

Digital and Social Media Marketing

Theory and Practices

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Digital and Social Media Marketing: Theory and Practices

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Author's Acknowledgement: The writing of a Textbook always involves creation of a huge debt towards innumerable authors and publications. We owe our gratitude to all of them. We acknowledge our indebtedness in extensive footnotes throughout the book. If, for any reason, any acknowledgement has been left out we beg to be excused. We assure to carry out correction in the subsequent edition, as and when it is known.

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Preface

This book is specifically designed to meet the academic requirements of both undergraduate and postgraduate students pursuing degrees in Commerce and Management. It is also an invaluable resource for students enrolled in courses on Digital and Social Media Marketing, as it comprehensively covers more than eighty per cent of the standard syllabus for this subject. The authors have meticulously incorporated extensive academic content to ensure that the book not only serves the needs of students but also aligns with the interests and expectations of instructors. The text is crafted in simple and lucid language, making complex concepts in the e-business environment accessible and understandable.

Organization of Content

The book is systematically divided into six chapters, each thoughtfully structured to provide students with a convenient and logically consistent progression of knowledge on the subject. This organization is intended to facilitate a smooth learning curve, allowing students to build upon their understanding as they advance through the chapters.

Chapter I: Introduction to Digital Marketing

This chapter lays the foundation by covering the basics of Digital Marketing. It introduces students to the key concepts and terminologies that are essential for understanding the digital marketing landscape.

Chapter II: Search Engine Marketing (SEM) and Search Engine Optimization (SEO)

Here, the book delves into the intricacies of Search Engine Marketing and Optimization. It explains how businesses can leverage these tools to improve their visibility on search engines, attract more visitors, and ultimately drive conversions.

Chapter III: Social Media Marketing

This chapter focuses on Social Media Marketing, providing insights into how platforms like Facebook, Twitter, Instagram, and LinkedIn can be utilized for brand building, customer engagement, and driving sales.

Chapter IV: Internet Marketing

In this section, the book explores various facets of Internet Marketing, including strategies and techniques that businesses can use to reach and engage their online audience effectively.

Chapter V: Video Marketing

Video content is becoming increasingly important in digital marketing. This chapter provides a detailed overview of Video Marketing, discussing its growing significance and how to create compelling video content that resonates with audiences.

Chapter VI: Recent Trends in Digital Marketing

The final chapter examines the latest trends in Digital Marketing, ensuring that students are up-to-date with the most current practices and technologies in the field.

Coverage of New and Emerging Topics

In addition to covering the core areas of Digital and Social Media Marketing, the book also addresses several new and emerging topics that are becoming increasingly relevant in the industry. These include:

1. Government Regulatory Framework on Digital Marketing
3. Consumer Protection Act of 2019
4. Modalities of the Appellate Grievances Committee (GAC) for Social Media
5. Open Network for Digital Commerce
6. Dark Pattern Concept

Further, the book explores cutting-edge trends in the digital marketing space, such as:

1. Facebook Marketing
2. Twitter Marketing
3. LinkedIn Marketing
4. Instagram Marketing
5. TikTok Marketing
6. Viral Marketing
7. Quora Marketing
8. TrueCaller Marketing
9. Streaming/OTT Marketing
10. Pinterest Marketing
11. Google Algorithms, Search Console, Analytics, AdSense, AdWords
12. Geo-Targeting
13. Online Display Advertising
14. Mobile Marketing
15. App Store Optimization

Student-Friendly Features

The book is designed with several student-friendly features to enhance the learning experience:

1. **Comprehensive Coverage of Concepts:** Each chapter provides a thorough explanation of key concepts, ensuring that students develop a solid understanding of the subject matter.
2. **Illustrative Cases:** The book includes a variety of case studies that illustrate how digital marketing strategies are applied in real-world scenarios. These cases help students connect theory with practice.
3. **Summaries:** At the end of each chapter, a summary is provided to reinforce the key points covered, making it easier for students to review and retain the information.
4. **Discussion Questions:** Each chapter concludes with a set of discussion questions designed to encourage critical thinking and facilitate classroom discussions.
5. **Practical Exercises:** The book includes practical exercises that allow students to apply what they have learned in a hands-on manner, enhancing their practical skills.
6. **Suggested Readings:** At the end of the book, a list of suggested readings is provided for students who wish to explore the topics further.

This comprehensive approach ensures that the book fully meets the needs of both students and educators in the field of Digital and Social Media Marketing. The authors welcome suggestions for improvements and updates, as they are committed to keeping the content relevant and useful for future editions.

Dr. Rabinarayan Patnaik
Dr. Durga Madhab Mahapatra



Acknowledgement

We would like to begin by expressing our deep gratitude to our esteemed publisher Sultan Chand & Sons, whose support and guidance have been invaluable throughout the entire process of developing and promoting this book. From the earliest stages of conceptualization to the final stages of publication, their expertise has been a constant source of encouragement. The publisher's timely and constructive feedback played a crucial role in shaping the book to meet the demands of its intended audience. Additionally, their efforts in gathering insights from professors and reviewers have allowed us to refine our work, ensuring that it aligns with the needs and expectations of both educators and students alike.

