



Digital Marketing





What are we going to learn today?

- What is digital marketing?
- SEM and PPC Ads
- Social Media marketing
- Content marketing and SEO
- Email marketing and Automation
- Mobile marketing and App advertising
- E-commerce and Online sales funnels

فکرہ مرکزیہ

الداعی الاجل سیدنا عالی قدر مفضل سیف الدین طع فرماوے چھے:

"کوئی گھر سی جے - internet سی جے وپار کرتا ہوئی تو خیال سی دوسر دراز جائی ،

اھوی چیز نو وپار کرے جہ کوئی نہیں کرتو ، یہ مثل innovation لاوے".

(المجلس السابع 1447ھ)

Digital Marketing

سوں چھے؟

Digital marketing is the promotion of brands to connect with potential customers using the internet and other digital communication channels.



Types of Digital Marketing



SEM and PPC Ads



Social Media Marketing



Mobile Marketing and
App Advertising



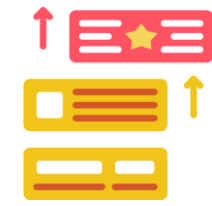
Content Marketing
and SEO



Email Marketing and
Automation



E-commerce and Online
Sales Funnels



SEM and PPC Ads

SEM

SEM ads, which stand for **Search Engine Marketing** ads, are paid advertisements that businesses place on search engine results pages (SERPs) to appear alongside or above organic results.



PPC

Pay-per-click (PPC) advertising is an online model where advertisers pay a fee each time their ad is clicked, driving traffic to a website. It is known for delivering fast results and providing budget control and measurable outcomes.





Social Media Marketing

Social media marketing is the use of social media platforms like Instagram, Facebook, and TikTok to promote a product or service, build a brand, and connect with customers.



Social Media Marketing

الداعي الاجل سيدنا عالي قدر مفضل سيف الدين طع فرماوے چھے:

"اج دنيا ما جر نوي نوي technology اوے چھے اهنے user-friendly بناوا ما اوے

چھے ، تا کر اهنوا استعمال کرو وسہل تھئي جائئي انے لوگو اهنے پسند کرے."

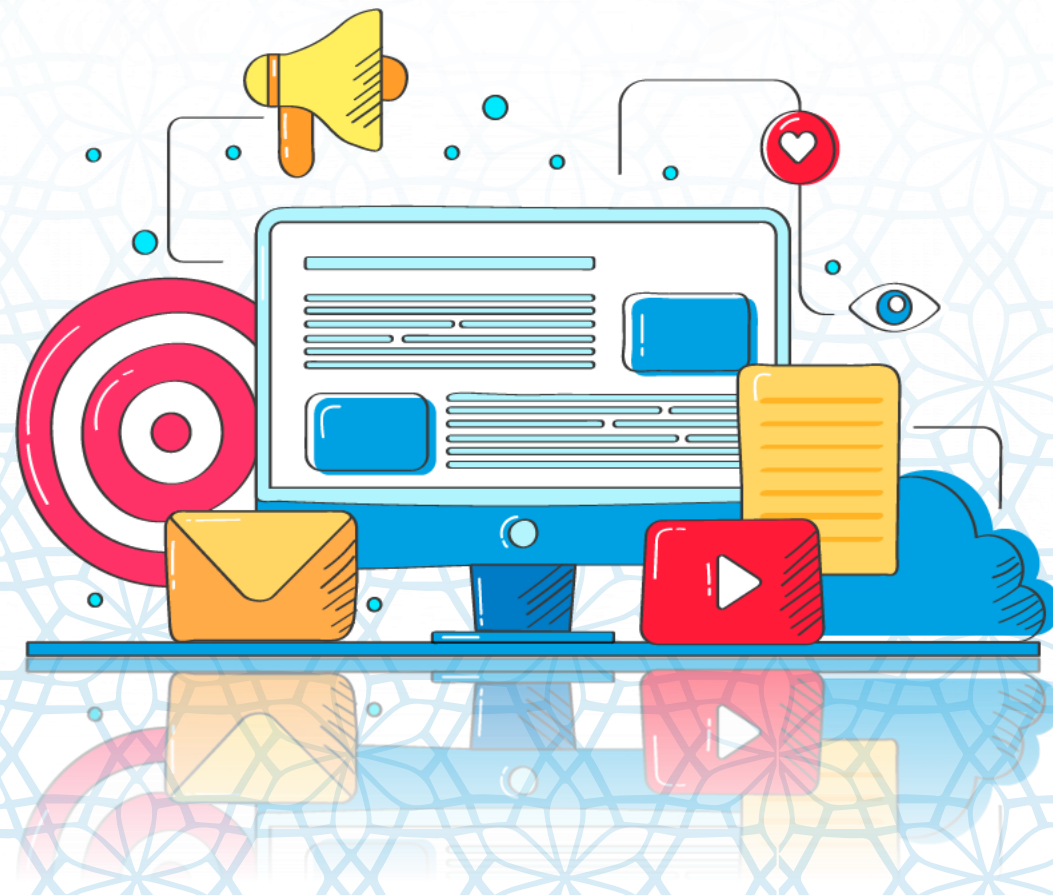
(المجلس السادس 1447ھ)



Content Marketing and SEO

Content Marketing

Content marketing is a strategic approach to creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. Instead of traditional advertising, it focuses on building trust and relationships by providing useful information to solve customer problems, which ultimately drives profitable customer action.



