



M.M.S.
SEMESTER - III (CBCS)

DIGITAL MARKETING

SUBJECT CODE : MMSMP1014

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SYLLABUS

Semester	:	III-Elective			
Title of the Subject / course	:	Digital Marketing			
Course Code	:	MMSMP101.4			
Credits	:	4	Duration	:	40

Learning Objectives:

1. To understand the new media, Different types, their strengths and the way customer interacts with new / digital media.
2. To develop the skills to strategize and execute campaigns on new / digital media

Prerequisites if any	
Connections with Subjects in the current or Future courses	

Module:

No	Content	Activity	Learning Outcomes
1	Introduction to digital marketing –types of digital media, industry trends, Indian media spends, comparison with traditional media	Lecture, industry reports	To understand the growing importance of digital media in comparison with traditional media
2	Customer consumption trends of digital media Role of digital media in consumer decision making process Behavioural and Contextual targeting	Lecture/ Case Study	To understand how consumers interact with digital media and use the same for marketing strategies
3	Search Engine Optimization (SEO) • Need for SEO • Strategies • Method • Integration with Google Analytics, analysis of reports and metrics	Lecture, Case Study and practical demonstration of creating SEO friendly content.	Familiarizing the students with techniques of SEO and metrics important for a website through Google Analytics

4	Search Engine Marketing (SEM) • Importance and need • Campaign strategy • Identifying keywords and their configurations • Creating AdWords campaigns • Assess campaign using AdWords analytics reports	Lecture & practical demonstration of AdWords Campaign	Appreciate the search engine advertising and learn to make strategies for effective campaign. Understand the various metrics important for SEM campaign
5	Social Media Marketing • Introduction & comparison of various Social Media (including subscriber base, features, popularity etc.) • Social Media Marketing strategies – with examples/cases • Content Strategy for various social media • Creating Campaign on Social media (Facebook) • Assessment of campaign using Facebook analytics	Lecture & practical demonstration of Campaign on Facebook / LinkedIn / Twitter / Instagram / Snapchat etc.	To be able to build brand preference, generate leads and aggregate audience on Social Media and increase audience engagement. Understanding Social media analytics and make relevant strategies
6	Display advertising Video advertising - types and their effectiveness Blog marketing	Lecture/ Case Study/ Videos	To be able to use display advertisement, blogs and YouTube in overall marketing strategy
7	Pricing Models • Cost per Click (CPC) • Cost per thousand Impression (CPM) • Cost per acquisition (CPA) • Relevance of each in different situations • Prevention of click frauds	Lecture/ Case Study	Students will understand the different pricing options, and their use in given scenario

8	Email Marketing • Trends, types, Challenges • Planning & designing campaign • Assess effectiveness of the campaign using various metrics	Lecture/ Case Study	To deliver relevant marketing communication to targeted audience in most creative way. Apply learnt skills n effectively building users list, deliver email and generate relevant clicks
9	Mobile Marketing • Market size, growth etc. • Applications • Coupons • Gamification • Mobile wallets • QR codes • USSD • SMS	Lecture/ CaseStudy/ Videos	Strategizing marketing through smart devices. Learn app- based marketing, QR codes, Location based Marketing, SMS marketing and effective use of mobile wallet ecosystem
10	E-commerce • Understand trends and profile of e-commerce players • Use of e-tailers for promotion and distribution of brands • Strategies used by E-commerce players	Lecture / Case Study / Videos	

Activity:

Teaching-Learning process may combine the use of role plays, audio-visual films/aids, and management exercises with individual student, and or in team considering appropriate cases or case-lets in the field of business domain wherever applicable.

Recommended Books:

1	The Art of Digital Marketing – Ian Dodson – Wiley Publication
2	Digital Marketing – Vandana Ahuja – Oxford Publication
3	Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation – Damian Ryan – Kogan Page
4	Digital Marketing: Strategy, Implementation & Practice – Dave Chaffey & Fiona Ellis-Chadwick
5	Convert! Designing Websites For traffics and Conversions – Ben Hunt

6	The Social Media Bible: Tactics, Tools & Strategies for Business Success – Lon Safko
7	Global Content Marketing – Pam Didne
8	The Power of Visual Storytelling – Ekaterina walter
9	Digital Marketing – Dr. Hari Krishna Maram

Assessment:

Internal	40%
Semester-end	60%

DIGITAL MARKETING

Unit Structure

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Meaning of Digital Marketing
- 1.3 Case for Discussion
- 1.4 Types of Digital Media
- 1.5 Industry Trends in the field of Digital Marketing
- 1.6 Spending of Indian Media on Digital Marketing
- 1.7 Comparison between Digital Marketing and Traditional Media
- 1.8 Summary
- 1.9 Self-Assessment Test

1.0 OBJECTIVES

After studying this module, you should be able to understand/gain:

- Knowledge about digital marketing
- Idea about Case discussion methodology
- Assess the types of digital marketing
- Know about the industry trends in the field of digital marketing
- Knowledge about the various types of media
- Know about the pattern of consumer's spending on digital marketing
- Comparison between digital marketing and traditional media

1.1 INTRODUCTION

The concept of marketing is not new to this world. From time to time, the evolution of marketing has witnessed many positive changes. From barter to sales, from sales to production, from production to customer satisfaction, the evolution of marketing brought significant changes by keeping in mind the value of customer satisfaction.

The world in online 24*7:

People see, hear, understand and perceive things more effectively, when they associate anything with online. The concept of marketing is also changing. Gone are those days when traditional methods of marketing used to be adopted by marketers. The concept has been completely replaced by modern methods like email marketing, mobile marketing,

content marketing, sales force automation tools, social media advertising and many more. Most of the concepts mentioned earlier come under the head of digital marketing.

With the use of electronic devices and the internet, the things are being conveyed to customers. The industry of digital marketing is booming not only in India but all parts of the world. Understanding how globally the market is working is very important in the field of digital marketing. Online business is dynamic in nature. It changes very fast. One has to move their marketing strategies by keeping in view the current scenarios of business.

It is a popular quote by an eminent person regarding online business. If your business is not online, soon it will be offline forever. In this world of dynamism, marketers need to monitor the usage of the internet. The strategies of competitors are well known as far as the traditional and modern techniques of marketing are concerned. To survive in the market digitally, one has to keep an eye on the usage of the internet by the competitor. The comparison of the usage of the internet will help marketers to understand the impact of digital marketing on their strategies.

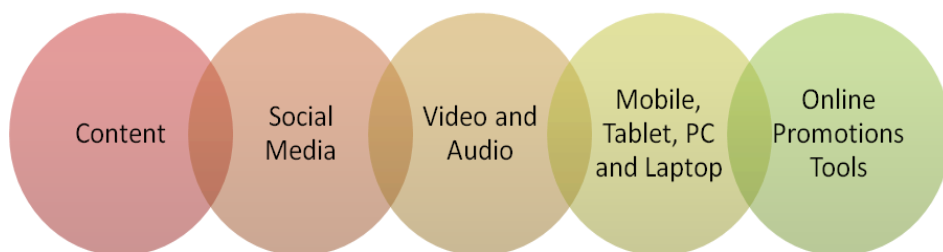


Fig. 1.1: Digital Marketing: Why, When, What, How and Where

The concept of digital marketing is more about marketing and less about digital. The efforts of digital marketing should be focused on connecting the right products with the right customers at the right place. The focus of digital marketing is to move people from one stage to the next stage. The ultimate objective is to generate revenue by maximizing customer satisfaction. The objectives of digital marketing and traditional marketing are the same but the mode of serving customers is different.

The scope of digital marketing is very vast and comprehensive. It covers:

- Advertising
- Branding
- Social media
- Content
- Product
- Target
- Market analysis

1.2 WHAT IS DIGITAL MARKETING?

Digital marketing is an act of promoting and selling goods and services with the help of online marketing strategies. With the help of the internet, a marketer promotes and sells products and services to the customers by keeping in mind their needs and expectations. It mutually provides benefits to the marketer and customer.

Any form of marketing that exists online is digital marketing. Digital marketing can take many forms like online video and audio, display ads, search engine, social ads, leads, social media posts, surveys, freebies etc. The use of electronic devices is prominent in digital marketing. The marketing specialist conveys and promotes the products by using electronic devices. They measure the impact of digital marketing by observing the sales revenue and ratio of new and returning customers.



Fig. 1.2: Concept of Digital Marketing

Digital marketing is often compared to traditional marketing. Magazines, billboards, ads, direct messages and direct mails are a few examples which encompass both. Numerous digital tactics and channels are used to connect with the customers digitally. The platform where the customers spend much of their time online is also observed by the marketers.

1.3 CASE STUDY

Instagram Infotech Limited is a leading name in the field of IT sector. While reviewing their marketing policy, the management felt strongly that there is a need to explore the business in terms of online purchase. Their offline business is prospering and doing well. The next turn of management is to expand business online. Mr. Kabir instructed the general manager Mr. Prabhat to coordinate with Mr. Karim, the marketing head to explore and expand this idea. You are working as an intern in this company and part of Mr. Karim's team.

The idea of exploring and expanding was conveyed first to you by Mr. Karim because of your outstanding performance last month. He is expecting you to be a part of this idea, its plan and execution. During the meeting, Mr. Karim along with Mr. Prabhat shared the whole idea with the marketing team. They are expecting to implement this idea soon. Every team member including you is expected to contribute their ideas regarding the planning and implementation part.

You are good in marketing skills but when it comes to evaluating the digital skills among your other team mates are concerned. You can observe that they are really experts in this. Management doesn't want to

give much time to improve and provide training to the staff. They are more concerned in implementing their idea of going online with the help of digital marketing.

Questions for discussion:

1. As an intern, what are your views about this case?
2. Without training and proper knowledge, do you feel this idea should be planned and implemented with the immediate effect?
3. If yes, what strategy should a company adopt at the initial level?

1.4 TYPES OF DIGITAL MEDIA

Digital media refers to the media which uses any form with the help of electronic devices for distribution. The types of digital media helps companies to reach more people and helps in spreading the word about the products and services of companies. To reach an audience, any type of media that relies on electronic or digital technology is digital media.

Every type of digital media represents different advertisements, brand popularity and diverse opportunities to interact with the audience. The main purpose is to create content, building and strengthening brands and involvement of customers. As far as the product is concerned, placing the brand in front of customers is a crucial decision. Knowing and selecting the right type of digital media is crucial.

The following are the types of digital media:

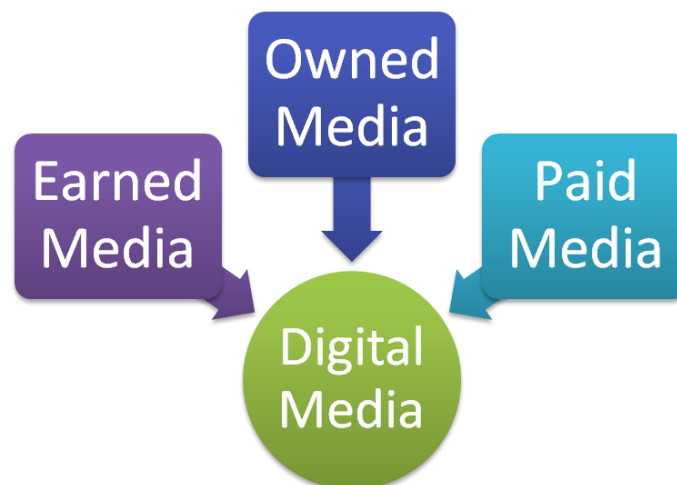
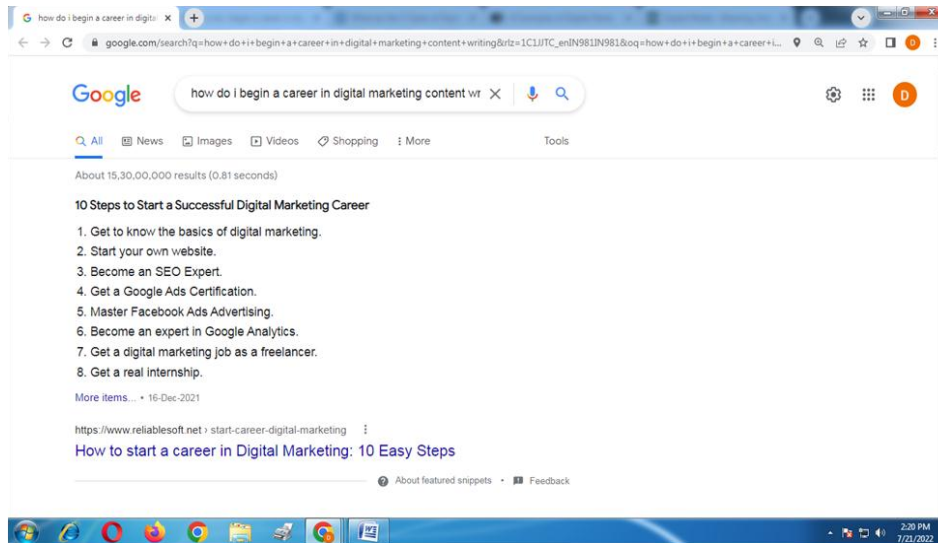


Fig. 1.3: Types of Digital Media

1. Earned Media:

Earned media is a type of media which a company earns. A company earns through word of mouth and does not pay for it. If someone posts anything about the products or services provided by the company and the company has not paid anything in favor, this type of media is known as earned media.

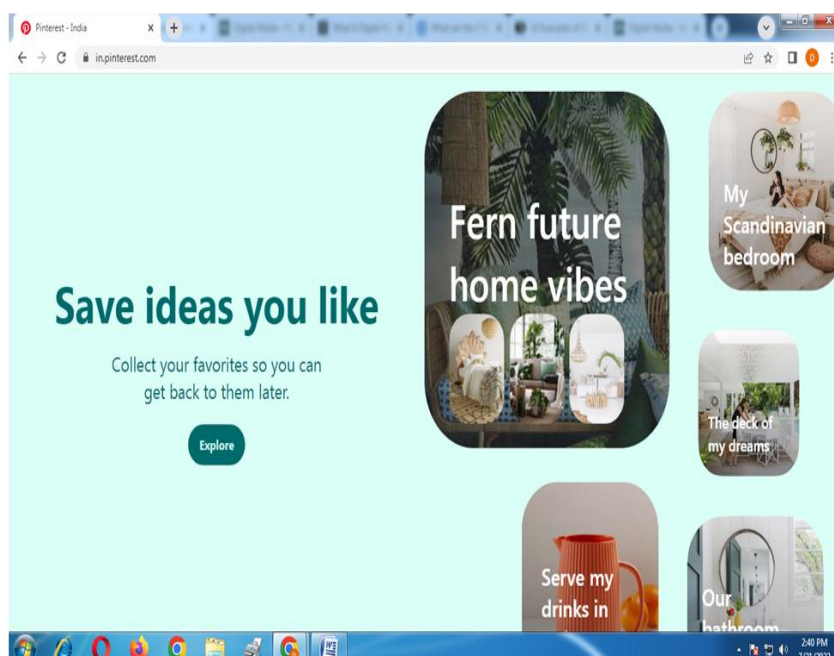
This type of media is most wanted because it costs nothing. Earned media takes no time to create and usually looks favorable to third parties. In the online environment, it is known as word of mouth. Examples are social media post, blog, review video, review post, interview or any kind of shoutout. This type of media is more organic and does not require any direct investment.



2. Owned Media:

The company permanently owns this media. Through this media, the company generates direct content about its products and services. The company also educates and engages people through this media. This type of media are informative in nature.

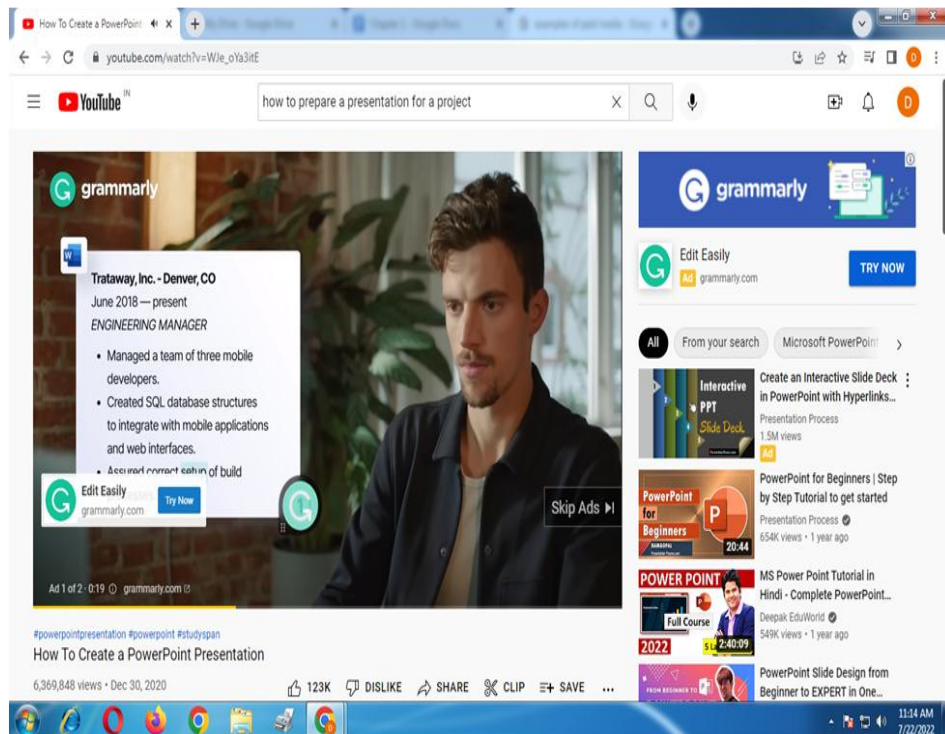
Websites, blogs, YouTube channels, Facebook pages, social media pages are few examples of owned media. In simple words, owned media is that which a company owns permanently.



3. Paid Media:

For online businesses, paid media is an important component. It helps companies to generate revenue, growth and awareness for their brand as far as their online business is concerned. Paid media is that kind of media where to promote brand companies pay an amount to externals or third parties. It involves pay-per-click advertising, branded content, display ads, facebook ads etc.

Examples of paid media are Google Ads, social media ads, as well as more traditional options such as television commercials, print ads, and billboards.



1.5 INDUSTRY TRENDS IN THE FIELD OF DIGITAL MARKETING

In the field of digital marketing, the trends of industries are changing at a very fast pace. The shift towards digital marketing is not new. The technique is cost effective. People are online everywhere. The trends are showing positive results in terms of sales revenue, popularity and brand awareness.

Business world is dynamic. Every year new things are approaching and getting introduced by the marketers. In the field of digital marketing, the following are the recent industrial trends helping marketers and companies to promote growth.



Fig.1.4: Industry Trends

1. Virtual Reality:

As the name suggests, virtual reality is the use of computer technology to create situations which seem to be real. The computer technology is used to create a simulated environment. It allows the users to experience and interact with a virtual world which is not real. It is a potential tool for learning, education and entertainment. The simulated environment is perceived through a device known as a virtual reality headset. The possibilities in virtual reality are unending.



Source: <https://www.business2community.com/tech-gadgets/10-excellent-examples-branded-content-virtual-reality-01583560>

2. Personalization:

The concept of personalization is in high demand. It is the act of meeting the expectations of the consumers by understanding their needs and wants. It's about tailoring or customizing a product or service as per the needs and wants of the customer. The act of personalization is highly personal and customer centric. Companies as per their expectations come out with

the products. Through questions, surveys and other modes, many companies are personalizing and customizing products with attractive packaging to make customers happy and feel special.

Some examples of personalization which are very compelling can be observed below:

- Skin Care products like Mamaearth, Lakme, Maybelline.
- Hair products like Vedix, Parachute.
- Sport shoes companies like Nike, Puma, Reebok.
- Products offering kids names on various products.
- E-commerce companies like Myntra, Flipkart, Amazon
- Starbucks tracks orders and rewards



Source: <https://food.ndtv.com/food-drinks/starbucks-to-open-first-store-in-pune-693912>

3. Artificial Intelligence:

To connect with the customers, many companies have adopted artificial intelligence. With the help of artificial intelligence, marketers predict customer behavior based on the intelligence learned. The prediction is based on the previous brand interactions. It helps to discover insights about the customers and sales prospective.



Source: Dataquest

4. Influencer Marketing:

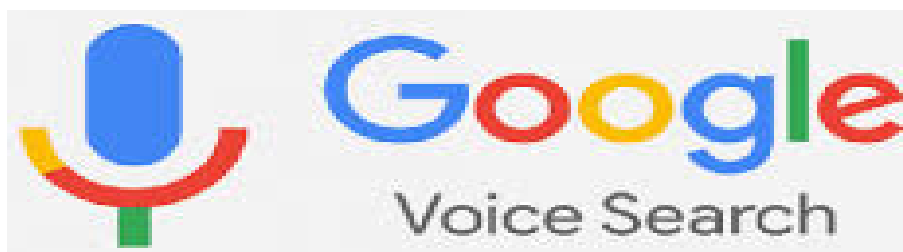
Influencer marketing is a combination of new and old techniques of marketing. It is a type of social media marketing. As the name suggests, with the help of celebrities or famous faces the company endorses or presents products or services in front of customers. It states the collaborations between brands and influencers. Influencers are paid to promote products and services of a company.



Source: Digitalscholars.in

5. Voice Search:

Voice search is the future of digital marketing. As the name reveals itself, Voice search is when you search for something with your voice instead of typing it. With the help of speed recognition technology, this trend allows users to search products and services with the help of voice. Siri, Alexa and Google Assistant are some famous and most popular examples of voice search.



