

**Профессиональный  
курс цифрового  
маркетинга  
Модуль 1**

**Введение в диджитал  
Версия 5.0**



**DIGITAL  
MARKETING  
INSTITUTE**

# Введение

- Каналы: SEO
- Каналы: PPC
- Каналы: Дисплейная реклама  
(графическая, изобразительная, макетная)
- Каналы: E-mail маркетинг
- Каналы: SMM
- Каналы: Мобильный маркетинг
- Аналитика
- Стратегия и планирование

# **Определение: Диджитал (Цифровой маркетинг)**

- **Использование различных цифровых каналов для продвижения рынка товаров и услуг для потребителей и предприятия.**

# Каналы продвижения

**Каналы диджитал можно разделить на следующие группы:**

- Поисковый маркетинг (SEO - оптимизация поисковых систем)
- Поисковый маркетинг (PPC - плата за клик)
- Рекламная рассылка
- Наружная реклама (дисплейная - графическая, изобразительная, макетная)
- Продвижение товаров и услуг в социальных сетях (SMM)
- Мобильный маркетинг

# Потребители оставляют

## «СЛЕДЫ»

В анализе действий потребителя заключается сила диджитал маркетинга

Поиск  
внутри  
среды  
обитания

Выбор  
рекламной  
кампании

Регистрация  
для  
получения  
обновлений

Покупка  
на сайте

Поиск

Клик

Регистрация

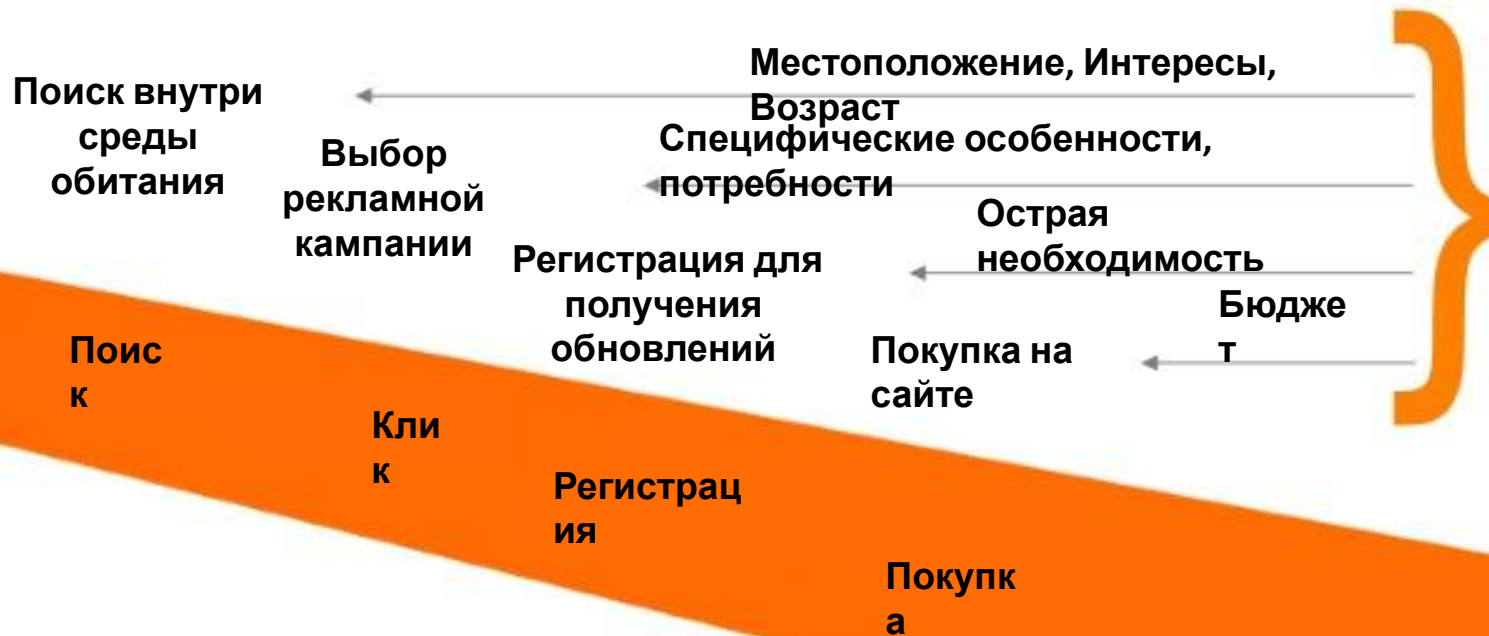
Покупка



# Потребители показывают, кто

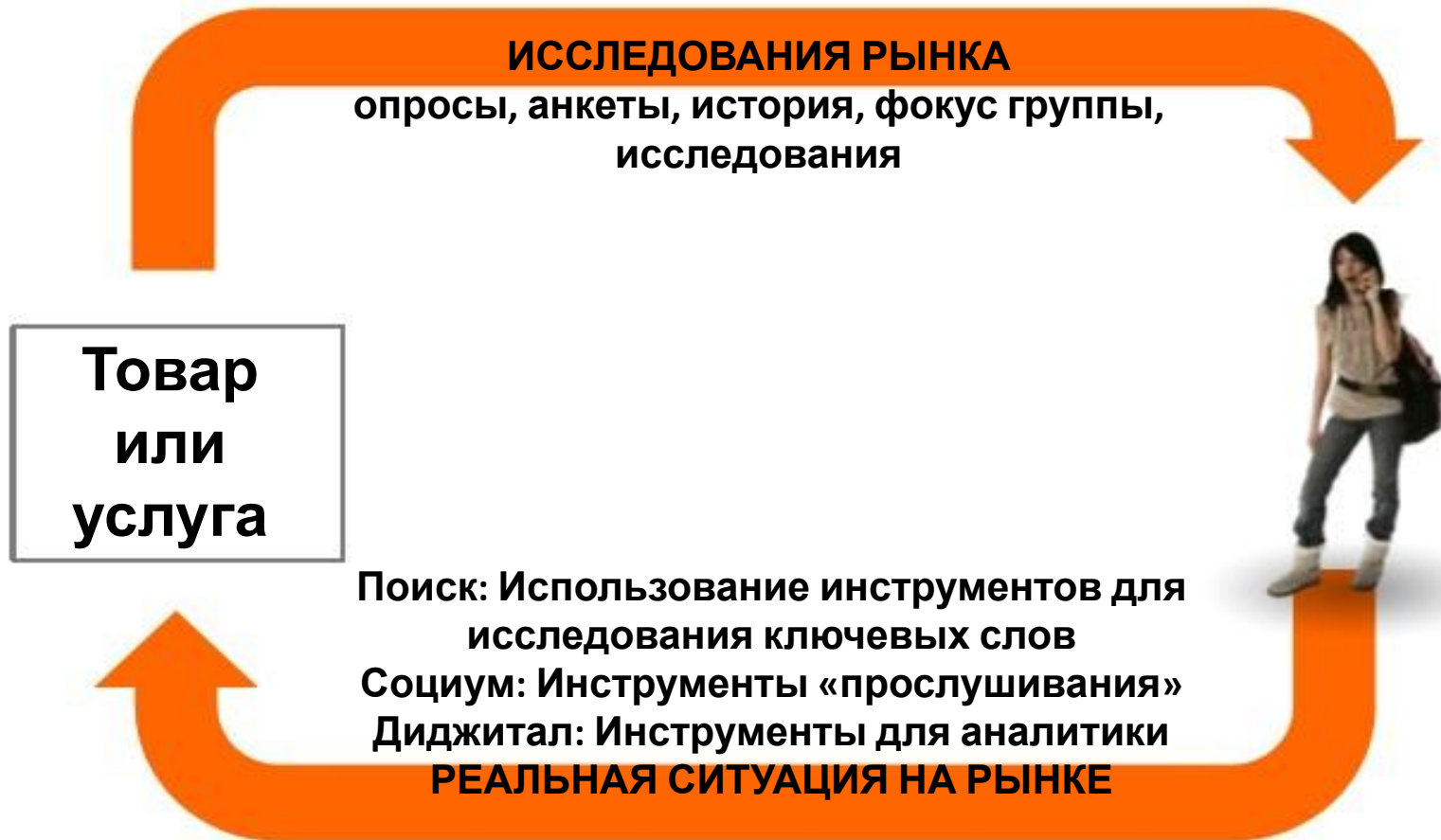
## ОНИ

В анализе действий потребителя заключается сила диджитал маркетинга



# "Начните работать с клиентом в обратном направлении"

Реальная обстановка на рынке лучше демонстрирует потребности клиента, чем исследования рынка



