

DIGITAL MARKETING 101

The basics you should know about Digital Marketing

THE DIGITAL MENU

1. Imagine
2. Components of Digital Marketing
3. Social Media Marketing
4. Search Engine Marketing
5. Content Marketing
6. Email Marketing
7. Mobile Marketing
8. Your Take Out
9. About Inbound Mauritius

IMAGINE

Imagine a world without any screens or online information to guide you to buy the best products. Imagine a world without deprived of internet. Scary right?

We live in an era where information is the most consumed product by customers. In fact, we now spend nearly **8 hours** consuming information from newspapers, website, social media or other mediums. This amount is set to increase to **506 minutes by 2017** according to ZenithOptimedia. For the geeky, that represents around 34 GB of information which the typical human being can assimilate. Big figures right?

But, what about Digital Marketing in this?

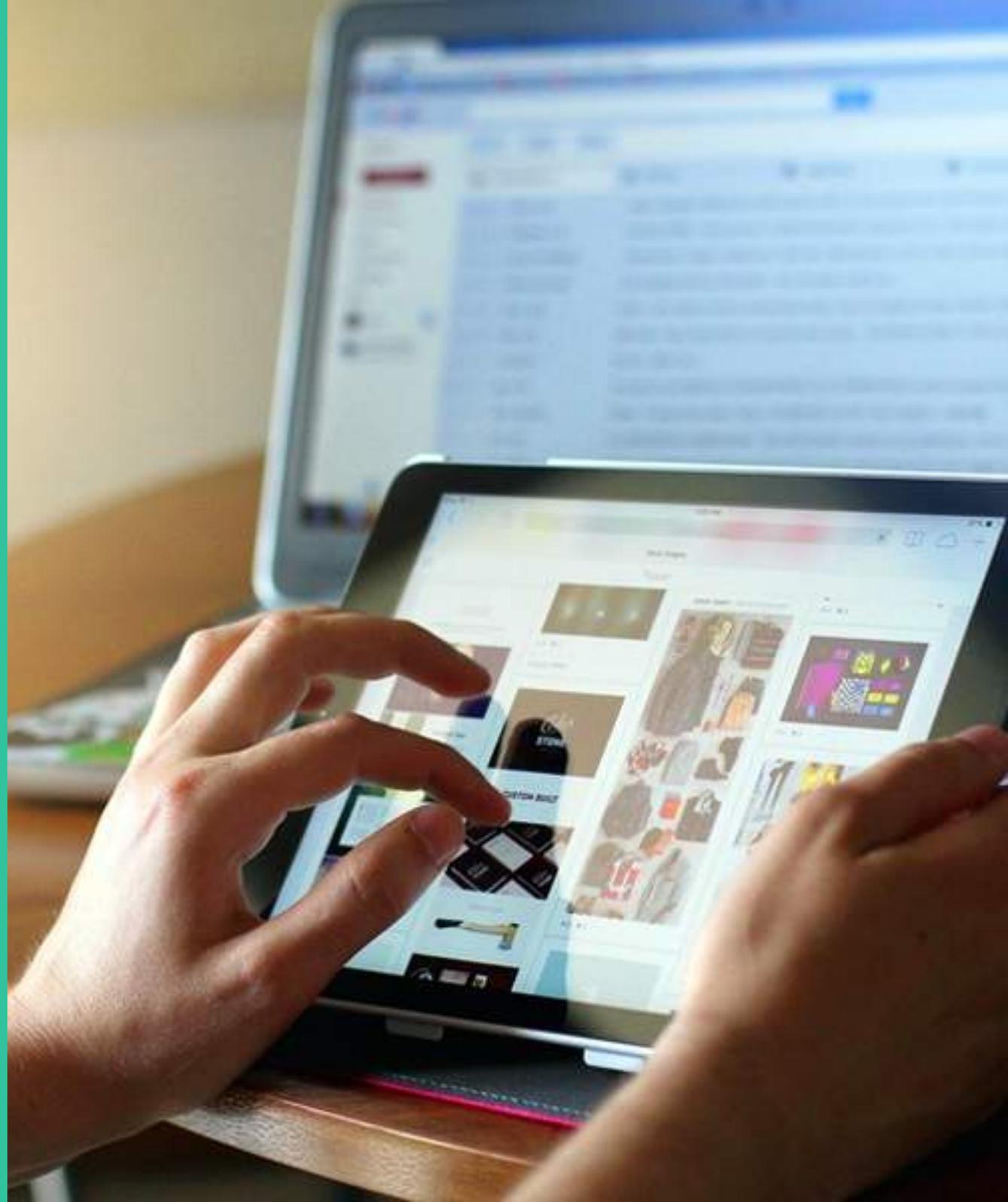
Ever since the advent of Internet, customers' behaviour has changed and companies are striving to be present where their customers are. We now speak of doing marketing in a digital world. Digital Marketing consists of several component inter-linked in a synchronous way to best communicate and create amazing as well as smooth customer experience.

