



Pre-requisite based Study Material

for

Digital Media Marketing

(BA(JMC)-307)

by

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Pre-requisite of Digital Media Marketing

- **Digital Media Marketing**—Digital marketing is a form of marketing that leverages the internet and **digital technologies, such as computers and smartphones, to connect with customers**. More than running a sponsored **Instagram** ad to drive sales, it's a set of practices that interacts with customers at every stage of the buying journey.

- **Basic knowledge of marketing principles:** A basic understanding of marketing concepts, such as market segmentation, target audience analysis, and marketing strategies, is typically required.
- **Communication skills:** Strong written and verbal communication skills are essential for digital media marketing as it involves creating engaging content, social media, etc.
- **Knowledge of digital tools and platforms** commonly used in digital marketing, such as social media platforms and email marketing software, may also be required.

- **Analytical skills:** Understanding and interpreting data and metrics is vital in digital media marketing. Some knowledge of data analysis and web analytics tools is beneficial.
- **Basic knowledge of popular social media platforms** like Facebook, Twitter, Instagram, LinkedIn, and YouTube is often necessary since digital media marketing heavily relies on social media.
- **Awareness of website elements**, user experience, and basic HTML and CSS coding can be helpful in understanding website optimization and digital advertising techniques.

Different Types of Social Networking Sites



Role of social media in Marketing Research

- **Consumer Insights:** Social media platforms allow businesses to directly interact with their customers and get real-time feedback and opinions.
- **Trend Analysis:** Social media platforms provide a wealth of information about current market trends and consumer behavior.
- **Competitor Analysis:** social media offers businesses the opportunity to analyze their competitors' online presence, engagement levels, and messaging.

- Brand Perception: social media provides a platform for businesses to monitor conversations and sentiment around their brand.
- Market Research Surveys: Social media platforms offer businesses an efficient way to conduct market research surveys.

Other Readings / Suggestions

- For basic understanding of Digital Media Marketing, types of Social Networking Sites, Building Brand on Digital Media, E-Commerce & Start-ups, students are advised to go through following course book:
- [Digital Marketing](#) by [Seema Gupta](#)
- [DIGITAL MARKETING Tools, Techniques & It's Aspects - An integrated approach on online marketing](#) by Dr.Ritika Malik & Ms.Ritika Aggarwal