



Digital Marketing

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Introduction of Digital Marketing and its key channels

- The display of products or administrations via sophisticated methods to reach buyers.
- The main aim is to promote companies using various computerized media kinds. Computerized advertising extends from online showcases into mediums without the use of the web. It includes cell phones, online displays, publicity shows, internet search ads, and other sophisticated media.
- Most experts believe that "computerized" isn't just another showcase channel. It needs a different approach to encouraging and understanding customer behavior. For example, organizations expect to research and estimate downloads from cell phones, Tweets on Twitter, Facebook apps, etc. The Commission expects organizations to do so.

Introduction of company

MACDONALDS

McDonald's is one of the largest fast food restaurants in the world, serving about 68 million people per day in 119 countries in 35,000 stores. Richard and Maurice McDonald began in 1940 as a barbeque idea in the United States and in 1948, by using the production line techniques, became a hamburger stand. Ray Kroc joined his hand in 1955 as a franchise officer with a firm. Franchisee, affiliate or company itself manages a restaurant at McDonald's. The McDonald's Corporation's income is based on the rent, royalties and fees paid and sales of company-operated restaurants by franchisees.

Opportunities and challenges of digital marketing

OPPORTUNITIES

- Tech advancement
- Story telling
- First mover advantage
- Artificial intelligence chatbot
- Data and predictive tools
- Visual reality and augmented reality
- Marketing automation

CHALLENGES

- Smart device focused marketing
- Use of analytics
- Personalization
- Video Marketing
- Influencer Marketing
- Visual Search
- Voice Search
- Artificial Intelligence



- 1. Set goals that make sense for your business**
- 2. Take time to research your target audience**
- 3. Establish your most important metrics and KPIs**
- 4. Create (and curate) engaging social content**
- 5. Make your social presence as timely as possible**
- 6. Assess what's working, what isn't and how to keep improving**
- 7. Bring other departments into the mix**

SOCIAL MARKETING STRATEGIES

offline and online marketing

ONLINE MARKETING: Nowadays, there is a lot of advertising on the Web. As buyers invest so much energy in PCs, mobile phones, and tablets, it is not only expensive and productive but sloppy that they can contact them cautiously. Here are a fraction of today's most popular web-based advertising platforms.

- website
- blogging
- social media
- PPC

OFFLINE MARKETING: It can seem as though the center is far from being detached, but it is basically incorrect. Promoter advertising still relies on typical customer-friendly disconnected gadgets, which are not entirely abandoned by shoppers. There is a section of today's most prominent advertising disconnected systems.

•TV promos are the norm for advertisers that try to reach an audience for a long period. Look no farther away than the Super Bowl to show that TV ads make an impact in any scenario.

•Radio promotions are very efficient for neighborhood market consultants

•Print Media.

Application of 7Ps in digital marketing

In order to guarantee a wide variety of ingredients, traditional marketing long regarded a marketing mix. For product type advertising, 4 major products, place, price, and advertising aspects historically existed. Jerome McCarthy had mentioned these initially in the 1960s. But the 7P form of this paradigm which contains physical evidence, people, and processes is increasingly more frequent.

- PRODUCT
- PRICE
- PLACE
- PROMOTION
- PEOPLE
- PHYSICAL EVIDENCE
- PROCESS



marketing tools

- B2B digital marketing
 - B2B digital marketing includes;
 - Integration
 - SEO and Content
 - Website
- Content marketing management
- Customer relationship management
- Customer Engagement
- Conversion optimization



