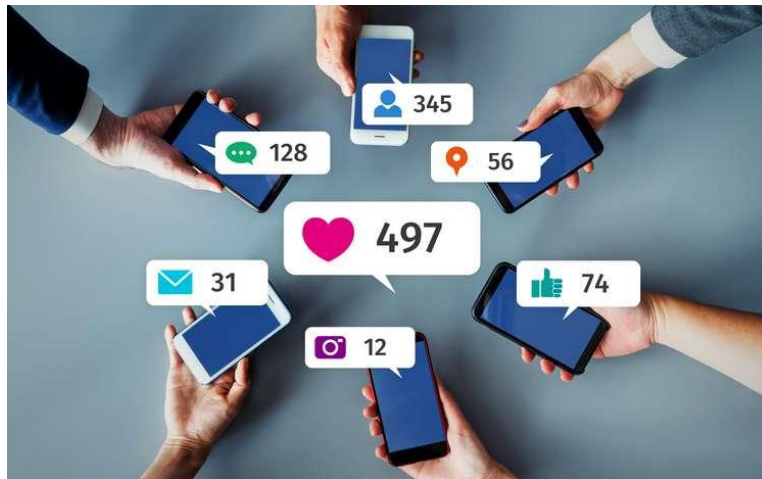


# Topic 16 - Digital Marketing

## Activity 16.1

### 1. The “Get the Most Likes” Game

**Objective:** Social media is an important marketing tool for businesses. You can check the skills of your employees with this game.



*Figure 1: Social Media Marketing<sup>1</sup>*




#### How to play

- Divide the team into groups of three.
- Assign each team a product.
- Have teams design a post promoting the product.

<sup>1</sup> Available at <https://flymediatech.com/top-secrets-to-turn-passive-audiences-into-engaged-buyers/>, (Accessed: 3 December 2025)

The participants will be responsible for making a catchy slogan, graphic designing, and writing the caption.

You will then post all the products together on the site. The team that gets the most likes on their post in a limited time will win the game.

 **Lesson outcome:** By incorporating a "get the most likes" game into a lesson, students can achieve the following outcomes:

- Increased student motivation and engagement
  - Enhanced social and collaboration skills
  - Development of critical thinking
  - Understanding of digital citizenship and media literacy
  - Immediate feedback
  - Creativity and content creation.
-

## مقدمة

الداعي الاجل سيدنا محمد برهان الدين رض فرماوے چھے:

### Kalemaat Nooraniyah 16.1

"رسول الله صلح فرماوے چھے "ابسط بساطك واستزق ربك" تو اله العالمين تو مارا فرزند و مؤمنين نے توفيق اچھے ، حلال ني روني کا واسطے اہنا بچھونا نے بچھاوے ، خدا اہنا بچھونا نے روني ني برکة سي بھري ديچے."۲

ايان مبارك سي ايم واضح تھائی چھے کہ اولياء الله صلح مؤمنين نے ہميشہ حلال ني روني طلب کروا واسطے شوق دلاوے چھے بالخصوص وپار کروا طرف شوق دلاوے چھے ، تو وپار جبر بھی قسم ناھوئي industry ھوئي يا internet نا ذريعة سي ھوئي ، ھر ايک فرد نے ايم لائق تھائی چھے کہ یر اہنا واسطے محنتہ کرے ، اہنا بساط نے بچھاوے انے خدا تعلق پر بھروسہ رکھے کہ خدا رازق چھے ، یر حلال ني روني طلب کرے انے امانتہ داري رکھے تو خدا تعلق اہني روني ما برکة ايسے ۳ انے اہنے اہنا فوائد بھی نظر اوسے ،

اچ نا زمان ما digital marketing گھنور اچھے یر واسطے module ما اہنا متعلق ذکر و کروا ما اوسے جبر مناسب جبر سگلا مؤمنين اہما وپار کري رھيا چھے يا کرے اہنے فائده حاصل تھائی.

۱ وسیلة يوم عيد الفطر ۱۴۲۷ھ.

## What is Digital Marketing?

Digital marketing is the promotion of brands to connect with potential customers using the internet and other digital communication channels. It involves using online platforms like websites, social media, search engines, and email to promote products and services. Key strategies include SEO, SEM, content marketing, email marketing, and pay-per-click (PPC) advertising, allowing businesses to reach and engage specific audiences while tracking results in real-time.



Figure 2: Digital Marketing Strategies<sup>3</sup>

## SEM and PPC Ads

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. Also known as paid search, pay-per-click (PPC), or paid search advertising, these ads are shown to people actively searching for specific

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<sup>3</sup> What are the major components of Digital Marketing?, Deepak G, 26 June 2023, Available at: <https://digitalcatalyst.in/blog/what-are-the-major-components-of-digital-marketing/> (Accessed: 27 November 2025).

keywords related to the business's products or services. Businesses bid on keywords, and when a user searches for a relevant term, the ad may appear.