SEO

SEO marketing, or **Search Engine Optimization**, is the process of improving a website's visibility on search engines like Google to increase organic traffic without paying for ads.



Content Marketing and SEO

رسول الله صلح فرماوے چھے:

"الامانة تجر الرنق".

فحوی۔ امانتہ داری رونری نے کھینچے چھے.

(روضہ ہدایات الجزء الثاني)

احدیث شریف سی ایم واضح تھائی چھے کہ ارج نامان ما digital marketing ما گنود غوانے فساد

تھائی چھے، بعض وقت وپار کروا واسطے لوگو پوتانا products نے اھوی شاکلہ سی display کرے

چھے یا اھوی شاکلہ سی اھنے describe کرے چھے جہر ناسب لوگو اھنے خریدے مگر اھما سچائی نھئی، جہر ناسب لوگو نادر میان گھنا
فساد تھئی جائی چھے ائے اھنا سبب بیدسرا نے بھی نقصان تھائی چھے تر سی product نو content creation سچائی ناساھ کروو جوئیے

جہر ناسب رونری کھینچائی نے اوے.



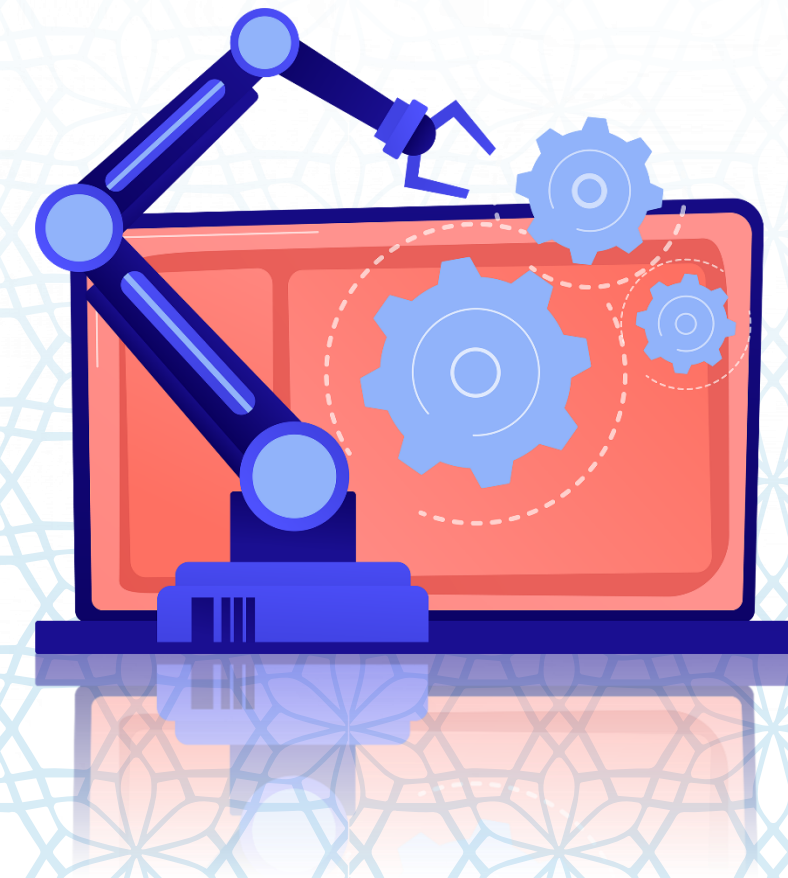
Email Marketing and Automation

Email Marketing

Email marketing is the use of email to send commercial messages to a group of people, typically to build relationships, increase brand awareness, and drive sales. It is a digital strategy that involves sending a variety of content, such as promotional offers, newsletters, and personalized content, to potential and current customers.

Automation

Automation is the use of technology to perform tasks with minimal human intervention, ranging from simple processes like a thermostat to complex systems in manufacturing and IT. It aims to increase efficiency, reduce costs, and free up human workers to focus on more complex and creative tasks by automating repetitive or monotonous work.





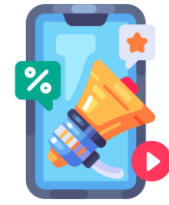
Email Marketing and Automation

الداعي الاجل سيدنا طاهر سيف الدين رض فرماوے چھے:

"استخدم الدنيا ولا تك خادم الدنيا
توقرفني الورى وتعزنى".

