

ARM 452

Digital Marketing

In Association With



Presenting by

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Please Ensure the Following Points



- **Check your connections – Wi-Fi, audio and video.**
- **Mute Your Mic and On your Video**
- **Ensure that you are in a Professional Background**

Please prepare yourself for the session.

ARM 452 – Digital Marketing - Session -1

- Fundamentals of Current Technologies
- Fundamentals of Google and Search Engine
- Fundamentals of Social Media & How Social Media works
- Website Fundamentals

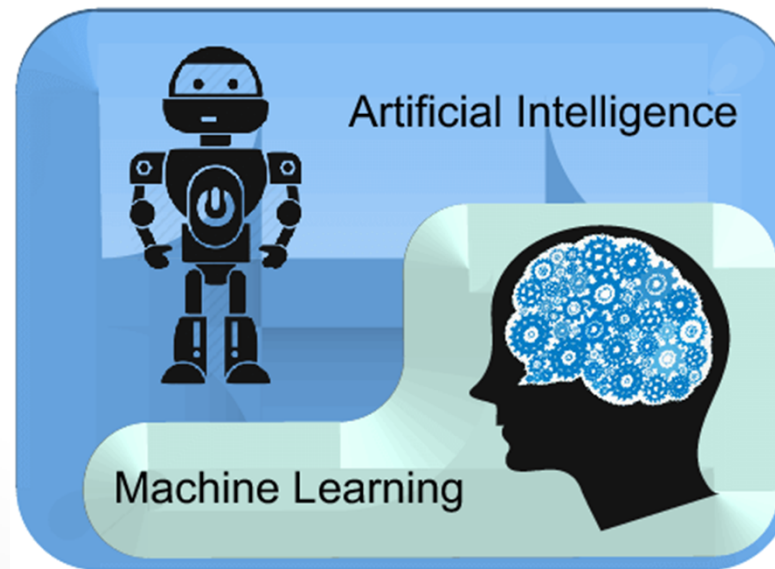
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- Fundamentals of Current Technologies
- Artificial Intelligence (AI) and Machine Learning
- Robotic Process Automation (RPA)
- Virtual Reality and Augmented Reality
- Blockchain
- Internet of Things (IoT)
- 5G
- Cyber Security

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- **Artificial Intelligence (AI) and Machine Learning**

Artificial intelligence is a technology which enables a **machine** to simulate human behavior. **Machine learning** is a subset of **AI** which allows a **machine** to automatically learn from past data with or without programming explicitly



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- **Robotic Process Automation (RPA)**

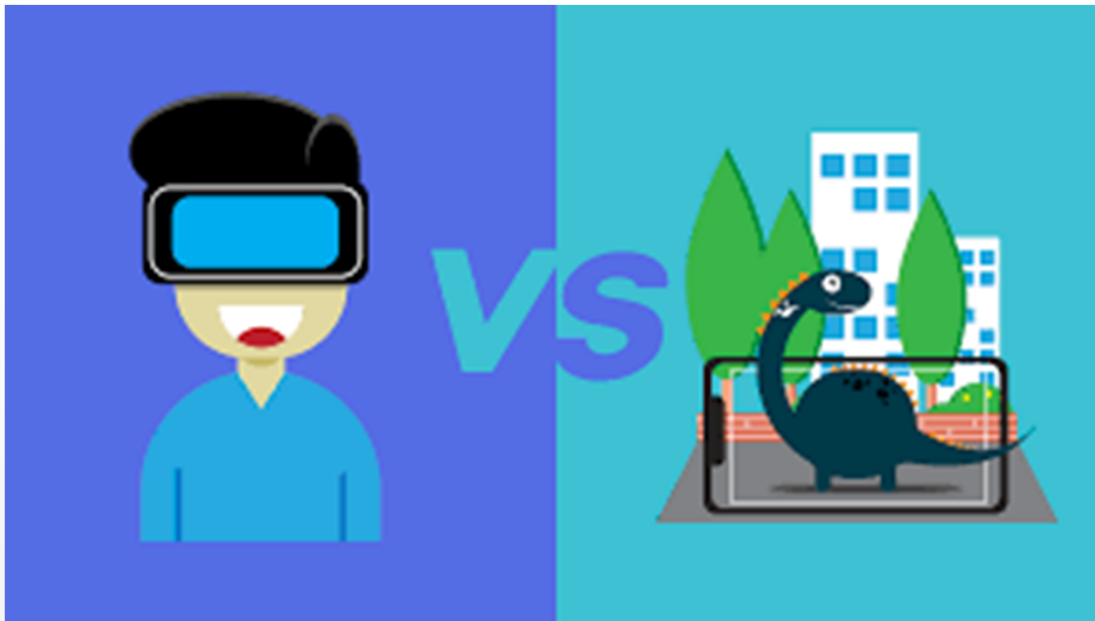
Robotic process automation (RPA) is a software technology that makes it easy to build, deploy, and manage software robots that emulate humans actions interacting with digital systems and software.