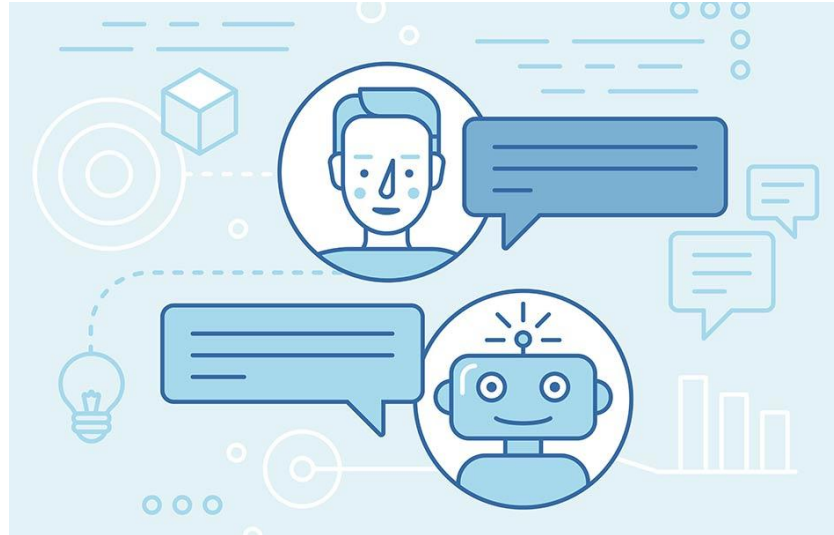
Source: Google.com

6. Conversational Marketing:

Conversational marketing is a dialogue driven approach. The way companies communicate with customers is changing day-by-day. The trend which is based on one-to-one communication between company and

user is known as conversational marketing. This strategy allows the user to create a conversation with the customer.

With the help of the Flipkart Assistance service, one can chat with the company's executive and if the problem is not resolved, one can request a call as per his/her convenience in preferable language and time slot. They do provide the service of putting an email as well.



Source: <https://www.impactplus.com/blog/6-examples-of-conversational-marketing-done-perfectly-right>

1.6 SPENDING OF INDIAN MEDIA ON DIGITAL MARKETING

The spending of marketers is increasing on digital media. As of 2021, the revenue generated by digital advertising across India was valued at around 246 billion Indian rupees. There is some data collected in this regard from various surveys, articles and reports. Let's have a look -

- The FMCG sector had a 34 percent share in the total digital ad expenditure in 2021.
- The expenses are projected to grow in future. It is estimated that the expenses are projected to increase at 15.2% in 2023 and 15.7% in 2024, the highest for any market in the world. (Global Ad Report Forecasts)
- India is ranked at number 9 in terms of size and spending on digital marketing.
- In 2022, the Indian advertising market will hit \$11.1 billion. Television ads are expected to increase at 14.5% comparative to last year.
- Social media is leading in spending at 29% followed by online video which stands at 28% and display banner claim by 16%. (dentsu-e4m Digital Advertising in India 2022)

- There is a significant growth in over-the-top (OTT) platforms, connected TV, online gaming, and e-commerce.
- In 2023, it is expected that the growth will increase as the popularity of this platform is increasing among users.
- Online marketing is promoting products and services of different companies. The digital media platforms are demanding more investments and creating more avenues of income for marketers.



Source: Oriflame

Oriflame is a Sweden based company. They do not have stores. Through digital ads, digital print media and whatsapp groups, they run their business. It is a networking based business highly reliable and dependent on digital marketing.

1.7 COMPARISON BETWEEN DIGITAL MARKETING AND TRADITIONAL MARKETING

Traditional marketing involves traditional channels through which marketer promotes products and services. Traditional marketing is a very old type of marketing. With the help of billboards, printed media, ads, direct mail, phone etc. The marketer informs customers about products and services. The form of traditional media is also changing with the modern pace of time.

Any form of marketing that exists online is digital marketing. Digital marketing can take many forms like online video and audio, display ads, search engine, social ads, leads, social media posts, surveys, freebies etc. Digital marketing is an act of promoting and selling goods and services with the help of online marketing strategies. With the help of the internet, a marketer promotes and sells products and services to the customers by

keeping in mind their needs and expectations. It mutually provides benefits to the marketer and customer.

Traditional marketing is an offline type of marketing that utilizes media, TV, or magazine to advertise any business's services and products. The engagement of customers cannot be ascertained accurately. The conversion of a customer comparative to digital is also low. The nature of traditional marketing is static.

Digital marketing is an online type of marketing that utilizes the internet and social media for advertising businesses. The engagement of customers comparative to traditional marketing is high. The conversion of a customer is also high. The nature of digital marketing is dynamic in nature.

Traditional marketing is more expensive and less effective while digital marketing is less expensive and more effective. The results are very quick in digital marketing. Tweaking is possible in case of digital marketing. In the case of traditional marketing once the ad is published, tweaking is not possible.

1.8 SUMMARY

- The concept of marketing is changing. Gone are those days when traditional methods of marketing used to be adopted by marketers. The concept has been completely replaced by modern methods like email marketing, mobile marketing, content marketing, sales force automation tools, social media advertising and many more. Most of the concepts mentioned earlier come under the head of digital marketing.
- Any form of marketing that exists online is digital marketing. Digital marketing can take many forms like online video and audio, display ads, search engine, social ads, leads, social media posts, surveys, freebies etc. The use of electronic devices is prominent in digital marketing. The marketing specialist conveys and promotes the products by using electronic devices.
- Digital media refers to the media which uses any form with the help of electronic devices for distribution. The types of digital media helps companies to reach more people and helps in spreading the word about the products and services of companies. To reach an audience, any type of media that relies on electronic or digital technology is digital media. There are three types of digital media - Owned media, paid media and earned media.
- In the field of digital marketing, the trends of industries are changing at a very fast pace. The shift towards digital marketing is not new. The technique is cost effective. People are online everywhere. The trends are showing positive results in terms of sales revenue, popularity and brand awareness. Virtual reality, personalization, and artificial intelligence are some trends in industry as far as digital marketing is concerned.

- The spending of media on digital marketing is projected to grow in future. It is estimated that the expenses are projected to increase at 15.2% in 2023 and 15.7% in 2024, the highest for any market in the world. (Global Ad Report Forecasts)
- Traditional marketing is an offline type of marketing that utilizes media, TV, or magazine to advertise any business's services and products. The engagement of customers cannot be ascertained accurately. Digital marketing is an online type of marketing that utilizes the internet and social media for advertising businesses.

1.9 SELF ASSESSMENT TEST

Section A - Descriptive Questions:

01. Explain the concept of digital marketing.
02. Highlights the contribution of digital marketing in promoting products and services. How it is proved to be beneficial for the marketers and companies?
03. Write a note on spending of Indian media in the field of digital marketing?
04. Point out the important points of comparison between traditional media and digital media.
05. Explain the recent trends in the industry.
06. "Traditional marketing is not dying, it is evolving" - Comment.

Section B - Multiple Choice Questions:

01. does not fall under the category of digital marketing.
 - a) TV
 - b) Radio
 - c) Billboards
 - d) All of the above
02. Which of the following is not specifically required by the search engines?
 - a) Poor user experience
 - b) Keyword stuffing
 - c) Buying links
 - d) All of the above

03. Micro-blogging can be defined as _____.
- a) Mobile related blogs
 - b) Blogs posted by companies instead of an individual
 - c) Blogs encompass limited individual posts, which are typically limited by character count.
 - d) None of the above
04. Which of the following are essentially required to make a business case for content marketing?
- a) Industry best practices.
 - b) Objectives and KPIs.
 - c) Impacts and challenges.
 - d) All of the above
05. Who is the father of digital marketing?
- a) Philip Kotler.
 - b) Bruce Clay India.
 - c) Justin Hall.
 - d) None of the above.
06. The major advantage of Online/Digital marketing is
- a) Low-cost marketing method.
 - b) Online marketing is marketing in addition to informative.
 - c) Trackable.
 - d) All of the above.

INTERACTION OF CUSTOMER WITH DIGITAL MEDIA

Unit Structure

- 2.0 Objectives
- 2.1 Introduction
- 2.2 Customer Interaction
- 2.3 Customer consumption trends of digital media
- 2.4 Role of digital media in consumer decision making process
- 2.5 Behavioral Targeting
- 2.6 Contextual Targeting
- 2.7 Summary
- 2.8 Self-Assessment Test

2.0 OBJECTIVES

After studying this module, you should be able to understand/ gain:

- Understand the concept and importance of customer interaction
- Knowledge about the customer consumption trends of digital media
- Know about the role of digital media in consumer decision making process
- Evaluate the role of behavioral targeting
- Assess the significance and role of contextual targeting

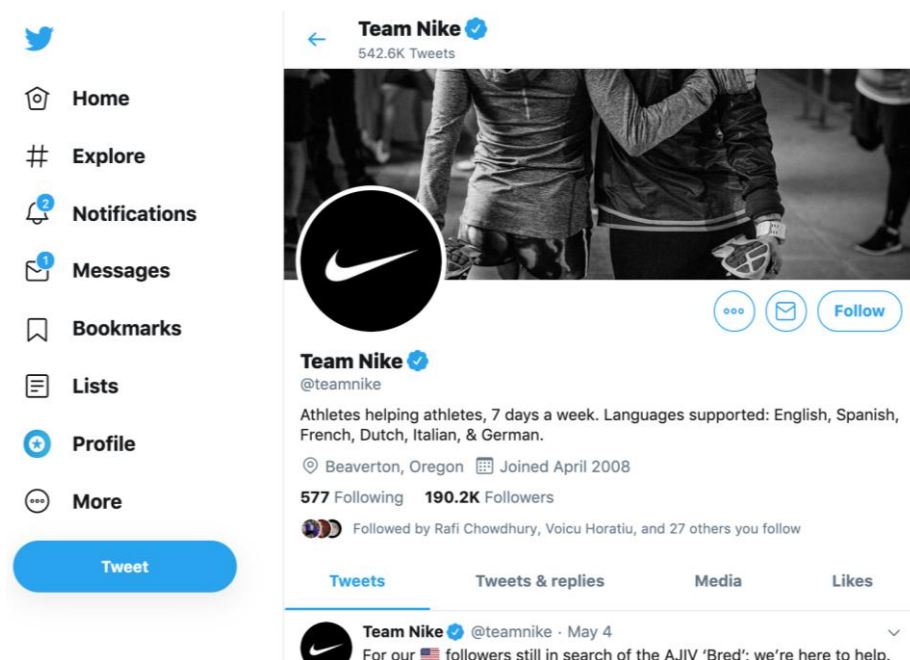
2.1 INTRODUCTION

Digital interaction with customers is an essential element for the companies to promote products in a comprehensive way. Social interaction is an umbrella term that involves two-way conversation between customers and companies. The pattern of behaving digitally is a popular method to talk, review, praise or criticize any product. Customers are shifting their communication to social media platforms for praise, criticism and everything in between. When companies contact their customers, it creates a huge impact on customer satisfaction and retention.

Every fruitful interaction has the potential to turn a first shopper or first time shopper into a lifetime fan. We can call this process a digital engagement. Digital engagement is the process of interacting with customers with the help of some digital platforms. To build relationships, companies contact their customers with the help of some digital platforms to retain and sustain their customers. Through digital engagement, a

company can build trust and confidence about the products and services among customers. Connectivity and communication with customers are important elements of marketing.

Customer is the king of the market. Customers interact with the businesses in many ways. Social media is giving an opportunity to companies to connect with their customers through various ways. The hardest part for every marketer is not securing the transaction but retaining the customer after that transaction. Customers want to feel like they have a connection with the brand. Brand loyalty is an important factor. An increasing number of brands are using social media interaction strategy to measure brand loyalty and commitment among customers. What is your product? Is it an important question? But, how do you make them feel when they first see the ad? How they associate themselves with the product is a more important aspect to be considered.



Source: Twitter

The example of Nike can be taken to understand how the brands are interacting digitally with the customers. Nike is not selling shoes but they are selling attitude, we can say.

2.2 CUSTOMER INTERACTION

Customer interaction is an act of communication between customer and company. The interaction can happen through messages or calls. Every interaction with the customer is a chance for the company to gain more sales, loyalty and competitive advantage. Companies are creating social media interaction strategies to communicate directly with the customers. A dedicated team is working day and night to address the calls and messages of customers.

Customer engagement is an important part of customer interaction. Customer engagement is important because it is good for businesses. Many customers have increased their social media search to explore and know about new products and services. Many customers expect that the company should interact with them on social media. Every customer when purchasing through an online market goes through the review section to ensure that the product is good. It is a result of customer satisfaction that he is taking his time to write a review about your product.

Giant companies like Amazon, Flipkart and Myntra are working on creating a special feeling by giving a name to their customers. Amazon uses Prime Member word, Flipkart uses Plus Member and Myntra uses Insider title for their premium and returning customers. In this way, they make the person feel special once they open the app or website of the respective E-commerce company.

Customers like posts, comment, and post their reviews about the products. If the company is good in keeping pace with the customers, they reply instantly. Customers even follow brand accounts. Pressing the follow button on the brand's social media page is the first step in making them an active member of the community of that brand. Customers leave service or product reviews as well. The first thing a new customer will go through is the review section. New customers before buying the product will see the product first after liking the product, they will search the positive reviews or negative about the product. In this way, this act of customer interaction helps the new customers to become the lifetime customer of the company.

Few examples of how brands are interacting with customers. Let's have a look:



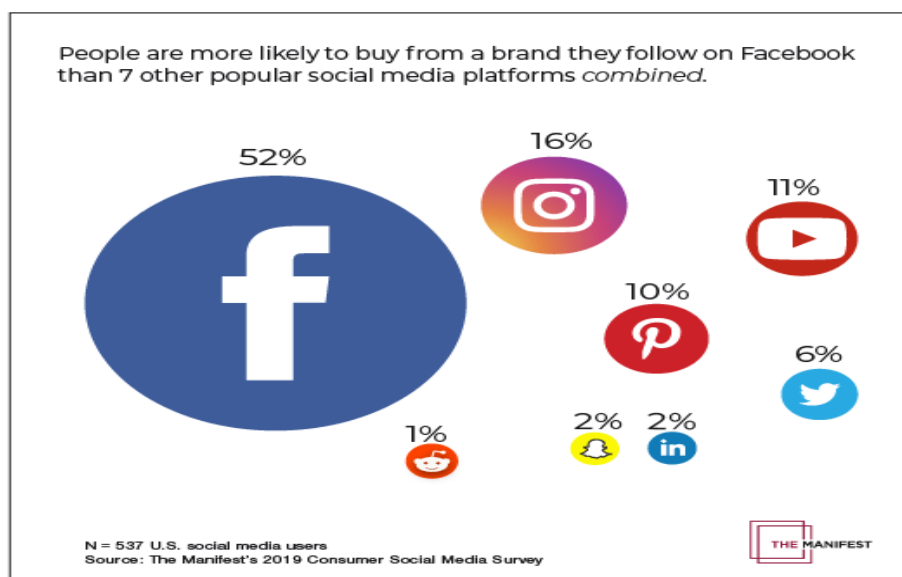
Source: Twitter



Source: Facebook



Source: <https://mention.com/en/blog/social-customer-service/>



As per the Manifest's 2019 Consumer Social Media Survey, people are more likely to buy from a brand they follow on Facebook. 52% of people have shared their strong opinion regarding Facebook. Instagram stood at 16% while others visible in the picture stood at 11%, 10%, 6%, 2%, 2% and 1% respectively.

80% of customers are managing their interaction and relationships with the company without interacting with humans. Many companies are very quick and responsive in connecting with their customers. They are available online 24*7. Through chats, calls and social media, brands are interacting with customers.

2.3 CUSTOMER CONSUMPTION TRENDS OF DIGITAL MEDIA

World is dynamic in nature. Nothing is static. After covid-19 Pandemic, the preferences and choices of customers have changed. Their shift of buying things offline has been converted to buying things online. The customer is online 24*7 seeking affordable and innovative products. There are many ways through which the consumption pattern of customers is changing. The pandemic has significantly altered the consumption pattern of customers.

A customer has access to more devices he/she has ever had before. Thanks to the telecommunication revolution, searching anything is just a second away. The preferences of consumers are shifting from traditional media to digital media. Customers are spending more time on digital forms of media rather than traditional media.



Source: The Wall Street Journal

Online shopping has become a norm in the 21st century. Sellers are implementing new policies as far as digital media and marketing is concerned. The customer consumption pattern of digital media is increasing day by day.

With the help of following measures, the consumption pattern of customers can be increased more digitally:

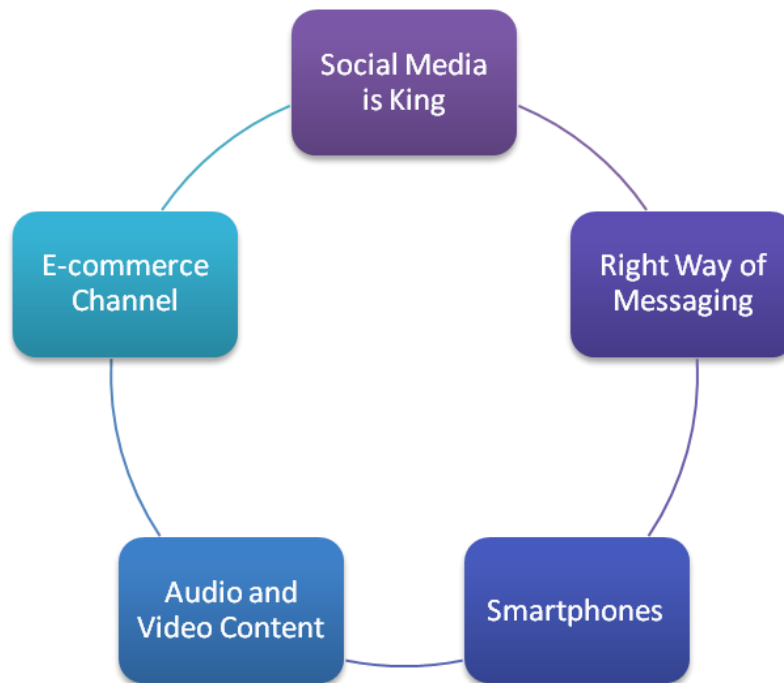


Fig. 2.1 Consumption Pattern of Customers

1. Social media is king:

This is a fact of today. To increase the consumption of customers on their brands, the company needs to broaden and explore their ways of doing advertisements to attract more and more customers. Customer retention also will be considered. Limiting ads to one or two platforms may result in customer neglect or loss. Companies should explore more and more social media platforms.

2. Right Way of Messaging:

Correct way of messaging is another important element to increase the consumption of customers digitally. Customers are online but are they online for your product, this is a question. Messaging them emphatically can do wonders. Pandemic has changed many people's lives forever. Brand association through right messages may create a positive impact about the company and brand.

3. Smartphones:

Smartphones or mobiles are a fourth basic need of humans now-a-days. Many users are spending their time on smartphones. Today's generation is much more aware about the significant changes occurring in the field of digital media. To increase the consumption of customers on their brands, a company can target this device to increase and enhance sales through digital media.

For example, big brands like Nike, Puma, Big Bazar send direct messages to their registered customers to make them aware about the discounts and exciting offers.

4. Audio and Video Content:

Navigating a new digital strategy is challenging. A marketer must understand the consumption pattern of the customer. Gone are those days when customers preferred traditional media like TV, Print or Radio. Their preference as mentioned earlier has shifted to digital media. Creating video and audio for the customers can increase their consumption on brands. They associate themselves with the voice and audio more.

5. E-commerce Channel:

A brand presence online must be strong as far as the E-commerce platform is concerned. For small businesses, having a strong online presence is going to be fruitful. They can expand their customer base and connection with the existing and new clients. Selection of the right channel is needed to run any business online. Many brands are preferring many platforms to explore the customer base. If someone is a big fan of Myntra, others may use Amazon.

Apart from these, environment friendly products and services must be promoted and its association with the brand must be recognised in the eyes of the customers. The example of the given environmental friendly products can be considered like wood brushes, sustainable bottles, baskets and packaging. Apart from these, there are many examples and customers are buying and investing their money and time in using these products.



Source: switch-asia.eu

2.4 ROLE OF DIGITAL MEDIA IN CONSUMER DECISION MAKING PROCESS

Digital media has become a necessity for people as well as for organization. Through digital media, an organization can reach out to their customers. A recent report has suggested that India's digital market is expected to grow ten times in 10 years. In the wake of Covid 19, the adoption of digital media has increased. The digital media platforms are gaining more popularity and are proving successful. The perception of consumers is changing due to digital media because the brand is just a second away when it comes to searching anything.

People feel social media means Facebook, Instagram, Twitter etc. It's true that Social media is king in the field of digital media. The term digital media is very wide and does not confine its wings to only social media. It's true that the dominance of social media in digital marketing is increasing day by day. People apart from the famous social media apps or sites are considered to use blogs, social networks, bookmarking, social media concerts, media sharing, micro blogging, influence marketing etc.

Thanks to digital media, the Indian advertising industry survived the blows of the pandemic to register a 14% growth. People were skeptical about buying anything online. Some people are purchasing products online. Due to change in consumer's perception and mentality, the brands are compelled to adopt a digital approach as far as dealing with customers is concerned. Things are changing rapidly and so are the expectations of consumers. Social and physical distancing during Pandemic has provided a way to the new era of digital marketing which is increasingly getting famous day by day.