Source: Digital Marketing Institute

# Google AdWords по ключевым словам

British Airways	British Airways
"Низкие тарифы"	"Дешевые полеты"
Большой Лондон	Большой Лондон
За месяц: 100	За месяц: 550000



# Google Trends: Различные европейские авиакомпании (зависимость)

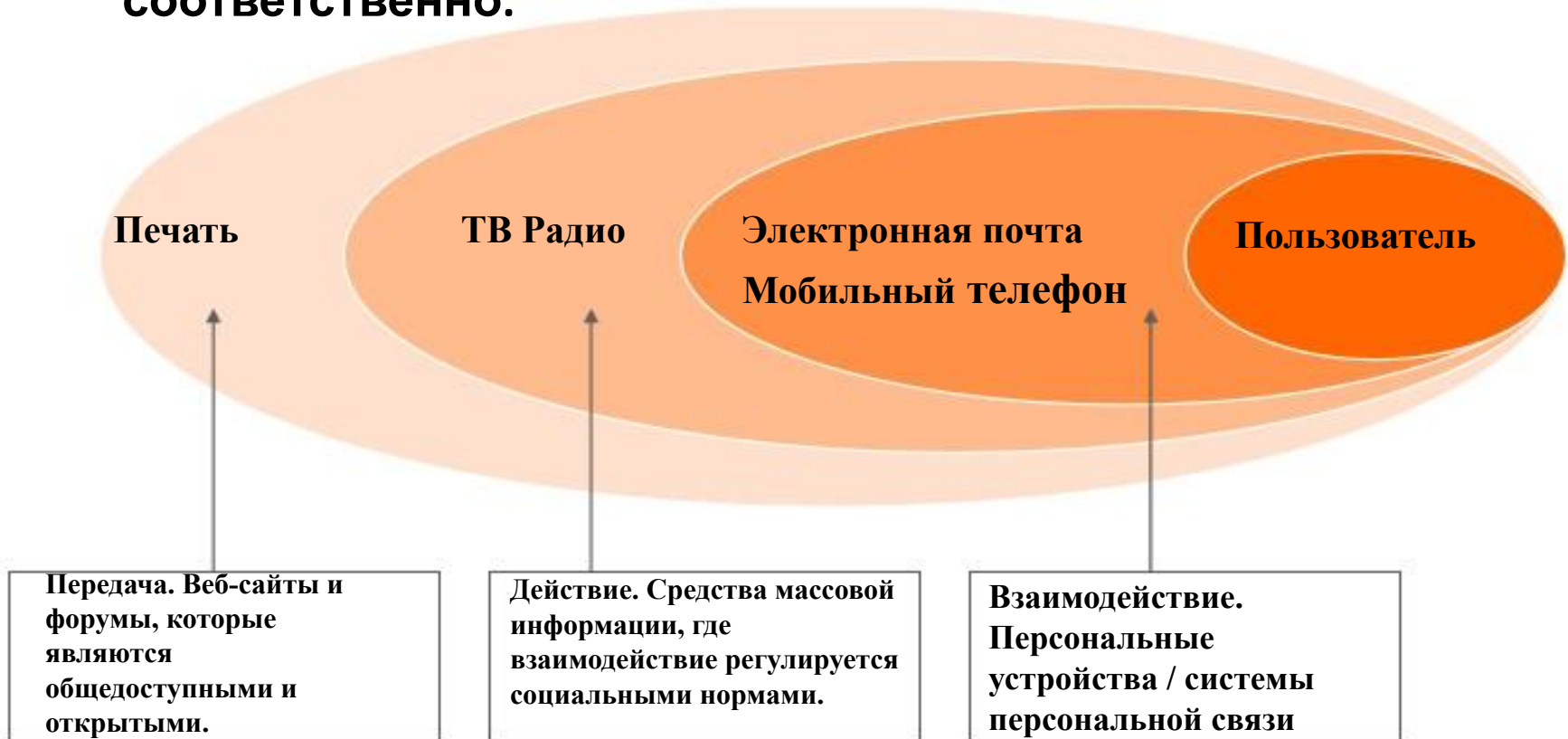


- Поиск тенденций и размещение соответствующей информации о расходах



# Принцип интеграции

- В зависимости от канала воздействия, меняются предпочтения пользователей и их поведение, поэтому логично, что маркетологи должны подавать информацию соответственно.

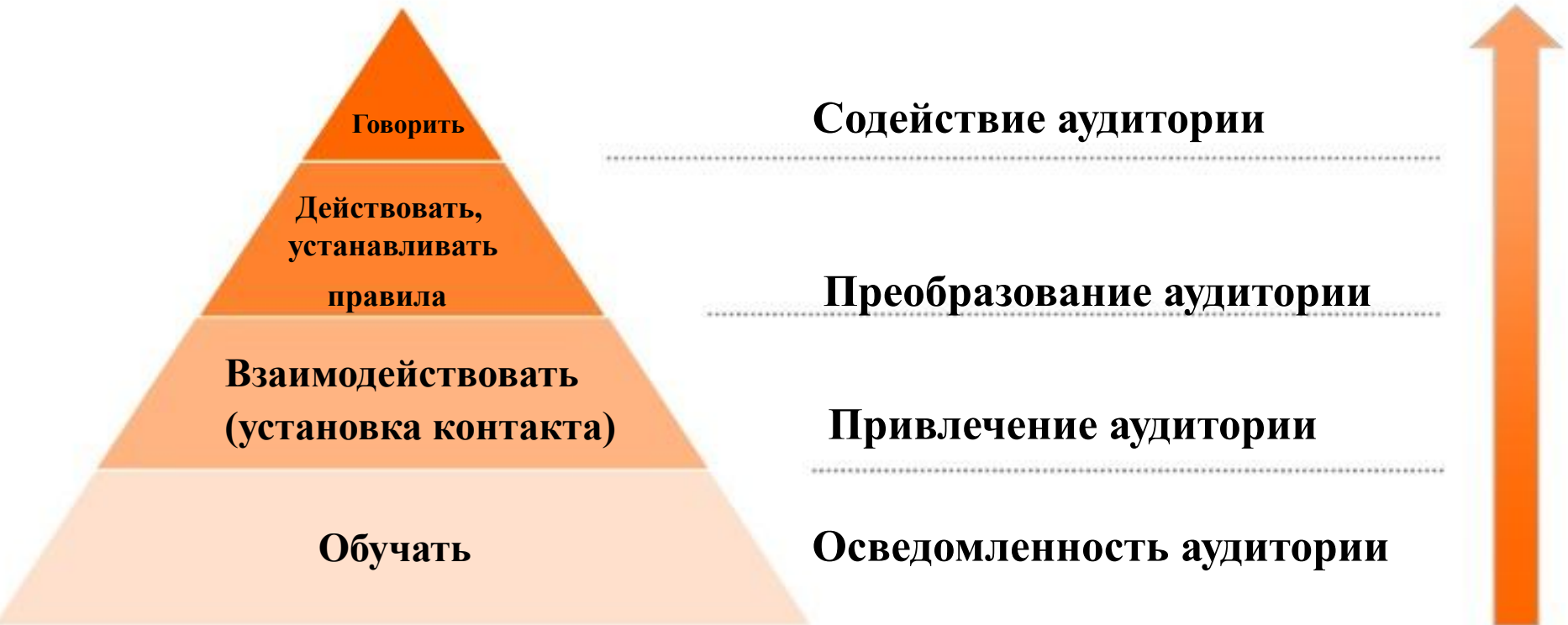


Source: Digital Marketing Institute

# Качественная шкала оценки

## вовлеченности

Наблюдается тенденция перехода от количества к качеству. Существует шкала оценки качества во взаимодействии организации с аудиторией.

