

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**

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