In this module, we are going to outline the main components of Digital Marketing. Ready? Let's do this.

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We don't believe in
Digital Marketing,
We believe in Marketing
in a Digital World

Clive Sirkin, CMO Kimberley Clark



COMPONENTS OF DIGITAL MARKETING

Digital Marketing is several components interlinked together to create great customer experience. In fact, it went even further than the internet to reach customers in an integrated way.

In this section, we are going to go through the main components which defines the success of any Digital Marketing strategy. These are essential for the growth and traction of a business regardless of its field of operation.

The 5 main components of digital marketing in Mauritius.

1. Social Media Marketing
2. Search Engine Marketing
3. Content Marketing
4. Email Marketing
5. Mobile Marketing

SOCIAL MEDIA MARKETING

Social Media is fully part of our life. According to our recent survey, **Social Media & Mauritian Millennials**, 83% of Mauritian millennials visits Facebook on a daily basis. This represents a huge opportunity for marketers and businesses.

But, Social media is much more than this.

Its reach among customers led companies to invest massively in creating social media strategies. This had a domino effect in creating jobs such as social media marketers or community managers. These are responsible for defining strategies to increase brand awareness, customer engagement and generate traffic to website.

It also helps businesses to be closer to their customers and respond to their various queries.

How to kick off your business with Facebook?

Facebook gives a lot of opportunities for individuals to start their businesses. You don't really need an actual location just some good content creation skills and a good strategy. Here are 5 ways you could use Facebook for your business.

- Create a Facebook Page branded for your business.
- Create **interesting content** such as videos, listicles, pictures related to your product.
- Launch a group to sell your products.
- Use paid advertising to increase the brand awareness of your business.
- Use Check-in to make sure your customers know where you are located.

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TRENDING FACTS ABOUT SOCIAL MEDIA