Figure 3: SEM Ads<sup>4</sup>

## How SEM Ads work?

- **Keyword bidding**: Advertisers bid on keywords they want their ads to appear for.
- **Ad auction**: When a user searches, the search engine runs an automated auction. The winning ads are determined by factors like bid amount, ad quality, and relevance.
- **Placement**: Ads are displayed on the search results page, often marked with an "Ad" label, to differentiate them from organic listings.
- **Pay-per-click**: Businesses typically pay a fee only when a user clicks on their ad.

<sup>4</sup> (no date a) Available at: <https://www.clariwell.in/top-sem-services-in-pune> (Accessed: 27 November 2025).

## Key Components of SEM

- **Campaign creation:** Advertisers set up campaigns, define their budget, and write compelling ad copy.
- **Keyword research:** This is the foundation of a campaign, as businesses identify the terms potential customers are using.
- **Performance tracking:** Businesses monitor clicks, conversions, and costs to measure the campaign's success and make adjustments.

### Example 16.1

- **Video ads:** These are video advertisements that run on search engine-owned platforms like YouTube.

Example: A short Nike ad plays before a user watches a fitness video on YouTube.

#### Quick tip:

Ensure your sample is clean and properly mounted to avoid image artifacts or charging issues!

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. This method is used across platforms like search engines and social media, allowing for precise targeting of

specific demographics, locations, and interests. PPC is known for delivering fast results and providing budget control and measurable outcomes.



Figure 3: PPC Ads<sup>5</sup>

### How PPC Ads work?

- **Bidding**: Advertisers bid on keywords or phrases they want their ads to appear for on platforms like Google and social media networks.
- **Auctions**: When a user searches for a keyword, an auction is triggered, and the ad's position is determined by both the bid amount and the ad's quality score, not just the highest bid.
- **Payment**: Advertisers only pay the publisher when a user clicks on their ad, a cost known as the Cost Per Click (CPC).
- **Targeting**: Campaigns can be set up to target specific audiences based on factors like location, interests, and demographics, ensuring ads are shown to the most relevant users.

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<sup>5</sup> How to increase online sales in three easy steps through PPC ads, 13 May 2020, Available at: <https://ppcmate.com/how-to-increase-online-sales-in-three-easy-steps-through-ppc-ads/> (Accessed: 27 November 2025).



### *Key Benefits and Effects of PPC:*

- **Immediate visibility:** PPC provides instant visibility, unlike other methods that can take months to show results.
  - **Targeted traffic:** It allows you to reach specific customer segments at the right time, driving highly relevant traffic to your website.
  - **Budget control:** You can set a daily or campaign budget, giving you control over your spending.
  - **Measurable results:** PPC campaigns are highly measurable, with clear data on performance metrics like impressions, clicks, and conversions.
-

## 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. It involves creating and publishing content, engaging with audiences, and using data analytics to measure success, with the goal of building brand loyalty, increasing sales, and driving website traffic.



Figure 4: Social Media Marketing<sup>6</sup>



### Key Components of Social Media Marketing

- **Strategy and planning:** Developing a clear plan is crucial for standing out among competitors.
- **Content creation:** This involves creating a variety of content, including text, images, and videos, to keep your audience engaged and to provide value.
- **Engagement and community building:** This involves directly interacting with followers by responding to comments and messages, and creating a sense of community around your brand.

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<sup>6</sup> (no date b) *The Ultimate Guide to Social Media Marketing for Small Businesses in 2024*, Available at: <https://blog.ordaana.com/the-ultimate-guide-to-social-media-marketing-for-small-businesses-in-2024/> (Accessed: 28 November 2025).

- **Analytics and optimization:** Social media platforms provide data analytics that allow you to track performance, understand what works best, and refine your strategy accordingly.
- **Advertising:** Using platform-specific advertising tools can help you reach a larger and more targeted audience.

### Case Study 16.1

- **Coca-Cola: "Share a Coke" campaign:**

Strategy: The campaign replaced the Coca-Cola logo with popular names on bottles and cans, encouraging people to find and share bottles with friends and family.

Results: It led to a significant sales increase, generated millions of dollars and countless impressions, and became a globally successful marketing case study.



### Why is Social Media Marketing Important?

- **Builds brand awareness and loyalty:** It provides a direct channel to connect with consumers, build trust, and keep your brand top-of-mind.
- **Drives website traffic and sales:** It can be used to direct users to your website or e-commerce store, leading to conversions.
- **Increases engagement:** Social-media allows for direct interaction, giving businesses the opportunity to have conversations, answer questions, and build strong relationships with their audience.