Radi, Television Podcasts, Mobile Apps, Social networking sites are few examples of digital media

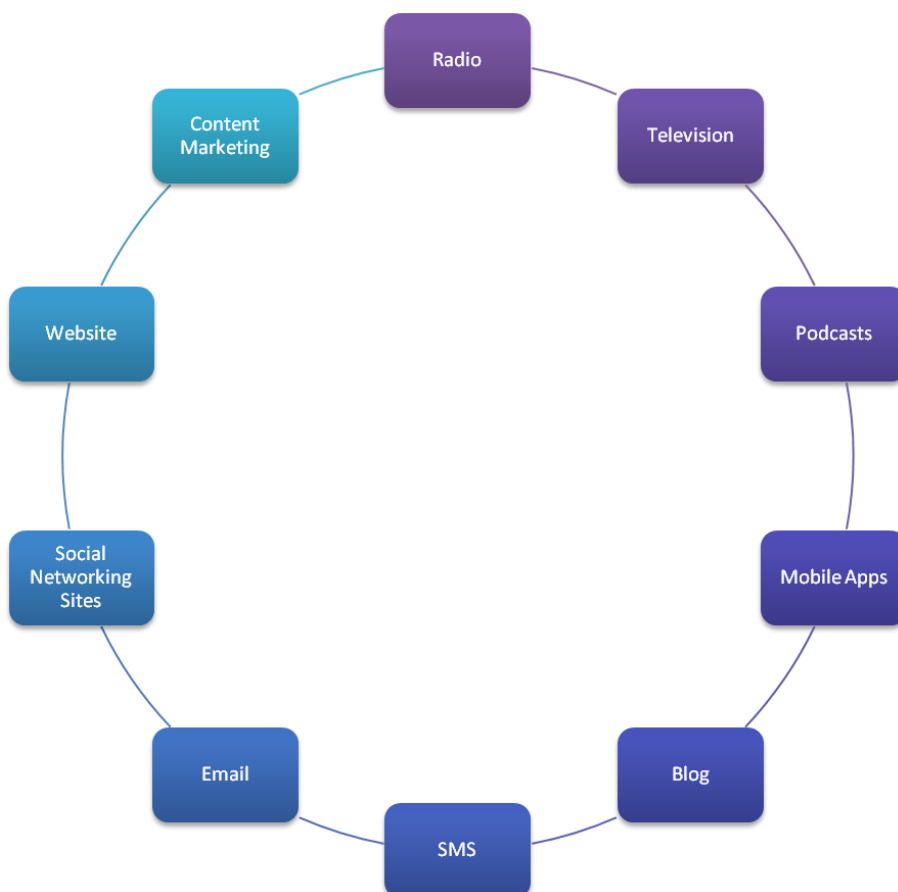


Fig. 2.2 Types of Digital Media

Apart from this, in the field of digital marketing these types are majorly contributed and gaining popularity. The scope of digital marketing and consumption of customers on digital marketing has significantly

increased. As per the reports, the increment will be more progressive in future as well.



Source: Intellipaath

- **Search Engine Optimization (SEO):** SEO is an act through which a company can allow even a small business to drive traffic to its website over a period of time.
- **Search Engine Marketing (SEM):** Search Engine Marketing is an act of paying to get your website or business to rank higher on the search engine results page (SERP).
- **Pay-per-click (PPC):** It is a form of paid advertising.
- **Social Media Marketing (SMM):** Marketing is done through social media.
- **Mobile Advertising:** Using mobile phones as a means of doing marketing.
- **Content Marketing:** Blogs, video or any other type of content to attract people.
- **TV/Radio Advertising:** Common medium of doing marketing.
- **Influencer Marketing:** Promoting products and services through influencers.
- **Viral Marketing:** To promote brand awareness, viral marketing is used.

2.5 BEHAVIORAL TARGETING

Human behavior is caused. Whatever a human being does, there is a reason behind this. Accepting or rejecting any brand is a personal decision of an individual. Studying behavior behind this decision and acting accordingly is known as behavioral targeting. The people's activities are

used to determine which advertisements and messages will resonate most with them. It is more or less like personalized marketing.

Targeting and triggering the behavior of customers while decision making is an important study which a marketer needs to understand to act. On the basis of data, a marketer can personalize marketing for their brands. Customers associate themselves with brands. They feel that the brand is a part of their life. Behavioral considerations play an important role in retaining customers. If a customer is close to a brand. He/she will rarely think of leaving this brand and adopt the new one.

Understanding customer behavior is an essential step. By understanding their behavior, the company sets some goals and targets to achieve as far as customer need based evaluation is concerned. If a customer is visiting a website, and going through the reviews to buy shoes. He/she is interested in buying those products. This can be considered as one of the example of behavioral targeting.

On the basis of behavioral targeting, companies are able to segment shoppers based on more than their actual behaviors. The web user information is used to strengthen advertising campaigns online. It is a powerful tool that creates an opportunity for businesses to understand better and meet the needs of the customers. For the target audience, this approach involves the choices of buying any product on the basis of behavior analysis. It is a practice of segmenting customers based on web browsing behavior.

2.6 CONTEXTUAL TARGETING

There is a difference between contextual targeting and behavioral targeting. Studying behavior behind this decision and acting accordingly is known as behavioral targeting. The people's activities are used to determine which advertisements and messages will resonate most with them. It is more or less like personalized marketing. Contextual targeting is an act of displaying ads based on a website's content.

Rather than annoying or irritating, the ads are displayed in an effective way to convey the message and promote the products. The context in this regard is very clear to please and attract the customers. The contextual targeting is important because it provides useful information to the marketers/advertisers about the type of content which is going to be beneficial for the company and product.

Matching the ads with the relevant sites is also one of the important features of contextual targeting. The product being sold in the ad must be relevant to the placement of a display advertisement. Contextual targeting works in this direction. The content of the ad is directly related to the content on the site.

Contextual targeting is a hyper-targeted advertising. It uses:

- Keywords
- Content
- Topics
- Demographic users
- Browsing habits
- Places etc.

2.7 SUMMARY

- Digital engagement is the process of interacting with customers with the help of some digital platforms. To build relationships, companies contact their customers with the help of some digital platforms to retain and sustain their customers.
- Customer engagement is an important part of customer interaction. Customer engagement is important because it is good for businesses. Many customers have increased their social media search to explore and know about new products and services. Many customers expect that the company should interact with them on social media.
- Customers like posts, comment, and post their reviews about the products. If the company is good in keeping pace with the customers, they reply instantly. Customers even follow brand accounts. Pressing the follow button on the brand's social media page is the first step in making them an active member of the community of that brand.
- Online shopping has become a norm in the 21st century. Sellers are implementing new policies as far as digital media and marketing is concerned. The customer consumption pattern of digital media is increasing day by day.
- Digital media has become a necessity for people as well as for organization. Through digital media, an organization can reach out to their customers. A recent report has suggested that India's digital market is expected to grow ten times in 10 years. In the wake of Covid 19, the adoption of digital media has increased. The digital media platforms are gaining more popularity and are proving successful.
- Understanding customer behavior is an essential step. By understanding their behavior, the company sets some goals and targets to achieve as far as customer need based evaluation is concerned. If a customer is visiting a website, and going through the reviews to buy shoes. He/she is interested in buying those products. This can be considered as one of the examples of behavioral targeting.

- Contextual targeting is an act of displaying ads based on a website's content. The contextual targeting is important because it provides useful information to the marketers/advertisers about the type of content which is going to be beneficial for the company and product.

2.8 SELF ASSESSMENT TEST

Section A - Descriptive Questions:

01. Explain the importance of customer interaction with digital media.
02. What is digital interaction and social interaction?
03. Explain the customer consumption trends of digital media.
04. Explain the consumption pattern of customers. Highlight the factors which affect his/her decision making.
05. Elaborate the various types of digital marketing.
06. What is behavioral targeting? Explain the benefits attached to this type of targeting.
07. Explain the concept of contextual targeting.

Section B - Multiple Choice Questions:

01. This can be described as creating a situation or mechanism through which a marketer and a customer (or stakeholders) interact, usually in real time:_____
 - a) Passive marketing.
 - b) Interactive marketing.
 - c) E-marketing.
 - d) Direct marketing.
02. Social media marketing focuses on -
 - a) Social platform
 - b) Individual shop
 - c) Wholesale market
 - d) All of the above

03. A form of marketing communications that uses the internet for the purpose of advertising, aiming to increase website traffic and/or encourage product trial, purchase, and repeat purchase activity is called:
- a) Search marketing.
 - b) Email marketing.
 - c) Internet advertising.
 - d) Social web marketing
04. Identify the platforms for social media marketing -
- a) Instagram
 - b) Facebook
 - c) Twitter
 - d) All of the above
05. Which term is used in reference with Twitter?
- a) Post
 - b) Tweet
 - c) Twinks
 - d) Story

SEARCH ENGINE OPTIMIZATION (SEO)

Unit Structure

3.0 Objectives

3.1 Introduction

3.2 Need for SEO

3.3 Strategies

3.4 Methods

3.5 Integration with Google Analytics, analysis of reports & metrics

3.6 Summary

3.7 Self-Assessment Test

3.0 OBJECTIVES

After studying this unit students will be able to:

- Understand the concepts of SEO and its growing impact and Need
- Know the advantages, challenges, impact

3.1 INTRODUCTION

Search engine optimization (SEO) is the practice of orienting your website to rank higher on a search engine results page (SERP) so that you receive more traffic. The aim is typically to rank on the first page of Google results for search terms that mean the most to your target audience.

Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines such as Google. Because search is one of the main ways in which people discover content online, ranking higher in search engines can lead to an increase in traffic to a website.

Search engines provide results for any search query a user enters. To do so, they survey and “understand” the vast network of websites that make up the web. They run a sophisticated algorithm that determines what results to display for each search query.



3.2 NEED FOR SEARCH ENGINE OPTIMIZATION (SEO)

SEO is crucial because it makes your website more visible, and that means more traffic and more opportunities to convert prospects into customers.

There are 15 reasons that offer some clarity, regardless of the industry or business size, as to why businesses need SEO to take their brand to the next level.

1. Organic Search is Most Often the Primary Source of Website Traffic:

Organic search is a massive part of most businesses' website performance and a critical component of the buyer funnel and ultimately getting users to complete a conversion or engagement.

Google, being the most visited website in the world (and specifically in the United States), also happens to be the most popular email provider globally with more than 1 billion users.

YouTube is the second biggest search engine and over 2 billion people access it at least once a month.

2. SEO Builds Trust & Credibility:

The goal of any experienced SEO is to establish a strong foundation for a beautiful website with a clean, effective user experience that is easily discoverable in search, thanks to the trust and credibility of the brand and its digital properties.

In addition to the factors mentioned above, authority is accrued over time as a result of aspects like:

- Natural links.
- Positive user behavior.
- Machine-learning signals.
- Optimized on-page elements and content.

Establishing a brand as an authority takes patience, effort, and commitment and relies on offering a valuable, quality product or service that allows customers to trust a brand.

3. SEO is the Best Way to Understand the Voice of the Consumer:

SEO data and formats – spoken or word – gives us clear signals of intent and user behaviour.

It does this in many ways:

Search query data.

SERP analysis.

Analytics data and AI insights.

4. Good SEO Also Means a Better User Experience:

User experience has become every marketer's number one priority. Everyone wants better organic rankings and maximum visibility. However, few realize that optimal user experience is a big part of getting there.

Google Page experience update is something that marketers in all industries will need to adhere to and is part of their longstanding focus on the customer experience.

A clear example of building a solid user experience is how Google has become more and more of an answer engine offering the sought-after data directly on the SERPs (search engine results pages).

5. Local SEO Means Increased Engagement, Traffic & Conversions:

With the rise and growing domination of mobile traffic, local search has become a fundamental part of small- and medium-sized businesses' success.

Local SEO aims at optimizing your digital properties for a specific vicinity, so people can find you quickly and easily, putting them one step closer to a transaction.

Local optimizations focus on specific neighbourhoods, towns, cities, regions, and even states to establish a viable medium for a brand's messaging on a local level.

6. SEO Impacts the Buying Cycle:

Research is becoming a critical element of SEO, and the importance of real-time research is growing.

Using SEO tactics to relay your messaging for good deals, ground-breaking products and services, and the importance and dependability of what you offer customers will be a game-changer.

Local SEO enhances that visibility and lets potential customers find the answers and the businesses providing those answers.

7. SEO is Constantly Improving and Best Practices are Always Being Updated:

It's great to have SEO tactics implemented on a brand's website and across its digital properties.

Being proactive and monitoring for significant algorithm changes is always going to benefit the brands doing so.

8. Understanding SEO Helps You Understand the Environment of the Web:

With the always-changing environment that is the World Wide Web, it can be a challenge to stay on top of the changes as they take place.

But staying on top of SEO includes being in the loop for the major changes taking place for search.

Knowing the environment of the web, including tactics being used by other local, comparable businesses and competitors, will always be beneficial for those brands.

9. SEO is Relatively Cheap and Very Cost-Effective:

SEO is relatively inexpensive in the grand scheme of things, and the payoff will most likely be considerable in terms of a brand's benefit to the bottom line.

10. SEO is PR:

SEO helps build long-term equity for your brand. A good ranking and a favourable placement help elevate your brand's profile.

Having a good user experience on your website means your messages will be heard, and your products or service sell.

11. It's a Long-Term Strategy:

SEO can (and hopefully does) have a noticeable impact within the first year of action being taken, and many of those actions will have an effect that lasts more than several years.

As the market evolves, it's best to follow the trends and changes closely.

The more SEO time, effort, and budget committed to it, the better and longer a website stands to be a worthy contender in its market.

12. It's Quantifiable:

While SEO doesn't offer the same easy-to-calculate ROI as paid search, you can measure almost anything with proper tracking and analytics.

Still, it is worth understanding how specific actions are supposed to affect performance and growth, and hopefully, they do.

Any good SEO will aim at those improvements, so connecting the dots should not be a challenge.

13. SEO Brings New Opportunities to Light:

High-quality SEO will always find a means of discovering and leveraging new opportunities for brands not just to be discovered but to shine.

Offering quality SEO to brands means submersing an SEO team in everything that is that brand. It's the only way to truly market a brand with the passion and understanding that its stakeholders have for it: becoming a stakeholder.

New opportunities with SEO today can come in many ways – from giving content, digital and social opportunities to helping with sales, product, and customer service strategies.

14. If You're Not on Page One, You're Not Winning the Click – Especially With Zero-Click Results:

SEO is becoming a zero-sum game as zero-click SERP show the answer directly at the top of a Google search result.

The search intent of the user is satisfied without having to click any actual search result links.

15. SEO is Always Going to Be Here:

Consumers will always want products and services online, and brands will always look for the most cost-effective way to do that.

While the role of SEO may change and strategies change, new avenues are constantly opening up through different entry points such as voice, apps, wearables, and the Internet of Things (IoT).

New, organic search opportunities will always arise.

3.3 STRATEGIES FOR SEARCH ENGINE OPTIMIZATION (SEO)

An SEO strategy (also referred to as “SEO approach”) is the process of planning and implementing steps designed to improve organic search engine rankings.

In other words: an SEO strategy is the process that you follow when you want to get more organic traffic.

Here are the steps to create an SEO strategy:

- Step #1: Create a List of Keywords
- Step #2: Analyze Google's First Page
- Step #3: Create Something Different or Better
- Step #4: Add a Hook
- Step #5: Optimize For On-Page SEO
- Step #6: Optimize For Search Intent
- Step #7: Focus on Content Design

- Step #8: Build Links to Your Page
- Step #9: Improve and Update Your Content

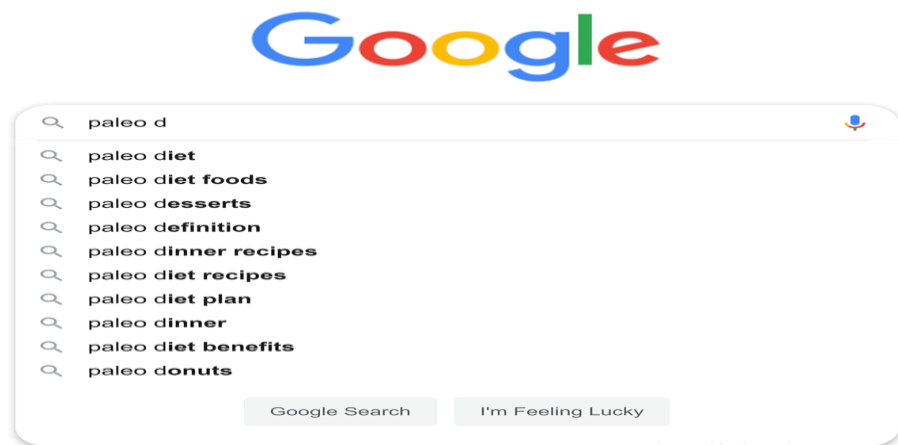
Step #1: Create a List of Keywords

Keyword research is usually the first step of any legit SEO strategy.

And one of the best ways to find keywords that your target customers search for?

Google Suggest:

Start typing a keyword into Google's search field, and it will populate a list of suggestions:

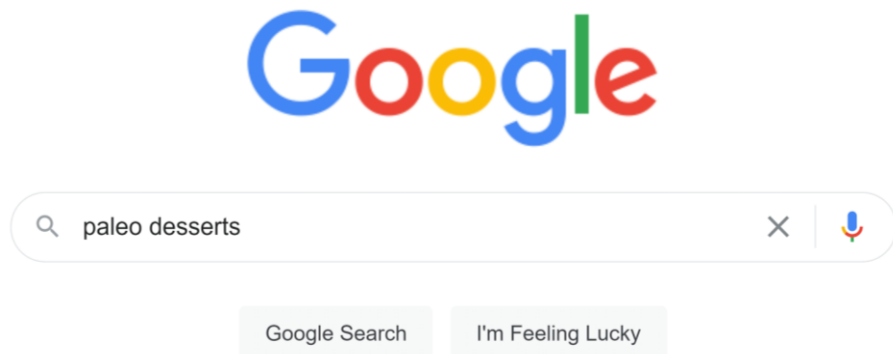


These usually make great keywords for SEO **because they come straight from Google.**

(Which means you know that people are actually searching for them.)

Step #2: Analyze Google's First Page

Now it's time to see who already ranks for those keywords. To do that, just type one of the keywords that you found into Google.



Step #3: Create Something Different or Better

When it comes to SEO content, you've got two options:

Option #1: You can create something different.

Option #2: You can create something better.

Sometimes you want to create something bigger and better than what's out there.

Step #4: Add a Hook

Data is just one type of "Hook" that you can use to build links to your content.

Another Hook that's working well right now is Ultimate Guides.

When you publish an ultimate guide, your guide itself is The Hook.

Step #5: Optimize For On-Page SEO

This step is all about keyword-optimizing your content for SEO.

When it comes to search engine optimization, **short URLs** generally outperform **long URLs**.

Semantic SEO

In other words:

I find words that are related to my target keyword.

Then, I use those terms in my content.

Step #6: Optimize For Search Intent

You can (and should) publish content with Search Intent in mind right out of the gate.

Include simple strategies that anyone could use:

Step #2: Make Sure Google Indexes ONE Version of Your Website

Did you know it's possible to have **different versions of your site indexed in Google?**

It's true.

For example, here are 4 different versions of the same site:

Step #5: Find and Fix Indexing Problems

Next, it's time to find web pages that Google isn't indexing.

To do that, fire up the good ol' **Google Search Console**.

The "Index Coverage" report shows you a list of pages that they can't index for some reason.

Status > Index coverage

Step #7: Improve Your On-Page SEO

It's no secret that **on-page SEO** is super important.

That said:

You probably don't have time to optimize every page on your site.

Fortunately, **you don't have to**.

Here's what to do instead:

First, identify your **5 most important pages**.

And this Search Intent optimization will help in post cracking the first page of Google.

Step #7: Focus On Content Design

The design might be the most underrated part of content marketing.

You can have the best content ever written. There are 4 types of Visual Content that are super easy to use.

- a) Graphs and Charts
- b) Screenshots and Pictures
- c) Blog Post Banners
- d) Graphics and Visualizations

Step #8: Build Links to Your Page

Now it's time to actively build links to your content.

Broken Link Building:

Here's where you find a broken link on someone's site...

...and offer your content as a replacement.

Evangelist Method:

This strategy is less about links... and more about getting your content in front of the right people.

(Specifically: people that run blogs in your niche.)

Step #9: Improve and Update Your Content

By adding new, modifying existing data, one can update their content & make it more innovative & function able.

3.4 METHODS OF SEARCH ENGINE OPTIMIZATION (SEO)

SEO techniques that enhance the website's performance and are a must for the business, are as follows:

1. Keyword research:

Keyword research has been the foundation of SEO from the earliest starting point. Nowadays, keyword research isn't just with regards to SEO, even though it has been inseparably connected with advancement for quite a while.

Keyword research is additionally a fundamental part of all advanced showcasing since catchphrases ought to consistently fill in as an aide for any great computerized promoting system at each stage.

Luckily for digital marketing, there is an abundance of keyword research devices accessible today, from the Google Keyword.

2. Making a quality content:

Quality written makes all the difference, and that won't change at any point shortly, not when Google has declared that great quality content is the highest-ranking factor.

It is basic for digital marketing that the organizations they're lobbying for just element content that offers genuine benefit to clients.

Anything less would make it an objective for punishments by Google, and no advanced advertisers deserving at least moderate respect will at any point need that.

The above procedures are in no way, shape, or form extensive, however fusing any or every one of them into your advanced promoting system will, for certain, yield results. Simply recall that SEO is for the long

3. Making a Better Visitor Experience:

SEO is basic because all the time you put into creating extraordinary substance and on-page SEO advancement works on the convenience of your site. This makes it consistent and creates a positive impact on the overall experience of the user.

