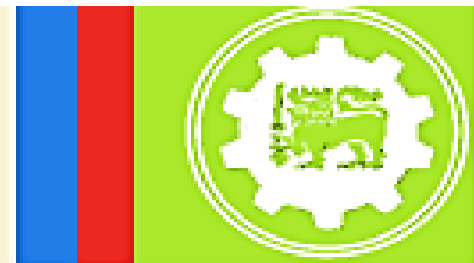
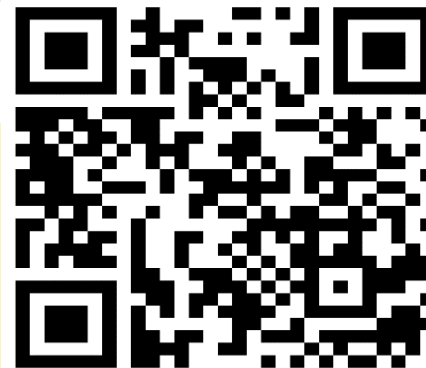




# **DIGITAL MARKETING FOR SME DEVELOPMENT**

**Information Technology Unit**  
**INDUSTRIAL DEVELOPMENT BOARD**





# WHY IS **DIGITAL** MARKETING SO TRENDY?

WHY?



IT IS **CHEAP**  
ALL YOU NEED IS SKILL





# FUN

## TO DO

CREATIVE, INTERACTIVE & NEW.

# WORLDWIDE

THE WORLD IS YOUR LIMIT





# EASY TO ANALYSE



YOU HAVE NICE GRAPH TO  
WATCH EVOLUTION OF  
YOUR WORK.

