



ROHINI

COLLEGE OF ENGINEERING & TECHNOLOGY

Approved by AICTE and Affiliated to Anna University, (An ISO Certified Institution)

DEPARTMENT OF MANAGEMENT STUDIES

Subject Title :DIGITAL MARKETING

Subject Code :BA4014

Semester : III Elective

Unit :

In the realm of **digital marketing**, the concept of **online digital space** plays a pivotal role. Let's delve into what it entails:

Definition:

- **Online digital space** refers to the virtual environment where businesses and brands engage with their audience, promote products or services, and build their online presence.
- It encompasses various online platforms, channels, and spaces where marketing activities occur.

Key Aspects:

- **Websites and Landing Pages:** A brand's website and dedicated landing pages are essential components of the online digital space. These serve as the foundation for sharing information, showcasing products, and interacting with visitors.
- **Social Media Platforms:** Brands leverage social media channels (such as Facebook, Instagram, Twitter, LinkedIn, etc.) to connect with their audience, share content, and foster engagement.
- **Email Marketing:** Sending targeted emails to subscribers falls within the digital space. It's an effective way to communicate directly with potential customers.
- **Online Advertising:** Display ads, search engine marketing (SEM), and pay-per-click (PPC) campaigns operate within the digital space.
- **Content Creation and Distribution:** Blogs, videos, podcasts, and other content formats are disseminated

- - online to reach the right audience.
 - **Mobile Apps:** Brands optimize their presence on mobile devices through apps.
 - **Search Engine Optimization (SEO):** Enhancing visibility in search engine results is crucial for occupying digital space.
 - **E-commerce Platforms:** Online stores and marketplaces facilitate transactions in the digital realm.
- **Strategies for Optimizing Digital Branding:**
 - **Humanize Your Brand:** Spotlight key individuals (such as the CEO) and showcase the talent behind the brand. People connect with people, not just logos.
 - **Constantly Refresh Content:** Regularly update and create engaging content to keep your brand relevant.
 - Embrace video and authenticity: Video content and even entertainment play vital roles in digital marketing efforts

1. **Showcase The Talent:** To humanize your brand, focus on people and purpose rather than just a logo or an advertisement. Make the CEO the face of the company, share their story, and connect with customers. Highlight the employees who contribute to innovation or engage with customers. .

2. **Constantly Refresh Your Content:** Gone are the days of one-and-done commercials.

Today, authentic and frequently refreshed content is essential.

3. **Consumers often and very soon consume the content available on digital space .Hence it is important for digital marketing executive to create on brand and engage consumers on awesome and useful contents**

4. **Embrace Video, Authenticity, and Entertainment:** Brands now exist both online and offline. In the digital space, your brand should fully embrace three elements:

- **Video:** Leverage video content.
- **Authenticity:** Be genuine and transparent.
- **Entertainment:** Consider becoming an entertainment production house. Remember, your website, social media, and other digital platforms provide a platform to educate consumers about your brand and highlight unique features that resonate with them.



Reference:

- 1 forbes.com2 forbes.com3 trainings.internshala.com4neilpatel.com