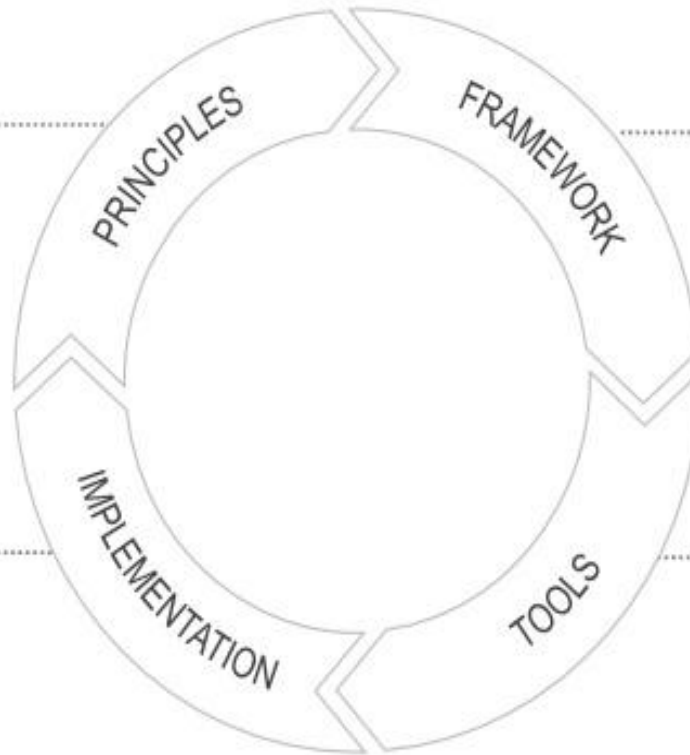


Source: Digital Marketing Institute

# Диджитал маркетинг.

## Методология

360° подход для применения диджитал маркетинга в достижении бизнес-целей.



**1. Принципы «3i»**  
(прим. в англ «3i» -  
Initiate, Iterate,  
Integrate)

- Инициация
- Повторение
- Интеграция

**2. Структура**

- Визуальная схема
- Диджитал каналы
- Стратегический выбор

**4. Реализация**

- Цели по работе с клиентами
- Бизнес-цели
- Заявка

**3. Инструменты**

- Эл.почта
- Поиск
- Социальные сети
- Мобильные сети

Source: Digital Marketing Institute © 2015

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# Анализ ситуации: Возможности

Оцените текущие возможности по шкале от 1 до 5

	Начальные знания	Ограниченность опыта	Практические навыки	Перспективы применения	Практикующий эксперт
Веб-сайт					
SEO					
SEM					
Электронная почта					
Дисплейная реклама					
Социальные сети					
Мобильные сети					
Аналитика					

# Анализ ситуации: Активности

Опишите вашу текущую активность в рамках каждой из этих рубрик и оцените качество проводимых мероприятий по шкале от 1 до 5

	Опишите ваши текущие мероприятия:	Перед прохождением курса:	После прохождения курса:
Веб-сайт			
SEO			
SEM			
Электронная почта			
Дисплейная реклама			
Социальные сети			
Мобильные сети			
Аналитика			

# Традиционный маркетинг

Традиционный канал маркетинга, характеризуется как:

- Распространяемый
- Управляемый сообщениями
- Дидактический
- Зависимый
- Сроки (календарь) и бюджет взаимосвязаны
- Активность удерживается рекламодателем и заказчиком

# Диджитал маркетинг

Подход, основанный на открытости, прозрачности и взаимодействии с потребителем

- Интерактивный
- Управляемый потребителем
- Слушаемый
- Ненавязчивый, не принуждающий
- Открытый
- Мощный
- Содержательного характера



# Что подразумевается под планированием кампании

Какое следствие от планирования кампании для отделов маркетинга?

- Структура
- Бюджет
- Календарь (сроки)
- Сотрудники

Введение в диджитал маркетинг

ПОВЕСТКА ДНЯ

*Каналы: SEO*

Каналы: PPC

Каналы: Наружная реклама (дисплейная -  
графическая, изобразительная, макетная)

Каналы: Email маркетинг

Каналы: Маркетинг в социальных медиа

Каналы: Мобильный маркетинг

Аналитика

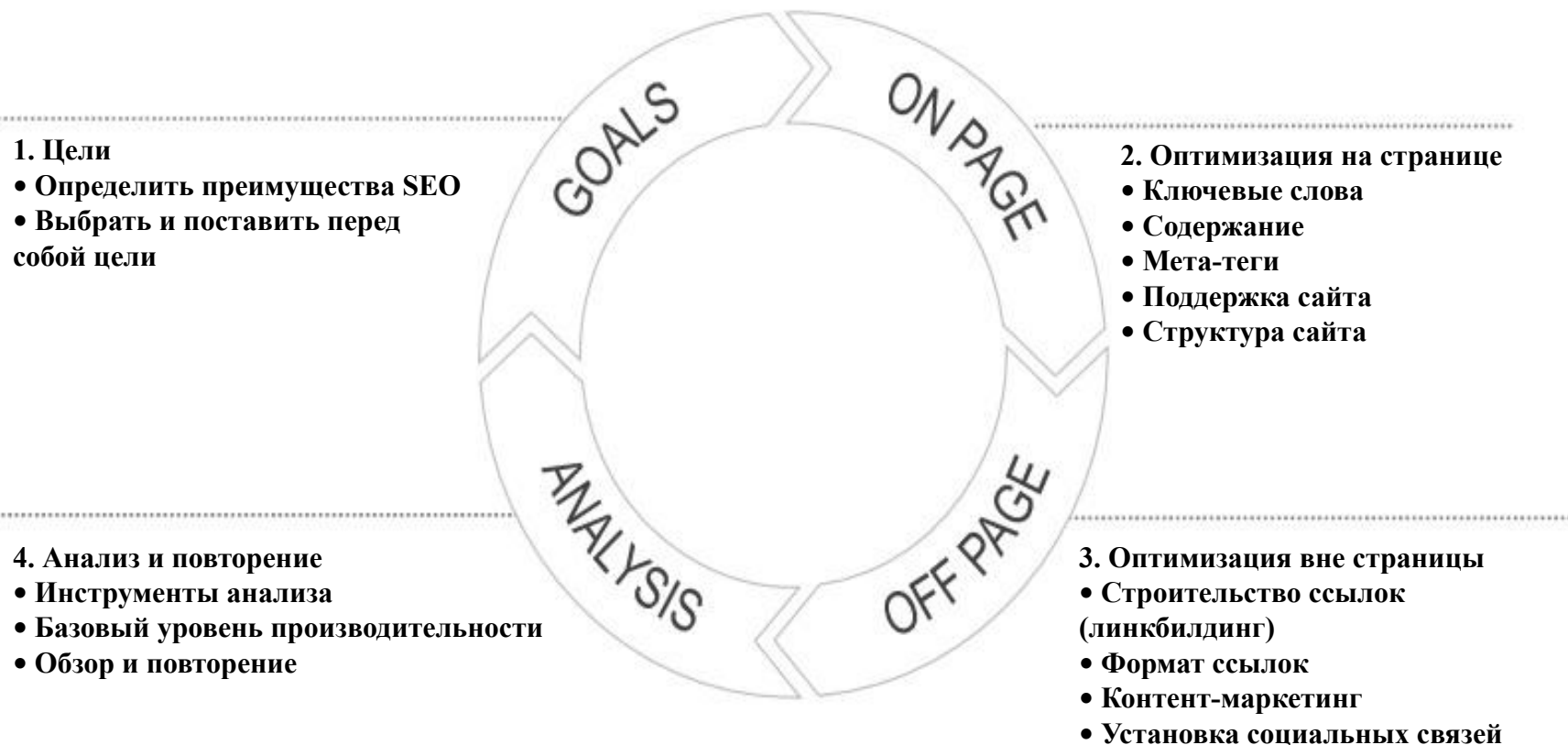
Стратегия и планирование

# Оптимизация поисковых систем (SEO)

Оптимизация поисковых систем (SEO) - это процесс влияющий на видимость сайта или веб-страницы в "естественных" или неоплаченных ("органических") результатах поиска в сети.