Technology adoption and diffusion



Consumer life-cycle stages of digital adoption

- Innovators
- Early Adopters
- Early Majority
- Late Majority
- Late Majority

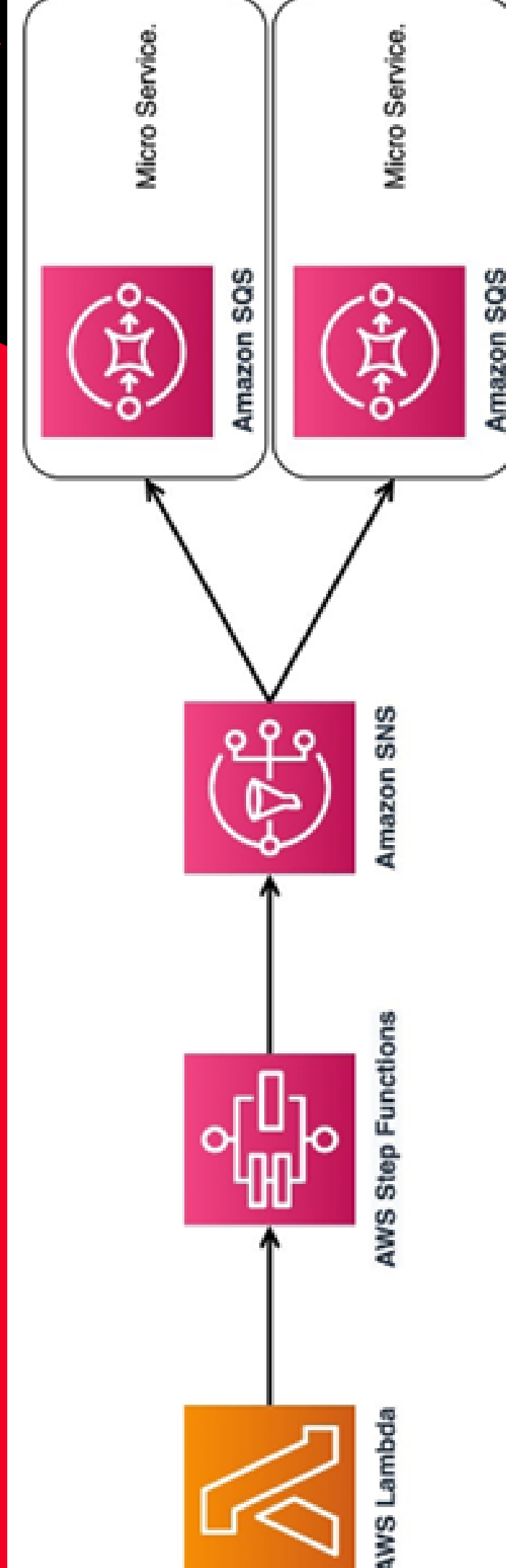


Introduction of the company

KFC was founded by Colonel Harland Sanders, a Kentucky entrepreneur who started selling fried chicken from a roadside stand in Corbin during the Great Depression. Colonel Sanders is credited with the invention of Kentucky Fried Chicken. Because Sanders recognized the potential in the concept of restaurant franchising, he launched the first "Kentucky Fried Chicken" franchise, which opened its doors in the Salt Lake City, Utah, area in 1952. KFC contributed to the diversification of the fast-food industry by popularizing chicken in the fast-food industry by challenging the current dominance of the hamburger in the fast-food industry. Because of his transformation into Colonel Sanders, Harland cemented his place as an important figure in American cultural history, and his image has been prominently featured in KFC advertising to this day.

Other digital platforms

- Navigating the digital hardware landscape
- Digital hardware
- Effectiveness of Digital hardware
- CRM



marketing strategy of KFC

THE **KFC**
#CLEANEATING BURGER



Marketing metrics are a quantitative technique of tracking performance, and they are an essential marketing measurement tool for determining the efficacy of a campaign or campaign strategy. The most relevant marketing metrics vary widely from campaign to campaign, but in general, they are used to quantify the impact of their campaign on the activities of their target audience. Ultimately, the most important marketing metrics to track are those that have the most influence on their business objectives, which may be sales produced for one campaign but incremental reach for another. In addition to assisting marketers in understanding how effective their campaigns are, marketing analytics also assist marketers in planning for future efforts and optimizing their existing initiatives.

With the help of digital marketing and innovative technology-driven consumer experiences, the world-famous fried chicken company is adopting Omni channel. In terms of the marketing side of things, one interesting peculiarity is that the official KFC Twitter account only follows eleven other accounts - the five Spice Girls and six persons who go by the name of Herb. It's the small details like this that arouse the imagination and delight of viewers, and they contribute to the development of a strong digital reputation for companies.

Advantages of Omni marketing





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DIGITAL MARKETING CAMPAIGNS AND RESPONSE RATE

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