**DIGITAL**

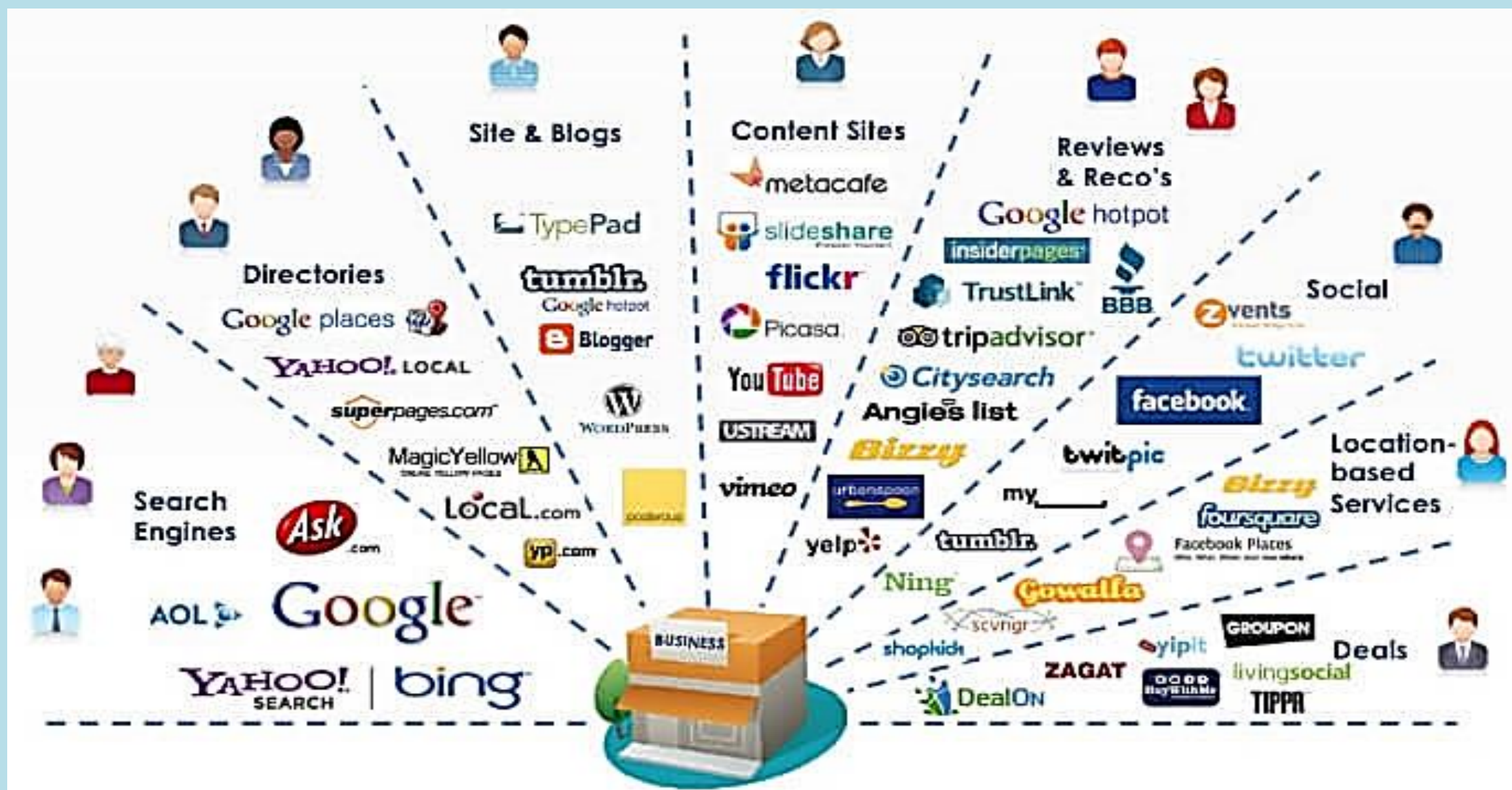
**VS**

**TRADITIONAL**









## Digital Marketing

V S

## Traditional Marketing

- Cost-effective
- A large number of audience
- Variety of sources
- Higher conversion rate
- Measurable results
- Immediate communication



- Expensive
- Limited audience
- Non-versatile
- Low conversion rate
- Results cannot be measured
- Delayed communication



**WHAT**

**IS**

**DIGITAL MARKETING**



????