# SEO: Процесс

SEO представляет собой непрерывный динамический процесс с целями, действиями, проверкой актуальности и повторяемостью.



Source: Digital Marketing Institute © 2015



# Понятия: Размещение

Важно знать где расположены органические и платные результаты поиска

The image shows a Google search results page for the query "accountancy courses". The search bar at the top contains the text "accountancy courses" and a magnifying glass icon. Below the search bar, there are tabs for "Web", "News", "Images", "Maps", "Videos", "More", and "Search tools". The "Web" tab is selected. The search results are displayed in two columns. The left column contains organic search results, and the right column contains paid advertisements. The organic results include links to various websites offering accountancy courses, such as reed.co.uk, open.ac.uk, and homelearningcollege.com. The advertisements include links to pitman-training.com, qualifications-online.com, coventrycollege.co.uk, babington.co.uk, and direct.gov.uk. The page also shows the number of results (About 16,000,000) and the search time (0.59 seconds).

accountancy courses

Web News Images Maps Videos More Search tools

About 16,000,000 results (0.59 seconds)

**AAT Courses - All Levels**  
[www.reed.co.uk/Accountancy-Courses](http://www.reed.co.uk/Accountancy-Courses)  
Get Ahead Of The Curve Today & Take The Next Step In Your Career.  
3000+ courses available · Flexible learning · Expert advice  
AAT Level 3 Courses      AAT Level 2 & 3 Diploma  
AAT Courses Online      AAT Level 2 Courses

**Online Accounting Course - Open.ac.uk**  
[www.open.ac.uk/Accounting\\_Qualification](http://www.open.ac.uk/Accounting_Qualification)  
Apply Today Or Find Out About The Open University Distance Degrees

**Online Accounting Courses - 96% Exam Pass Rate**  
[www.homelearningcollege.com/Accounting](http://www.homelearningcollege.com/Accounting)  
Official Online Accounting Courses

**Accounting Courses | Online Accounting Courses ...**  
<https://www.homelearningcollege.com/courses/accounting>  
★★★★★ Rating: 4.5 - 46 reviews  
Accounting Training Courses from Home Learning College. Find out about learning from home with our online courses from AAT, ACCA or other accounting ...  
AAT Access - AAT Level 2 Certificate - ACCA Level 4 Diploma - AAT Level 2 and 3

**B291 - Financial accounting - Open University Course**  
[www.open.ac.uk/courses/modules/b291](http://www.open.ac.uk/courses/modules/b291)  
This is the module for you if you want a route into the accountancy profession or need to gain fundamental accounting skills for a management or other role.

**Ads**

**Accountancy Courses**  
[www.pitman-training.com/Accountancy](http://www.pitman-training.com/Accountancy)  
Accountancy Courses for all levels.  
Qualify with the Pitman Advantage™.  
London  
020 8914 8527

**AAT Accounting Courses**  
[www.qualifications-online.com/AAT](http://www.qualifications-online.com/AAT)  
Get AAT Certified in 3-24 Months.  
Fully Accredited Course. Apply Now!

**Accounting Degree Online**  
[www.coventrycollege.co.uk/Accounting](http://www.coventrycollege.co.uk/Accounting)  
Learn Marketable Management Skills.  
Earn Your BA (Hons) from CUC.

**Accountancy Training**  
[www.babington.co.uk/Accountancy](http://www.babington.co.uk/Accountancy)  
ACCA, AAT & CIMA Qualifications.  
Class or Home Study. High Pass Rate

**Accountancy Courses**  
[www.direct.gov.uk/NationalCareersService](http://www.direct.gov.uk/NationalCareersService)  
Search for thousands of courses with the National Careers Service.

Пример: бухгалтерские курсы

# Понятия: Размещение

Важно знать, как положение на странице влияет на клики;  
пропорциональность органических и платных кликов

The screenshot shows a Google search for "digital marketing courses". The search bar is at the top with a microphone icon and a search button. Below the search bar are tabs for "Web", "Images", "Videos", "News", "Maps", "More", and "Search tools". The search results show "About 77,800,000 results (0.69 seconds)".

The results are divided into organic and paid sections. The organic results are on the left, and the paid results are on the right, marked with a yellow "Ads" icon.

**Organic Results:**

- Digital Marketing Inst - Master 12 digital disciplines**  
www.digitalmarketinginstitute.com/ ◀  
Choose your course & apply online!  
PPC/SEO, Social - Covered - Apply Now for 2015 - Study Online at Home  
Digital Marketing Institute has 717 followers on Google+  
Digital Masters Degree      Online Courses Available  
Postgraduate Diploma      All Digital Courses
- Digital Marketing Courses - Homelearningcollege.com**  
www.homelearningcollege.com/Marketing ◀  
100% Pass Rate on Our Professional Marketing Qualifications, Enrol Now  
100% Exam Pass Rate · Live Online Classes · Inclusive Course Packages  
Home Learning College has 279 followers on Google+  
CIM Marketing - Other Online Courses - CAM Marketing Courses
- Digital Marketing Courses - dbs.ie**  
www.dbs.ie/Courses\_Marketing ◀  
Digital Marketing Courses at DBS. Do the Degree You Want to Do  
Marketing Course Overview - Marketing Postgraduate - Full-Time Degrees
- Digital Marketing Institute | Marketing Courses & Training**  
digitalmarketinginstitute.com/ ◀  
Digital Marketing Institute offers professional training programmes in online marketing.  
Classroom based and online courses available.  
Professional Diploma in Digital ... - Postgraduate Diploma - Contact us - Our Courses

**Paid Results (Ads):**

- Developed with Google**  
www.wearssquared.com/Digital-Course ◀  
6 month Online Marketing Course.  
Get Course Information & Apply Now.
- Digital Marketing Course**  
www.oxfordcollegeofmarketing.com/ ◀  
Personal Support & On-line learning  
Sign Up Now for a Free Trial.
- Digital Marketing Courses**  
www.marketmotive.com/Digital-Marketing ◀  
Train With Industry Leaders,  
Start Your 100% Online Course Today
- Digital Marketing Course**  
www.lynda.com/OnlineMarketing ◀  
Learn online marketing, SEO, SEM,  
social media and more. Get started.
- Digital Marketing Courses**  
www.digitalskillsacademy.com/courses ◀  
Internationally Recognised BSc  
Degree in Digital Tech. Apply Now!

## Пример: курсы диджитал маркетинга

30%  
пользователей  
кликают здесь и  
справа (платные  
листинги)

70%  
пользователей  
кликают здесь  
(органические  
листинги)

# Пример: Дешевые кредитные карты

cheap credit cards

Web Shopping Videos Images News More Search tools

About 58,500,000 results (0.36 seconds)

**Top 10 Credit Cards (UK) - money.co.uk**  
www.money.co.uk/Credit-Cards  
Compare Credit Cards. 238 Rewards, 0% Transfer & Purchases Card Deals, 36 Months 0% On Balances - 23 Months 0% On Purchases - Low Standard APRs Best Online Comparison Site – eCommerce Awards

**Compare 75+ UK Credit Cards Online with Google** Sponsored  
www.google.co.uk/compare/creditcards

<b>Balance Transfer</b> Barclaycard Platinum Extended Balance Transfer	<b>Purchase</b> Santander 123 Credit Card	<b>Purchase</b> Yorkshire Bank Gold MasterCard	<b>Bad Credit</b> Aqua Classic Credit Card
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**Credit Cards - All The Best 0% Credit Card Deals**  
www.moneysupermarket.com/credit-cards/  
★★★★★ Rating: 4.8 - 5,791 reviews  
0% balance transfers? 0% purchases? Cashback or rewards? Low transfer fees? Get all of the latest and best credit card deals and offers at MoneySuperMarket.  
0% balance transfer - 0% Purchase Credit Cards - Bad Credit - Reward credit cards

**Top 20 Cheap Credit Cards**  
www.moneysupermarket.com/Credit-Cards  
4.8 ★★★★★ advertiser rating  
Get 35mth 0% Balance Transfers. Or 23mth 0% on Purchases & Bal Tran

**34mth 0% Balance Transfer**  
www.tescobank.com/  
4.4 ★★★★★ rating for tescobank.com  
Apply direct with Tesco Bank™, 18.9%APR rep var. 2.9% fee

**HSBC Credit Card**  
www.hsbc.co.uk/CreditCard  
Get More Flexibility With The HSBC Credit Card.

**Top 10 Cheap Credit Cards**  
compareandsave.com/Cheapest-Cards  
Compare Great UK Cheap Credit Cards Market Leading & Exclusive Deals

Платные  
объявления →

Органические  
объявления →



# Пример: Дешевые кредитные карты

Ключевые  
слова



Credit Cards | Loans | Mortgages | Saving & Banking | Insurance | Utilities | Investing | Business

Релевант-  
ность



## Credit Card Deals Comparison

Compare the UK's best credit cards and find the longest balance transfer offer or 0% purchases deal with our simple credit card comparison so you can save with the best credit card deal.