فحوى۔ تمیں دنیا سی خدمت لو، ایم نہیں کر دنیا نا تمیں خود خادم بنی جاؤ۔ تو لو گونا
درمیان تمار و وقار نے تماری کرامتہ تھاسے۔

(روضہ ہدایات الجزء الثالث)



Mobile Marketing and App Advertising

Mobile Marketing

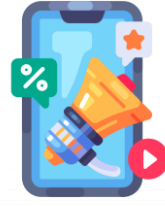
Mobile marketing is a digital marketing strategy that focuses on reaching target audiences on their smartphones, tablets, and other mobile devices. It is a critical component of modern marketing due to the widespread use of mobile devices and the amount of time consumers spend on them daily.



App Advertising

App advertising, or in-app advertising, is the practice of displaying paid advertisements within mobile apps. This strategy allows app publishers to generate revenue by selling ad space to advertisers, while providing a way for brands to reach a targeted, engaged audience.





Mobile Marketing and App Advertising

الداعي الاجل سيدنا عالي قدر مفضل سيف الدين طع فرماوے چھے:

"اج نا زمان ما mobile انے computer کتاب ني مثل چھے ، سگلا نا

ھاٹھ ما هوئي ، انے جو کتاب برابر ناھي تویر بد ساھي ني مثل چھے ،

اھنا پڑھنا پر بد اثر نا کھے چھے".

(المجلس السادس 1446ھ)



E-commerce and Online Sales Funnels

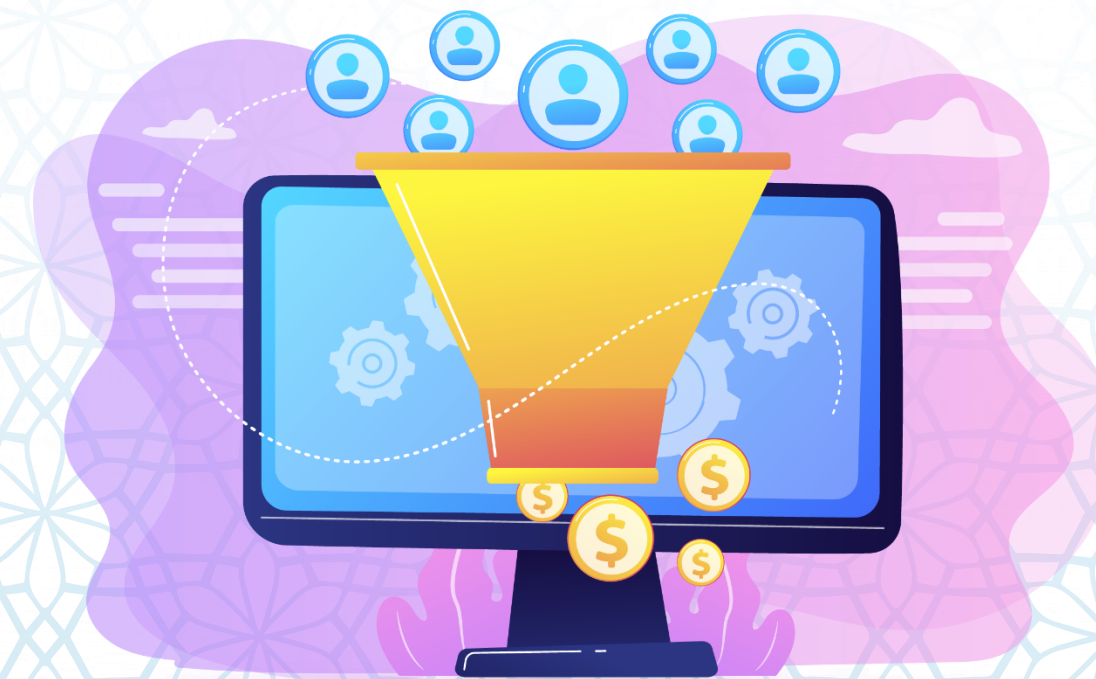
E-Commerce

E-commerce, or electronic commerce, is the buying and selling of goods and services over the internet. This process involves online transactions, data transfer, and electronic payment processing, rather than traditional face-to-face commerce.



Online Sales Funnels

An online sales funnel is a strategic process that guides potential customers through a series of stages, from initial awareness to final purchase and repeat business. It is designed to capture interest, nurture leads with targeted content and offers, and convert them into paying customers.



Role of digital marketing in different supply chain



Manufacturers

Increase online visibility,



Wholesalers

Build strong B2B relationships with retailers



Retailers

Drive sales



Service Providers

Attract and engage a target audience.

Summary

1

**Developing strategic
planning skills**

2

**Creating and managing
online campaigns**

3

**Using data analysis to
measure success**

4

Make informed decisions

5

**Building a strong
brand presence**

6

**Build strong customer
relationships online**



شكرا لحسن استماعكم