- **Provides valuable customer data:** Analytics give businesses insights into customer behavior, which can be used to improve products and marketing efforts.

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

## Kalemaat Nooraniyah 16.2

"اج دنیا ما جرنوی نوي technology اوے چھے اهنے user-friendly بناوا ما اوے چھے ، تاکر اهنو استعمال کرو وسہل تھی جائی انے لوگو اهنے پسند کرے۔"<sup>۷</sup>

## Where to Use Social Media Marketing?

- **Facebook:** Use for building a community and reaching a broad audience, particularly a more mature demographic.
- **Instagram:** Ideal for visual content like photos, Reels, and Stories, effective for brand building and trends.
- **YouTube:** A platform for video content, suitable for longer or "evergreen" content like tutorials and detailed product information.
- **LinkedIn:** Best for business-to-business (B2B) marketing, professional networking, and thought leadership.

<sup>۷</sup> المجلس السادس ۱۴۴۷ھ.

- **Pinterest:** A visual platform excellent for products and ideas that can be "pinned" and saved by users.

**Did you know?**

**Doritos:** Invites user participation through a creative contest. It launched the "Crash the Super Bowl" campaign, which asked fans to submit their own video ads. The winning ad was then aired during the Super Bowl and received over 160,000 video submissions, demonstrating high levels of user enthusiasm and generating a massive amount of content.

As we learnt the social media marketing, now let us move to the next part of this module that is content marketing and SEO.

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## Content Marketing and SEO

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. This can be achieved through various formats like blog posts, videos, podcasts, and social media.



Figure 5: Content Marketing<sup>8</sup>

رسول الله صلح فرماوے چھے:

"الامانة تجر الرزق"<sup>9</sup>

فحوی۔ امانتہ داری رونری نے کھینچے چھے.

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<sup>8</sup> (no date c) *An Introduction to Content Marketing: Strategies That Work*, Available at: <https://saqventure.com/an-introduction-to-content-marketing-strategies-that-work/> (Accessed: 28 November 2025).

<sup>9</sup> روضة هدايات الجزء الثاني

احدیث شریف سی ایم واضح تھائی چھے کہ اراج نامان ما digital marketing ما گھنود غرانے فساد تھائی چھے ، بعض وقت وپار کروا واسطے لوگو پوتانا products نے اھوی شاکلے سی display کرے چھے یا اھوی شاکلے سی اھنے describe کرے چھے جہ ناسب لوگو اھنے خریدے مگر اصل مایہ product اھو وھو تو تھھی جہ ناسب لوگو نادر میان گھنا فساد تھئی جائی چھے انے اھنا سبب بیسرا نے بھی نقصان تھائی چھے تر سی product نو content creation سچائی ناسا تھ کروو جوئیے جہ ناسب روزی کھینچائی نے اوے۔



### How Content Marketing Works?

- **Creates value:** Content marketing provides value to consumers by answering questions, solving problems, or entertaining them. This builds a relationship and positions the brand as an expert.
- **Attracts and retains customers:** By consistently producing helpful content, businesses can attract a target audience and keep them engaged over time.
- **Drives action:** The ultimate goal is to guide the audience through the customer journey and encourage a profitable action, such as a purchase.

#### Quick tip:

Repurpose high-performing content into different formats to extend its life and reach a wider audience!

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. It involves a combination of on-page (content and structure), off-page (backlinks), and technical SEO to make a site more appealing to both users and search engines. The goal is to rank higher on search engine results pages (SERPs) for relevant search queries.

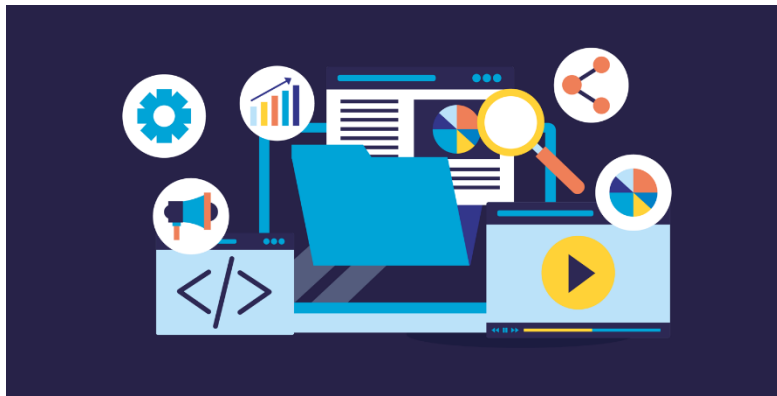


Figure 5: SEO Marketing<sup>10</sup>



## Key Components of SEO Marketing

- **On-page SEO:** Optimizing content and the structure of individual web pages to make them more relevant and user-friendly. This includes:
  - Creating high-quality, relevant content that answers user questions.
  - Using keywords that your target audience searches for.
  - Ensuring the content is well-structured and easy to navigate.
- **Off-page SEO:** Activities performed outside of your website to improve its authority and reputation. The most common form is acquiring backlinks from other reputable websites.

