



DIGITAL MARKETING FOUNDATIONS

Presented by **Olatomide A.**

Objective

By the end of this session, students should understand:

- Digital marketing concept
- Digital Marketing Channels
- Specialization in Digital marketing (Content, Social Media, SEO, Email/Automation, Ads, Analytics).
- The Funnel (TOFU → MOFU → BOFU)
- ICP & Target audience Concept
- **How to create a digital marketing campaign from what was learnt**

What Digital Marketing is not

- *Posting on social media....*
- *Designing logo or flyer.....*
- *It is not a one-size-fits-all approach.....*
- *Sponsored ads....*
- *Content creation.....*



What Digital Marketing is

*Digital marketing is using **digital channels** to **attract the right audience** → **convert them** → **retain them.**"*

Digital marketing is the promotion of products and services using digital channels like websites, social media, search engines, and email etc....



Digital Marketing Channels

- Social Media Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Email Marketing / Automation
- Paid Ads
- Website
- **Content Marketing**

Extra resources



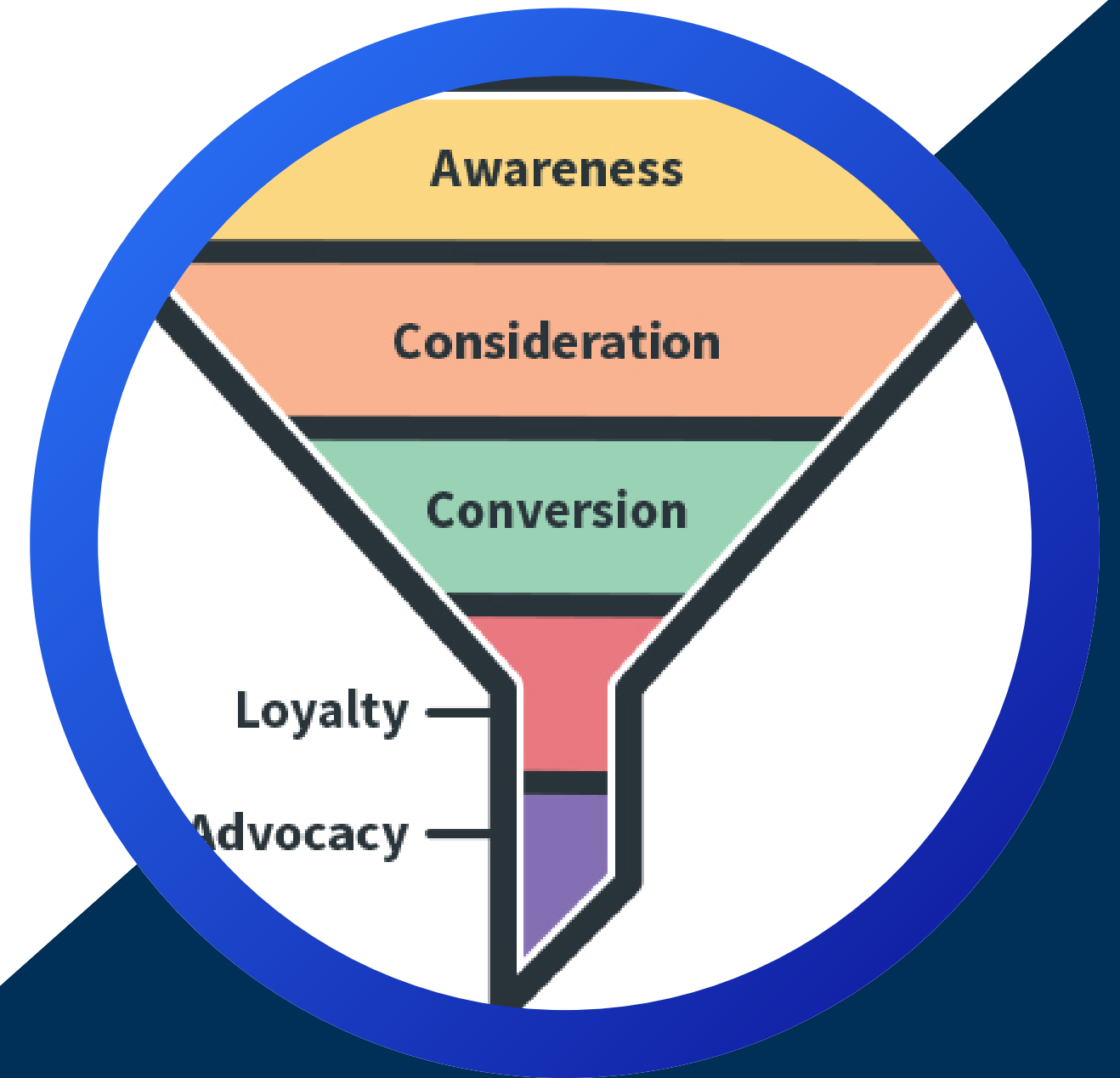
Specialization in Digital Marketing

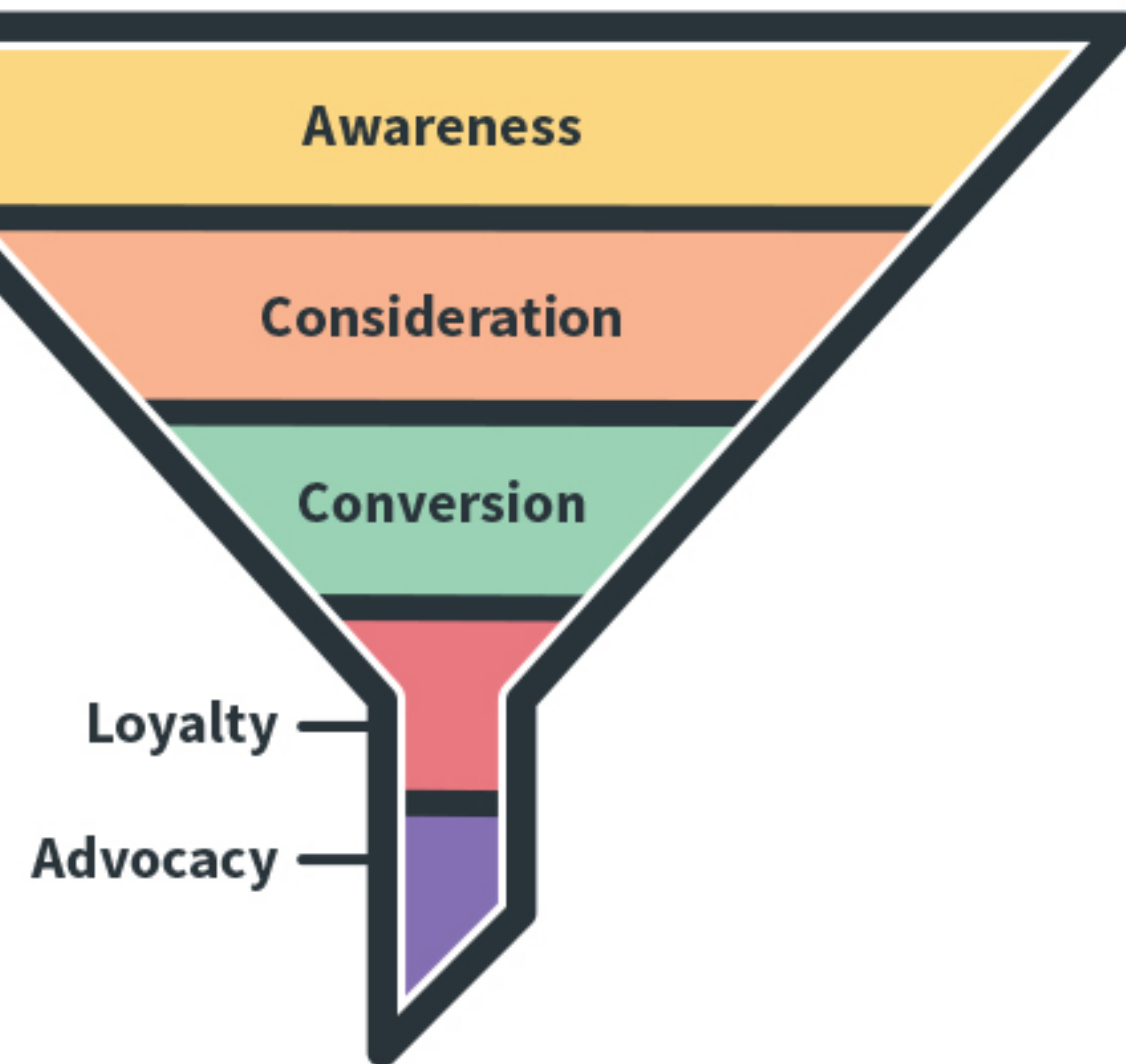
- Content Marketing
- Digital Strategy
- Social Media Marketing
- SEO Specialist
- Email/Automation,
- Performance Marketing/Ads Operation
- Growth Marketing
- Lifecycle Marketing
- etc....