CONTENT MARKETING

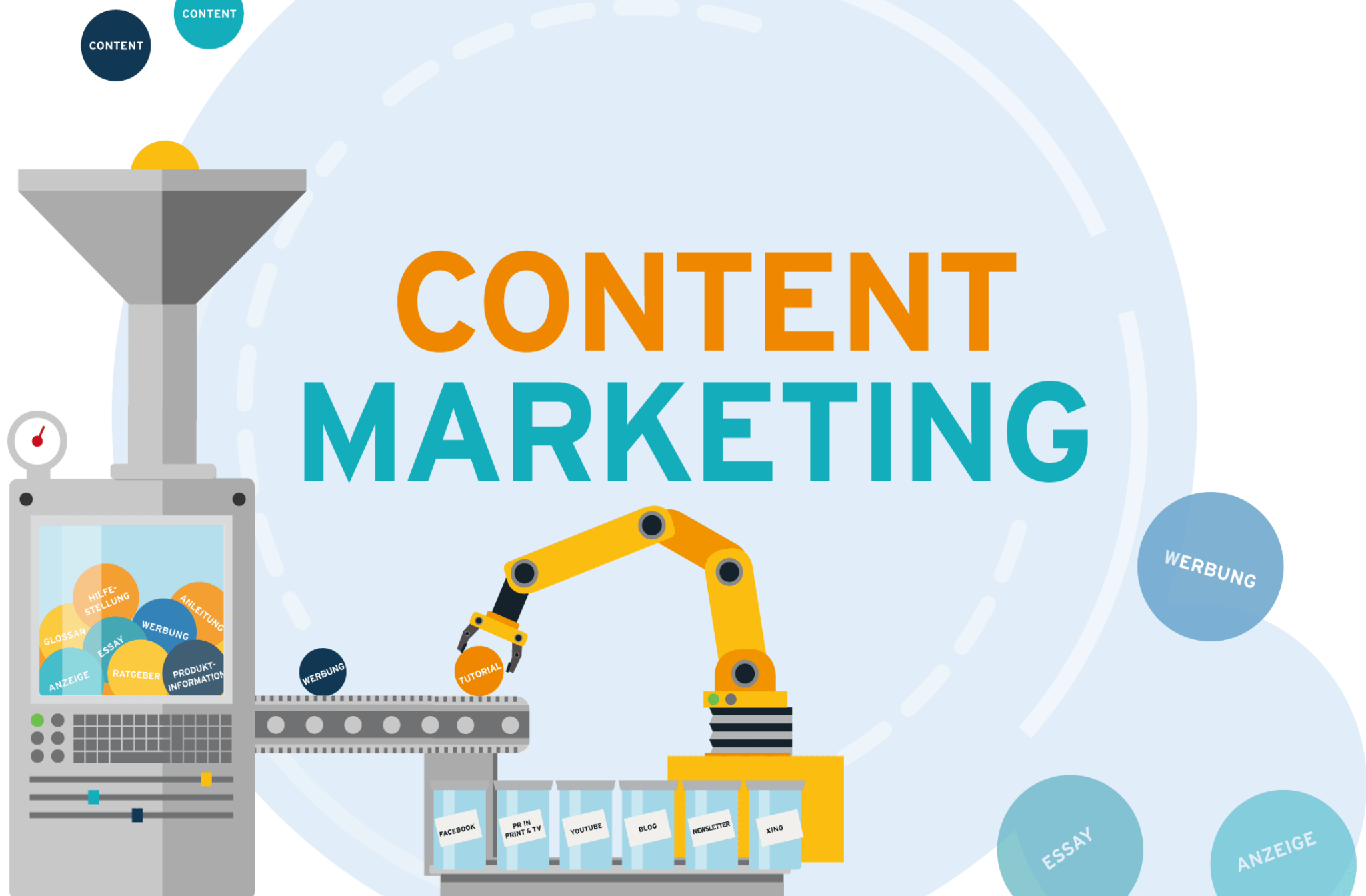
SEARCH ENGINE OPTIMIZATION

PAY PER CLICK

SOCIAL MEDIA MARKETING

EMAIL MARKETING

AFFILIATE MARKETING







# THE PATH TO CONTENT MARKETING





SEO OPTIMIZATION





## On-page SEO

- Content quality
- Internal links
- External links
- Keywords
- Meta data
- Image opt.
- URL

## Image SEO

- Quality
- Keywords
- Meta data
- Compression
- Dimensions
- Lazy loading

## Local SEO

- Keywords
- Meta data
- Listings
- Reviews
- Social signals

## Video SEO

- Quality
- Keywords
- Meta data
- Schema
- Backlinks
- Social signals

## Technical SEO

- Security
- Site speed
- Canonical URLs
- Indexation
- UX
- Accessibility
- Schema
- Lazy loading

## Off-page SEO

- Backlinks
- Guest posting
- Listings
- Social signals
- PR









**JAN  
2021**

## **SOCIAL MEDIA USE AROUND THE WORLD**

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

▲ SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS

TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS\*



we  
are  
social

**4.20**  
BILLION

SOCIAL MEDIA USERS AS  
A PERCENTAGE OF THE  
GLOBAL POPULATION



we  
are  
social

**53.6%**

ANNUAL CHANGE IN  
THE NUMBER OF GLOBAL  
SOCIAL MEDIA USERS



we  
are  
social

**+13.2%**  
**+490 MILLION**

TOTAL NUMBER OF SOCIAL  
MEDIA USERS ACCESSING  
VIA MOBILE PHONES



we  
are  
social

**4.15**  
BILLION

PERCENTAGE OF TOTAL  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



**98.8%**









Who is your audience?

How can you reach them?

What are your goals?

## CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

							
DEMOGRAPHICS	<b>2.7</b> Billion users Ages 25–34	<b>353</b> Million users Ages 30–49 68% Male	<b>442</b> Million users Ages 30–49 78% Female	<b>2.3</b> Billion users All ages	<b>740</b> Million users Ages 46–55	<b>1.2</b> Billion users Ages 25–34	<b>689</b> Million users Ages 18–24
PURPOSE	Building Relationships	News & Articles; Conversation	“Scrapbook- ing”	“How To”, Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships, Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
DOWNSIDE	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic



# EMAIL MARKETING



# WHAT ARE THE BENEFITS OF EMAIL MARKETING

✉ Increase  
your brand  
awareness  
by email  
marketing

✉ Easy to  
share email  
marketing



✉ Email  
marketing  
can be  
measured

✉ Email  
marketing  
is very cost  
effective

# AFFILIATE MARKETING



# Affiliate Marketing



## MERCHANT

Seeking to maximize sales by allowing publishers to promote their products via affiliate campaigns



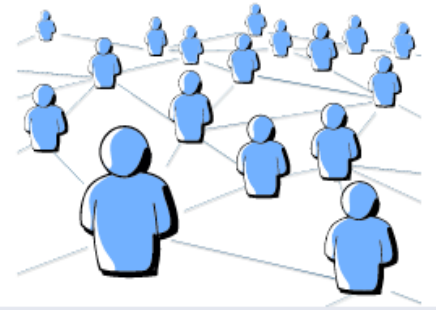
## AFFILIATE

Seeking to monetize their website traffic by promoting merchant's affiliate campaigns