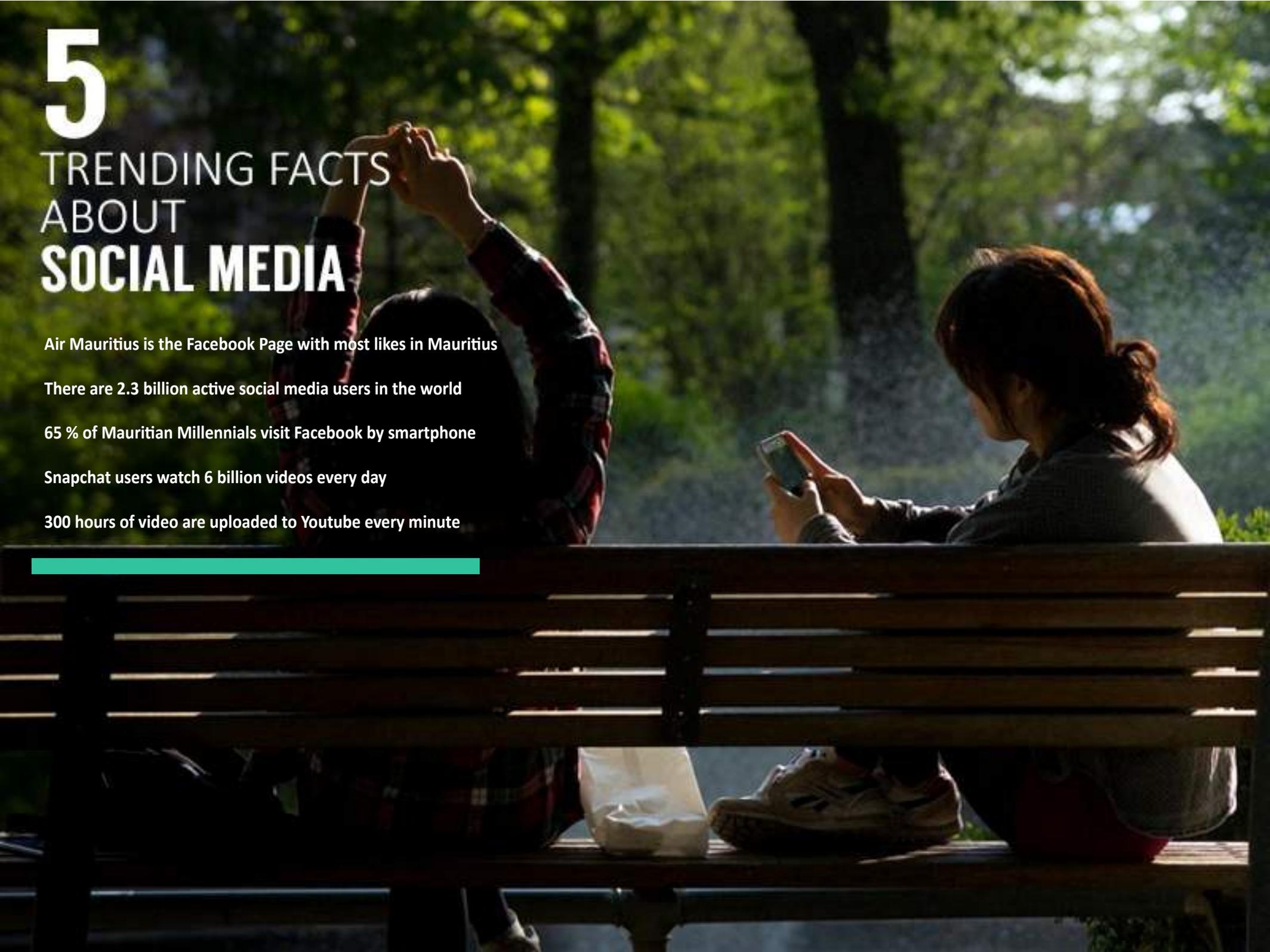
Air Mauritius is the Facebook Page with most likes in Mauritius

There are 2.3 billion active social media users in the world

65 % of Mauritian Millennials visit Facebook by smartphone

Snapchat users watch 6 billion videos every day

300 hours of video are uploaded to Youtube every minute



SEARCH ENGINE MARKETING

Google “Digital Marketing in Mauritius” and you will have over 1 million results. Among these are top leading agencies in Mauritius and of course Inbound Mauritius is in these. So, how did we and the other agencies achieved this?

It starts with some queries entered in search engines such as Google, Bing or Yahoo and you have a set of top ranked results. This doesn't happen by magic but with well defined strategies.

These strategies are **Search Engine Optimization** and **Pay-Per-Click**.

Search Engine Optimization (SEO)

SEO is the foundation of relevant and optimized content published on the internet. As a business you want your customers to know you for what you are selling.

There are two types are SEO. These are **On-Site and Off-Site optimizations**. The first one deals with optimizing your HTML code, meta tags, keyword placement and keyword density while Off-Site optimization refers to actions you can take to promote your website on the web. This include social media and other channels.

Pay-per-Click (PPC)

While with SEO you need to put some efforts in making your website rank in an organic way, PPC on the other site allows you to pay to be ranked among the top results. The top ranks are sold on auction and you will have to bid to get these. The search engine is then paid every time a user clicks on the sponsored ad.



93 %

of all **online**
experiences
begin with a

Search Engine

CONTENT MARKETING

Every thing starts with content. This is the foundation of any online activity. Without content, you wouldn't even be reading our materials or enrol for this course. Today's customers are avid for content.