For example, when you find ways to make your site responsive, it will make it usable for all your versatile guests just as individuals who visit from a PC or work area.

Also, by expanding your page load speed, you'll decrease your skip rate and urge guests to spend longer on your site. The more the website takes time to load, the higher the chances of increasing the bounce rate.

4. Use SEO along with Social Media:

Indeed, you can utilize online media to support your SEO. The Search Engine Journal has done a broad article on this, clarifying how effectively posting and chatting on any semblance of Twitter, Facebook, and Instagram can help your SEO.

More or less, these exercises can assist with third-party referencing, crowd assembling, and marked quests.

To utilize web-based media to support your site positioning, Forbes prescribes directing people to the webpage by setting a ton of inbound connections in your web-based media posts and advancing the posts for the look. Additionally, support social sharing by putting informal community joins on your site/blog.

5. Work on Your Page Load Times:

It's bewildering that a few entrepreneurs overlook page load times. Concentrates on showing that 40% of guests leave after only 3 seconds.

An extra one-second deferral, from 3 seconds to 4 seconds, takes the figure to 60%. It deteriorates after they leave, 80% of guests stay away forever! Try not to allow pages to speed influence your business.

To further develop your site speed, start by discovering your present page load speeds utilizing a device like Pingdom.

Then, at that point, dispose of components that may slow your velocities. Likewise, pack your pictures and, on the off chance that need be, change to a facilitating supplier with quicker speeds.

6. Use images:

Assuming you're not using pictures during the search, there's an amazing possibility that you're passing up freedoms to get traffic from a source that your rivals most likely aren't thinking about.

We should not additionally fail to remember that visual pursuit is no joking matter. Achieve your marketing goal with Incrementors SEO services.

While many would consider picture SEO labelling your pictures with alt labels, it goes far past this.

If you appropriately enhance your site's pictures, you have a genuine shot at having the option to rank unmistakably on the picture SERPs.

3.5 SEO INTEGARTION WITH GOOGLE ANALYTICS

Google web analytics is really helpful for search engine optimization or SEO. It helps you to understand the user's experience after visiting your website. By taking Google analytics help you can make necessary modifications for your website so that it can improve its rank in Google and other search engines.

Google Analytics is an extremely useful tool when it comes to SEO. The search engine that people use to find your website is handing out useful nuggets of data left, right, and center in order for you to improve your website.

Google Analytics is a clever tool that allows website owners to track, analyze, and report data about their site. As you might expect, it focuses on data gathered through the Google search engine – which is where you're likely to generate most of your traffic from anyway.

It primarily works by using a block of JavaScript code that gets added to pages on the website. With this in place, Analytics can track and monitor activity.

Many businesses use Google Analytics to see:

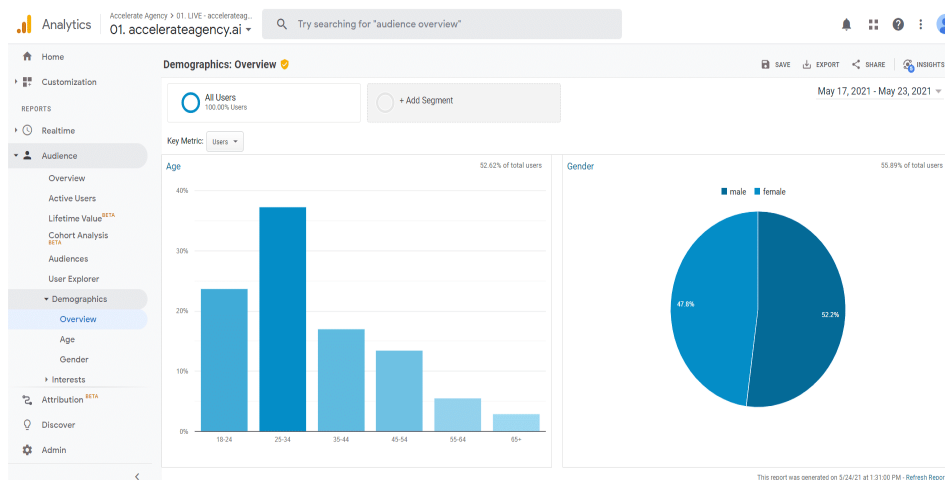
- Who is visiting their website
- Where they're coming from
- How long they're on the site for
- How they spend their time on the website
- Whether they convert to paying customers

20 tips to using Google Analytics to improve your SEO strategies:

1. Track visitor demographics and interests:

It's important to know where your site visitors are coming from. That way you can concentrate ads in certain areas, or personalize your content to suit your visitors. It's not just location, either. Keeping an eye on age, location, gender, interests, and more, will let you build a detailed customer persona to market to.

Google Analytics allows you to generate interests and demographic reports.



2. Analyze landing page traffic:

Head to the landing pages section, under behavior. Here you'll find a list of your top-performing pages. Analyzing your best-performing pages gives you an insight into what content is popular and engaging for your audience, as well as which pieces of content could use updating.

You can sort landing page data by clicks, impressions, average position – and even all three. This is a great opportunity to discover low-hanging fruit that just needs a little attention to improve.

3. Google AMP tracking:

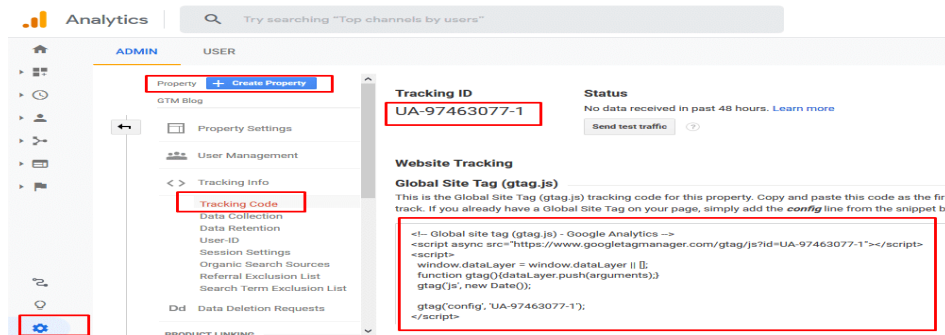
Google AMP (accelerated mobile pages) offers a powerful browsing experience for those visiting your site on mobile. You can analyze the user

interactions on your AMP pages. To do this you'll need to add Google Analytics tracking. This can be done manually, so it's best to let someone with coding experience take over.

Once you've got the code all set up, you can find the AMP data by going to behavior » site content » all pages. Then type “/amp” into the search bar above the table to generate the traffic reports for your AMP pages only.

4. Install a tracking code on your website:

When you first create a Google Analytics account, it should give you a tracking code. It looks something like this:



You can then install this on every page of your website, whether it's hosted on Word Press or custom built. The tracking code gathers information about each user every time they visit your site. This is also how Google Analytics gathers all of its data about your site, which is what you see when you open up your Google Analytics dashboard.

5. Create SEO-related goals in Google Analytics:

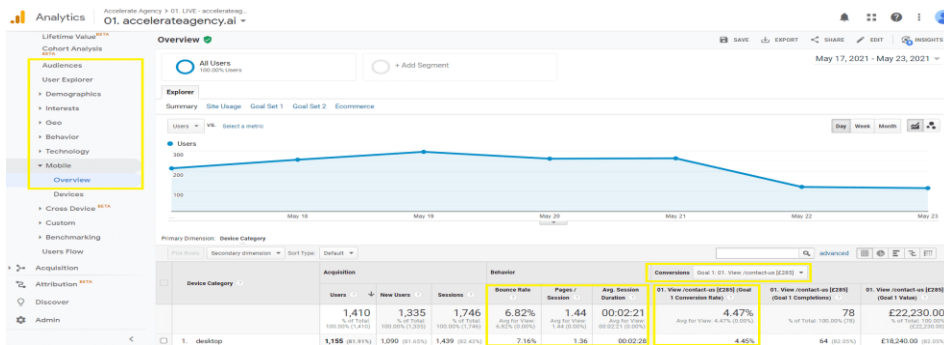
Once you've added your tracking code, you can create goals in your Google Analytics account. Conversion goals allow you to set targets for the number of people visiting your site vs those that actually buy something.

You can set up conversion goals by clicking admin » goals » new goal. Conversion goals not only track when someone views the page, but when they actively engage with it – such as filling out a form or buying a product. By setting these goals, you can check how much organic traffic a page gets and how many leads came from those visitors.

6. Track visitor conversion rates:

Leading on from above, Google Analytics' goals tool isn't the only place where you can view conversion rates. You can get an overview of conversion rates on desktop compared to mobile.

First head to audience, then click overview. From here you can look at conversions. It will also show you the average bounce rate, and how long users spend on each page depending on the device they are using.



7. Make an SEO dashboard:

Did you know you can customize your data from Google Analytics on your dashboard? You can tailor it to your business, and what you first want to see as soon as you open the platform. SEO dashboards lay out the data in a simple, easy-to-view format.

Dashboards allow you to (unsurprisingly) view your Google Analytics data in a dashboard format. For those who like to digest information visually, with graphics and images, an SEO dashboard may be the best option.

8. Track visitor bounce rates:

When a user clicks onto your site, if they don't immediately find what they're looking for or aren't engaged with your site content, they may click off. This is known as 'bouncing'. All websites will have some visitors that bounce, but it's important to keep the amount that do as low as possible.

There are a number of reasons your site can experience high bounce rates, such as slow loading times, poor landing page content, or frustrating UI (user interface) and UX (user experience). You can find user bounce rates under audience » overview.

If you notice people are clicking through but quickly leaving, it might be a lack of engaging content. To create meaningful, valuable content it may be worth getting in touch with us here at Accelerate Agency. We can help with content marketing, generating SEO-focused content targeting the right audience at the right time.

9. Set up alerts for 404 pages:

We're all familiar with the "404 — Page Not Found" error. It can be inevitable on large sites, so it's worth monitoring. You can easily do this through Google Analytics.

To start, ensure that all your 404 pages have a unified page title such as "404 — not found" or "Page not found." Then, do not redirect them — the URL should stay the same.

Edit Custom Report

General Information

Title

Report Content

404 errors from internal links [+ add report tab](#)

Name

Type Explorer Flat Table Map Overlay

Dimensions

[+ add dimension](#)

Metrics

[+ add metric](#)

Filters - optional

Exclude Exact [+](#)

and

Include Regex [+](#)

and

[+ add filter](#)

Views - optional

☐ All views associated with this account

☒ 1 view selected [-](#)

[Save](#) [Cancel](#)

Enter your page title for 404 pages, starting low and working your way up. Remember, some 404s are inevitable because of typos, so this number should be high enough to rule those out.

You now have everything you need for proper 404 alerts and monitoring. Once you've found the 404s you then need to work on what's causing it. This could be a typo issue as mentioned, or an internal or external link directing to the URL.

10. Improve SEO on the highest converting pages:

Google Analytics SEO tools allow you to gain a deep insight into how customers reach your pages. One way to improve SEO is to view your highest converting pages and optimize them even more. This can also mean including more keywords, and CTA (call to action) pointers to encourage them to finally make a purchase. Hiring experienced third parties like Accelerate Agency can be a great way to quickly improve a lot of your content.

You can find your highest converting pages through your SEO dashboard. From here you can analyze them and use Google's Keyword Planner tool to look for suitable keywords that you might not have covered. By making sure you're incorporating all the top keywords, you increase your chances of visitors finding your site when they look for them.

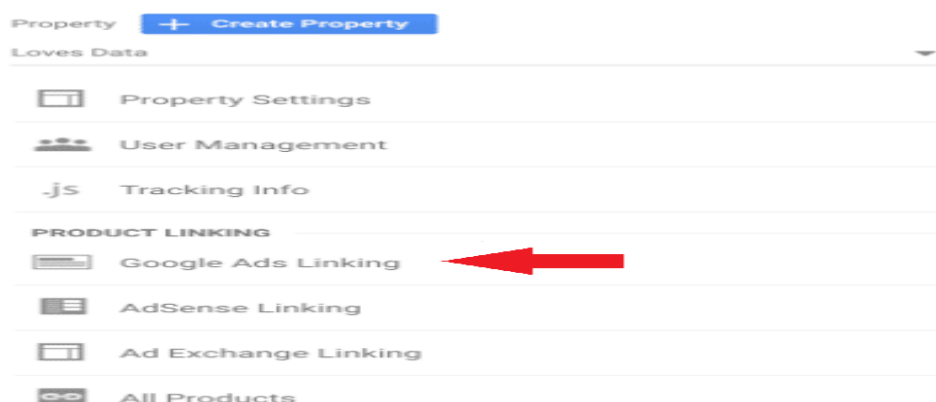
11. Manage your PPC spend with Google Analytics:

PPC or paid per click is a service by Google that allows you to spend money on certain keywords that you know people type into Google when searching for your product/service. This way you can appear higher up in the rankings as a sponsored ad.

Depending on how you set up the adverts, you can also appear on a sidebar of other websites, or on other pages across the internet. In order to do this, you need to link your Adwords and Analytics account. Do this

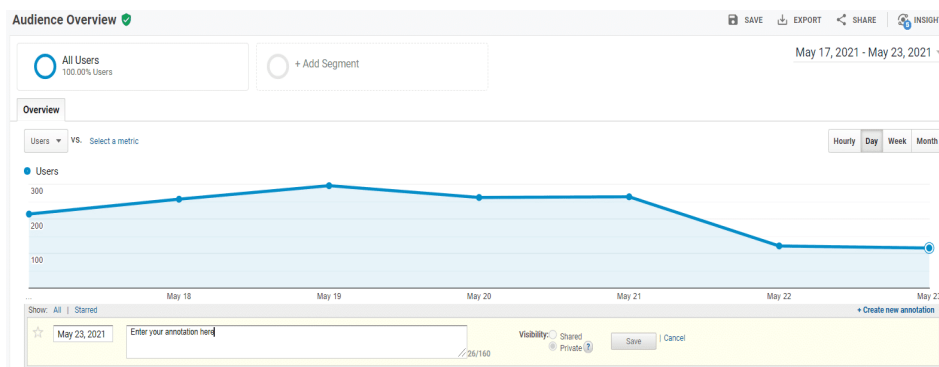
under the product linking » Google ads linking section. Ensure you have admin rights and not “user” rights within Google Analytics for the site you want to track.

Login into your Google Analytics account and select “Admin,” then “AdWords Linking” under the second column in the Admin menu. Choose the Adwords account you want then click done.



12. Create annotations:

It's not enough to look at results – you want to track and document them. An easy way to do this is by using an annotations feature on Google Analytics. This will help you to benchmark the performance of content after you've set it live.



It also means that everyone who has access to the account can view and add annotations when necessary.

13. Track social shares:

Nowadays, getting your content shared online is a big deal. Not only does this help with brand recognition, but it can also create great backlinks. Especially if it's shared in valuable places. You can, of course, set up Google Alerts to scour the internet for online articles. But you can also set this up through Google Analytics.

Open the acquisition menu. From there, select all traffic » channels. Now you can view the website's sources of traffic, which are sorted by channel.

You'll be able to view the sources of: Search, Social, Direct, Referral links, Backlinks, Email, PPC, and "Other."

14. Track your main keywords with Google Search Console:

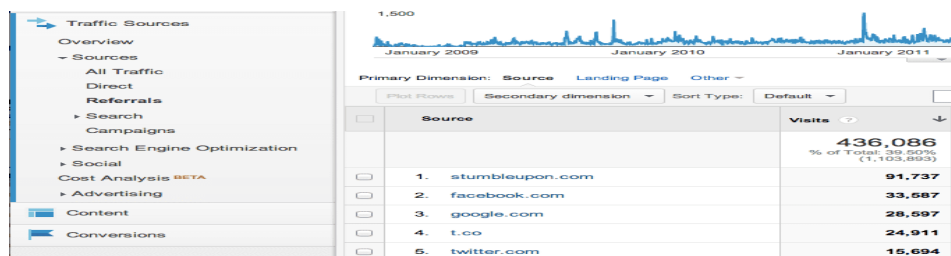
You can sync your Google Analytics with Google Search Console. By doing this you can identify opportunities for improvement with keywords and the pages you want to rank for. Essentially, Google Search Console tells you what keywords people are searching in order to find your content, as well as what content they're finding and where it's ranking on Google.

Analyze this information to determine how you can change your content in order to get a better ranking on Google. Search Console will also give you more in-depth information such as search queries, clicks, impressions, and CTR %.

15. Find your traffic referral sites/backlinks:

Many digital marketing experts will tell you that content is super important. The same marketers will tell you that backlinks and referral traffic are equally important. You can use Google Analytics to find your traffic referral sites. This means you can see how people are finding your page, and which sites are bringing you the most value.

Google Analytics SEO referral data can find links that aren't necessarily documented in other tools. You can also find relevant reporters or bloggers to connect with based on those that have already linked to your website. Click traffic sources » sources » referrals.



16. Utilize Google Analytics reports:

To improve SEO, it's great to have an overview of your site's performance. This is where Google Analytics reports come in. They can give you an insight into how people reach your website, how well it's performing, and how many conversions you have. You can create monthly, quarterly or yearly reports.

You can also measure the full effect of SEO, with assisted conversions in the Multi-Channel funnel report. This will show you when SEO played a part in bringing key conversions, even when it wasn't the last click.

This can be useful to analyze with the rest of the SEO team to identify areas that may need further improvements, such as content creation or link building. Using an agency such as Accelerate can also help with this, as

we have a deep understanding of how you can use the data to generate traffic and improve sales through content marketing.

17. Compare organic vs paid traffic:

Google Analytics lets you compare organic vs paid traffic. On average, organic search drives 53% of website traffic, while paid search drives only 27%. Your organic traffic should be outperforming your paid results – so it's a good idea to keep monitoring exactly how your visitors reach your site.

Focus on specific pages and track metrics for your organic search traffic, and then view paid traffic too. You can then see the areas where you need to improve. If your organic reach is low? Improve your SEO techniques. If your paid searches are low – are you targeting the right keywords? It's all about balance.

18. Automate organic traffic dips and spikes:

You can't improve SEO if you're not constantly scanning your site for problems. It's time-consuming and monotonous trying to do this manually, so set up alerts for organic performance.

Go to admin » view column » custom alerts » create a new alert. Then save the alert once you're done.

To begin, you can set up an alert that lets you know when there's a certain percentage of dip in traffic over a certain period. For instance, a 25% dip over the week. You can adjust this accordingly, and closely monitor your site for changes.

19. Generate behaviour reports:

Behaviour reports will tell you everything you want to know about your content! Especially the best performing pages on your website. Head to site content » all pages. It will then bring up a list including the top pages on your website. To view the top exit pages click site content » exit pages.

To see the terms that are frequently searched for you can click site search » search terms. And this will give you an idea of what people are searching for on your website.

You can also find out how fast your website loads by clicking site speed, as well as find suggestions from Google on how to make your website load time quicker at site speed » speed suggestions.

20. Utilize shortcuts and email data:

Keeping every member of the team updated on how well you are performing is essential. Although not everyone needs a detailed breakdown, some may benefit from an overview or a specific alert about changes on the website.

Save your most frequently checked reports and have them emailed to yourself or other team members regularly. Use the email button and type in your company email. If you're sending it to someone outside your organization click admin » view » scheduled emails to ensure only those working with your company are accessing your data.

3.6 SEO ANALYSIS OF REPORTS

SEO report is a summary of SEO metrics that illustrate how your site is performing. Reports typically cover areas like overall organic traffic, conversions, backlinks, and technical website health. However, you can customize the report for your goals.

SEO reporting is an effective way for you to communicate to stakeholders—usually your boss or your client—the impact that your SEO efforts are having upon their business.



The trick to successful SEO reporting is to clearly showcase the metrics that mean the most to the business and the project in question. The reporting needs of a local business for their local SEO strategy will be very different from an online store and their ecommerce SEO strategy. There are many different tools that you can use to create SEO reports. To build better SEO reports, you can do so with just these tools:

- Semrush
- Google Data Studio
- Google Analytics
- Google Search Console

Reports via Semrush:

Semrush provides customizable reports that will streamline your reporting process. Such Reports are useful because it allows you to blend the data on your performance while including Google Suite integrations with competitor data.

Custom Reports:

You can build, manage, and share custom SEO reports in a few clicks with the Semrush My Reports tool. With drag-and-drop widgets, the tool allows you to easily access any data from dozens of Semrush tools and compile everything into a single PDF.

You can add data from Google Search Console, Google Analytics, Google Ads, Google My Business, and 40+ Semrush tools.

To align the report with your brand, you can add your logo, choose colours and themes, remove any mention of Semrush, and add any needed information. Branded and white labelled reports are available to Agency Growth Kit users.

Report Automation:

These reports can be automated to send regular reports to your boss or your clients. Reports can be sent on a daily, weekly, or monthly basis.

You can also add your signature and save settings for future report exports.

Client Portal:

With Semrush, you can take client SEO reporting to a new level.

You can create branded, password-protected portals for your clients where they can access shared automated reports 24/7.

With the Client Portal, you only need to pick needed reports, set the update interval, and send portal credentials to your client. This will save you time preparing every single report.

Reporting on Technical SEO:

Technical SEO covers things like improving site speed, fixing broken links, resolving 404 errors, and more. This side of SEO relates to ensuring that your site can be properly indexed and crawled.

Reporting on Keywords and Rankings:

Rankings have been a long-standing metric, and in some cases, it is hard to move away from using these as a metric of success.

At the end of the day, higher rankings should mean higher traffic and conversions; but it is often a bit more complex than that. If you rank for the wrong thing, those keywords won't lead to conversions. There are different approaches you can take here, and the one way to do this is to combine keyword rankings with a clear indication of overall organic visibility.