## CONSUMER

A potential customer that is browsing the affiliate's website



## AFFILIATE NETWORK

Providing a platform and service for merchants and affiliates to connect





# Facebook: The Facts

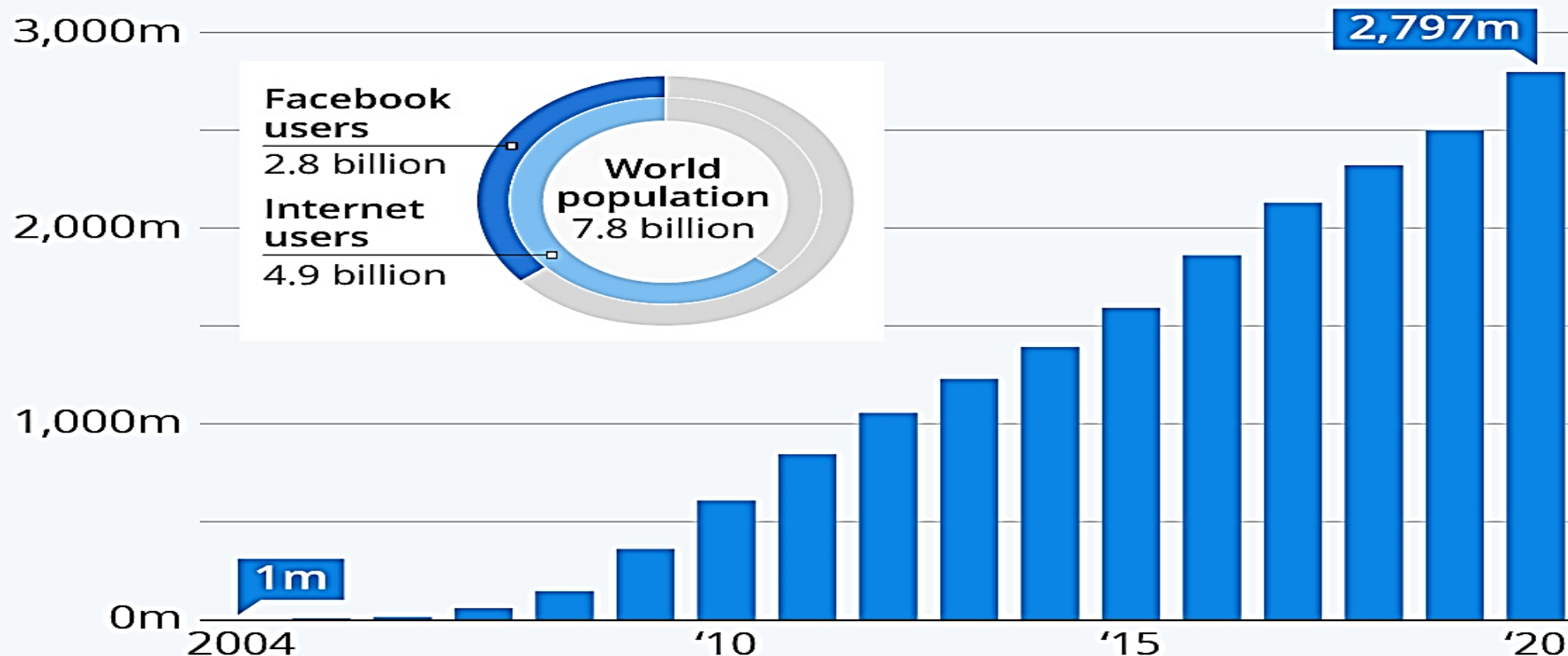


What is in this section:

The overall facts and figures for  
the Facebook family in the present

# Facebook Keeps On Growing

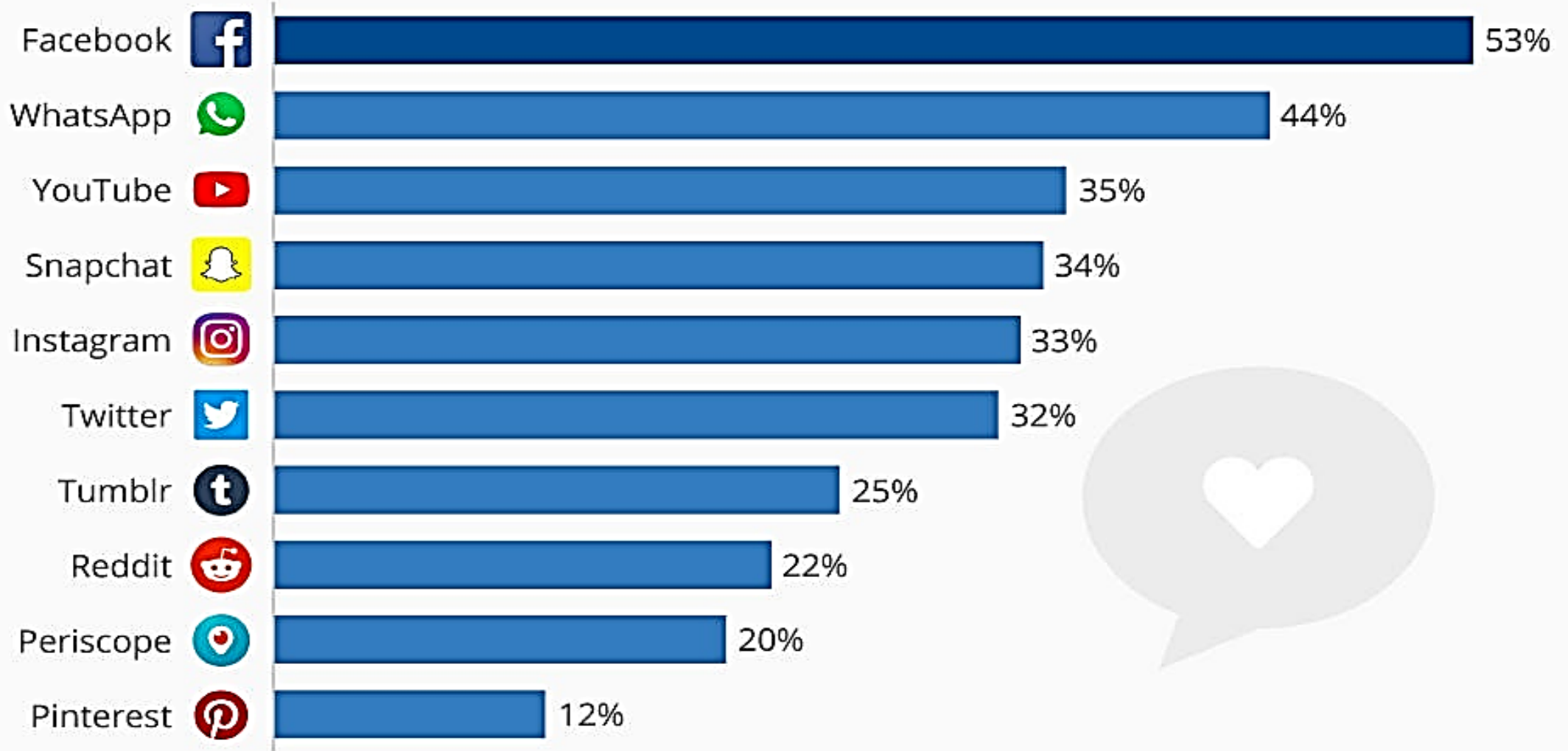
Number of monthly active Facebook users worldwide



