Media Management

Masters. Semester IV





Marketing

Strategies

But What is Marketing?

Marketing is NOT Advertising

Marketing is NOT Promotions

Marketing is Changing Very Fast



Today all Marketing for MEDIA Brand. Circulation. Subscription Channel are all changing

g+ fin

From Traditional to Digital

Gone are the days when...

Yellow Pages were Search Engine



TV was YouTube



Magazines were Blog



Newspaper Ads are almost gone



Internet changed many things

Things are also Changing in India





Calling and OLD Marketing is Failing



It's time to accept Digital Marketing

Digital Marketing term was first used in 1990

Digital Marketing is all about using Digital Platforms like Websites, Blogs, Social Media and Mobile Marketing to reach Target Audience

What is Digital Marketing?

Why Digital Marketing

Digital Marketing is the Future of Marketing. If you are still using traditional ways to promote your business, then it's time to switch your focus on Digital Platforms for promotion

Digital Marketing & Digital Advertising

Easy

Digital Marketing is easy to start, manage and monitor

Affordable

Digital Marketing is less expensive than traditional marketing

Effective

Digital Marketing is more effective than traditional marketing

Digital Marketing is still evolving

Internet is the key enabler of Digital Marketing

Digital Marketing can't exist without Internet

Digital Marketing is also known as Internet Marketing

Digital Marketing is also known as Online Marketing

Content + Context

Content with Context defines message

Different Types of Content

- 1. Text
- 2. Video
- 3. Images
- 4. Audio

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Right combination of

Text + Images + Video + Audio

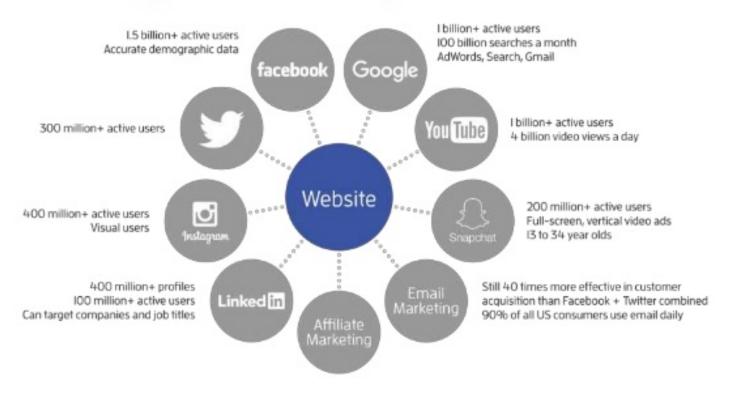
Can form effective message

for your audience

Internet is the right medium to reach your target audience

Digital Marketing Channels

Digital Marketing Channels



Marketing

Strategies

The End