



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with ‘A++’ Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF COMPUTER APPLICATIONS

23CAT703 – DIGITAL MARKETING

II YEAR III SEM

UNIT I – INTRODUCTION TO DIGITAL MARKETING

TOPIC 4 – The digital consumer - Online consumer definition & types

Reshaping Common Mind & Business Towards Excellence

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Recall





The Digital Consumer



A person who participates in a variety of online activities, transactions, and interactions as part of their digital consumption behaviour is referred to as a "digital consumer."

Digital consumers obtain goods, services, information, and entertainment using digital platforms and technologies.





Understanding the Digital Consumer – Digital Marketing Strategy

By Behaviour

- Benefits sought from the product
- How often the product is used (usage rate)
- Usage situation (daily use, holiday use, etc.)
- Buyer's status and loyalty to product (non-user, potential user, first-time users, regular user)

By Demographics

- Age/generation income
- Gender
- Family life cycle
- Ethnicity
- Family size
- Occupation
- Education
- Nationality
- Religion
- Social class

By Geography

- Region (continent, country, state, neighborhood)
- Size of city of town
- Population density
- Climate

By Psychographics

- Activities
- Interests
- Opinions
- Values
- Attitudes
- Lifestyles



How to improve the digital consumer experience using data



1 Evaluate your current customer experience.



2 Focus your customer acquisition strategy.



3 Retarget one-time buyers.



4 Track customer retention metrics.



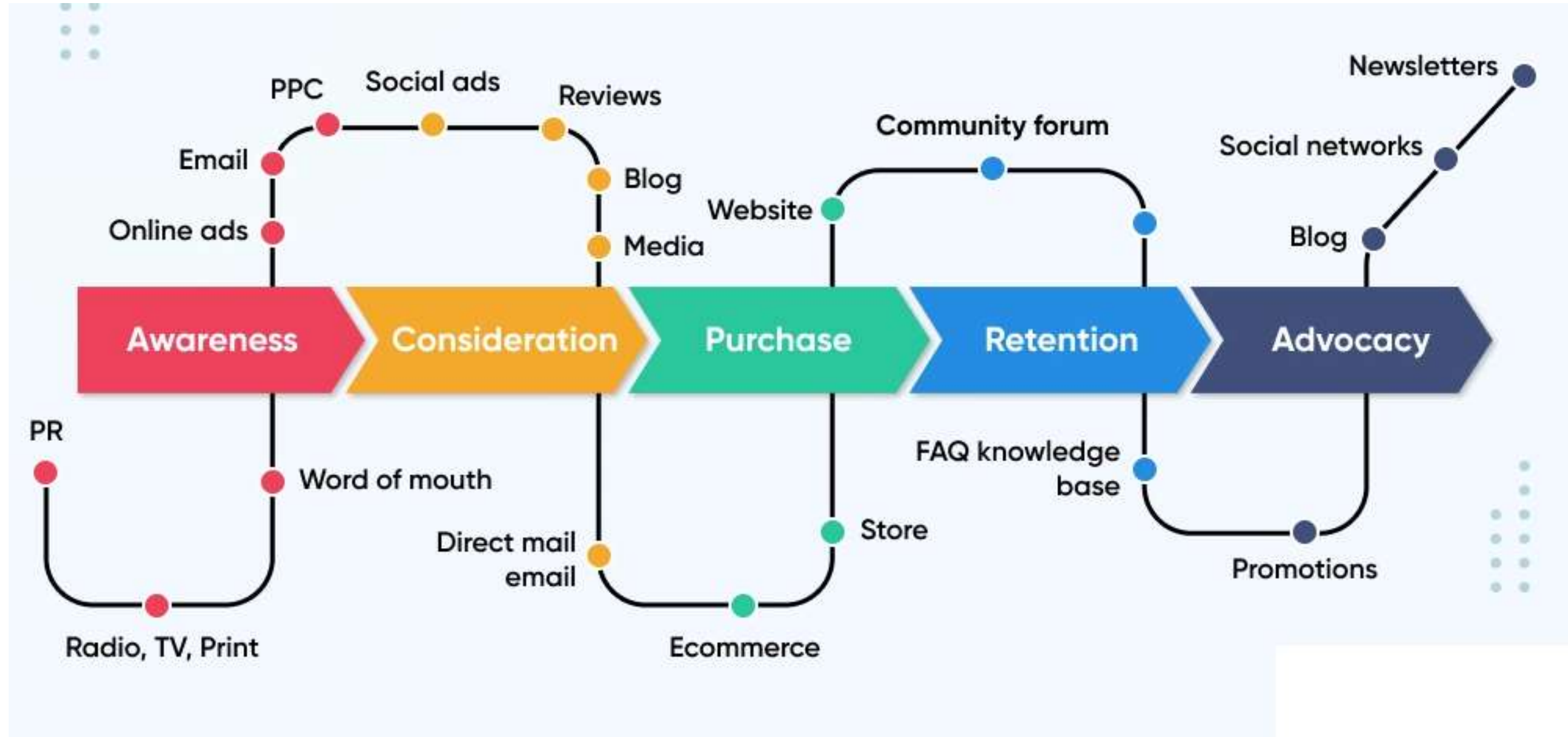
5 Optimize your omnichannel strategy.



6 Develop automated customer journeys.



How to map your Customer Journey





Types of Digital/ Online Consumer





Reference



1. Smith P R Chaffey Dave, “E-Marketing Excellence: The Heart of E-Business”, Butterworth Heinemann, USA.
2. Deepak Bansal, “A Complete Guide To Search Engine Optimization”, B.R. Publishing Corporation, First edition 2009.

Thank You