We are also profoundly thankful to the Departments of Commerce and Management at North-Eastern Hill University, Meghalaya, and *Siksha 'O' Anusandhan* (SOA) Deemed to be University, Odisha. The intellectual atmosphere and academic setting provided by these institutions were instrumental in fostering the creative and scholarly environment necessary for the completion of this book. The support and encouragement from faculty members and administrators in these departments have been greatly appreciated, as they provided us with the freedom and resources needed to bring our ideas to life.

In particular, we would like to acknowledge the students from these universities, who have been an integral part of this project. Their feedback, questions, and discussions have been invaluable in shaping many of the concepts and ideas presented in this book. Their enthusiasm and engagement with the subject matter have inspired us to delve deeper into the topics of Digital and Social Media Marketing, and their contributions have helped ensure that the content is both relevant and practical for a contemporary audience.

We are deeply indebted to the numerous authors, editors, researchers, and scientists whose work has informed and enriched our own. The vast body of literature on Digital and Social Media Marketing provided us with a solid foundation on which to build our analysis and interpretations. We have drawn extensively from these sources, and their influence is evident throughout our work. By assimilating and critically engaging with their research, we have sought to offer fresh perspectives and insights that contribute to the ongoing discourse in this field.

In the course of preparing this book, we have also relied on a wide array of business magazines,

websites, and online study materials. These resources have been indispensable in helping us stay up-to-date with the latest trends and developments in Digital and Social Media Marketing. The breadth and depth of information available through these platforms have enabled us to incorporate both theoretical and practical perspectives into our discussions, ensuring that the book is comprehensive and well-rounded.

We would like to extend our deepest gratitude to our friends and colleagues who have supported us throughout this journey. Their unwavering encouragement and belief in our work have been a source of strength during the more challenging moments of this project. Their insights, suggestions, and moral support have been invaluable, and we are truly fortunate to have such a strong network of supporters.

Honestly admitting, this book is the result of the collective efforts of many individuals and institutions, each of whom has contributed in meaningful ways to its completion. We are deeply grateful to all who have played a role in this journey, and we hope that our work will serve as a valuable resource for those interested in the dynamic field of Digital and Social Media Marketing.

Dr. Rabinarayan Patnaik
Dr. Durga Madhab Mahapatra

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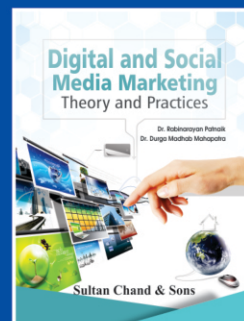
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Snapshot of the Book

<i>Chapter No.</i>	<i>Chapter Name</i>	<i>Pages</i>	<i>Insight Quests</i>	<i>Tables</i>	<i>Figures</i>	<i>Questions for Discussion</i>	<i>Practical Project for Students</i>	<i>Illustrative Cases</i>
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3	Social Media Marketing (SMM)	69	29	13	11	8	3	7
4	Internet Marketing	32	7	–	9	5	3	3
5	Video Marketing	30	3	–	9	5	3	2
6	Recent Trends in Digital Marketing	54	4	1	9	7	3	2
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Total		295	74	29	77	43	20	22

About the Book

This book has been specially designed and written in alignment with the New Education Policy (NEP) 2020 syllabus for B.Com., M.Com., and MBA programs across various universities in India. As a rapidly growing and popular subject, this book aims to provide students with a comprehensive understanding of the field, tailored to meet the latest academic requirements.



Salient Features

- ❑ **Comprehensive Coverage of the Prescribed Syllabus:** The book thoroughly addresses all topics included in the NEP 2020 syllabus, ensuring that students are well-prepared for their courses.
- ❑ **Real-World Examples:** The book includes numerous examples drawn from different sectors of the corporate world, helping students relate theoretical concepts to practical applications.
- ❑ **Chapter Summaries:** Each chapter concludes with a concise summary, making it easier for students to review and consolidate their learning.
- ❑ **Practical Assignments:** Students are assigned practical projects that allow them to apply the knowledge gained from the book, thereby enhancing their hands-on skills.
- ❑ **End-of-Chapter Questions:** To reinforce learning, each chapter includes a set of questions designed to test the students' understanding of the material.
- ❑ **Illustrative Case Studies:** The book features illustrative case studies at the end, providing deeper insights and helping students grasp complex concepts more effectively.

About the Authors

Dr. Rabinarayan Patnaik is a real time Academician and Business Consultant having a rich experience of more than 23 years in teaching, training, consulting and research. Being a multi-faceted researcher, he believes in exploring all those trendy areas where he can contribute in building up significant body of knowledge, for instance, Sustainable Business Practices, Digital Disruption in Business Transformation, Emerging Trade Channels to name a few. Currently, he is working as an Associate Professor in Marketing at *Siksha 'O' Anusandhan* (SOA) Deemed to be University, Bhubaneswar, Odisha, India.

Dr. Durga Madhab Mahapatra is a Social Science Researcher with 20 years of Teaching and Research experience in the field of Commerce and Management. Dr. Mahapatra has a special interest in elucidating the General Management, Finance and developing E-Business Strategies. Presently working as an Associate Professor, in the Department of Commerce at North-Eastern Hill University (NEHU), Central University, Government of India, Meghalaya, India.



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