Credit Cards

0% Balance Transfers

0% Purchases

Cashback

Rewards

Credit Building

More

Guides



### Barclaycard Platinum With Balance Transfer (35 Mths)

Balance Transfers

0% for 35 months  
2.99% fee

Purchases

0% for 6 months

Representative APR (variable)

18.9% APR

See Deal

A fee of 3.5% will be applied, then reduced to 2.99% by a refund. (terms and conditions apply).

Representative Example: The standard interest rate on purchases is 18.9% p.a. (variable), so if you borrow £1,200 the Representative APR will be 18.9% APR (variable).



### MBNA Platinum Credit Card (33 Mths)

Balance Transfers

0% for 33 months  
2.79% fee

Purchases

-

Representative APR (variable)

18.9% APR

See Deal

0% on money transfers for 24 months from the date your account is opened (4% handling fee). For this great rate your balance needs to be transferred within the first 60 days of your account opening. ConsumerMoneyfacts Credit Card Provider of 2015.





Введение в диджитал маркетинг

ПОВЕСТКА ДНЯ

Каналы: SEO

*Каналы: PPC*

Каналы: Наружная реклама (дисплейная -  
графическая, изобразительная, макетная)

Каналы: Email маркетинг

Каналы: Маркетинг в социальных медиа

Каналы: Мобильный маркетинг

Аналитика

Стратегия и планирование

# Pay Per Click (PPC) – Плата за клик

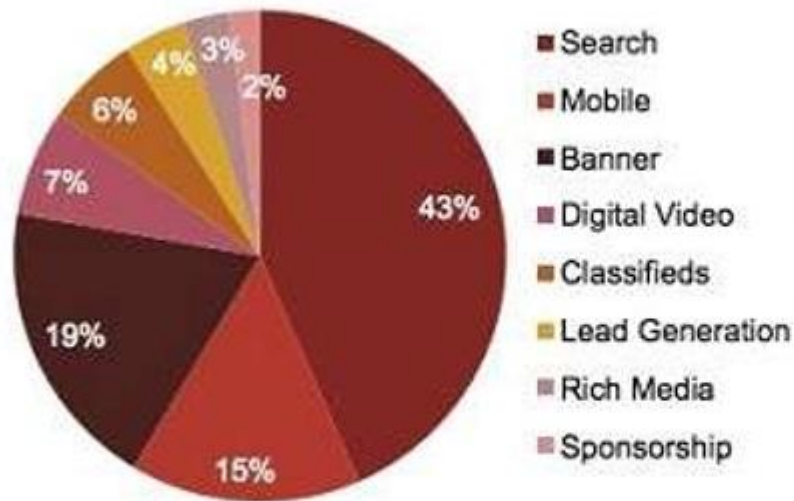
Pay-Per-Click (PPC) это модель интернет рекламы, которая используется для получения прямого трафика на веб-сайтах, где рекламодатели платят площадке, на которой размещена ссылка (напр. Google), когда объявление кликнули. Рассчитывается она просто, как сумма, потраченная за каждый клик рекламного объявления.

# Плата за клик: Интенсивность

Оплата поиска объявлений составила \$ 9.1 миллиарда (39%) от общей выручки интернет-рекламы Q1 / Q2 2014