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- **Virtual Reality and Augmented Reality**

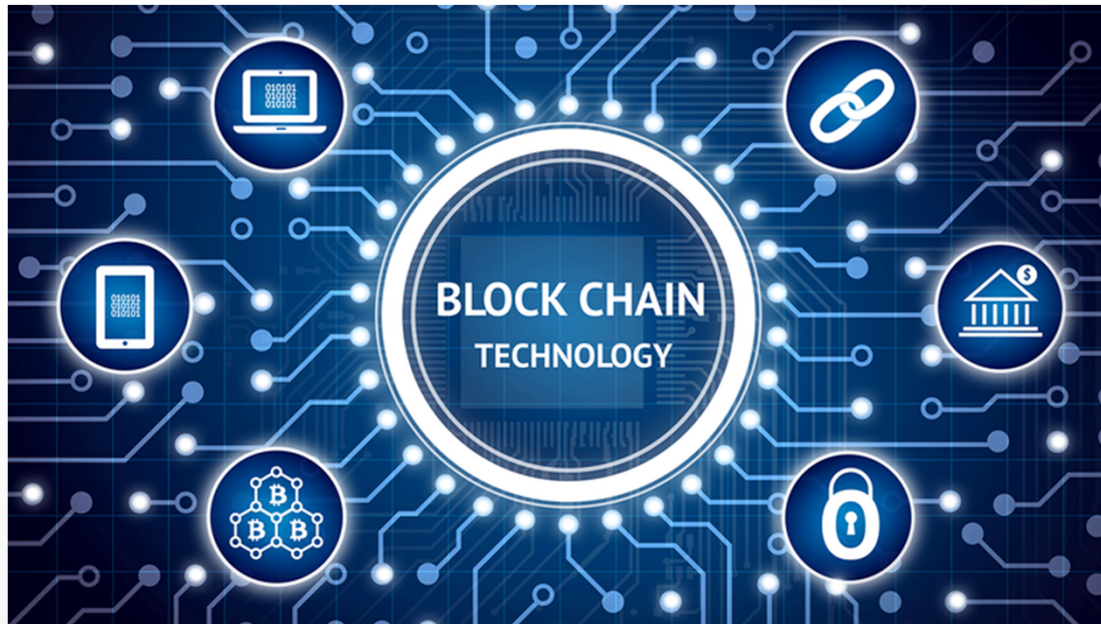
(Augmented Reality/Virtual Reality) Refers to computer-generated simulations that integrate the real world (**AR**) or are entirely self-contained (**VR**). **AR** applications let you move around in the real world.



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- **Blockchain**

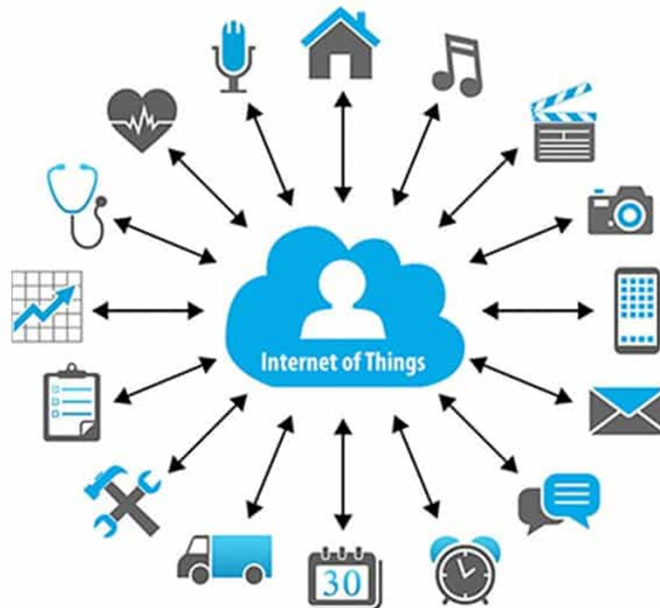
A **blockchain** is a database that stores encrypted blocks of data then chains them together to form a chronological single-source-of-truth for the data.



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- **Internet of Things (IoT)**

Internet of Things refers to the rapidly growing network of connected objects that are able to collect and exchange data in real time using embedded sensors. Thermostats, cars, lights, refrigerators, and more appliances can all be connected



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- **5G**

5G is the 5th generation mobile network. It is a new global wireless standard after 1G, 2G, 3G, and 4G networks. **5G** enables a new kind of network that is designed to connect virtually everyone and everything together including machines, objects, and devices.



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- Cyber Security

Cyber security refers to the body of technologies, processes, and practices designed to protect networks, devices, programs, and data from attack, damage, or unauthorized access. **Cyber security** may also be referred to as information technology **security**.



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A Digital Marketer Should be more knowledgeable to understand various business...

Any Queries .?