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<sup>10</sup> 5 SEO Tips: How to Get Started with SEO [2023], 4 January 2023, Available at: <https://www.mo.agency/blog/digital-marketing-161-introduction-seo> (Accessed: 1 December 2025).

- **Technical SEO**: Improving the overall performance and accessibility of a website to help search engines crawl and index it more effectively. This includes:
  - Improving site speed.
  - Ensuring the site is mobile-friendly.
  - Creating a site architecture that is easy for search engines to understand.



***Effects:***

- Increased visibility and traffic
  - Improved search-engine rankings
  - Enhanced credibility and authority
  - Higher user engagement
  - Better lead generations and conversions
  - Greater brand awareness
-

## Email Marketing and Automation

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. A well-executed strategy can help a business convert leads into loyal customers.



Figure 7: Email Marketing<sup>11</sup>



### Key aspects of email marketing

- **Direct communication:** It is a direct way to reach customers who have opted to receive messages, making it a valuable channel for nurturing relationships.
- **Promotional and informational content:** Businesses use email to promote new products, share discounts, and announce company news or updates. It can also be used to provide valuable and educational content to subscribers.

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<sup>11</sup> (no date d) *What is email marketing? Definition and advantages*, Available at: <https://emailchef.com/emailchef-academy/what-is-email-marketing-definition-and-advantages/> (Accessed: 28 November 2025).

- **Relationship building:** Beyond sales, email marketing is used to build brand loyalty and customer relationships by consistently providing value.
- **Diverse applications:** It can be used for a wide range of purposes, including sending abandoned cart reminders, onboarding new users, and gathering customer feedback.
- **Measurable results:** Email marketing is a measurable tactic that allows businesses to track the effectiveness of their campaigns.

### Example 16.2

- **Newsletters:**

Purpose: To keep subscribers engaged and informed with regular content.

Example: A weekly or monthly digest of company news, blog articles, industry trends, and customer spotlights.

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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.

## Types of Automation

- **Basic automation:** Handles simple, routine, and repetitive tasks.
- **Industrial automation:** Uses computers and electronics to control machinery, such as in automotive factories.
- **Business process automation (BPA):** Uses software to automate multi-step business transactions.
- **Robotic process automation (RPA):** Uses software robots to perform repetitive tasks that were previously done by humans.
- **Intelligent automation:** Adds AI to automation, allowing systems to learn, adapt, and optimize over time.

الداعي الاجل سيدنا طاہر سيف الدين رض فرماوے چھے:

"استخدم الدنيا ولا تك خادم \* الدنيا تو قرني الوري وتعزنا" <sup>۱۲</sup>

فحوى۔ تمیں دنیا سی خدمت لو، ایم نہیں کر دنیا تا تمیں خود خادم بنی جاؤ۔ تو لو گونا درمیان  
تھا رو قارا نے تماری کرامتھا سے۔

اقول مبارك سي ایم واضح تھائی چھے کہ انسان نے ایم لائق چھے کہ ہر کام ماہر دنیا سی فائدہ لے جہ  
ناسب اہنا کام سہلائی سی تھئی جائی، یہ واسطے آج نا زمان ما انسان طرح طرح نا machines نو  
ایجاد کرے چھے جہ ناسب یہ سہلائی نا ساتھ زندگی بسر کرے چھے، یہ مثل وپار کرتی وقت بھی

"روضۃ ہدایات الجزء الثالث"

ايم لائق ٿھائي ڇھ ڪر ھر فرد دنيا سي فائده لے نر ڪر دنيا نا خادم بني جائي ، جر نا سبب اھنھن وپار ڪر و بھي سھل ٿھي سڪے ڇھ.

### Case Study 16.2

#### o Manufacturing:

Tesla: Employs automated robotic assembly lines and intelligent systems in its Gigafactories for high-volume, high-quality production.

Harmonic Machine Inc: Maximized efficiency in its precision machining operations through automation.

