting and analyzing data to gain valuable insights into your customers' preferences, behaviors and needs. It involves using various tools and data science techniques to understand and predict how customers interact with and feel about a company's brands, products, services and marketing efforts.

Customer analytics is important because it helps to examine company's customer information and behavior to [identify, attract and retain the most profitable customers](#). Optimizing your website and user experience is essential to create an environment where visitors can engage with your brand content and easily take valuable actions on your site such as buying a product or contacting your team with no stress. Optimizing speed, navigation, responsiveness, content and conversion processes will help drive more valuable actions and lead to better performance.

An effective analytics and optimization process collects, gathers, and analyze customer data across a wide range of channels, interactions, and funnels and helps businesses make better business decisions

What do you think she should be considering?

Based on the lesson learned in this session, talk to the person next to you and quickly come up with some things digital marketing strategies she should consider:

10 Demo of Appropriate Digital Tools

Digital tool	Description	Subscription
Free web design	Free Websites, Emails, Domains, Done Right	Free version available, while premium version

		ranges from \$3 - \$10 per month
Canva	An application with different templates that enables you design anything with ease	Free version Pro version N23,900 per/year
CRMs	Capture signals, analyze behavior and create experiences that keep customers wanting more. MS Outlook and HubSpot as examples of CRM tools.	This depends on which tools you are using
Campaign Monitor	Campaign Monitor enables businesses to craft beautiful emails, create automated journeys, and deliver personalized messages that improve your relationship with customers	Lite \$12 per month Essentials \$29 per month
Acumba Mail	Acumbamail is an all-in-one marketing solution to build a solid cross-channel strategy and connect with your audience through email marketing and SMS campaigns	Free for 2000 email per month Basic plan 26Euro for 20,000 email per month
Mailrelay	Mailrelay is an advanced email marketing platform with powerful features. It allows you to create, send and manage your newsletters providing complete subscriber behaviour statistics	Free for 80,000 messages and 20,000 contacts per month
AWeber	Easy-to-use marketing solutions for quicker success and at a fraction of the cost of other solutions	Free version - 500 subscribers and 3000 emails per month
MDirector	MDirector, the email marketing platform that has it all to transform your business and boost your marketing strategy with emailing and bulk SMS, all from the same place.	MD lite 19.90 Euro per month
MailChimp	No 1 email marketing and automations platform* that recommends ways to get more opens, clicks, and sales	500 contacts and email contact for 30 days for free version
Doppler	Doppler is the Email, Automation & Data Marketing tool you can create and deliver Email Campaigns in a secure and easy way	Unlimited campaign to 500 contact for up to 90 days for free version Premium \$10 per month