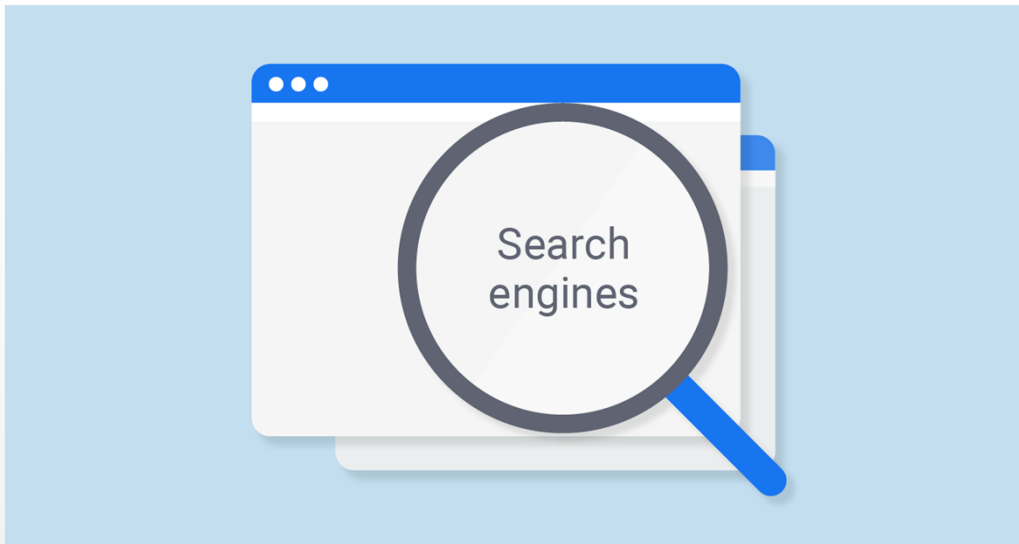
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- Fundamentals of Google and Search Engine
 - What is a Search Engine, How it works ?
 - Types of Search Engines
 - How Google Became Popular ?
 - How Google Ruling the world ?

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- What is a Search Engine, How it works ?

A search engine is a web-based tool that enables users to locate information on the World Wide Web. Every search engine uses different complex mathematical formulas to generate search results. The information gathered by the spiders is used to create a searchable index of the Web.



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• Types of Search Engines

- Google
- Microsoft Bing
- Yahoo
- Baidu
- Ccsearch
- Yandex
- DuckDuckGo
- Onesearch
- Ask.com
- Ecoasia
- Aol.com
- Startpage
- Internet Archive



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- How Google Became Popular

- Gmail – 2004 – April
- Google Maps – 2005 – Feb
- Youtube – 2005 - December
- Chrome – 2008 – September
- Android – 2008 – September
- Google Drive – 2012 – April
- Google Play – 2012 - May
- Google Business Tools – 2014 – June
- Stadia – 2020 - January



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- **How Google Ruling the World**
- **Control the flow of information – Monitoring the flow**
- **Control access to information – Huge Database**
- **Control the transportation network – Websites**
- **Control the market for physical labor – Google Business**
- **Control the mysteries of life itself - Addiction**



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A Digital Marketer Should be more knowledgeable from the basic.

Any Queries .?



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- Fundamentals of Social Media & How Social Media works
 - What is Social Media
 - How Social Media Works
 - Types of Social Media

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- What is Social Media
- **Social media** is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual **networks** and communities. Users engage with **social media** via a computer, tablet, or smartphone via web-based software or applications.



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- **How Social Media Works**

- Identity - Profile
- Conversations – Chatting
- Sharing – Photos and Videos
- Presence – Showing online
- Relationships – Getting Friends
- Reputation – Comments, Smiles and etc
- Groups – For sharing info to various people



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• Types of Popular Social Media

- Facebook
- YouTube
- WhatsApp
- Telegram
- Messenger
- WeChat
- Instagram
- Pinterest
- Tumblr
- Qzone
- Tik Tok
- Twitter
- Reddit
- Baidu Tieba
- LinkedIn
- Viber
- Snapchat
- Line
- Medium
- QQ



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A Digital Marketer Should be more a
absorber.

Any Queries .?

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- Website Fundamentals
 - Types of Websites
 - 9 Principles of Websites
 - Content vs Website

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- **Types of Websites**
 - **Corporate Websites**
 - **Industrial Websites**
 - **Service industry Websites**
 - **Magazine Websites**
 - **Personal Websites**
 - **Education Websites**
 - **One Page Website**

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- 9 Principles of Websites

- Website purpose
- Simplicity
- Navigation
- F-shaped pattern reading
- Visual hierarchy
- Content
- Grid based layout
- Load time
- Mobile friendly

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- **Content vs Website**

- **Fresh Content More visibility**
- **Avoid Copying Content**
- **Avoid Repeating Content**
- **Avoid Spelling Mistakes**
- **Readability**

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A Digital Marketer Should be more a Curious

Lets See More in Next Session

Any Queries .?

Thank you
Have a great day