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

### Kalemaat Nooraniyah 16.3

"مؤمنين ني جماعه! اڄ دنيا ما technology گھني advanced ڇھ ،...ير technology نا سبب گھنا حالات بدلايا ، جيم electricity نا سبب گھنا حالات بدلايا ، light نا سبب رات نا اندھارا ما روشني روشني ٿھي جائي ڇھ ، انے گھنا ڪامورات ما ڪرو و اما ڪان ٿھي جائي ڇھ ، سخت گرمي ني موسم ما air conditioner چالے تو ٺھندا ٿھي جائي ، ير ۽ مثل telephone انے computer نا سبب communication ڪرو و کتو سھل ٿھي گيو ، هجي تو يهاں ڪئي امر بنے ڇھ نے تمام عالم ما خبر ٿھي جائي ڇھ ، فائده بھي ڇھ ، نقصان بھي -يوے چيز ڇھ...technology حالة

نے بدلے چھے ، مگر جر حالات نے technology نہر بدلی سکے اھنے رحمن نی رحمة- ولی اللہ انے  
اھنو نام بدلی دے چھے۔" ۱۳

### Quick tip:

Start small by targeting a single, highly repetitive, and time-consuming task!



### **Benefits:**

- ✓ Increased productivity
- ✓ Cost savings
- ✓ Reduced errors
- ✓ Improved efficiency
- ✓ Scalability
- ✓ Real-time insights
- ✓ Standardization

## Mobile Marketing and App Advertising

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.



Figure 8: Mobile Marketing<sup>14</sup>



### Key Strategies and Types

Effective mobile marketing involves a range of tactics designed to meet users in the "always-on" mobile environment.

- **Mobile Advertising**: Displaying ads within mobile apps, websites, or search engines using various formats like banner ads, video ads, and native ads.
- **Text Message Marketing (SMS/MMS)**: Sending promotional messages, updates, and time-sensitive offers directly to customers' phones, known for high open rates.

<sup>14</sup> (no date e) Available at: <https://www.activemedia.com/services/online-marketing/mobile-marketing> (Accessed: 28 November 2025).

- **App-Based Marketing:** Promoting products or services within your own mobile application, often using in-app messaging and push notifications to deliver personalized content and drive engagement.
- **Mobile Optimization:** Ensuring websites, emails, and all marketing materials are responsive, fast-loading, and easy to navigate on smaller screens to provide a seamless user experience.
- **Location-Based Marketing:** Using technologies like geofencing to deliver targeted offers and recommendations based on a user's physical location.
- **Mobile Wallets and QR Codes:** Utilizing digital wallet passes for loyalty cards, coupons, and vouchers, and using QR codes on physical media to bridge online and offline interactions.
- **Conversational Channels:** Engaging customers through popular messaging apps like WhatsApp for order updates, customer service, and abandoned cart reminders, fostering a more personal connection.

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

#### Kalemaat Nooraniyah 16.4

"مؤمنين ني جماعة! ولي النعمة اقاء گرامي سيدنا عبد علي سيف الدين رضيہ فرمايو چھے:

"ليس في ذا الزمان خل وفي ۞ وجليس يسر الا الكتاب"

کتاب اگر اچھی کتاب چھے تویر نیک ساھی نی مثل چھے ، جہ اهنے پڑھسے تویر پڑھنار نے کوئی نہ کوئی شاکلہ سی فائدہ کرے ، اچ نا زمان ما mobile انے computer کتاب نی مثل چھے ، سگلا ما

ہاتھ ماہوئی ، انے جو کتاب برابر تھی تویر بد ساھی نی مثل چھے ، اہنا پڑھنا پرید اثر نا کھے

چھے ۱۰

تو مؤمنین پر ایم واجب چھے کہ وپار ما کوئی اھوی شاکلہ سی اھنا products نے advertise نہ کرے جبر نا شریعة نا قوانین نا خلاف تھی جائی ، بالخصوص مؤمنات بھنو internet نا ذریعة سی پوتانا وپار نے نشر کرے چھے تو ایم خاص خیال راکھے کہ کوئی بھی شاکلہ سی اھنی زینہ لوگونا درمیان نشر نہ تھائی انے اھنو پردہ جلوائی رھے۔

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. In-app ads can appear in various formats like banners, interstitials, and rewarded videos, and are used by developers to monetize their apps, especially free ones.

The lesson outcomes of app advertising encompass both the skills and knowledge gained by learners in a marketing or business context, and the practical results (objectives) that businesses achieve through effective in-app advertising campaigns.

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## E-commerce and Online Sales Funnels

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.



Figure 9: E-commerce<sup>16</sup>

مرسول الله صلح فرماوے چھے:

"تحت ظل العرش يوم لا ظل الا ظله رجل خرج ضاربا في الارض يطلب من فضل الله ما

يكف به نفسه ويعود به على عياله"<sup>17</sup>

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<sup>16</sup> What is e-commerce? 27 July 2021, Available at: <https://blog.storeino.com/en/what-is-e-commerce> (Accessed: 28 November 2025).

