



Digital Marketing

LANDSCAPE

Module 4



DIGITAL MARKETING LANDSCAPE

What is Digital Marketing?

Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing.

If you're new to digital marketing, it may feel overwhelming. We get that, but we are here to make your learning experience as clear and simple as possible.

Think about the last important purchase you made. Perhaps you purchased a phone, looking for a good hairdresser, or new school for your child. Regardless of what it was, you probably began by searching the Internet to learn more and find your best options. Your ultimate buying decision was then based on the reviews you read, the friends and family you consulted with, and the solutions, features, and pricing you researched.

Digital Marketing is Basically Online Marketing!

Today, most purchasing decisions begin online. An online presence is absolutely necessary—regardless of what you sell.

Having a strong digital presence will help you in multiple ways:

- It will make it easier to create awareness and engagement both before and after the sale.
- You can convert new buyers into rabid fans who buy more (and more often).
- You'll enjoy all the benefits of word-of-mouth and social sharing



What Are The 6 Types of Digital Marketing?

There are many more types of digital marketing but these six key components form the basis for any modern digital marketing strategy.

1. Content Marketing
2. SEO (Search Engine Optimization)
3. SMM (Social Media Marketing)
4. SEM (Search Engine Marketing)
5. Paid Ads
6. Email Marketing

However as a beginner our workshop will be focused more on learning Content creation & Social Media Marketing.

What Are The 5 Ps of Digital Marketing?

The **5 Ps** of digital marketing are simple: **Product**, **Price**, **Promotion**, **Place**, and **People**. All of these factors must work together for your digital marketing strategies to be successful.

Product: What are you selling?

Price: How much will it cost?

Promotion: How will you market your product?

Place: Where are you based/ are you marketing your product?

People: Who are your tribe? Who are you selling it to?

Understanding how the **5 Ps** fit together often requires additional learning beyond what you can gather from a quick internet search. This workshop will help you understand these terms and their importance in your digital marketing journey.

The wise have wealth and luxury, but fools spend whatever they get. Proverbs

21:20

GraceFilled Blueprint For Entrepreneurs



CASE STUDY

THE 5 PS OF MARKETING IN ACTION – BELLA'S ORGANIC SKINCARE

Bella is a young entrepreneur passionate about natural skincare. She noticed a gap in the market for affordable, organic, and locally sourced skincare products. After months of research and testing, she launched Bella's Organic Skincare, a brand that promotes healthy, glowing skin using all-natural ingredients.

Now, Bella must develop an effective marketing strategy using the 5 Ps of marketing: Product, Price, Promotion, Place, and People to grow her business and reach the right customers.



The 5 Ps in Action

1. Product

Bella's main product line includes organic face creams, body butters, and lip balms made with locally sourced ingredients such as aloe vera, shea butter, and essential oils. She ensures her products are cruelty-free, eco-friendly, and dermatologically tested.

2. Price

Bella wants to keep her products affordable but premium. She researches her competitors and decides to price her products slightly higher than mass-produced skincare brands but lower than luxury organic brands. She also offers bundle deals and discounts to encourage repeat purchases.

3. Promotion

To spread the word, Bella leverages social media, influencer partnerships, and community events. She runs targeted Facebook and Instagram ads, collaborates with skincare influencers, and offers free samples at wellness expos. She also creates engaging content, such as skincare tips and customer testimonials, to build brand trust.

4. Place

Bella sells her products through her online store, social media pages, and local health stores. She also participates in weekend farmers' markets to connect directly with customers and receive real-time feedback.

5. People

Bella understands that customer service and brand representation are key. She trains her small team on product knowledge and customer care. She also builds a loyal community by personally interacting with customers, responding to inquiries, and educating people about the benefits of organic

CASE STUDY

THE 5 PS OF MARKETING IN ACTION – BELLA'S ORGANIC SKINCARE

01 Which "P" do you think is most important for Bella's success, and why?

02 What additional pricing strategies could Bella use to attract and retain more customers?

03 How can Bella improve her promotional efforts to reach a wider audience?

04 If you were Bella, where else would you consider selling your products?

05 Why is the "People" element crucial for a small business like Bella's?



ACTIVITY THREE

DIGITAL MARKETING LANDSCAPE

Identify your 5 P's of marketing and how you will use them to enhance your brands marketing strategy

01 PRODUCT

02 PRICE

03 PLACE

04 PROMOTION

05 PEOPLE