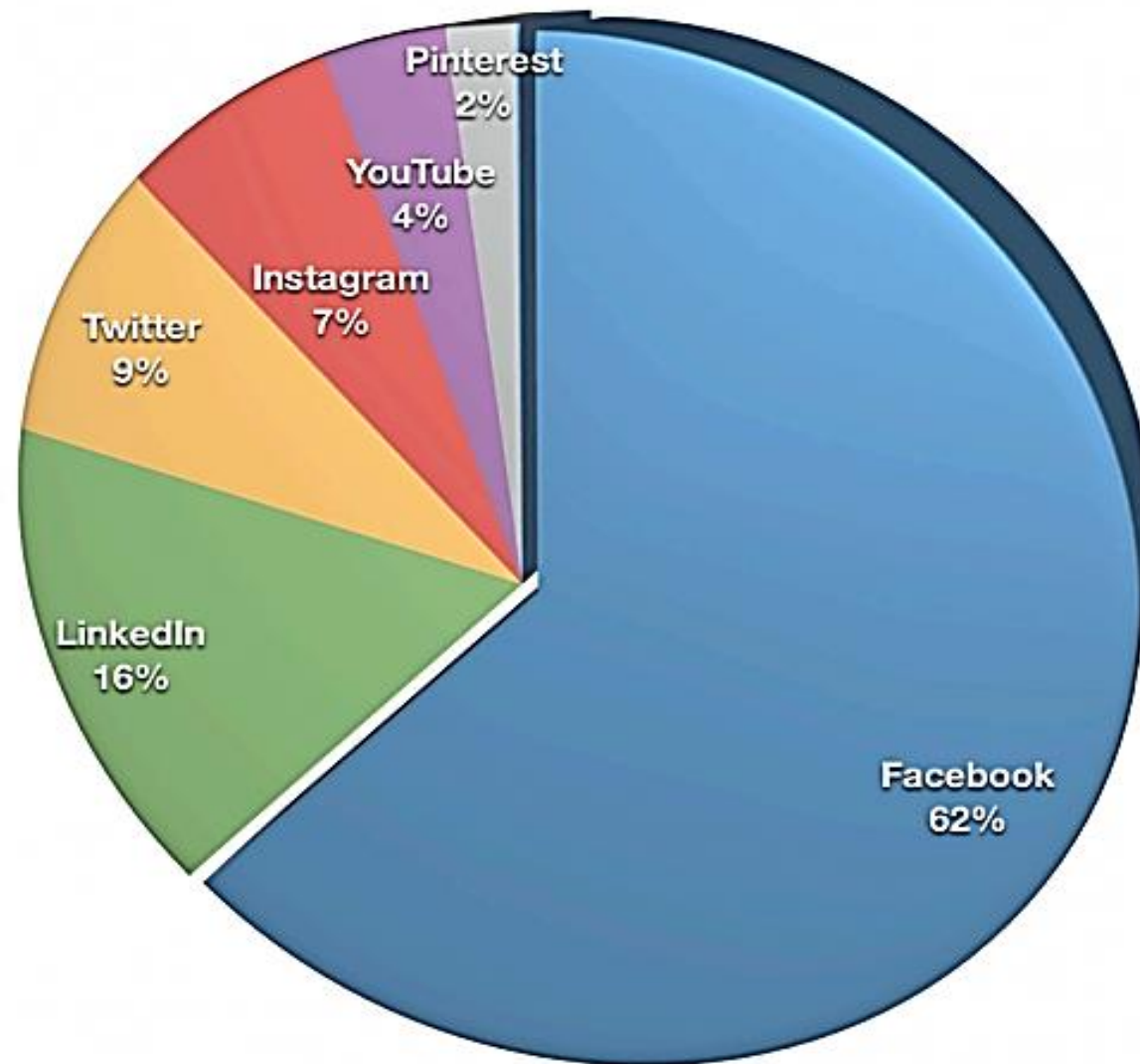
Facebook users as of the end of the respective year;  
world population and internet usage estimates as of Dec. 31, 2020