<sup>17</sup> روضة هدايات الجزء الاول

فحوی۔ عرش ناسایر نانیچے جہ دن مایہ سایہ ناسوی کوئی سایو نہیں ہوئی۔ وہ مرد ہسے کہ  
 جہ وپار کرتا ہوا زمین ما اللہ تعالیٰ نافعہ نے طلب کروا واسطے نکلے ، جہ ناسبب یر پوتانا جان  
 نے بیجانا نزدیک سوال کروا سی روکے انے پوتانا گھر نالو گو پراہنو فائدہ لئی نے ولے۔

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

### Kalemaat Nooraniyah 16.5

”ا حدیث شریف ما رسول اللہ صلح رنق طلب کرنا واسطے ”ضارِبًا“ نولفظ استعمال کرے  
 چھے ، یعنی رنق طلب کرنا گھرے سی نکلی نے مسافہ نے قطع کرے ، طی کرے ، ایک جگہ  
 بیٹھانہ رہے ، بلکہ دور دراز بھی جائی ، اھوی جگہ بھی جائی جہاں کوئی نہیں جاتو ، کوئی  
 گھر سی ۔ internet سی وپار کرتا ہوئی تو خیال سی دور دراز جائی ، اھوی چیز نو وپار کرے  
 جہ کوئی نہیں کرتو ، یر مثل innovation لاوے۔“<sup>۱۸</sup>



### Types of E-commerce

E-commerce transactions can be categorized based on the participants involved:

- **Business-to-Consumer (B2C):** Transactions between businesses and individual final consumers, which is the most common form of online retail (e.g., shopping on Amazon).

<sup>۱۸</sup> المجلس السابع ۱۴۴۷ھ

- **Business-to-Business (B2B)**: Commercial activities and transactions of goods or services conducted between two different companies.
- **Consumer-to-Consumer (C2C)**: Transactions between private individuals, often facilitated by online platforms like eBay or Etsy.
- **Consumer-to-Business (C2B)**: A reversal of the traditional model where individuals offer goods or services to companies.
- **Business-to-Administration (B2A) and Consumer-to-Administration (C2A)**: Online transactions between companies or individuals and public administration entities.

**Quick tip:**

Use high-quality product images and videos that showcase products clearly and from multiple angles!

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. The process is often visualized as a funnel, with a wide entry for many potential customers narrowing down to the final customers at the bottom.

### **Key components of online sales funnel**

- **Traffic/Leads**: The "fuel" of the funnel, which can come from organic sources like blogs or paid channels like ads.

- **Offers:** A compelling offer, such as a discount or free resource, is used to get prospects to enter the funnel.
- **Nurturing:** A series of steps to educate and build trust with potential customers, often using email marketing or retargeting ads.
- **Conversion:** The point where the prospect completes the desired action, typically a purchase, on a sales or checkout page.
- **Analytics:** The ability to track performance at each stage to identify drop-off points and optimize the process.

### Example 16.3

- **Instagram ad to purchase:**

A potential customer sees an ad on Instagram, clicks "Learn More," which leads to the brand's website. They are then offered a discount for signing up for the newsletter. After they purchase, they are offered more products and encouraged to leave a review to become a repeat customer and brand advocate, according to Shopify.



In essence, digital marketing includes developing strategic planning skills, creating and managing online campaigns, using data analytics to measure success and make informed decisions, and building a strong brand presence and customer relationships online.

## How can Dawoodi Bohra Community Benefit from Digital Marketing in Distinct Supply Chains?

### 1. Core Digital Marketing Purpose (Community Lens)

Digital marketing allows Dawoodi Bohra businesses to communicate value, build trust, and expand reach without aggressive or deceptive practices. It transforms word-of-mouth–driven trade into structured visibility, helping businesses across the supply chain coordinate demand, reduce wastage, and grow sustainably.

---

### 2. Supplier-Level Benefits (Raw Materials, Inputs)

How suppliers benefit

- Digital catalogs showcase product specifications, quality standards, and availability.
- Online visibility attracts consistent, long-term buyers rather than spot transactions.
- Content explaining sourcing, ethics, and reliability builds trust with manufacturers.
- Email, WhatsApp, and B2B platforms improve inquiry handling and negotiation efficiency.

Impact

- Stable demand
  - Better price realization
  - Reduced dependency on intermediaries
- 

### 3. Manufacturer-Level Benefits (Processing, Production)

How manufacturers benefit

- Digital storytelling explains production processes, certifications, and quality controls.
- Online case studies and testimonials position manufacturers as reliable partners.
- Lead-generation campaigns connect manufacturers directly with wholesalers and retailers.
- Data-driven insights help align production volumes with market demand.

Impact

- Stronger brand credibility
  - Reduced unsold inventory
  - Improved supply-chain planning
- 

### 4. Wholesaler-Level Benefits (Bulk Distribution)

## How wholesalers benefit

- Digital channels broadcast real-time stock availability and pricing updates.
- B2B marketing platforms simplify onboarding of new retailers.
- Targeted campaigns strengthen relationships with existing buyers.
- Analytics identify high-performing products and regions.

