



# 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.

# Pre-requisite of Digital Media Marketing

- **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



Created by Mirna Bard  
www.mirnabard.com

# 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