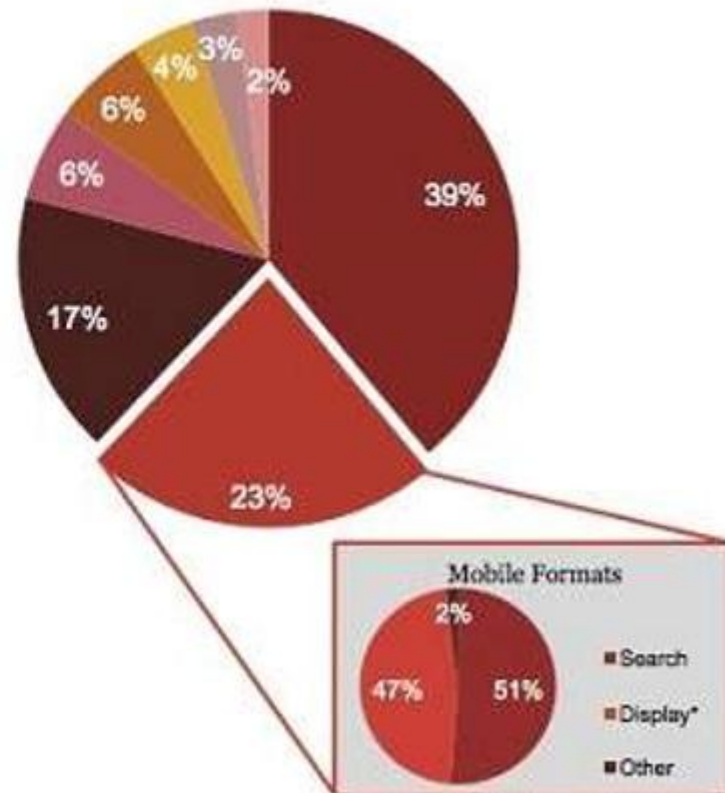
Ad formats – first half 2013

Total - \$20.1 billion\*\*



Ad formats – first half 2014

Total - \$23.1 billion\*\*

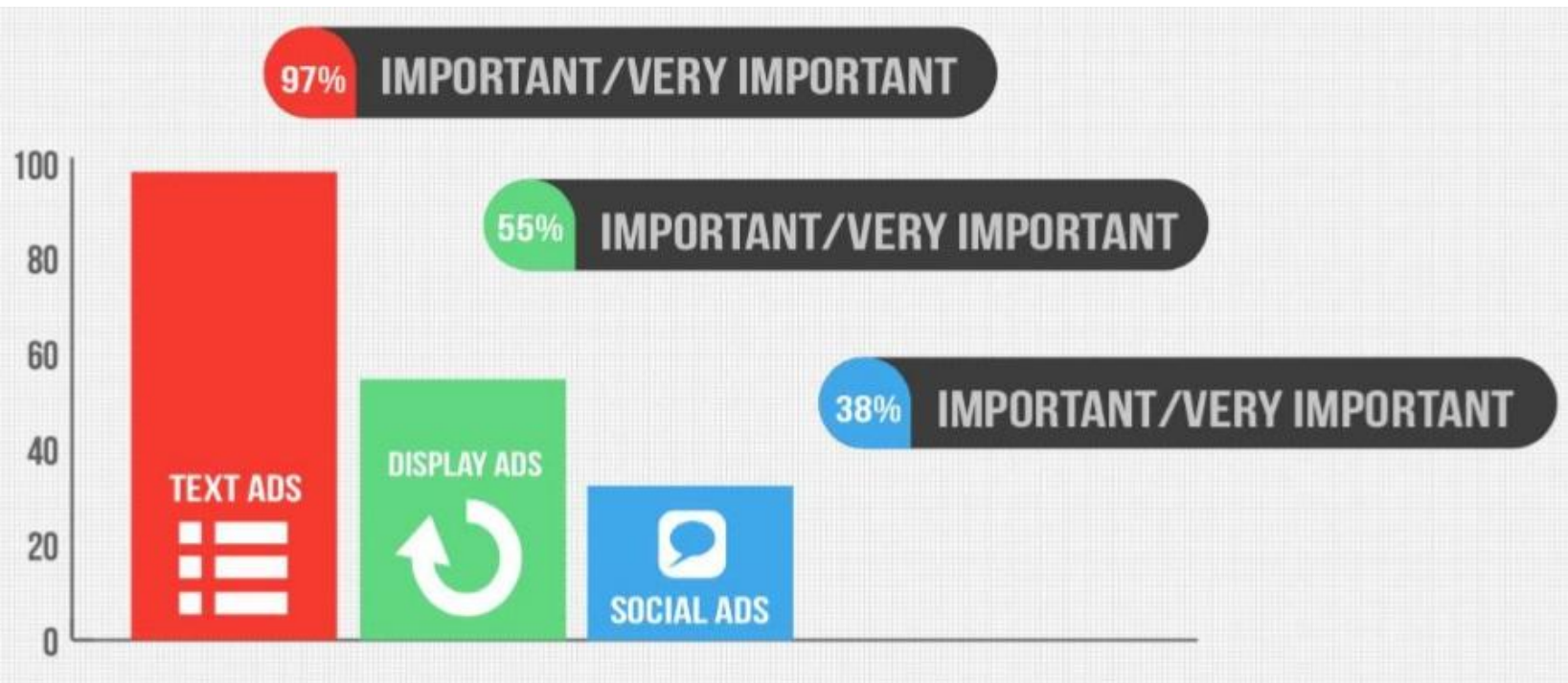


Source: IAB/PwC Internet Ad Revenue Report, HY 2014

# Плата за клик: Статистика

Где собираются самые большие транжиры?

Текстовые рекламные объявления остаются важными, в то время как реклама в социальных сетях продолжает набирать обороты.



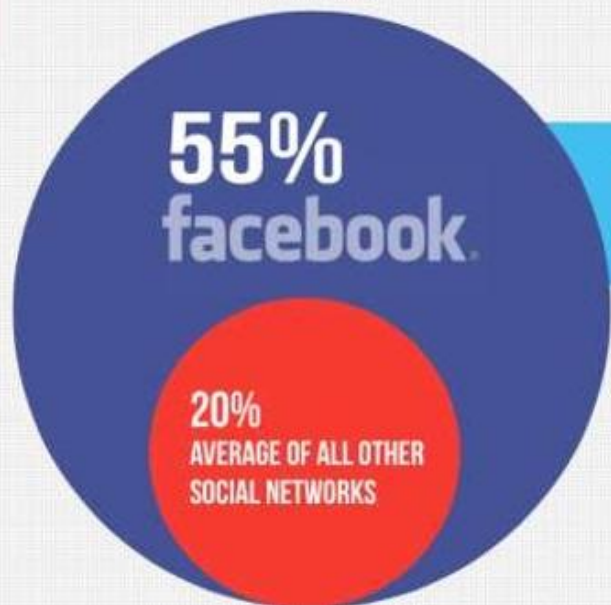
# Плата за клик: Статистика

Где в социальных сетях сфокусирована реклама?

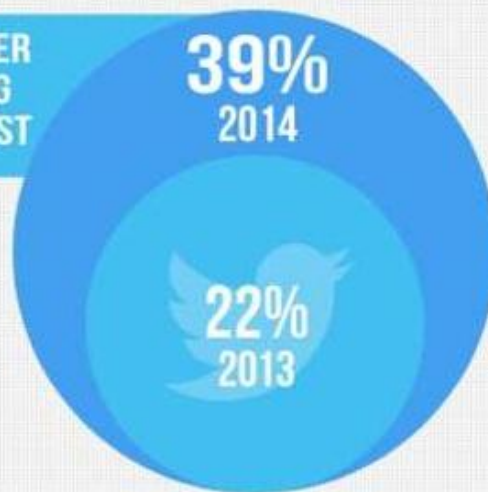
Facebook возглавляет список, однако Twitter развивается с огромной скоростью

DESIRE TO INCREASE AD SPEND:

DESIRE TO INCREASE AD SPEND:



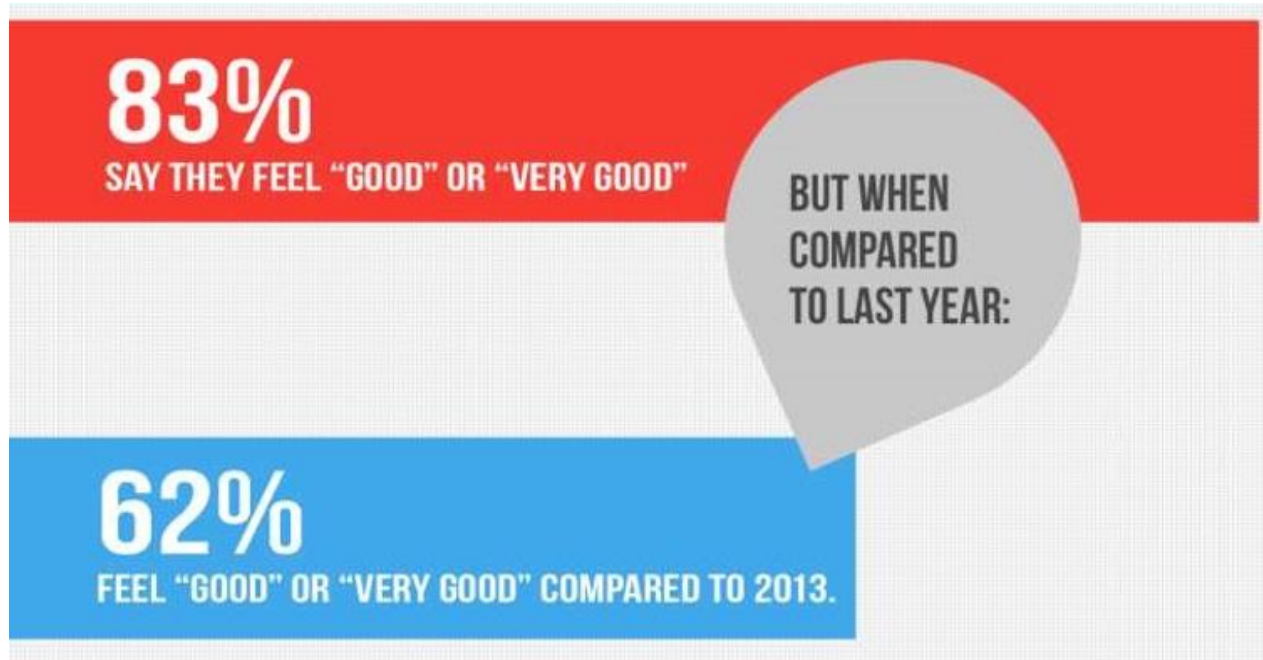
BUT TWITTER  
IS GAINING  
SPEED - FAST



# Плата за клик: Статистика

Каковы уровни доверия аудитории к рынку?

Наблюдается более высокий уровень оптимизма, по сравнению с 2013 г.