## Impact

- Faster stock movement
  - Better demand forecasting
  - Reduced credit and inventory risk
- 

## 5. Retailer-Level Benefits (End-Customer Sales)

### How retailers benefit

- Social media and local search improve store discovery.
- Digital promotions increase footfall and repeat purchases.
- Customer feedback and reviews strengthen trust and service quality.
- Omni-channel presence (online + offline) expands revenue streams.

### Impact

- Higher sales consistency
- Improved customer loyalty

- Competitive positioning against large chains
- 

## 6. Service Provider Benefits (Logistics, IT, Healthcare, Professional Services)

How service providers benefit

- Online portfolios highlight expertise and service standards.
- Educational content positions providers as solution partners, not just vendors.
- Digital lead generation improves utilization of capacity.
- Reputation management builds long-term client trust.

Impact

- Predictable demand
  - Higher-value engagements
  - Reduced dependence on referrals alone
- 

## **How can Dawoodi Bohra Community Succeed in Digital Marketing Across Nations?**

### **IN India**

- Focus on local language content and regional targeting for higher engagement.

- Use WhatsApp Business, Google Business Profile, and Instagram for retail and services.
  - Influencer marketing must be transparent and truthful.
  - Price sensitivity requires offer-based and value-driven messaging.
  - Strong SEO helps manufacturers and wholesalers reach B2B buyers.
- 

## **AE United Arab Emirates**

- Digital ads must be culturally appropriate and licensed where required.
  - Instagram, Google Ads, and LinkedIn work well for premium audiences.
  - Arabic + English content increases credibility.
  - Businesses should highlight quality, compliance, and service standards.
  - Influencer promotions require formal registration.
- 

## **BH Bahrain**

- Social media is effective due to high digital penetration.
  - Use Instagram and WhatsApp for retail and services.
  - Maintain professional branding to build trust in a small market.
  - Highlight reliability and long-term relationships.
-

## **KW Kuwait**

- Instagram and Snapchat are strong platforms.
  - Arabic communication builds faster trust.
  - Relationship-based marketing is more effective than aggressive ads.
  - Digital presence improves credibility with distributors and partners.
- 

## **YE Yemen**

- Digital marketing should remain low-profile and relationship-focused.
  - WhatsApp and direct communication work better than public advertising.
  - Emphasis should be on trust and continuity, not scale.
  - Avoid dependence on paid digital ads.
- 

## **PK Pakistan**

- Facebook, WhatsApp, and TikTok are widely used.
- Urdu and regional languages increase reach.
- Price transparency and honesty are critical to build trust.
- Digital presence helps formalize traditionally informal businesses.

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## **MY Malaysia**

- Use Facebook, Instagram, and Google Ads effectively.
- English and Malay content both matter.
- Professional websites build trust with corporate clients.
- Compliance-focused messaging works well for B2B.

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## **BD Bangladesh**

- Facebook is the dominant platform.
- Simple visuals and clear pricing perform best.
- WhatsApp is effective for wholesalers and retailers.
- Digital marketing helps overcome physical market limitations.

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## **SG Singapore**

- Highly regulated and professional digital environment.
- Use LinkedIn and Google Ads for B2B.
- Accuracy, credibility, and compliance are critical.
- High-quality websites and reviews influence decisions.

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## **LK Sri Lanka**

- Facebook and WhatsApp remain primary channels.
- Localized content builds trust.
- Digital marketing supports small businesses competing with imports.
- Transparency in offers improves customer confidence.

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## **KE Kenya**

- Mobile-first digital marketing is essential.
- Facebook, WhatsApp, and Google Maps are key.
- Emphasize mobile payments and delivery reliability.
- Digital visibility improves access to institutional buyers.

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## **TZ Tanzania**

- WhatsApp and Facebook are widely trusted.
- Visual content and testimonials work well.
- Consistent posting builds credibility in emerging markets.
- Highlight availability and logistics reliability.

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## **UG Uganda**

- Community-based digital trust is important.
- WhatsApp catalogs support wholesalers and retailers.
- Simple, honest messaging outperforms aggressive promotion.
- Digital marketing helps formalize growing enterprises.

---

## **MG Madagascar**

- Facebook is the primary digital channel.
- French-language content is important.
- Digital presence builds legitimacy with international partners.
- Focus on reliability and export readiness.

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## **GB United Kingdom**

- Strict consumer protection and advertising standards apply.
- SEO, Google Ads, and reviews are critical.
- Transparency and data protection compliance are mandatory.
- Ethical branding improves long-term customer loyalty.

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## **FR France**

- French-language content is essential.
- Consumers value quality, origin, and authenticity.
- Websites must meet strong consumer law expectations.
- Trust-based storytelling works better than sales pressure.