Reporting on Content Marketing:

Many businesses are making big investments into content marketing right now, and they want to see an ROI. Common questions that we need to make sure our reports are answering around content marketing include things like:

- Which pages are being viewed the most?
- Which pages are being landed on the most from SEO?
- Are there any content gaps with our competitors that we still need to close?

Reporting on Link Building:

Links remain a key ranking factor, and there is a very strong chance that pretty much any SEO report is going to need to report on links. If you are building links in the right way, you should have nothing to hide.

Reporting on Local SEO:

If you are running a local business, you should be familiar with Google Business Profile (formerly Google My Business). It's an important platform for any business that has a physical presence or serves customers at their own addresses.

Which Metrics Are Important to Report on for Local SEO?

- Impressions
- Views
- Total Actions
- Photo Views (Merchants)
- Post Views
- Reviews
- Average Review Rating

These are all key metrics that matter to local businesses; show the progress of your campaign, and create talking points.

Reporting on Conversions:

Conversions are the lifeblood of any business, and in many ways, are the main KPI of any SEO campaign. At the end of the day, we run SEO campaigns to increase website traffic and associated conversions to generate leads or make sales—meaning that these are the end goal.

We should be reporting on conversions. Otherwise, we are really only reporting on part of the picture. Investments are made on the prospect of

financial return. . It's absolutely essential that your SEO reports show these end goal metrics clearly.

Other Things You Can Include in an SEO Report:

Activities Completed This Month:

What did you do this month? This your chance to clearly demonstrate where the resources you were given were used

Next Month's Plan:

Here you can showcase what you will be working on next month. Again, this sets the scene for the activities you will be undertaking over the next 30 days and sets expectations clearly; this is really important for effective communication, yet is often forgotten.

Professional Summary:

A report on its own is just numbers and graphs. You need to make sure you are adding context by putting in your professional summary.

Have things gone well? Say what has contributed to that.

Things not gone so well? Similarly, explain the issues.

Including a one pager like this can go a long way in communicating progress at a wider level, and can help set the scene for monthly catch up calls.

3.6 SUMMARY

- A search engine is **a software program that helps people find the information they are looking for online using keywords or phrases**. Search engines are able to return results quickly—even with millions of websites online—by scanning the Internet continuously and indexing every page they find.
- Search engines are naturally drawn to research-oriented sites and usually consider them more relevant than shopping-oriented sites, which is why, a lot of the time, the highest listing for the average query is a Wikipedia page. Wikipedia is an open-source online reference site that has a lot of searchable information, tightly cross-linked with millions of back links. Wikipedia is practically guaranteed to have a high listing on the strength of its site architecture alone.
- The role of SEO to increase exposure of your company to potential customers on search engines. A person who is responsible for your company's SEO efforts will analyze and implement different website strategies in order to improve your ranking for certain topics or keywords.

3.7 SELF ASSESSMENT TEST

(A) Answer the following Questions:

- 1) Define the term Search Engine Optimization. Explain its need?
- 2) What are the strategies of Search Engine Optimization?
- 3) Describe in detail the methods of Search Engine Optimization?
- 4) Describe integration of SEO with Google Analytics?
- 5) Write a note on SEO Analysis of Reports?
- 6) List out the tips to using Google Analytics to improve your SEO strategies?

(B) Fill in the Blanks:

- 1) _____ is the practice of orienting your website to rank higher on a search engine results page (SERP) so that you receive more traffic.
- 2) _____ is a massive part of most businesses' website performance and a critical component of the buyer funnel and ultimately getting users to complete a conversion or engagement.
- 3) _____ is becoming a critical element of SEO.
- 4) _____ is the process of planning and implementing steps designed to improve organic search engine rankings.
- 5) _____ is usually the first step of any legit SEO strategy.
- 6) There are ____ methods of Search Engine Optimization.
- 7) _____ helps you to understand the user's experience after visiting your website.
- 8) Google Analytics primarily works by using a block of _____ code that gets added to pages on the website.
- 9) Google AMP stands for _____.
- 10) _____ allows you to generate interests and demographic reports.
- 11) _____ is a service by Google that allows you to spend money on certain keywords that you know people type into Google when searching for your product/service.
- 12) SEO report is a summary of _____ that illustrate how your site is performing.
- 13) On average, organic search drives _____ of website traffic, while paid search drives only 27%.

- 14) _____ provides customizable reports that will streamline your reporting process.
- 15) _____ SEO covers things like improving site speed, fixing broken links, resolving 404 errors, and more.

Answers:

- 1-Search Engine Optimization (SEO)
- 2-(Organic Search)
- 3-(Research)
- 4-(SEO Strategy/Approach)
- 5-(Keyword Research)
- 6-(6)
- 7-(Google Web Analytics)
- 8-(Java Scripts)
- 9-(Accelerated Mobile Pages)
- 10-(Google Analytics)
- 11-(Paid Per Click-PPC)
- 12-(SEO Metrics)
- 13-(53%)
- 14-(SEMrush)
- 15-(Technical)

SEARCH ENGINE MARKETING (SEM)

Unit Structure

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Need for SEM
- 4.3 Importance of SEM
- 4.4 Campaign Strategy
- 4.5 Identifying Keywords & their configuration
- 4.6 Creating AdWord Campaign
- 4.7 Assess Campaign using ADWord analysis Reports
- 4.8 Summary
- 4.9 Self-Assessment Test

4.0 OBJECTIVES

After studying this unit students will be able to:

- Understand the concepts of Search Engine Marketing and its growing impact and Need on Business
- Know the Strategies, analyse & understand ADWord Campaigns.
- Understand & learn steps to frame Google Adword Campaign.

4.1 INTRODUCTION

SEM (search engine marketing) is a digital marketing strategy that aims to increase the online visibility of websites on the search engine results page (SERP).

While SEM broadly covers more than just paid marketing, it's often also referred to as pay-per-click (PPC) marketing. This is a business model where marketers pay each time someone clicks their ad.

SEM is a type of digital marketing strategy that is focused on getting your company or your client on the first page, if not the first position, of search engine results. The purpose of this is to drive a higher volume of traffic to your site, which you can then convert.

Search engine marketing includes all the tools, techniques, and strategies that help optimize the visibility of websites and web pages in **search engines** such as Google and other, similar sites.

There are two main ways to show up at the top of the result:

- **Organic or natural results** are usually displayed in the center of the page and are selected by Google's algorithm. This algorithm assesses both the relevance of the website (the quality of the content and to what extent it responds to a specific search) and the authority of the website (links from other pages).
- **Paid results** are also displayed at the top of the page but in a column on the right. Unlike organic results, here the advertiser must pay a certain amount for each click on their ad. To buy advertising space on search engines, it is necessary to use platforms such as Google Ads



4.2 NEED FOR SEARCH ENGINE MARKETING

Generates Highly Qualified Traffic:

Generating traffic organically can be a very long and tedious process where the results are only seen in the long term. Search engine marketing allows you to accelerate this process and get users to your website from the beginning. In addition, you can be assured that these users are interested in what you offer, since they themselves have searched for it.

Generates Visibility:

Appearing in the top results of Google and other search engines associates your brand with a specific need even if the user does not click the first time they see it.

Generates Conversions:

The ultimate goal of Google Ads and other search engine marketing tools is to improve business results. To do this, you will need to create optimized landing pages that put users on the path to conversion.

Gets the Most Out of Your Budget:

One of the great advantages of search engine marketing is that it is a suitable solution for companies of all sizes, since the minimum investment is very affordable. On the other hand, if your brand is growing, you can increase the investment and the complexity of your campaigns to keep your momentum. Also, since you only pay if you get results (in the form of clicks), you can be sure that your budget is used effectively.

Gets Measurable Results:

Search engine marketing solutions such as Google Ads provide numerous metrics on campaigns and let you to know what is happening at all times. This way, it is very easy to correct the course if needed and get better results.

Search engine marketing or SEM has great potential to help companies achieve their goals in a quick and scalable way. To get the most out of it, it is ideal to have experts who have extensive experience positioning brands in Google.

4.3 IMPORTANCE OF SEARCH ENGINE MARKETING

Search Engine Marketing, more commonly referred to as SEM, is one of the most important marketing channels to generate web traffic. It compliments SEO and content marketing and gets your brand at the top of Google, Bing and all the other search engine players world-wide...

Reason #1: More Money!

The number one reason that any marketing agency should be pitching SEM to their clients is more money! Marketing's raison d'être, the reason businesses be in business, is to show me the money!

While Bing, Baidu, Yandex and all the rest offer profitable playgrounds for search ads to bring in more money, Google has some hard data to prove it. According to Google, any business can double their investment on AdWords!



Businesses make an average of \$2 in revenue for every \$1 they spend on AdWords.

Google display campaigns reach 80% of global internet users.



52% of online shoppers who interact with PPC Ads immediately follow their browsing with calls to the advertiser.

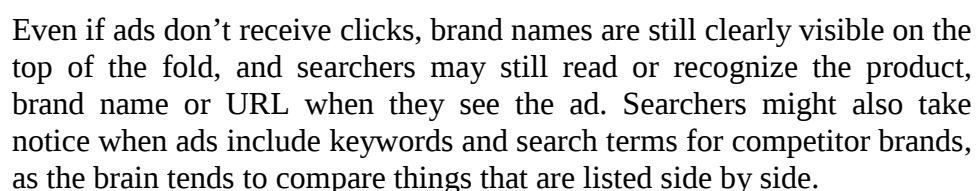
There are at least 300,000 mobile apps currently serving Google Mobile Ads.



Search Engine Marketing (SEM)

SEM is an important conversion driver for marketing campaigns of any type. The reason is because paid ads are commonly linked to conversion-focused landing pages or sales pages that move web traffic through the sales funnel. Organic results aren't typically linked to landing pages, but paid ads are. With this in mind, SEO can support brand awareness and top of funnel activity, while paid ads can really focus on a specific goal and end of funnel conversions. But it doesn't always go this way...

While SEM is often considered a bottom-funnel marketing channel, it can also support brand awareness. According to Google, search ads can increase brand awareness by 80%.



One of the biggest hesitations with paid search advertising is cost. Brands and agency clients often think that the costs of SEM will outweigh the benefits; however, as we pointed out from Google's data in reason #1, if managed correctly you should double your investment in AdWords. So the potential for ROI is there no matter what.

Similarly, it doesn't take much to advertise on search engines. There's also no minimum amount you have to spend to run ads. As little as \$5 will get you started if you're on a budget.

The success that you will get for your budget is a different story though. Acquisio has done a lot of work to bring positive SEM results to even the lowest ad spend budgets. Today SEM is available to even small accounts, which is great news for agencies serving SMBs and multi-location franchises that need to spread their budget amongst many location-based campaigns.

Reason #5: SEM is Great for Local Marketing

SEM is an important tool for driving website visits and getting more conversions on almost any budget – it's even more important if you're a local marketer though! Local marketing aims to connect regional businesses with the surrounding community that it services. In other words, when people search online for local business services, like "dry cleaner near me" or "food delivery in Montreal," it's local marketers who make those queries connect with business listings and ads in search engines.

Google released an advertising package called Local 3-Pack in 2016, which gives local ads the top 3 positions in search results for location-based search terms like city or region names or phrases like "near me."

Local marketers have a leg up in Google when it comes to SEM results! Local SEM ads also give businesses a leg up when it comes to generating actual foot traffic for local stores. Research shows that 75% of searchers who find local business information online will then visit a physical store within 24 hours, hopefully to make that purchase.

Reason #6: It Generates Immediate Results

SEO and other forms of online marketing tend to be "long game" strategies that generate web traffic over a long period of time (6+ months), whereas SEM has the potential to deliver immediate results.

Ads typically take minutes to create, and though there is an approval process that all ads must go through before they appear in the SERPs, the average time between creation and ad launch is around one business day. After that you can sit back and watch the clicks roll in! Well that's not entirely true... ongoing account maintenance and optimization is simply part of running SEM campaigns.

The point though is that from the minute your ads are launched, which doesn't take long, the potential to start getting more clicks and even sales is alive. For this reason alone, SEM is one of the fastest-to-launch traffic strategies out there. Just keep in mind that campaigns should still be optimized for long-term results.

Reason #7: It's a Consistent Traffic Source

Every business wants consistent web traffic to maintain visibility and sales, but also to be able to plan, forecast and budget. Unfortunately, spikes and drops in traffic are often prevalent and at times unexplained. To mitigate some of the chaos, search ads can be used to generate consistent

traffic for certain keywords and help you control the amount of traffic coming to your site at any time.

One Google Study found that “incremental ad clicks make up 89% of traffic generated by search ads but aren’t replaced by organic clicks when ads aren’t running.” In other words, search ads will generate traffic to your site, even when SEO and other marketing tactics fluctuate.

Reason #8: SEM Brings in More Qualified Leads

Of course, it’s not all about generating traffic. One of the biggest benefits of search ads is the ability to bring in the right traffic. You can’t always control who sees your organic search results, but with SEM, you can create a custom audience that will be far more likely to see and engage with your ads than the average searcher. PPC search ads allow you to target specific demographics as well as visitors at any point in the sales funnel, meaning that the traffic you receive from paid ads is more likely to be qualified than traffic generated from organic SEO.

Using negative keywords can also help filter users coming to your site through PPC ads, further improving your odds of converting.

Reason #9: It’s The Quickest Way To Be First

Ads appear first in search engine results. Having a paid search ad gives you a good chance of being at the top of the SERPs (in the ad section of course) if your keyword bid is high enough and your quality score is good.

However, there is one rule to getting clicks in search engines and that’s being on or near the first page. Clicks tend to drop off after that and search engine marketing becomes less effective the deeper you are in the results pages. The image below shows CTR declines for every position, and dramatically after the first page to almost zero.



So SEM can get you into the first page more easily than SEO would and that’s where all the clicks happen!

Reason #10: Search Ads Work Because They’re Practical

SEM can deliver instant visibility and as we saw in Reason #9, searchers click near the first position. The main reason for this is a practical one.

People just want an answer to their query as fast as they can get it, so search ads get clicked indiscriminately. In one media use survey from Ofcom, 50% of participants could not identify paid ads from organic ads when shown a SERP screenshot.

Reason #11: It Helps You Understand Search Intent

SEM can also be helpful for analyzing traffic and discovering search intent. By analyzing the data from your PPC search campaigns, you can see patterns in search terms, which ads receive the most clicks, and the number of conversions for each ad so you can identify important trends.

Understanding keywords (especially long-tail!) offers unique insight about what your customer is looking for that can help inform other marketing channels. Since the era of Not Provided began, discovering search intent through paid search channels and bringing that back into organic has been a frequent strategy. Search intent is also helpful for optimizing your CTAs and landing page copy.

Reason #12: It Gives You More Competitive Data

In addition to insight about your own customers, SEM can deliver insights into your competitors! By checking your competition's ads and comparing their targeted keywords to yours, you can increase the effectiveness of your own campaign and, in certain cases, actually rank higher than competitors for the same terms.

Competitive analysis tools can help you track keywords and analyze other valuable insights that will improve your marketing campaigns and help drive more traffic.

Reason #13: SEM is Actually a Diverse Channel Itself

When it comes to ad options, SEM is not as limited as you might think.

Text-based ads are the go-to, but there are several types of ads you can create depending on your budget, goals, and audience, including:

AdWords (Google's online PPC offering) and Bing (Microsoft's online PPC offering)

Display Ads: banners at the top, sides or footer of a website or SERPs

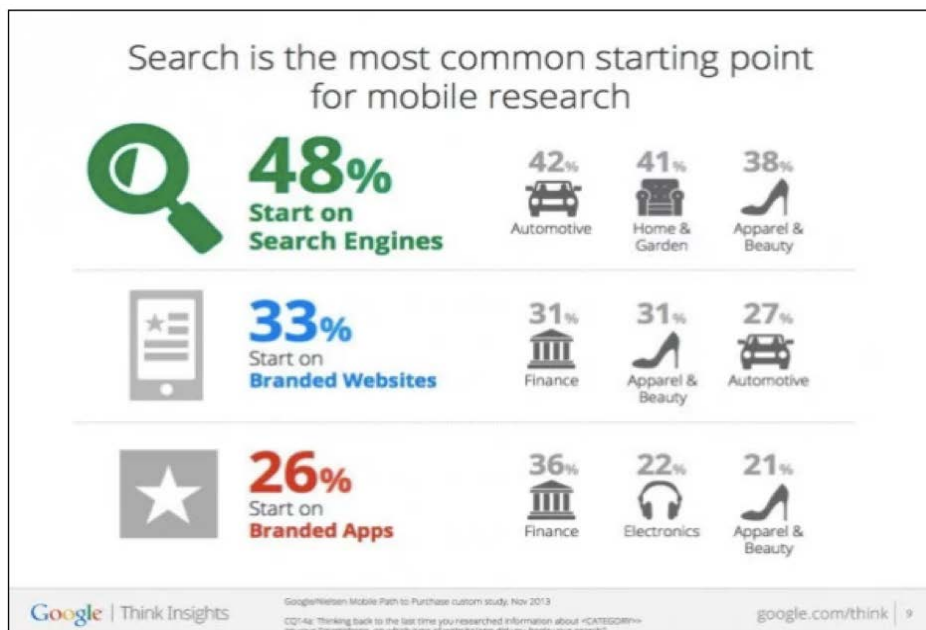
Retargeting Ads: ads that display on other websites based on a user's previous searches

Call Tracking: ads are targeted or re-targeted to those who have called a specific number, generally displayed on a search ad

Reason #14: It's Great for Mobile Marketing

With a growing share of the mobile market engaging in search, SEM provides a perfect opportunity for sites to capitalize on mobile marketing while still gaining traffic across multiple platforms. After all,

most consumers turn to search engines when they're researching with mobile devices.



Reason #15: SEM Gives You the Greatest Flexibility

The greatest benefit of SEM is that it gives your campaigns flexibility like no other channel (outside of display). Ads can be customized by audience, type, and even location. Ad budgets can be as small or as large as needed to maximize results. Even the search engine that ads are displayed on can be customized in different ways to create the perfect marketing cross-publisher campaign.

4.4 CAMPAIGN STRATEGY

An SEM campaign is **an online ad campaign**. You can create an SEM campaign in Google Ads and Bing Ads, as well as on social media networks that allow advertising, like Facebook and Instagram. While SEM focuses on advertising in search results, some marketers extend SEM to include news feeds on social media.

An SEM campaign is an online ad campaign.

You can create an SEM campaign in Google Ads and Bing Ads, as well as on social media networks that allow advertising, like Facebook and Instagram. While SEM focuses on advertising in search results, some marketers extend SEM to include news feeds on social media.

Like any other ad campaigns, SEM campaigns feature the following hierarchy:

- Account
- Campaign
- Ad groups

When you create an SEM campaign, adhere to best practices for campaigns and ad groups.

For example, if you're building an SEM campaign to promote your resort's spa center, then you should make individual ad groups for each spa feature. You may have an ad group for massage services and another for salon services, for instance.

Why invest in an SEM campaign?

With an SEM campaign, your company gains several advantages, including:

- Visibility in search results
- High-quality site traffic
- Additional sales and revenue
- Better brand awareness
- Impressive ROI
- And more

How much does an SEM campaign cost?

Companies can spend thousands of dollars each month on SEM campaigns.

If you're a small-to-midsized business, most companies that size invest **around \$9000 to \$10,000 per month**. Depending on your strategy, your team may spend a different amount, which is a perk of SEM. You can set a budget specific to your business.

6 tips for launching your first successful SEM campaign:

1. Research your target audience:

Whether you're advertising or marketing your business, you need to know your target market. If you don't know your target audience, it's almost impossible to launch a successful set of ads. That's why your team needs to set aside time to research your ideal client in-depth.

When you research your audience, you want to come away with the following:

- Their pain points
- Their FAQs
- Their demographics
- Their shopping habits

- Their purchase requirements
- Their average spend

2. Use advanced targeting options:

Many companies excel at SEM because they use advanced targeting options in their SEM campaigns. In Google Ads, for example, your company can go beyond demographic information and narrow your audience by their past behaviour, topics, interests, and more. You can even remarket to users that visited your website.

3. Follow best practices for ad structure:

Companies looking to launch their first SEM campaign often break away from best practices for ad structure. You should create an ad campaign with related, yet different ad groups. This approach follows industry standards, plus makes campaign management easier.

As an example, an ecommerce store may create an ad campaign for sneakers and socks. The sneakers campaign features two ad groups, one group for red sneakers and another group for yellow sneakers. Meanwhile, the sock campaign features ad groups for knee-high, ankle, and crew socks.

This organization is what your company wants to mimic.

4. Run ad experiments:

In Google Ads, as well as other advertising platforms, you can experiment with different versions of your ads. Use experiments to your advantage. Before you make radical changes to your ad copy, for instance, run a test to see how those changes would impact that ad group's performance.

This feature allows your team to make informed decisions about your SEM campaign. You're relying on data, rather than hunches to determine your next campaign optimization. With this approach, you can make a significant and positive impact on the performance of your ads.

5. Leverage ad extensions:

Ad extensions can also improve the performance of your SEM campaign. When you include an ad extension, you provide users with additional information about your business, like your phone number, rating, and website URL.

If you decide to use ad extensions in Google Ads, you must achieve a certain ad rank for them to appear. Your ad rank gets calculated by evaluating your bid, as well as expected landing page experience, ad relevance, and expected click-through rate.