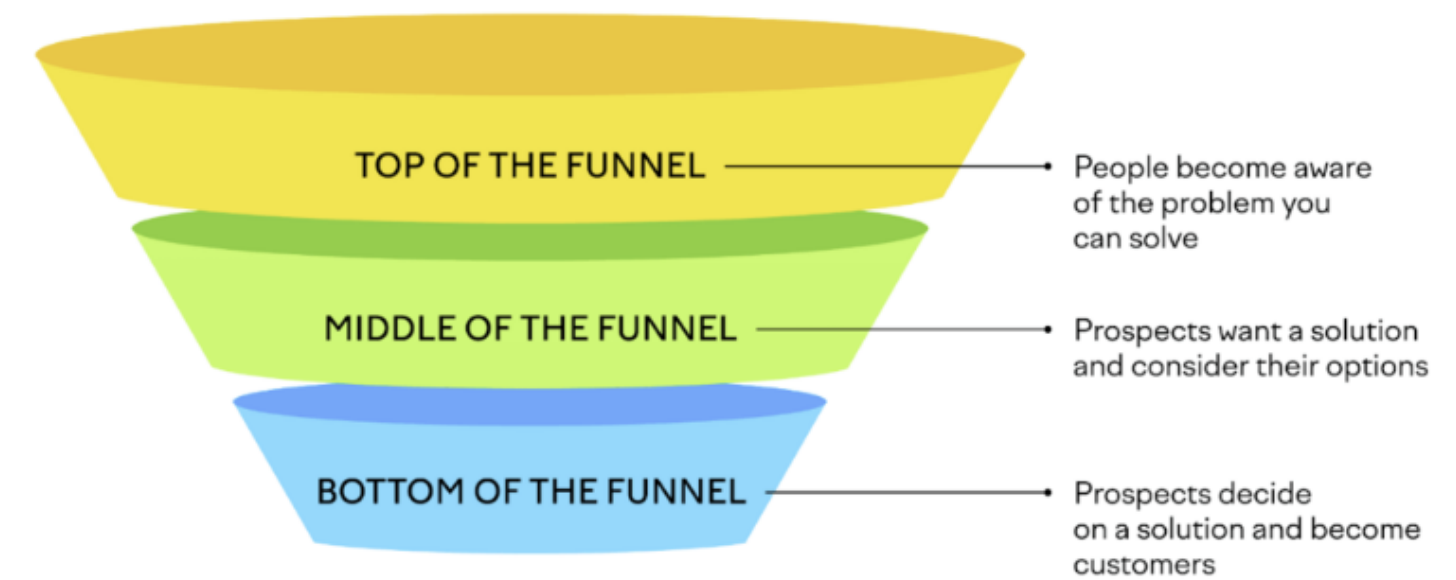
Marketing Funnel/ Customer Journey

A digital marketing funnel is a **visual model** that maps the customer journey from initial **awareness** to becoming a **loyal customer**





ToFu, MoFu, and BoFu



Awareness → Consideration → Conversion → Retention

Target Audience (TA) Persona / ICP

A target persona is a semi-fictional representation of your ideal customer, created from market research and data about your existing customers

This profile includes demographics, motivations, goals, pain points, and behaviors to help your business understand and connect with specific customer segments.



Key components of a target persona

- **Demographics:** Age, gender, income, education, occupation, and location.
- **Psychographics:** Interests, values, attitudes, and lifestyle.
- **Goals and motivations:** What the persona is trying to achieve and what drives them to act.
- **Pain points:** Their challenges and frustrations that your product or service could solve.
- **Behaviors:** How they behave, especially in relation to buying decisions and their online habits.



TA Persona – Apple (Macbook)

- **Demographics:** Techbro

Name: Cyril, Princess

Age: 23–35

Gender: Male, Female

Income: #500k+/month

Education: BSc.

Occupation: Techpreneurs, Founders, FX Traders, Digital marketers, Designers etc...

Location: Abuja, Lagos, PH & other major cities



TA Persona

- **Psychographics:**

Interests – Tech gadgets & workspace setup, Fx Community, Personal growth courses, Finance and investing, Work Collaboration

Values – Quality and reliability, Time sensitive, Speed, efficiency, and high performance

Attitudes – Growth mindset, Prefers premium over cheap, time conscious (hates lags)

Lifestyle – Always online, attend tech & networking event, read tech blogs,



TA Persona

Goals and motivations: What the persona is trying to achieve and what drives them to act?

- Minimize hardware hassle when working on projects
- Increase perception in outdoor meeting



TA Persona

- **Pain points:** Their challenges and frustrations that your product or service could solve?
 - Lagging PC due to heavy workload
- **Behaviors:** How they behave, especially in relation to buying decisions and their online habits?
 - Prioritize quality over quantity



Intro to Digital Marketing Campaign Strategy

Core component of a Digital Campaign :

- **Campaign Objective:** Awareness, Sales, Leads etc
- **Target audience definition**
- **Marketing Channels:** SEO, Email, Social Media etc
- **Metric & KPIs**



Questions & Answers

- Share 1–3 key takeaways from today's class
- Questions



Assignment

Create 2–3 target audience personas for a brand of choice in different industries