We spend almost 8 hours consuming content on the internet in the form of videos, articles, blog post and even pictures on a daily basis.

But, it is not only about publishing things that goes by your mind when you wake up in the morning. Content Marketing has become an integrated part of digital marketing strategies.

In fact, marketers want to provide relevant, authentic and actionable content to funnel individuals towards a decision making process.

Content is King, Distribution is Queen

Creation is good, but distribution is even more important. For example, what if Google stayed in its little garage and never changed the world? As such, there are several distribution channels which can be used to make your content known. These are :

- Blogging
- Website
- Social Media
- Press Release
- Webinar
- Emails

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Good **Content Marketing**
makes a person
Stop,
Read,
Think and
Behave differently.

Joe Pulizzi, Founder Content Marketing Institute



EMAIL MARKETING

Email is not dead that's a fact. With an estimated amount of **205 Billion emails sent in 2015**, Email Marketing is very relevant to businesses who want to reach their customers in an effective and cheap way.

In fact, email marketing is proven to have the highest Return on Investment (ROI) in the digital marketing mix. The average customer will check its email 6 times a day. Suffice to say that businesses put a lot of attention in crafting visually appealing as well as informative emails.

But, what is Email Marketing?

Email Marketing is the action of a business sending targeted information via email to a specific audience. Unlike spam, email takes into consideration the respondents and tries to provide relevant information to them.

Email marketing is an efficient way to stay connected with clients while also promoting different products ..and saves a tree or two.

Some ideas which you can implement

- Send Email Newsletter to give your customers/clients some updates.
- Segment your email list according to preferences. This will make your email more targeted.
- Use an automated email software to make sure you don't forget any customer.
- If you are running a PPC campaign, consider having an email campaign integrated.
- Communicate frequently with your audience but do not spam.

77 %

prefer Email as
Marketing Communication

Hubspot



MOBILE MARKETING

The time of mobile is already here. More information are being accessed and consumed via mobile devices. This is due to the user-friendliness and instantaneous service received regardless of where you are.

In Mauritius, big organizations such as the MCB are investing in mobile technologies as a way to market their products. Latest known is Juice application, which provides customers a seamless way of making monetary transactions via their smartphone.

Furthermore, Mauritius has a lot to implement in terms of mobile marketing. But, we can stay optimist when we see our connectivity index increased.

The latest trends in Mobile Marketing will definitely give marketers great opportunities to reach out to their customers. These are

Location Based Service - Whereby customers receives messages based on their location.

Augmented Reality - Which gives customers access to a virtual reality.

Barcodes and QR Codes - Which provides much more information to the customers.

Applications - Will evolve in such a way that they are integrated in our lifestyle.

E-commerce - Brands will use mobile marketing to sell products and brand awareness.

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The future of mobile and **mobile marketing** is **creating solutions** that customers want and need.

Greg Hickman, MobileMixed



YOUR TAKE OUT

The way we were doing business and marketing has drastically changed over the years. Today, we speak of doing marketing in a digital world, where everything is connected and information travels within seconds and clicks.

In Mauritius, the trend is starting to set up. Big organizations are investing in creating online and digital experience for their customers. Moreover, they are also focusing on gathering big data to understand how the typical customers behave.

Digital Marketing is a mix of several components merged together to provide a unique integrated experience to the people. The best marketing strategies ease up people's life and provide solutions to their needs and wants.

What is next in Inbound Mauritius Learning Academy?

Now that you grasp Digital Marketing 101, the next module will cover in depth how digital marketing is being used and implemented in Mauritius by big companies. Added to that, what are the best digital marketing agencies in Mauritius.



About **INBOUND MAURITIUS**

Founded in 2015, Inbound Mauritius is a community of passionate and dedicated Marketing professionals which aim at Educating, Helping and Growing individuals as well as businesses through the power of Marketing.

Educating

We create various learning materials which are free and destined to give knowledge to students, professionals as well as passionates.

Helping

We work with local stakeholders to help both in a social and empowerment aspects.

Growing

Through our network, we help individuals as well as businesses grow in performance and quality.

INBOUND MAURITIUS