6. Create a stunning landing page:

When you create ad groups for your SEM campaign, you provide a landing page for your users. A landing page is where users go or land when they

click on your ad. While you can use a pre-existing page as a landing page, many companies create custom landing pages for their ads. For the best results from your SEM campaign, build a landing page that:

- Provides an intuitive, easy-to-follow user experience
- Loads in two seconds or less
- Features a specific call-to-action

You can test the performance of your landing page beforehand by having friends, family members, and colleagues visit the page. Their feedback can help your team discover missteps in the landing page's design and provide the optimum experience to users that click on your ads.

4.5 IDENTIFYING KEYWORDS & THEIR CONFIGURATION

Keywords are important because they **tell search engines about the content of your website's page**. "Keyword" is also a term that's used to refer to the words and phrases that people enter into a search engine to find information that they're looking for.

Implementing an intent-based strategy for your SEO and content efforts could be the change you need to set your website apart from the competition.

To build your strategy around intent, you'll need to start with keyword research that takes into account the different types of keywords.

Most SEOs commonly agree that there are four main types of keywords to classify intent:

- **Informational keywords:** searchers looking for an answer to a specific question or general information.
- **Navigational keywords:** searchers intending to find a specific site or page.
- **Commercial keywords:** searchers looking to investigate brands or services.
- **Transactional keywords:** searchers intending to complete an action or purchase.

The intent type assigned to a keyword can tell you if a searcher is looking to buy something soon, shop around, or gather information.

Four Types of Keywords:

When researching to discover a user's intentions behind making a search, we can classify all keywords into four main categories of intent: commercial, transactional, informational, and navigational.

Informational:

There are plenty of keywords with significant search volume that don't bring website conversions. Why?

People are simply searching for information. We call these searches **informational keywords**.

Informational keyword examples:

- i) coffee calories
- ii) national coffee day
- iii) difference between cold brew and iced coffee

These keywords carry less intent to take real action when compared to transactional or commercial keywords.

However, they can be valuable in building brand awareness by targeting them with informational content and educating your audience.

Navigational:

Another type of keyword to be aware of is navigational.

When someone types in a company or brand name into a search engine, they perform a navigational search.

Navigational keyword examples:

- i) Youtube
- ii) Semrush blog
- iii) Where is angelinos coffee located

People behind these searches already know the company or product and want to find the correct website or physical location to get to their products.

Such keywords can be helpful sources of organic traffic when the brand or the site are well-known and popular.

Commercial:

Commercial keywords are keywords that reveal a searcher's interest around specific products or services.

These searches can occur when a person wants to know more about a particular product or service - they may want to support their idea of purchasing, compare the product to similar products or look for free offers/tests/discounts.

You can target these keywords with comparison articles, reviews or how-to articles depending on the specific keyword.

Commercial keyword examples:

- i) Free coffee
- ii) Dunkin iced coffee flavors
- iii) Ipad vs ipad air
- iv) Ipad mini reviews

Because these keywords reveal a person's intention to buy or take some form of commercial activity in the future, these keywords can be valuable opportunities to reach an audience that could be converted into future customers.

Transactional:

The keywords with the strongest intent to buy or take imminent action are transactional keywords.

These keywords can be targeted with paid ads and highly optimized purchase pages or pages where users can take immediate action on a site.

Transactional keyword examples:

- i) Buy crypto online
- ii) Sandwich places near me that deliver
- iii) Pickup truck for sale

These searches can happen after someone has already searched for information, made a decision, and is determined to now take a specific action or make a purchase.

Such keywords often feature words like "buy," "subscribe," "for sale." Therefore, the SERP of a transactional keyword often has Google Shopping ads.

Transactional keywords can also be referred to as buyer keywords because they are most likely to be used by a person at the bottom of the buying funnel.

4.6 CREATING ADWORD CAMPAIGN

A campaign allows you to promote your products or services on Google's vast network of search results, websites, videos, mobile apps, maps, shopping listings, and more.

You'll choose a campaign type based on your advertising objective, brand strategy, and how much time you're able to invest.

What is Google Ad Words?

Google Adwords is a pay-per-click (PPC) advertising platform. Unlike other PPC platforms like Facebook, AdWords actually offers advertisers two basic ways to reach people:

- 1) through the Google Search Network and
- 2) through the Google Display Network.

While these approaches are functionally very different, they both use a PPC bidding system, where advertisers bid to have their ads shown to relevant audiences.

The Google Search Network allows you to show your ads to users who are actively searching for the keywords that you've selected. If you own a landscaping business, you bid to have your ad show up every time a user types in "Landscaper in Tallahassee."

8 steps to prepare your campaign for success:

1. Define your objective:

Each campaign begins by choosing a goal. This goal focuses your campaign on delivering a specific outcome:

The objective you choose will inform the options you select when setting up your campaign.

For example, if your goal is to increase website traffic, you'll likely want to select a type of bidding like Maximize clicks, in order to put your money towards getting people to click your ad.

2. Choose a campaign type:

After selecting a goal, you'll notice a list of recommended campaign types to reach it. Your campaign type determines where your ads will show and what they'll look like.

Learn more about choosing the right campaign type

For example, a Video or Discovery campaign shows video ads on YouTube, while a Display campaign shows image ads on websites.

What are the campaign types?

3. Set a budget:

You'll set an average daily budget to control how much you spend with your ad bidding. You can change it at any time.

4. Choose your bidding:

If you've selected a campaign goal, when selecting a bid type, you'll see a recommendation for bidding focus, for example, "conversions", based on your campaign goal.

This is to ensure that your campaign is designed to meet your specific goal. For some campaign types, if you choose not to select the recommended bidding focus, you can choose an automated bidding strategy, for example, Target Cost Per Acquisition (CPA) or Target Return on Ad Spend (ROAS).

5. Add assets to your ads:

With Search, Video, Discovery, and Performance Max campaigns, you can add additional information to your ads like more website links, directions, or a phone number to call.

These assets give people more reasons to choose your business and typically increase an ad's click-through rate by several percentage points.

6. Create ad groups:

For all campaigns, except Shopping and Performance Max, you'll group sets of related ads together around the same targeting. For example, you'd group ads that focus on dress shoes together and have them target people searching for dress shoes.

Shopping campaigns use product groups to group a set of related products around the same targeting.

7. Select your targeting:

Targeting helps define how narrow or broad the audience for your ads can be. Without any targeting, your ads will have the widest possible reach. Targeting your ads lets you hone in on the specific customers who are interested in what you have to offer.

Common forms of targeting include keywords, audiences, locations, topics, devices, and remarketing. Specific targeting is only available in some campaign types (for example, in Performance Max you can't choose to serve ads to only specific customers like women aged between 18-24, or customers already on remarketing lists. Instead you can provide these specific customers as audience signals to your Performance Max campaign to speed up machine learning).

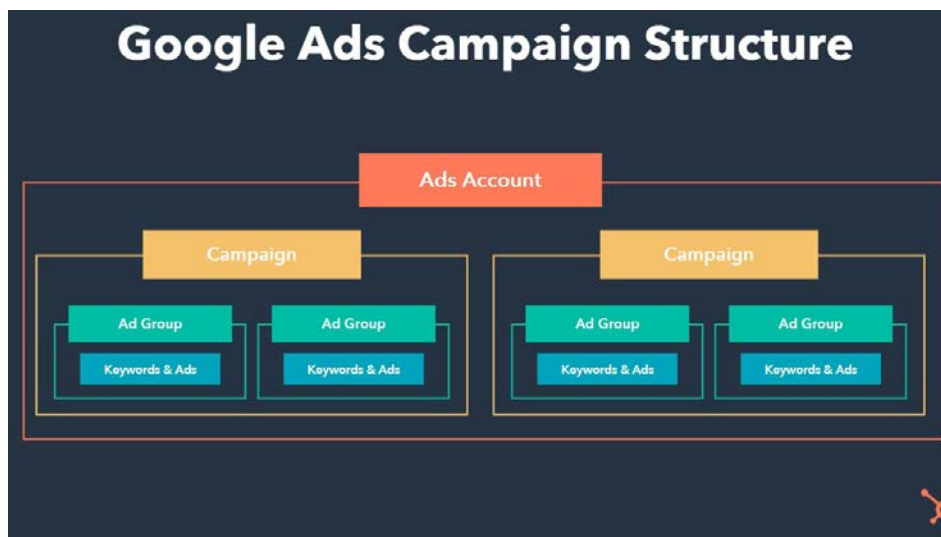
8. Set up conversions tracker:

Conversion tracking can help you track the actions that you want customers to take on your website. They can significantly improve your ability to assess the effectiveness of your ads, targeting, and overall campaigns.

How to Create a Google Ads Campaign:

- Get a Google Ads account.
- Set your Campaign Goals.
- Complete the "Describe your business" section.

- Designate your geographic area.
- Set up keyword themes.
- Write your ad.
- Set your ad budget.
- Complete the "Budget and review" section.
- Double check your double check.
- Set up billing.
- Hit Submit.



1. Get a Google Ads account:

Before you can do anything, you'll need to visit the Google Ads website and sign up for an account.

As part of signing up for a Google Ads account, Google will automatically take you through the process of creating your first campaign, so be prepared with your financial information. Google takes its fee with each click, so your banking credentials are required during the setup process.

2. Set your Campaign Goals:

The Google interface will prompt you to select a goal type from the following three options:

- Get more calls
- Get more website sales or signups
- Get more visits to your physical location

This goal will be tied to your advertising campaign, so you'll want to choose the one that most closely represents the results you want to see.

3. Complete the "Describe your business" section:

Google will then prompt you to enter your business name and website as important information that "describes your business." This information is used to help predict your audience and is also used for the actual ad's creation.

4. Designate your geographic area:

In this section, you'll designate where you want your ads to appear. This is particularly helpful for local businesses.

At the same time, if you are an online shop, you may be less concerned about geographic constraints. It's still not a bad idea to consider where, exactly, the majority of your audience lives. If you don't know, you may want to back up a step and consider your buyer personas first. Why spend money advertising to people in the Midwest if the bulk of your customers live in the Northeast?

You can also reach other countries if your company serves international buyers. Just be sure you're prepared for any of the buyers who come your way as a result of your ads. You might pay a lot of money for visitors who can't make a purchase if you're not careful.

5. Set up keyword themes:

Google will determine different themes based on your website content. You can customize your keywords based on their suggestions as a jumping off point for your campaign.

Keep in mind you'll be competing against many other companies for the same audience when choosing keywords for which you want your ad to show up. Take some time to think of the keywords that will reach people who are ready to buy.

6. Write your ad:

This is the most important aspect of your Google Ads education. The copy you use is what will convince potential buyers to click. You want to attract plenty of people, yes, but you also want those people to buy. If they don't buy, you pay anyway.

In this section, you're setting up the headlines and Meta descriptions for your first ad(s). Note that you can choose to set up multiple ads in a single campaign, though Google starts you off with one.

For each add you create, you have three considerations:

- 1) Headline
- 2) Description
- 3) Destination URL

The image shows a Google Ads editor interface. On the left, under 'Ad #1', there are three headline fields (Headline 1, Headline 2, Headline 3) each with a 10/30 character count, and two description fields (Description 1, Description 2) with 17/90 and 18/90 character counts respectively. On the right, a 'Your ad preview' box shows a simulated ad layout with three headlines, a site icon for 'amandaedens.com', and two lines of description text. A magnifying glass icon and the text 'SEE MORE AD LAYOUTS' are at the bottom of the preview box.

Headline:

Start with a great headline that uses search terms that will reach your niche. Google splits the headline up into three sections of 30 characters each, so make each character count. You might even need to use abbreviations, or you can search for shorter synonyms.

Description:

After the headline, you get another 90 characters for the first description. Use this space to highlight any benefits. How will the product solve your buyers' pains? Then, in the second description, you can capitalize on a feature.

Be ready to change these if you notice your ad isn't gaining a lot of traction, and don't be afraid to experiment.

Destination URL:

This is where you can choose where clicks on your ad go to. Just choose the page you want them to land on and paste the URL in the field.

You can use these templates to plan out your Google Ads character count and preview what your ad will look like when finished.

7. Set your ad budget:

Here, you'll be designating your daily budget.

You want to include enough money to make a difference, but you really don't want to break the bank. You can manually set the bids for clicks, which gives you more control. This also means your ads will stop showing once your budget is spent. That means you won't end up with a shocker of a bill later.

Once you start to review the results from your campaign, you can always adjust the budget.

8. Complete the "Budget and review" section:

In this section, you'll be reviewing your campaign settings. It's best to double check each of the following:

- Your daily budget
- Your monthly budget
- The impressions you'll get for that budget
- The clicks you should expect based on the impressions
- The location you're targeting

9. Double check your double check:

It's always a good idea to check over everything one more time before you set your ad in motion. Is everything spelled correctly? You'll miss out on keyword searches if there's a typo one of them. When you're sure you did everything correctly, then take a deep breath and move on to the next step.

10. Set up billing:

Because Google charges per click, it needs the payment information during the Google Ads account setup. By providing your payment information, you're giving Google the ability to charge accrued advertising costs from your campaign.

11. Hit Submit:

By doing so, you've set up your first Google Ads campaign.

To create additional campaigns, perhaps with different or tighter keyword groups, you'll want to select Campaigns from the page menu on the left. Then, click the blue plus button and choose new campaign. The Google interface will walk you through the additional steps.

4.7 HOW TO ASSESS CAMPAIGN USING AD WORD ANALYTICS REPORTS

Google paid search (Adwords) can be an important source of traffic to your website, but as with any marketing channel, it's important to track the performance of your Adwords campaigns. It's very straightforward to look at your keyword performance once you have everything set up properly. First, make sure your Adwords account is linked to your Google Analytics account. You'll also need to have e-commerce tracking and/or goals set up in your Google Analytics account since these represent your conversions.

To track Ad Word conversions in Google Analytics, follow these steps:

- Navigate to the Acquisition - Adwords - Keywords report.

- At the top you can select to filter the data to the device you're interested in and alter the dates.
- Next you see the line chart plotting your Paid Search users visiting your site. You can add in other metrics to plot along with users, like the e-commerce conversion metric (or other goal conversion rate) to see the overall conversion rate of your Ad Word traffic over time.
- Last is a table with all the primary metrics you'd expect per keyword. All the way to the right you have e-commerce conversion rate as a default, but you can select other goals you have configured from the dropdown menu. You can also add secondary dimensions to your keyword like the Ad Group the keyword is in.

4.8 SUMMARY

- SEM (search engine marketing) is a digital marketing strategy that aims to increase the online visibility of websites on the search engine results page (SERP).
- SEM is a type of digital marketing strategy that is focused on getting your company or your client on the first page, if not the first position, of search engine results. The purpose of this is to drive a higher volume of traffic to your site, which you can then convert.
- You can create an SEM campaign in Google Ads and Bing Ads, as well as on social media networks that allow advertising, like Facebook and Instagram. While SEM focuses on advertising in search results, some marketers extend SEM to include news feeds on social media.
- Keywords are important because they tell search engines about the content of your website's page. "Keyword" is also a term that's used to refer to the words and phrases that people enter into a search engine to find information that they're looking for.
- Implementing an intent-based strategy for your SEO and content efforts could be the change you need to set your website apart from the competition.
- Google Adwords is a pay-per-click (PPC) advertising platform. Unlike other PPC platforms like Facebook, AdWords actually offers advertisers two basic ways to reach people: 1) through the Google Search Network and 2) through the Google Display Network.
- A campaign allows you to promote your products or services on Google's vast network of search results, websites, videos, mobile apps, maps, shopping listings, and more.

4.9 QUESTIONS

(A) Answer the following Questions:

- 1) Define the term Search Engine Marketing?
- 2) Write a note on Campaign Strategy?
- 3) How to create an AD Word Campaign, describe in detail?
- 4) What are the ways of identifying keywords for SEM & their configurations?
- 5) How to assess Campaign using Ad Word analytic Reports?
- 6) How to create a Google Ad Campaign?
- 7) List out the steps to create an effective campaign for success?

(B) Fill in the Blanks:

- 1) _____ is a digital marketing strategy that aims to increase the online visibility of websites on the search engine results page (SERP).
- 2) SEM is a type of _____ that is focused on getting your company or your client on the first page, if not the first position, of search engine results.
- 3) Search Engine Marketing, more commonly referred to as SEM, is one of the most important marketing channels to generate _____
- 4) _____ marketing aims to connect regional businesses with the surrounding community that it services.
- 5) An SEM campaign is an _____.
- 6) SEM provides a perfect opportunity for sites to capitalize on _____.
- 7) There are ____ tips for launching your first successful SEM campaign.
- 8) _____ is also a term that's used to refer to the words and phrases that people enter into a search engine to find information that they're looking for.
- 9) _____ searchers intending to find a specific site or page.
- 10) _____ searchers looking to investigate brands or services.
- 11) _____ searchers intending to complete an action or purchase.

The intent type assigned to a keyword can tell you if a searcher is looking to buy something soon, shop around, or gather information.

- 12) Google AdWords is a _____.

- 13) There are _____ steps in creating a Google Ads Campaign
- 14) _____ is where you can choose where clicks on your ad go to.
- 15) _____ helps define how narrow or broad the audience for your ads can be.

Answers:

- 1-(Search Engine Marketing)
- 2-(Digital Marketing Strategy)
- 3-(Web Traffic)
- 4-(Local)
- 5-(Online Ad Campaign)
- 6-(Mobile Marketing)
- 7-(6)
- 8-(Keyword)
- 9-(Navigational Keywords)
- 10-(Commercial Keywords)
- 11-(Transactional Keywords)
- 12-(Pay Per Click PPC)
- 13-(10)
- 14-(Destination URL)
- 15-(Targeting)

SOCIAL MEDIA MARKETING

Unit Structure

- 5.0 Objectives
- 5.1 Introduction
- 5.2 Pillars of Social Media Marketing
- 5.3 Advantages & Disadvantages of Social Media Marketing
- 5.4 Comparison of various Social Media
- 5.5 Social Media Marketing Strategies with examples
- 5.6 Content Strategy for various Social Media
- 5.7 Creating Campaign on Social Media (Facebook)
- 5.8 Assessment of Campaign using Facebook analytics
- 5.9 Summary
- 5.10 Self-Assessment Test

5.0 OBJECTIVES

After studying this unit students will be able to:

- Understand the concepts of Social Media Marketing and its growing impact and Need for Business & Social Users.
- Know the Strategies of various Social Media
- Learn to design campaign on Social Media & so on.

5.1 INTRODUCTION

Social media marketing (SMM) (also known as digital marketing and e-marketing) is the use of social media—the platforms on which users build social networks and share information—to build a company's brand, increase sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones, social media marketing (SMM) has purpose-built data analytics that allow marketers to track the success of their efforts and identify even more ways to engage.

Social media marketing (SMM) is a form of internet marketing that uses social media apps as a marketing tool.

These social media platforms enable brands to connect with their audience to:

- Build a brand;
- Increase sales;

- Drive traffic to a website; and
- Build a community of followers to share and engage with content.

Some popular social media apps include Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram and Snapchat. Each platform has elements that makes it attractive to use. And when a company uses several in combination to deliver a multichannel message, consumers can see those messages on their preferred channels.

5.2 5 PILLARS OF SOCIAL MEDIA MARKETING

When developing marketing programs, one key area that marketers care about is how to deliver their messaging. Social media helps spread those messages to the right people at the right time, through both free and paid means. Social media also enables brands to learn more about their audience's personal, geographic and demographic information.

There are five pillars of social media marketing that will lead to a successful program.

1. Social strategy:

With any marketing campaign or activity, an appropriate strategy should be laid out in advance. Organizations need to determine the goals of the program, the channels that will be used and what types of content will be shared. Here are some examples:

- **Determine goals:** Using social media for marketing should align closely with business and other marketing program goals. Some goals that businesses can use to measure success include increasing brand awareness, driving website traffic and leads, and increasing revenue.
- **Select social media platforms:** There are many social platforms available, but it doesn't make sense for businesses to use them all. Organizations need to know their audience and choose the platform(s) that best fit their demographic.
- **Content mix:** Each social platform has a unique flavor for distributing content -- including video, imagery, links and direct messaging. So brands need to identify which content their marketing persona is most likely to engage with.

2. Planning and publishing:

After establishing a strategy, it is time to begin publishing. This can be as simple as posting a new blog post, sharing information about an upcoming event or posting a new product video. But being consistent is the key to an effective SMM program. To build an audience, organizations should post frequently to their page. Posting relevant content consistently will keep the audience coming back for more.

Content that organizations post to social media should align with other marketing promotions. Tools such as Hootsuite, HubSpot and Sprout Social enable marketers to schedule their posts at the appropriate time.

3. Listening and engagement:

Businesses that create activity on social platforms can see growth in interaction and conversations about the brand and products. Users will comment on and share posts, tag the company in their own posts, and even begin communicating through the instant messaging functionalities. These types of interactions are ideal because there are notifications in place to alert social media managers. This enables them to practice good customer service, which in turns boosts the customer experience.

People on social media may also discuss a brand, product or service without tagging or speaking directly to a company. There are several social media listening tools available to stay plugged into the conversation, such as Brandwatch, NetBase Quid and Sprinklr. Free tools such as Google Alerts can also notify marketers when their company is being mentioned.

4. Analytics and reporting:

As more content is published and the audience expands, it is a good idea to continuously measure performance. Questions to ask include the following:

- Which posts are getting the most engagement?
- Where are a brand's followers from?

The success of any marketing program is dependent on its data and analytics outputs.

A marketing team can use this information to make more informed decisions on future campaigns and take advantage of what works.

Each social platform has its own analytics data, but there are other tools that can collect data from many channels into one location. This enables marketers to evaluate the overall success and failures of their marketing campaigns.