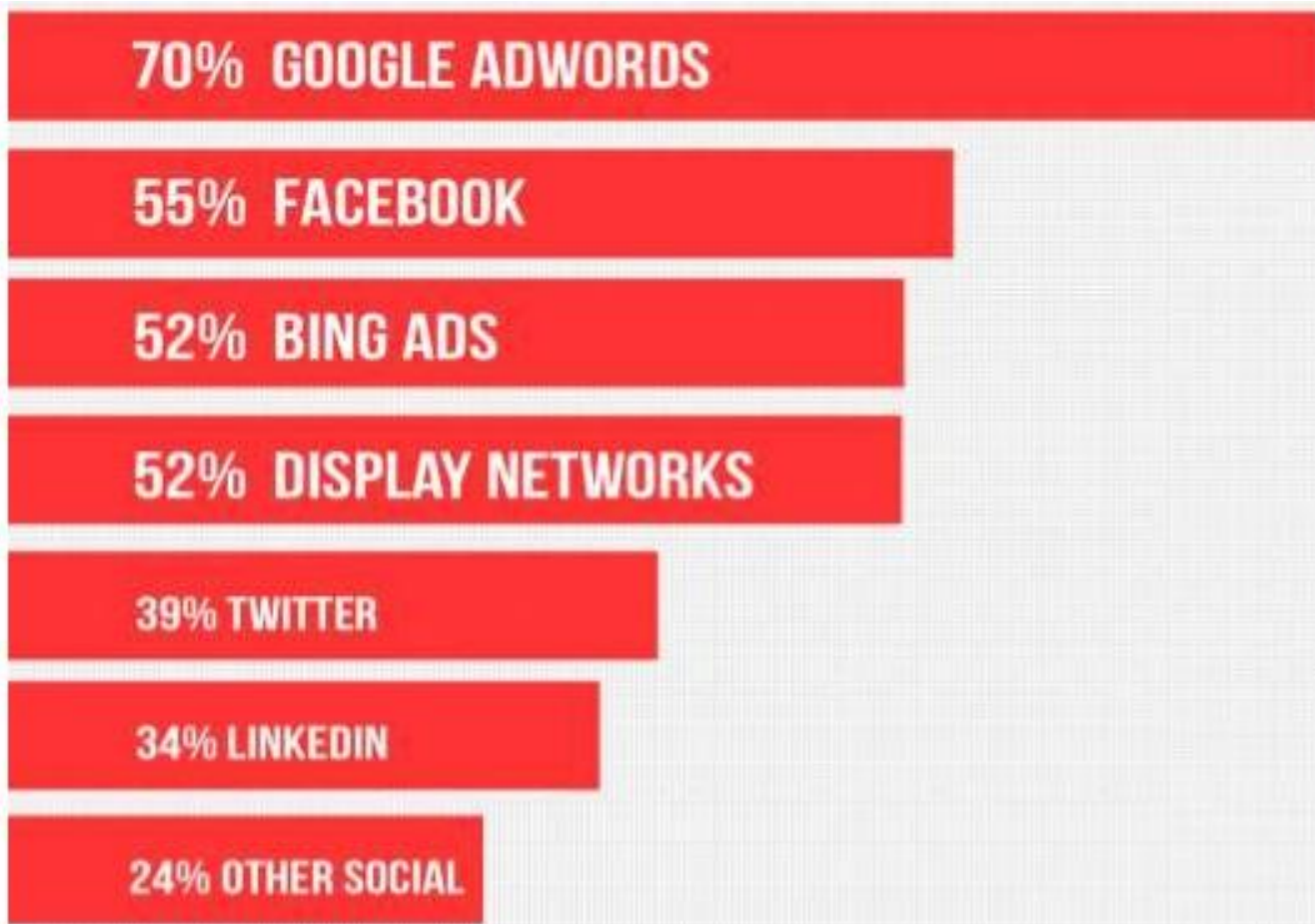




# Плата за клик: Статистика

Где сфокусированы все перспективы?

Большое количество данных свидетельствует об увеличении объема инвестиций.



# Средний рост стоимости за PPC

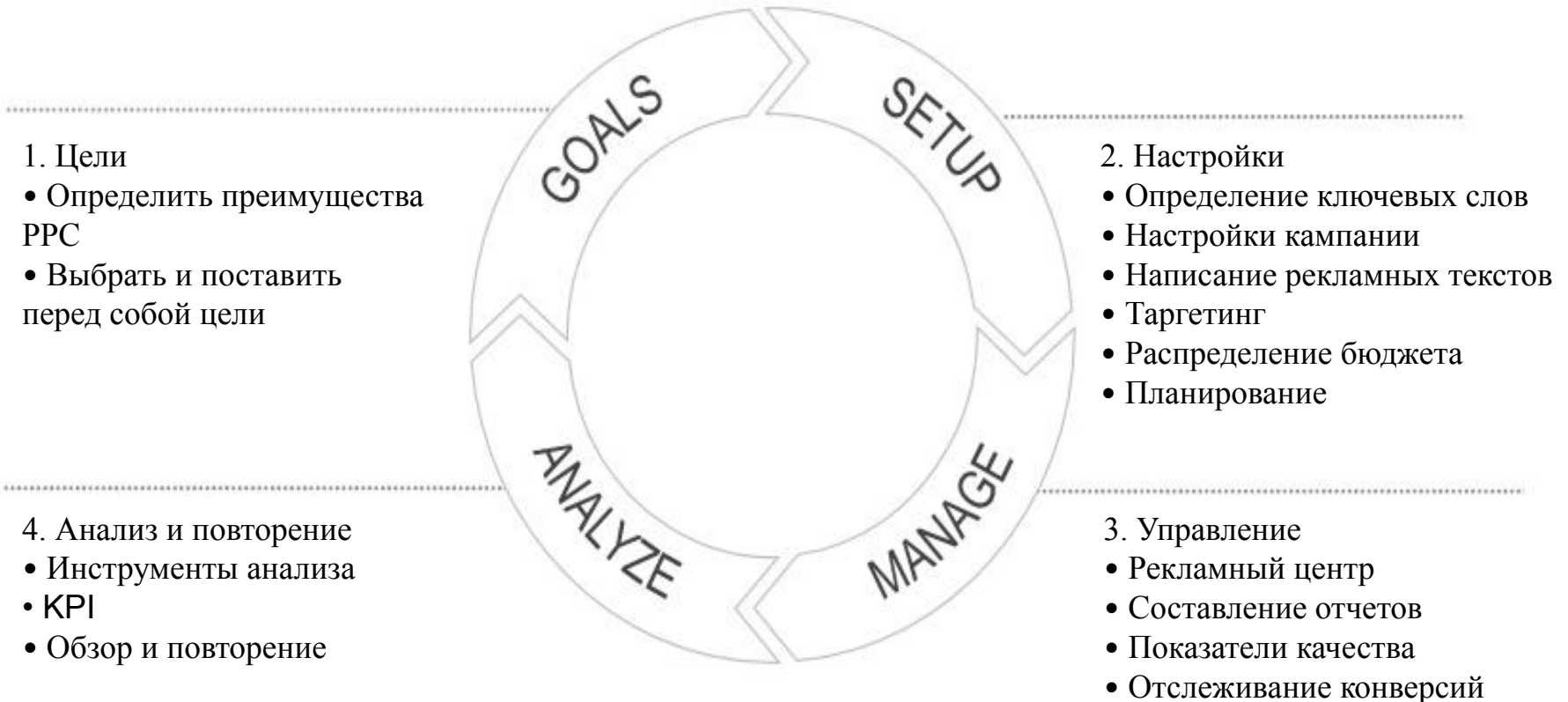
## Средние затраты на PPC с 2005 по 2013 год

<b>Metric</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Стоимость клика	\$0.38	\$0.32	\$0.62	\$0.71	\$1.03	\$1.24	\$1.04	\$0.84	\$0.92
Показатель кликабельности	1.5%	0.7%	0.3%	0.3%	0.3%	0.7%	0.4%	0.5%	0.5%
Среднее положение	4.0	4.0	3.9	4.0	3.6	3.7	3.0	2.6	2.1
Цена тысячи показов	\$5.56	\$2.38	\$1.95	\$2.16	\$3.34	\$8.55	\$3.97	\$4.03	\$4.70
Конверсионная ставка	3.8%	4.0%	7.0%	7.5%	6.0%	6.8%	5.3%	3.4%	8.8%
Цена за конверсию	\$10.18	\$7.63	\$6.41	\$7.02	\$12.60	\$13.14	\$19.74	\$24.40	\$10.44
Недействительные клики	n/a	3.5%	6.5%	4.9%	5.5%	6.7%	10.9%	8.0%	8.3%



# Поисковый маркетинг (PPC): Процесс

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Source: Digital Marketing Institute



# Основные понятия: расположение

Необходимо знать, где расположены органические и платные результаты поиска.

