



Digital Marketing

Dr Madan Mohan Varshney

Digital Marketing

Dr. Madan Mohan Varshney

Digital Marketing

Dr. Madan Mohan Varshney

M.Com. Ph.D.

Head, Department of Commerce
Damyanti Raj Aanand Govt. P.G. College
Bisauli (Badaun)

First Edition : 2023



RUDRA PUBLISHERS AND DISTRIBUTORS
NEW DELHI-110094 (India)

Contents

Unit-1 Introduction to Digital Marketing

1-54

- Introduction to marketing in the digital environment
- Types of web presence
- Common e-commerce business models
- Pure Play
- Hybrid and multi-channel options
- Media options online
- Fulfilment options and strategies
- Introduction to payment gateways
- PayPal
- Review Questions

Unit-2 Digital Marketing Research

55-103

- Introduction to Quality
- Audience profiling and segmentation
- Internet usage patterns.
- Post Internet consumer behaviour
- Understanding buyer behaviour online
- Pillars of direct marketing
- Online research and behaviour tracking methods
- Introduction to behaviour targeting
- Online surveys
- Blog mining
- Data mining
- Building customer profiles using navigation and sales data
- Competitor analysis online
- Integrating online strategies

Unit-3 Search Engine Marketing

104-165

- Introduction
- Email campaign creation and management
- Google Adword
- Search and display on search engines
- Pricing models online
- Introduction to page rankings
- Google Adwords analytics
- Search Engine optimization
- Process and methodology
- Long tail in SEO
- Link Building
- Key word analysis
- Process and optimization
- Search Engine Marketing
- Paid versus natural search
- SEM landscape
- Land pages and their importance in conversion analysis
- Google VS. Bing vs. Yahoo
- Search Methodology
- Review Questions.

Unit-4 Social Media and e-PR

166-220

- Introduction
- Social Media
- Social Media Mining
- Using Facebook
- Linked-in
- Twitter
- YouTube including creating a channel on YouTube
- Content guidelines for online communications
- Social Media measuring
- Monitoring and reporting

Tracking and Monitoring platforms
Content seeding
How to use blogs
Forums and discussion boards
Blogs
Forums and communities
Viral campaigns and the social graph
Building relationships with different stakeholders online
Review Questions

Unit-5 Online Reputation Management

221-234

Introduction to online reputation management
Concepts of Reputation Management
Reputation Management Process
Meaning of Online Reputation Management.
Cases of Online Reputation Management.
Importance of managing online reputation for a business
Strategies and tools of online reputation management
Review Questions

Unit-6 Recent Trends

235-257

Introduction
Localization of Content and advertising
Marketing using mobile networks
Evolution of Indian banking industry
Consumer Engagement
Marketing value
Consumer Behaviour
Customer Engagement Strategies : Final Thoughts
Review Questions.



Dr. Madan Mohan Varshney, M. Com., B.Ed., Ph.D. Assistant Professor and Head at Department of Commerce, Damyanti Rai Aanand Government P.G. College Bisauli (Budaun) affiliated with M.J.P Rohilkhand University Bareilly. He has completed his Ph.D. in the area of Liberalisation, Globalisation and Privatisation. He has been in academics for more than 18 years and involved in various research projects. He has published more than 21 empirical research publication in reputed national & international journals and presented papers in national and international conferences and has already authored three books. He is a chief editor of College magazine "Prerana". He has also conducted two days THREE National seminars in collaboration with Department of Higher Education UP. Govt. His current teaching and research interest include capital market, corporate finance and Governance, Behavioural Finance and control.



RUDRA

RUDRA PUBLISHERS & DISTRIBUTORS
C-293A Street No.-3, West Karawal Nagar
New Delhi-110094
Mobile No.-9873248544, 9312442975
Email: rudrapublishers@yahoo.com

Also Available on
[amazon](#) [Flipkart](#)

ISBN: 978-93-88361-65-1