5. Advertising:

Much of social media marketing is free -- with the exception of resource time and specialized tools. Building an audience and publishing content on free social media sites is a great way to achieve marketing goals, but as the program grows, so does the budget.

Paid marketing features can be very valuable to organizations. They can target their advertisements at audiences based on many factors, including demographic information, retargeting and behaviours.

There are tools to help manage social media marketing at volume, but using the native ads functionality to begin is enough to promote posts, capture leads and ensure messages get in front of the right audience.

5.3 ADVANTAGES & DISADVANTAGES OF SOCIAL MEDIA MARKETING

Advantages of Social Media Marketing:

- **Reach a wider audience:** There are more than 3.6 billion users across all social media channels. A single post share can exponentially increase brand exposure.
- **Improved customer satisfaction:** Organizations don't just market to customers on social media, they also interact with them. This can improve customer service and create one-to-one relationships.
- **Cost-effective tool:** When executed correctly, the cost of managing a social media program can be low. Once the knowledge, team and program strategy are in place, marketing teams find it easy to use with very little overhead.
- **Increase website traffic:** Social posts are a great way to drive traffic back to a brand website. Promoting blog content, landing page offers and more can entice users to click through and engage further with a brand.
- **Gain better insights:** Using the analytics and reporting features from each social media platform gives insight into who page followers are, what content they are interested in and how they like to engage with a brand.

Disadvantages of Social Media Marketing:

- **Time-consuming process:** A lot of time can be spent on social media campaigns to ensure they are effective. Marketing teams also need to constantly fill the calendar with new content and respond to inquiries. This can make it difficult for small marketing teams to tap into the full capabilities of SMM.
- **Need qualified resources:** It takes the right person or team to run a social media marketing program. Social media marketing programs don't benefit from entry-level employees. Instead, skilled and seasoned social media marketers are key.
- **Have to wait to see ROI:** SMM is a long-term investment. Social media platforms yield a high ROI, but not in the form of immediate results. The success of an SMM program isn't determined by one piece of content, but rather several over long periods of time.
- **Competitor's market research:** Posting to social media is a public forum and everyone can see the content, including the competition. There is no workaround for this.

- **Brand reputation is vulnerable:** SMM can open a brand for public embarrassment and bad press. Negative reviews can be plentiful as customers take to social media to vent frustrations. And because of the public nature of the platforms, anything a company says or does will be seen and reacted to. Brands should expedite response times to mitigate this risk.

5.4 COMPARISON OF VARIOUS SOCIAL MEDIA PLATFORMS

SOCIAL MEDIA PLATFORM COMPARISON			
	USER DATA	PROS	CONS
	FACEBOOK The largest social media platform in the world used for staying connected with friends and family, posting engaging content such as posts, live streams, and eye-catching images with bold headlines are most likely to gain attention.	2.5 billion monthly users 44% female, 56% male 61% of adults are active users, especially those above the age of 40	Despite having the greatest number of users, Facebook is becoming less desirable amongst its younger audience due to its polarizing content and being compared with other tools and unreliable news. Facebook ads can also become costly if you really want your content to be visible on news feeds and paid for native traffic.
	INSTAGRAM A popular platform for celebrities, high-profile brands, and small businesses to show more creative content such as photos, videos, and story options. Well-crafted profiles with high-quality and unique visuals garner more engagement on top of brand awareness.	1 billion monthly active users - Even distribution of users between men and women 71% of users are under the age of 35	A major drawback to Instagram is that it can be very time-consuming to consistently post good content, especially when you need to be active to stay relevant. Another thing is that it isn't that friendly, meaning you can't just clickable links on your posts which can negatively affect your SEO.
	SNAPCHAT An app used to message and update friends and family through disappearing pictures and videos. Content such as short videos and eye-catching pictures on your stories can be a great way to entertain your audience.	300 million monthly users 78% of 18 to 24-year-olds are daily active users	Snapchat doesn't let you know whether your ads or content are actually yielding the desired results, especially when users can easily skip through a story. Another drawback is the 10-second limit on videos and if they are longer, it will have to be split into multiple videos.
	TWITTER A platform that disseminates important news and discussion threads, often personal or related to current events and wide thoughts/opinions on trending topics. Effective content includes witty, images, and witty tweets that are both entertaining and educational.	300 million monthly active users 40% are active multiple times a day 63% are between the ages of 30 and 50, 37 are male	Because of a tweet that Twitter will delete, makes your tweets and tweets less visible, making it the holy grail for your business. Another drawback is that your targeted keywords to attract on Twitter are not as effective as on other platforms, which will increase your traffic by a mile.
	PINTEREST A bookmarking style platform used for DIY, fashion, lifestyle, and cooking inspiration. High-quality pictures with captivating text often make good first impressions for pinners to click on it and increase engagement.	320 million monthly active users 80% of users are women - Heavily concentrated amongst millennials	Pinterest provides great SEO opportunities because your pins are clickable links which drive traffic to your website. Another great aspect is that pins have a long lifespan, meaning that the more your pin is "re-pinned", the longer it continues on user boards and it can be visible for years.
	TIKTOK Newly trending social media app that is used for creating and sharing 15-second videos. Popular content usually include comedic skits or music-style videos with lip-synching and/or dancing to popular songs.	800 million monthly active users 50% are under the age of 25 - Heavily concentrated between the ages of 18 to 24	Using TikTok gives your business the opportunity to get involved with trending content, giving it exposure to high volume of traffic. The platform provides a more laid-back community to make more informal content, which is highly appealing to its young audience.
	YOUTUBE Second most popular search engine that is used to share videos only. Content with diverse content spanning videos about, long, entertaining and educational videos are more likely to gain subscribers and engagement amongst viewers.	2 billion monthly active users 73% of adults in the US use it daily - Heavily concentrated between 18 to 34 year olds	Youtube provides a lot of potential for a large audience reach, due to it being one of the largest used platforms around the world. If creating a YouTube channel for your business isn't really necessary, partnering with influencers who have a lot of subscribers is a great way to utilize a large audience.
	LINKEDIN A professional networking platform where users can upload their resumes, look for jobs, and find connections with potential clients, employers, and employees. Due to being the second most used platform for B2B marketing, being the second most used platform for B2B marketing, being the second most used platform for B2B marketing, being the second most used platform for B2B marketing.	660 million monthly active users 67% male, 43% female 37% of US adults are between the ages of 20-49 years old	Because LinkedIn is less personal and more professional, audience reach is a lot higher giving your business more exposure beyond your immediate network. It also targets a very specific audience based on your location and industry.

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Facebook:

No social media platform comparison would be useful if it didn't include Facebook. Facebook is one of the most popular social media platforms in the United States and in the world. In the United States, it is second in usage after only YouTube. The United States is second in the world for users, with 190 million users. 69% of American adults use Facebook and the people that use Facebook are on it very regularly. 74% of users visit the site at least once a day, with 51% of them visiting several times a day.

75% of Facebook users are women, while 63% are men. 76% of people between 18-24 and 84% of people between 25-30 use Facebook. 79% of people 30-49 also use it. Another 68% between 50-64 use it.

Instagram:

Another important platform for a social media platform comparison is Instagram. Instagram also has over one billion monthly active users. Sixty-three percent of users log in at least once daily.

User data shows that the platform is by far favored by younger people. 72% and 67% of thirteen to seventeen year olds and eighteen to twenty-nine year olds, respectively, use it. This drops to 47% for 30-49 year olds and 23% for 50-64 year olds. In addition, 35% of US teenagers rate Instagram as their favorite social media platform, behind only Snapchat.

Snapchat:

Snapchat has much more of an appeal to younger users than older. At the end of 2019, they reported 210 million daily active users. Although Snapchat has global use, it has by far the most users in the United States at over 97.5 million users. The next closest country is France with 20.4 million users.

69% and 62% of thirteen to seventeen year olds and eighteen to twenty-nine year olds use Snapchat, respectively. This decreases greatly to only 25% of thirty to forty-nine year olds. It is considered the most important social network by 41% of teens.

Twitter:

A social media platform comparison shows Twitter's usage by American adults is lower than other networks. Only 22% of US adults use Twitter.

This platform is again favored by younger people. 44% of 18-24 year olds in the US use Twitter, and 31% of 25-30 year olds use it. The vast majority of Twitter users come from outside the United States. With 330 million global monthly users, 262 million of them are from outside the US.

Pinterest:

Pinterest user data shows that over 300 million people use Pinterest every month worldwide. Only 87 million of those users are in the United States.

User data is pretty evenly spread between age groups on Pinterest. Between 25-40% of everyone between 18-64 use Pinterest. This platform is favored by women over men, with 42% of women using it and only 15% of men on it.

TikTok:

This app has exploded in popularity recently. TikTok was downloaded 738 million times in 2019 alone, with over 2 billion total downloads. Its monthly active users are estimated to be 800 million. This figure would make TikTok the sixth-most used social media app in the world.

Young adults are by far the most frequent users of TikTok with 41% of users between the ages of sixteen and twenty-four. Users spend an average of just under an hour on the app per day. 90% of users access the app multiple times a day.

YouTube:

As mentioned previously, YouTube ranks higher than Facebook in usage by all US adults. 73% of US adults use YouTube and 38% of those users report logging in several times a day.

The largest age demographic for YouTube is eighteen to twenty-nine year olds, with 91% using it. However, thirty to forty-nine year olds and thirteen to seventeen year olds also use it a lot, at 87% and 85% respectively.

LinkedIn:

This platform is most popular with people that have professional careers. LinkedIn is popular for marketing to professionals.

The US has significantly more LinkedIn users than any other country in the world with 160 million users. However, this social media platform is used much less regularly than many of the others. Only 9% of US users visit LinkedIn more than once a day, and 12% visit every day. 23% visit several times a week.

The largest age demographics for LinkedIn are 25-30 year olds and 30-49 year olds. This platform seems to favor people with high incomes. 49% of people making more than \$75,000 a year use LinkedIn. Only 26% of people making \$30,000 and \$74,999 use it.

Social Media Advertising:

In the world in which we live today, removing yourself from social media platforms is not an easy task, nor a terribly great decision. On the other hand, taking advantage of different social media platforms for your advertising needs can be a great choice. Imagine the traffic and the visitors you would have with just a single viral video.

Social media advertising is an inexpensive tool that should be in every company's arsenal. For assistance with any of your social media advertising or content needs, reach out to SEO Design Chicago.

5.5 SOCIAL MEDIA MARKETING STRATEGIES WITH EXAMPLES

Here are the steps a company needs to take to build an effective social media marketing strategy:

1. Identify social media goals that align to the business goals:

Start by setting goals that will act as not only a guide for how to use social media, but also a benchmark of data to measure against. Use a SMART goal format to find out what is realistic to accomplish.

Examples of goals include the following:

- Increase traffic to website

- Drive more leads
- Increase revenue
- Grow audience



2. Research and define the target audience:

It's important to know who the target market is, what they care about and why they need a company's products or services. Social media platforms are rich with data about users, so this exercise can be done without a substantial market research project. Knowing demographic information and who follows the social channel are great starting points.

It's also important to know that different platforms attract different users. Knowing what social channels a company's target audience is on enables them to choose which channels to invest time and resources into.

Social media for business There are many social media platforms available for businesses to connect with potential customers. Here are some of the more popular social media sites and uses for each.			
Facebook	LinkedIn	Twitter	Instagram
NUMBER OF USERS 2.89 billion	NUMBER OF USERS 774 million	NUMBER OF USERS 396.5 million	NUMBER OF USERS 1 billion
CHARACTER LIMIT, PER POST 8,000	CHARACTER LIMIT, PER UPDATE 700	CHARACTER LIMIT, PER POST 280	CHARACTER LIMIT, PER CAPTION 2,200
USE CASES B2B and B2C companies and nonprofits can build communities through targeted advertising and promoting events.	USE CASES A B2B platform where industry leaders and buyers spend their time. Users can create their own forums to start conversations, which promotes thought leadership, and share industry knowledge.	USE CASES Thought leadership and information-seeking. Individuals such as media outlets, writers and bloggers use this as a search engine to find real-time information. Provides brand awareness for companies and shines light on different topics.	USE CASES This platform showcases a brand's culture and identity, keeping customers engaged and wanting to do business with the brand.
AGE DEMOGRAPHIC All ages	AGE DEMOGRAPHIC 30-49	AGE DEMOGRAPHIC 25-49	AGE DEMOGRAPHIC 18-34

Here are some of the more popular social media platforms and the uses for each.

3. Perform a competitive assessment:

Knowing what the competition is doing enables marketing teams to identify what is working well and what is not for the competition. This provides industry insights as well as opportunities to bring a product or message to market.

Social listening tools can also help brands set up different monitoring streams for competitive content and industry keywords.

4. Create and curate relevant content for the channel:

Knowing the goals, audience and competitive landscape will help determine the type(s) of content that brands need to create. Engaging content comes in different forms and media. It can be company generated, curated from elsewhere to share industry news or other thought leadership pieces.

Businesses should publish content frequently and consistently to develop an engaged follower base. Brands can post promotions to increase engagement. They can also create posts that show a more relatable and human side to the organization.

5. Be timely with posts and responses:

Posting when convenient for a business isn't always convenient for customers. Taking advantage of the best times to post for engagement is information that can be collected from analytics. Then organizations can schedule posts ahead of time using available publishing tools. Timeliness of the content is also important as the news cycle moves fast.

Another element of being timely on social media is response time. If customers engage with a brand on social media, they also expect a quick reply. A brand can build authority and respect with its clientele through these one-to-one relationships.

6. Gain buy-in and support from others in the organization:

Marketing departments need to engage other departments and stakeholders within an organization. Marketing can learn a lot from sales to inform future social campaigns, but sales can also benefit from marketing's reach. Sales and marketing alignment is great, but senior stakeholder support is also a necessity.

Supporting other departments' efforts is a common sign of a strong social media program. Every department in a company can benefit from social support, but HR is usually the next best place to partner with. Social media can be a recruitment tool and brand builder for prospective employees.

7. Measure and optimize:

The last element of building a successful social media marketing program is to measure what works and what doesn't. Organizations should monitor the following:

- Posts that get top engagement;
- Followers that continue to buy; and
- Ads that yield the highest ROI.

Here are some examples of businesses that can benefit from social media marketing programs:

- Small businesses and start ups
- Social media marketing is a great tool for small businesses and startups. It is a way for new businesses to build some awareness around their offerings. Using social media to sell products and services to a new market can be an entryway into building a customer base.

Direct sales companies:

These types of businesses are very entrepreneurial and grow through communities. And social media can help build communities, tapping into friends, family and beyond.

These started out as Tupperware and Mary Kay parties in homes. But social media apps are paving the way for new waves of direct sales companies such as LuLaRoe and Thirty-One Gifts. Party hosts no longer must host parties in their homes. Instead, they can host virtual parties using social media apps where consultants are able to show off their wares.

Real estate:

Real estate companies benefit from social media by promoting open houses and showcasing images of properties for sale. Features such as Facebook Live and Instagram stories show video footage of these properties in digestible formats for users to consume.

B2B companies:

B2B marketing teams are better able to identify who their target prospects are -- and when done correctly -- can show up in the right person's newsfeed.

The data presented about users on social media platforms helps paint a picture of who the audience is. And using the social media advertising tools, businesses can get the right message in front of that decision-maker at the right time.

Example #1 – Burger King France:

One great example of humor in social media marketing during the pandemic has been Burger King France, who shared a recipe for the “Quarantine Whopper” back when worldwide lockdowns began.



At first glance, it is just a witty yet appropriate acknowledgment of the situation by a global brand. It is more than that, though. For one, by putting super-crisp and fresh ingredients, Burger King suggested they use just as fresh ones when they make their burgers and other products. Also, you have to remember this was during the very early days of the pandemic, when fast-food brands still didn't have an idea how the pandemic would affect them in the long run.

5.6 CONTENT STRATEGY

Content strategy is the planning, development, and management of content—written or in other media. The term has been particularly common in web development since the late 1990s. It is a recognized field in user experience design, and it also draws from adjacent disciplines such as information architecture, content management, business analysis, digital marketing, and technical communication.

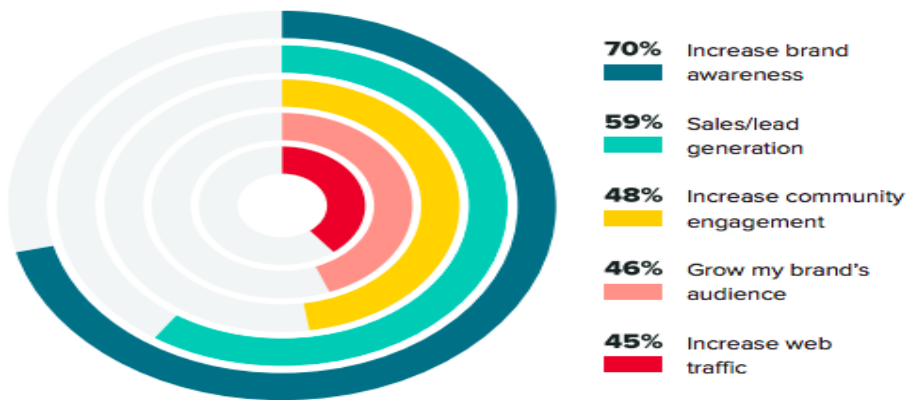
Content strategy has been described as planning for "the creation, publication, and governance of useful, usable content." It has also been called "a repeatable system that defines the entire editorial content development process for a website development project."

How to craft an effective social media content strategy:

1) Identify and set goals:

The first step towards a long-term social media strategy is to set your content goals. Having goals in mind will help you start planning out the type of content to create.

Social marketers' top goals for social



This process involves digging deep into your brand values as well as researching your audience.

Start by getting clear on your **overall marketing goals** and how you want your content marketing strategy to serve those goals. The more specific your marketing goals are, the better you will be able to tailor your social media content to meet those goals.

2) Plan your social content:

Once you're clear on your goals, it's time to conduct a **social media content audit** on the content you've created so far. Look at which posts performed well, which ones didn't and what you posted on each platform. If you're using a social media management platform like Sprout Social, you can look at all of your social media data and analytics in one place.

Even without a social media tool, you can analyze your data by exporting each platform's analytics into a spreadsheet.

Facebook, Twitter, Pinterest Business and LinkedIn Business accounts let you easily export your post and page analytics directly from the platform.

A content audit will help you substantiate what you think is working well with quantitative data that shows you how each post performs.

Having a consistent brand voice will also help you have a better understanding of who your audience is. You can't create good social content without knowing who your followers are. During this phase, do some target audience research. Build a target persona of your audience and can compare it to who you think your target audience should be. Include things like basic demographics, acquisition channels and content preferences.

3) Build a content calendar:

Once you know what content performs best and you've identified your primary goals, it's time to build a social media content calendar. A

calendar will let you take a big-picture approach to social media content planning. It will help you visualize your ideas and organize them in a way that makes the strategy easier to execute. Your content calendar will be a hub for everything you post.

When deciding where to post what content, also consider what types of content perform well on that platform based on your audit. Keep in mind that there are best practices when it comes to the best times to post on each platform.

A content calendar makes it easier to collaborate on social media posts with different people across your company. It's helpful to collaborate with different departments to create a better-rounded plan.

4) Promote and distribute your content:

Your social media strategy goes beyond what you post on your social channels. Planning and publishing your content is only a small percentage of a successful social media strategy. A good strategy involves finding ways to actively distribute your content so that as many people as possible see it.

When you establish a content distribution strategy, you'll set up your posts to be shared more widely.

You can also encourage your audience to engage with your content by asking a question and encouraging them to share their answers, on social media or in the comments section of a blog post.

Individual social media platforms have their own ways to help you maximize reach as well. On platforms like Twitter and Instagram, **utilizing hashtags** is a great way to distribute your content further. Hashtags help you reach people who not only follow you but are following a specific trend or interest. On LinkedIn and Facebook, join groups related to your industry and share content when it relates to the conversation.

Another good distribution strategy involves networking with bloggers and content creators in your niche.

5) Measure results:

The last step to an effective social media content strategy is measuring the results of all of your efforts. Proper tracking is going to be vital to creating a strategy with longevity. Keeping detailed metrics will help you tweak and optimize your plan over time. Ideally, you should analyse your content every month to keep track of what's working. When analysing your data, take a top-level view of your content over a given period.

A few of the most important social media metrics to measure include:

- **Awareness:** The number of times people saw your content as told by impressions and reach

- **Engagements:** The number of reactions, comments, clicks and shares your content gets
- **ROI:** Conversions and referrals from external sources

6) Putting it all together:

Effectively planning a social media content strategy is an ongoing cycle, but it doesn't have to be overwhelming. Plan out your process with the ideas above and stick to these essential steps to develop content planning that puts a strategic approach first.

5.7 CREATING CAMPAIGN ON SOCIAL MEDIA (FACEBOOK)

Facebook has changed its campaign structure quite a few times already. A quick and handy overview of how your Facebook campaigns are structured is as follows

How to create campaign on Facebook:

- 1) Create a Business Suite account
- 2) Connect or create your Facebook Page
- 3) Create your ad account
- 4) Add the pixel to your website
- 5) Create your Facebook ad campaign
- 6) Create your Facebook ad set
- 7) Create your ad
- 8) Publish

1. Create a Business Suite account:

Business Manager and Business Suite are now merged into one. When you create a Business Manager Account, you will be brought into the Meta Business Suite interface. You can access the old Business Manager interface (by clicking Help > Switch to Business Suite) but your best bet is to get familiar with Business Suite since this is here to stay.