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# Основные понятия: расположение

Необходимо знать, как положение на странице влияет на количество кликов - пропорциональность между кликами органического характера и платными.

The image shows a Google search interface for the query "accountancy courses". The search bar at the top contains the text "accountancy courses" and a search button. Below the search bar, there are navigation tabs for "Web", "News", "Images", "Maps", "Videos", "More", and "Search tools". The search results are displayed below, showing "About 16,000,000 results (0.59 seconds)".

A callout box on the left side of the image contains the text: "30% пользователей кликают здесь и справа (платное положение на странице)". An arrow points from this box to the first search result, "AAT Courses - All Levels", which is highlighted in blue. This result is from the website "www.reed.co.uk/Accountancy-Courses" and includes sub-links for "AAT Level 3 Courses", "AAT Courses Online", "AAT Level 2 & 3 Diploma", and "AAT Level 2 Courses".

Other search results visible include:

- "Accountancy Courses" from "www.pitman-training.com/Accountancy" with a phone number "020 8914 8527".
- "AAT Accounting Courses" from "www.qualifications-online.com/AAT".
- "Accounting Degree Online" from "www.coventrycollege.co.uk/Accounting".
- "Accountancy Training" from "www.babington.co.uk/Accountancy".
- "Accountancy Courses" from "www.direct.gov.uk/NationalCareersService".





# Поиск: Анализ ключевых слов

## Какую роль играет исследование ключевых слов и релевантное расположение лендинга?

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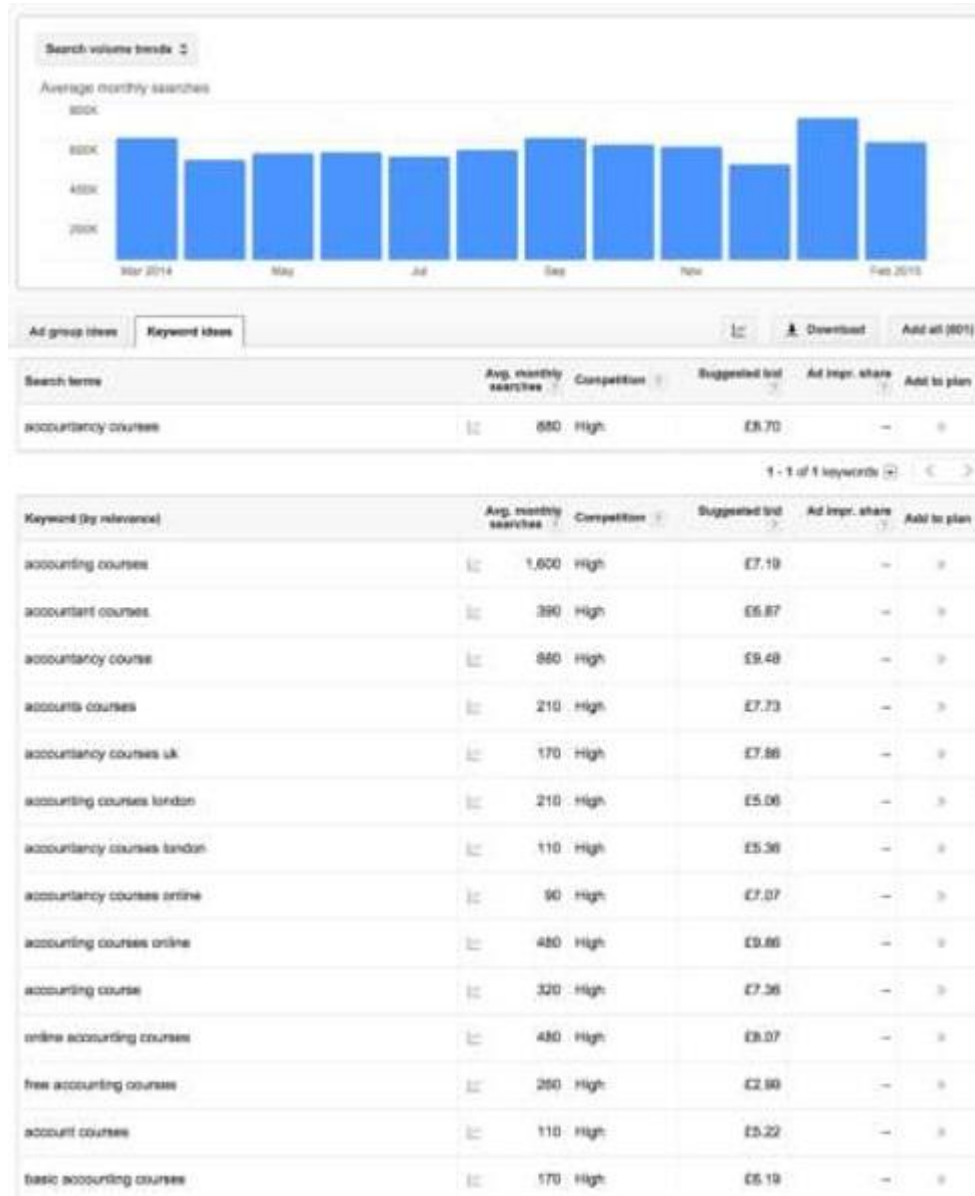
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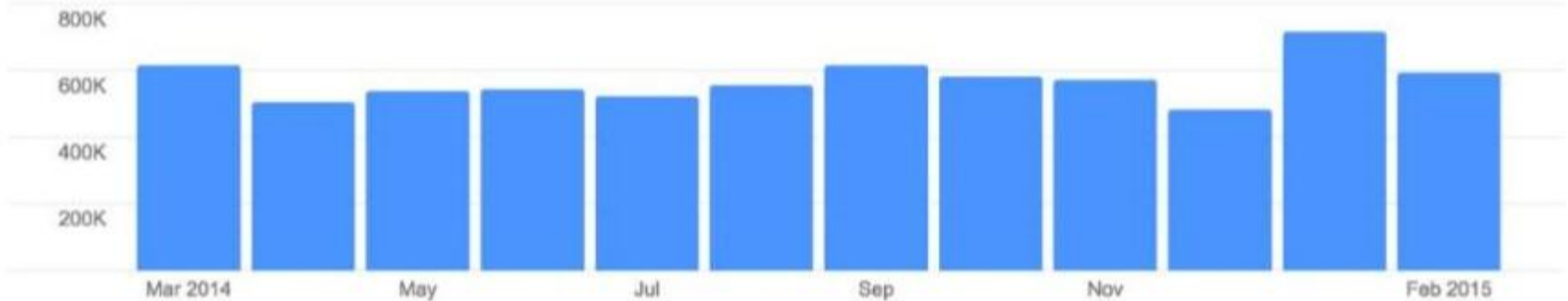
## Поиск: Анализ ключевых слов

Ключевые слова анализируемые для распространения информации о бухгалтерских курсах.



Search volume trends ↕

Average monthly searches



Ad group ideas

**Keyword ideas**



Download

Add all (801)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
accountancy courses	880	High	£8.70	-	»

1 - 1 of 1 keywords ▾



Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
accounting courses	1,600	High	£7.19	-	»
accountant courses	390	High	£6.87	-	»
accountancy course	880	High	£9.48	-	»
accounts courses	210	High	£7.73	-	»

# Поиск: актуальность лендинга

Бухгалтерские курсы



Релевантные ключевые слова



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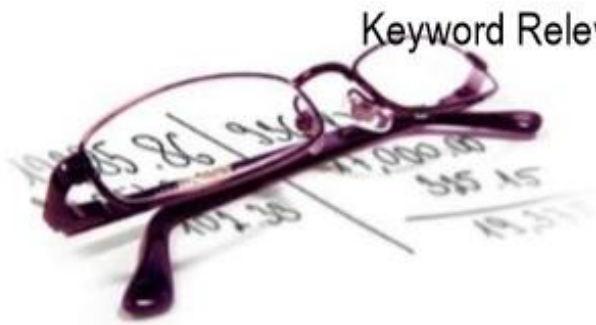


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