

Workshop 12

Digital Marketing

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In the lecture, different types of digital marketing were discussed, including email marketing, influencer marketing, content marketing, social media marketing, pay-per-click marketing, search engine optimisation, viral marketing, mobile marketing, radio and TV marketing, and electronic billboard marketing.

A programmatic marketing flowchart was presented, highlighting the three main types of platforms: sell-side platform (SSP), demand-side platform (DSP), and ad exchanges. SSPs enable publishers to sell their ad impressions to advertisers in real-time, while DSPs allow advertisers to simultaneously purchase ad inventory across multiple platforms. Ad exchanges serve as intermediaries between SSPs and DSPs, facilitating the flow of ad inventory.

Real-time bidding (RTB) was explained in a step-by-step process. It starts with an ad request from a page, followed by a bid request. Advertisers compete in an auction held in the marketplace, with the highest bidder winning the advertising spot. The winning ad is then delivered and presented on the website, leading to customer clicks and potential purchases.

The lecture provided an overview of various digital marketing methods, the programmatic marketing flowchart, and the real-time bidding process.