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## **DE Germany**

- Precision, clarity, and factual accuracy are crucial.
- German-language digital presence builds trust.
- B2B platforms and SEO work well for manufacturers.
- Over-promising damages credibility.

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## **IE Ireland**

- Google and social media work well for SMEs.
- Clear pricing and service information is expected.
- Local SEO helps service providers grow.
- Professional tone improves conversion.

---

## **US United States**

- Highly competitive digital environment.
- Strong branding, reviews, and storytelling are required.
- Influencer marketing must be clearly disclosed.
- Paid ads and data analytics are essential for scale.

---

## **CA Canada**

- Similar to US, with strong trust and compliance expectations.
- Bilingual content (English/French) helps nationally.
- Ethical branding and reviews drive loyalty.
- Local search optimization is very important.

---

## **AU Australia**

- Google, Facebook, and Instagram dominate.
- Transparency and authenticity matter strongly.
- Reviews significantly influence buying decisions.
- Digital marketing supports regional and service businesses well.

Module ما اپنے ایم سیکھو ملو کہ digital marketing متفرق شاکلہ سی تھی سکے چھے ، اہنی اہم غرض یہ چھے کہ تمام مؤمنین بہتر ما بہتر شاکلہ سی وپار کری پوتانا عیال انے عباد اللہ نے اہنو فائدہ پہنچاوے انے یہ کروا ما کوئی قسم نو دھو کو یا دغر اہما شامل نہ ہوئی جہر ناسب کوئی نے بھی نقصان تھائی توہ سگلا نا درمیان اہنی عزة انے وقار ہسے انے اہنا وپار ما نمو تھاسے ،

امثل نی marketing strategies استعمال کروا ناسب بہتر شاکلہ سی وپار تھی سکے چھے بالخصوص اہنا ساتھ متفرق skills بھی حاصل تھائی چھے جہر ناسب وپار ما نمو کروو سہل تھی جائی چھے ، اچ نا زمان ما اکثر لوگو online shopping کرے چھے تو جہر سگلا مؤمنین internet نا ذریعہ سی وپار کرے چھے اہنے marketing strategies جانوا ناسب وپار ما گھنی مدد تھائی چھے انے یہ زیادہ customers نے اہنی طرف کھینچی سکے چھے انے یہ سگلا ساتھ strong relationship نے build کری سکے چھے۔

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Sr No.	Glossary
1	<b>Bid:</b> Offer (a certain price) for something, especially at an auction.
2	<b>Compelling:</b> Evoking interest, attention, or admiration in a powerfully irresistible way.
3	<b>Conversions:</b> The process of changing or causing something to change from one form to another.
4	<b>Mounted:</b> Organize and initiate.
5	<b>Demographics:</b> A particular sector of a population, as defined in terms of factors such as age, income, background, etc.
6	<b>Organic traffic:</b> It refers to visitors who come to a website through unpaid search engine results, such as when they click a link from a Google or Bing search. This type of traffic is generated naturally when a user searches for a specific topic and finds a website's content through the search engine results page (SERP). It is the opposite of paid traffic, which comes from ads. comes from the word discretion, which can be used to mean “the right to decide something based on one's own judgment.”
7	<b>Backlinks:</b> Backlinks are hyperlinks that point from one website to another, serving as a signal of endorsement and helping search engines discover and index content.
8	<b>Thermostat:</b> A device that automatically regulates temperature, or that activates a device when the temperature reaches a certain point.

9	<b>Geofencing:</b> The use of GPS or RFID technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device enters or leaves a particular area.
10	<b>Interstitials:</b> An advertisement that appears while a chosen website or page is downloading.
11	<b>eBay:</b> It is the name of a website where people and companies can buy and sell goods, either at a fixed price or through an auction. The name is short for "Echo Bay," which was the name of the consulting firm founded by eBay's creator, Pierre Omidyar.
12	<b>Etsy:</b> It is a global online marketplace for handmade, vintage, and craft supply items, and the name itself was created by its founder, Robert Kalin, based on the Italian phrase "etsi" which means "oh, yes".

## About HQHB & TR

We are a department formed by the 52nd Dai-al-Mutlaq Syedna Mohammed Burhanuddin RA as a part of the chain of events that took place on the auspicious occasion of His Golden Jubilee to commemorate 50 years tenure as the leader of the Dawoodi Bohra Community. We educate mumineen about Qardan Hasana and doing Business compliant with Fiqh-e-Fatemi and its benefits in the world and, thereafter, fostering economic and social growth. To summarise, AL-TIJAARAT-AL-RAABEHAH & IDAARAH HASANAAT AL-QARD AL-HASAN AL-BURHANIYAH are non-commercial, religious departments.



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