Sources: Facebook, Internet World Stats

# Always on...Facebook



# The most important social platform for marketers is...

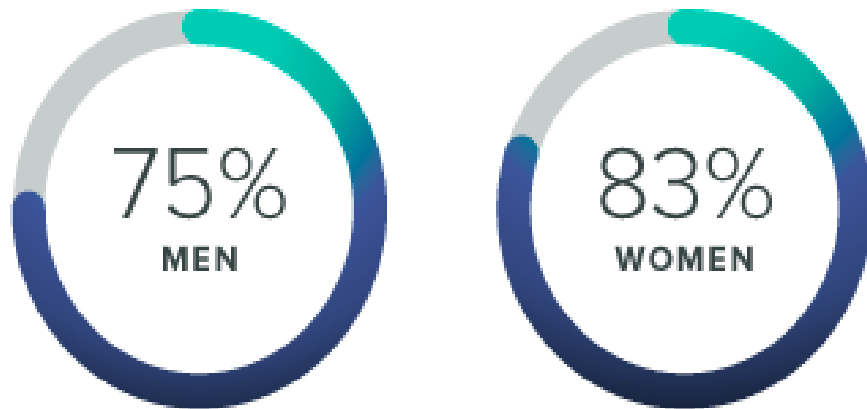






## Facebook Usage Among Key Demographics

GENDER



AGE



# Enabling entrepreneurs to sustain in the Digital World

Digital Marketing Programs	Duration (Days)	Mode of Conduct	100 % Practical Entrepreneurship Development workshops on Digital Marketing will be conducted by IDB.  <u>For more information please contact:- IT Unit of IDB</u> <ul style="list-style-type: none"><li>Hotline: 1995</li><li>Mobile: 0775175506</li><li>WhatsApp: 0705001995</li><li>Email: <a href="mailto:itu@idb.lk">itu@idb.lk</a> / <a href="mailto:info@idb.gov.lk">info@idb.gov.lk</a></li></ul> 
Becoming a Seller in eBay & enabling Payoneer Pay outs	2	Online	
eBay Direct shipping & Affiliate Marketing	2	Online	
Google Listing & G-Suit for Business Development	2	Online	
Email Marketing via Mail Chimp	2	Online	
Fiverr for Skill Exporting	2	Online	
eBay Dropshipping & Payoneer integration	2	Online	
Facebook Advertising & Promotional Campaigns	3	Online	
YouTube & Ad Sense	3	Online	
SEO & Google Ad Campaigns	3	Online	
E-commerce Web Development via Word Press	4	Online	
TVEC Registered Digital Marketing, Ecommerce platform Development & Direct Shipping	8	Online	