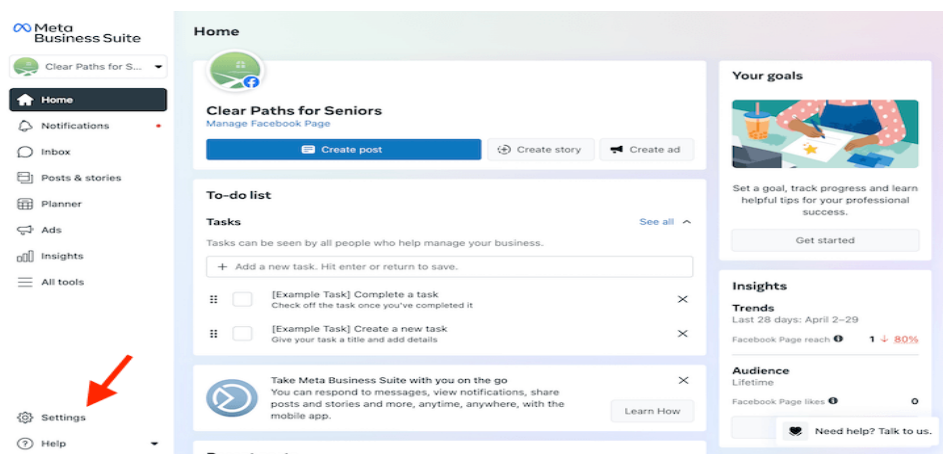
To create an account, go to business.facebook.com and click "Create account" on the upper right.

You'll be asked to add your business name, your name, and then your business email. Upon confirming your email, your account will be set up.

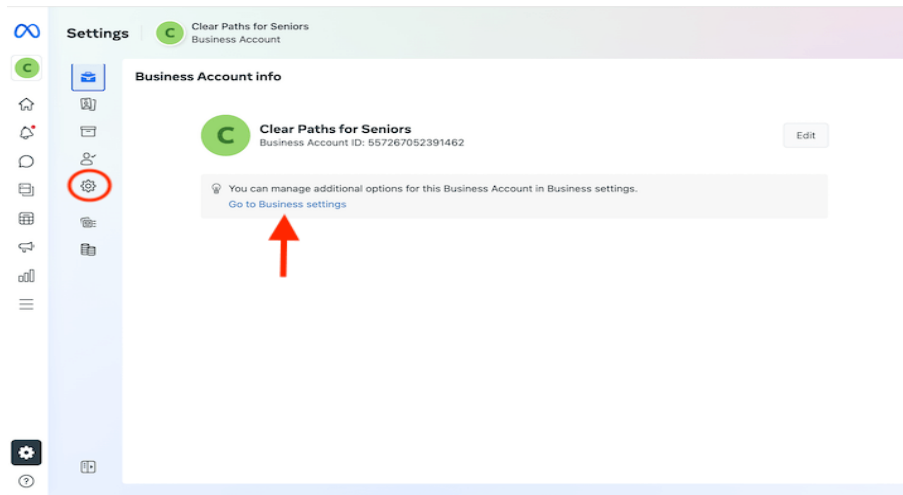
Here is where you'll be brought to the Meta Business Suite interface.

2. Connect or create your Facebook Page:

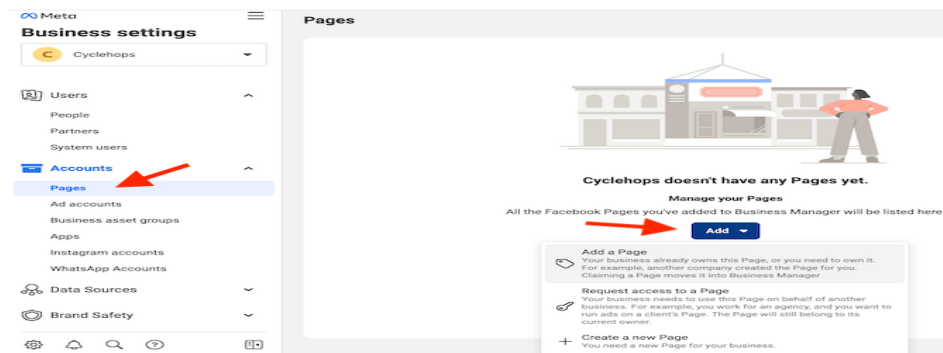
Head down to the bottom left and click on Settings.



From there, click the second gear you see, or you might see a prompt to go to Business Settings. Both take you to the same place. Business settings is basically the legacy Business Manager.



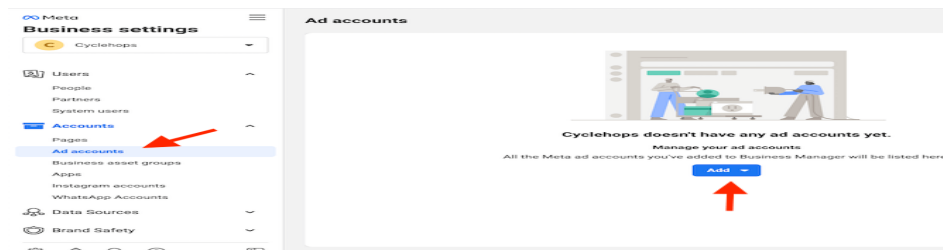
You need a Facebook Page in order to advertise. On the left window, select Pages and then click Add. Here you can either add an existing Page, create a new Page, or request access to a Page (such as if you're running ads for another business).



While you can supply the bare minimum just to get your page created, it's best to build it out fully before you start advertising since users can navigate to your Page from your ad.

3. Create your ad account:

You'll see an option on the right to create a new ad account.



Provide your Ad account name, time zone, and currency then click Next. Facebook will then ask you whether the ad account is going to be used to manage ads for the business account through which you've created this ad account or for another business or client.



This ad account will be used for

☒ My business (Cyclehops)

☐ Another business or client

Correctly selecting this is important - It will ensure the other business' name is displayed across Facebook when you create an ad on their behalf, including in the Why Am I Seeing This ad dialog. You may also gain access to the other business' Audience Manager features including their Custom Audience sizes and the audience overlap tool.

[Learn More](#)

[Back](#) [Create](#)

Next you'll be asked to add people and permissions. Select your name and give yourself full control over everything.

Add People and Set Permissions

Search & Filter 

1 Person Selected 

 Kristen McC... 

Ad Account

Partial access

Manage campaigns 

Create and edit ads, access reports and view ads

View performance 

Access reports and view ads

Manage Creative Hub mockups 

View, create and edit mockups in Creative Hub

Full control

Manage Ad Account 

Control ad account settings, finances and permissions. Create and edit ads, access reports and view ads.



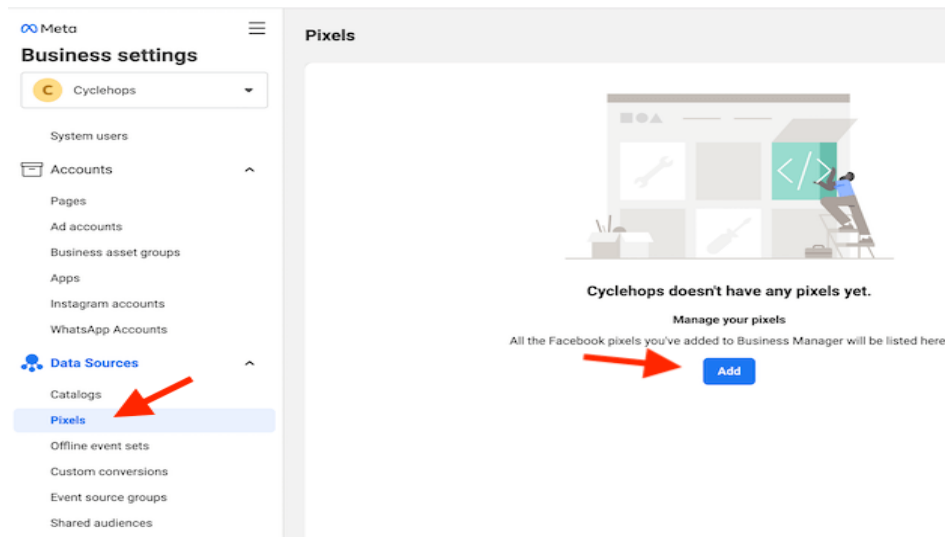
[Cancel](#) [Assign](#)

Click Assign and then click Add Payment Info. Now you have an ad account set up.

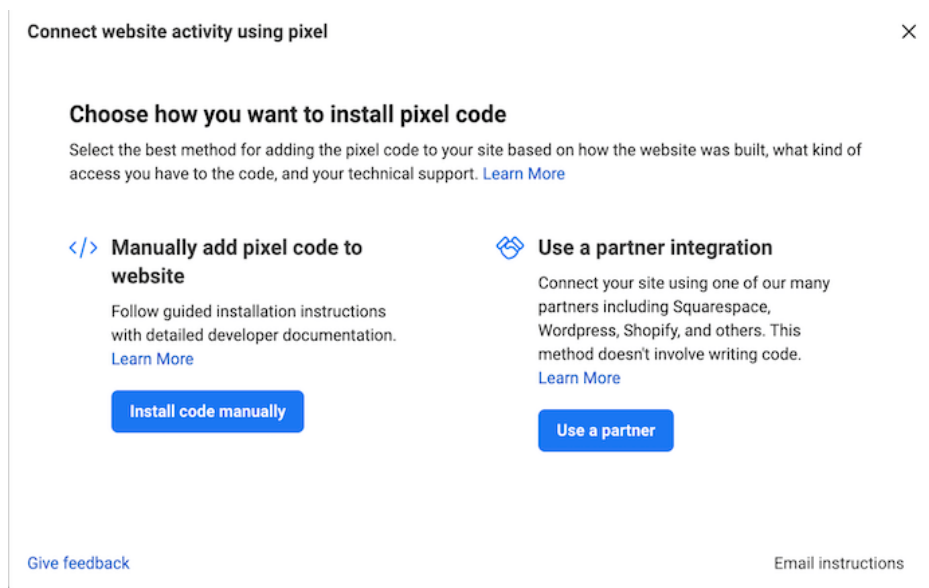
4. Add the pixel to your website:

You don't have to do this step now, but you're going to have to do it eventually, so may as well get it over with! The pixel is a little snippet of code that will tell you what your ad viewers do once they land on your website. Insights from the pixel help you to further optimize your ads as well as create Facebook retargeting audiences which tend to perform well.

To set up the pixel, go to Data Sources, select Pixels, and on the right, click Add.



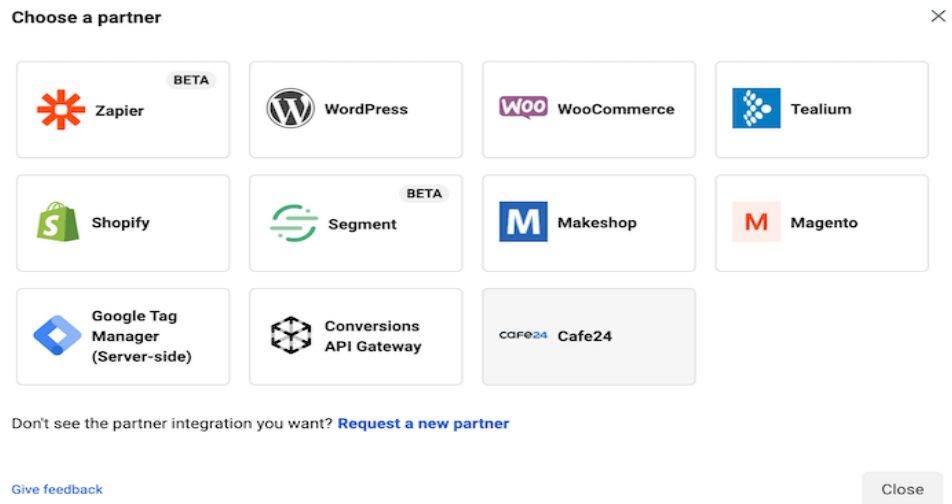
Facebook will ask you whether you want to install it manually or using a partner integration.



The partner integration methods are designed to make the process easier without using code, so I'd encourage you to go that route first.

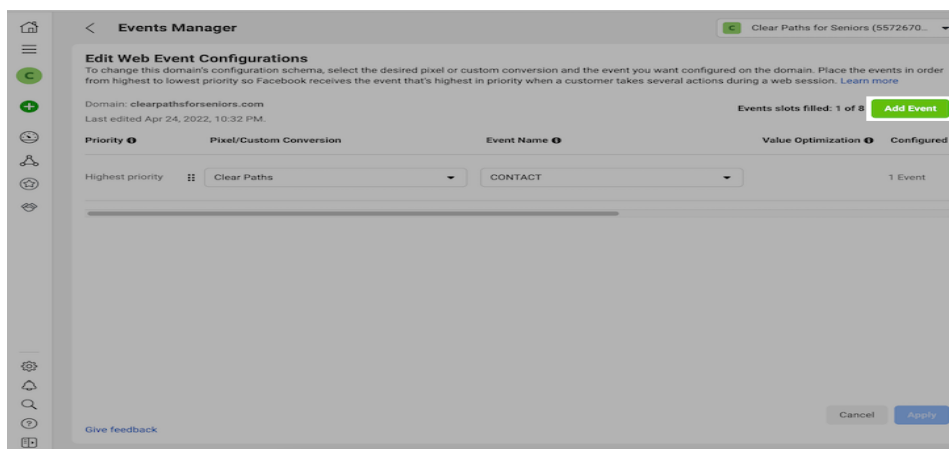
Current partners include:

- WordPress
- WooCommerce
- Tealium
- Shopify
- Makeshop
- Magento
- Google Tag Manager etc.



Set up your web events:

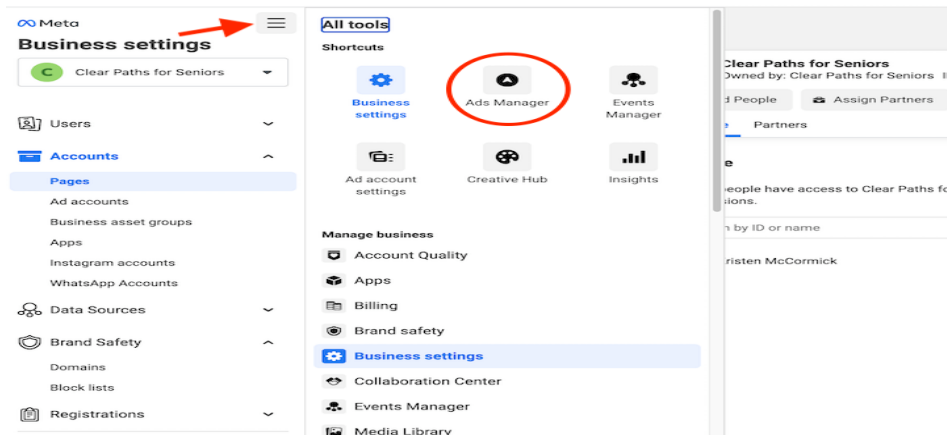
As part of the pixel setup process, you'll have to verify your domain and configure your web events (Aggregated Event Measurement). Paid Media Pros offers an easy tutorial video for configuring your web events.



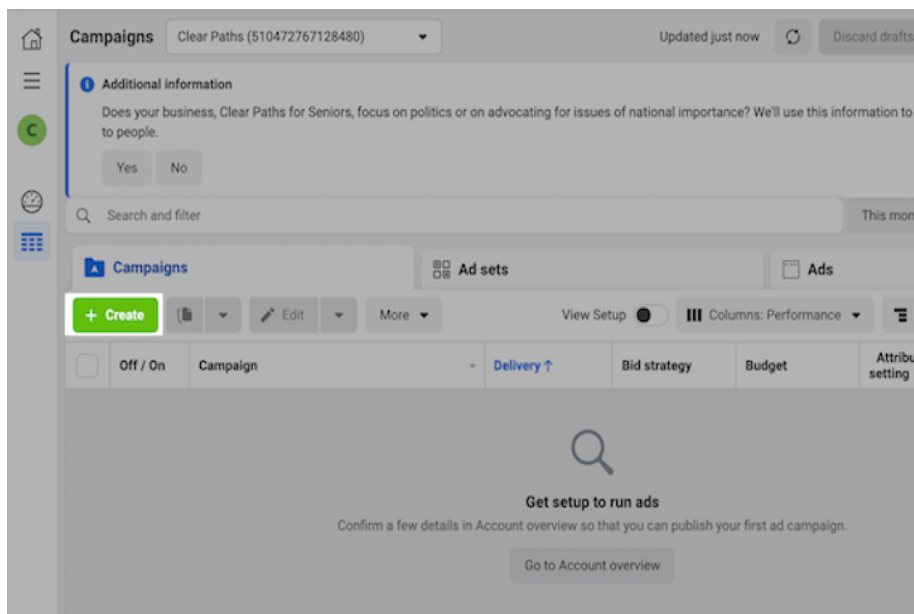
Note that you can always revisit the domain verification process by going to Brand Safety > Domains, and revisit the event setup process by going to Events Manager.

5. Create your Facebook ad campaign:

Now click the hamburger menu at the top left (All tools) and select Ads Manager.



On the left, select “Create.”



Choose your campaign objective:

Facebook offers three categories of campaign objectives: Awareness, Consideration, and Conversion.

Create new campaign
×

Choose a Campaign Objective

[Learn more](#)

Awareness

☐ Brand awareness

☐ Reach

Consideration

☐ Traffic

☐ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic

Cancel
Continue

In terms of which objective to choose, it will depend on what your offer is and who you're targeting. Ultimately, you want to have a full-funnel Facebook ad strategy where you create different campaigns for each stage of your funnel, but for help choosing which objective is best for this particular campaign, this chart may help:

Which Facebook ad objective should you choose?			
Stage of funnel	TOF	MOF	BOF
Objective	• Awareness • Consideration	• Consideration • Conversion	• Conversion
Subcategory	- Brand awareness - Reach - Traffic - Engagement - Video views	- Messages - Lead generation - App installs - Conversions	- Conversions - Catalog sales - Store visits

WordStream
by LOCALiQ

Note that if you choose a conversions campaign, you definitely need to have your pixel set up and web events configured.

Campaign settings:

Once you select your objective, you'll see something like this:

The screenshot shows the Facebook Campaign settings interface. It includes sections for Campaign name, Special Ad Categories, Campaign details, A/B Test, and Campaign Budget Optimization. The Campaign name is set to 'Traffic campaign #1'. The Campaign objective is set to 'Traffic'. The A/B Test and Campaign Budget Optimization are currently turned off.

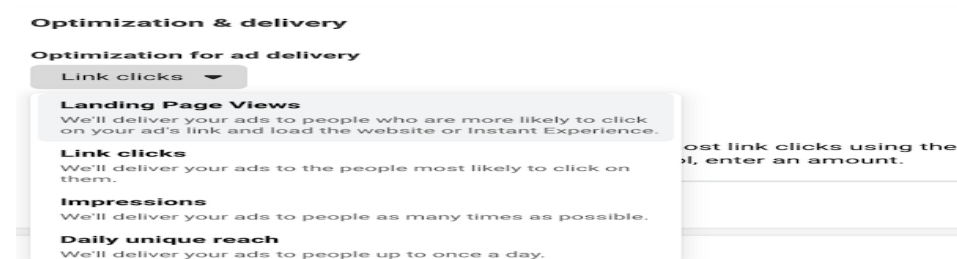
- **Campaign name:** Use whatever you want, as long as it makes sense to you.
- **Special Ad Categories:** If you fall into any of those special categories, declare that here so you can take care of any further documentation you may need to provide, depending on Facebook advertising policies.

- **Campaign details:** Here you can change your objective if you need to, and you can also select a campaign spending limit (if you go with a daily budget—more on budgets in a bit).
- **Campaign Budget Optimization:** With this setting turned on, instead of choosing your budget separately for each ad set within a campaign, Facebook will decide which ad sets should receive a higher percentage of the spend based on performance.

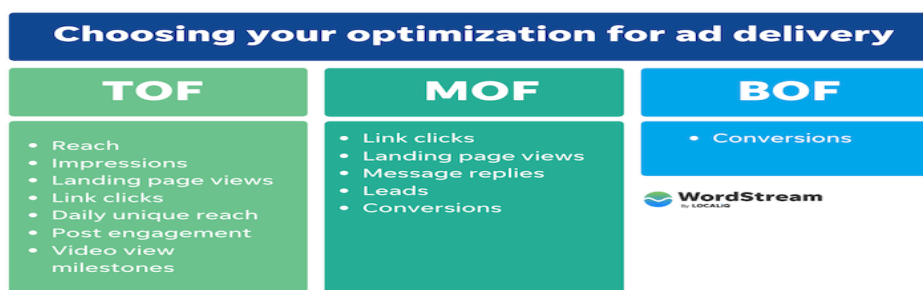
6. Create your Facebook ad set:

Now we're in the ad set stage. There are more features and settings here too, but here's what matters.

- **Traffic:** Choose where you want to drive traffic. This is because I chose a traffic campaign for my objective, but this window may look different for different objectives.
- **Dynamic creative.** Facebook dynamic ads operate similar to responsive search ads, where you provide the assets (images, videos, headlines, descriptions, etc.) and Facebook will mix and match them into different combinations. For simplicity's sake, I will not opt into this setting.
- **Optimization & delivery.** This is where you tell the algorithm what you see as success for your ad set so that Facebook can further refine who it shows your ads to.



The options here will vary depending on your campaign objective, but here is a quick guide on how to choose:



Budget & schedule:

Here is where you choose a daily budget or lifetime budget.

Choose lifetime budgets when:

- You need to run your ads on a schedule
- Your campaign has a set budget and end date

Audience:

In this step, you select exactly who you want to reach with your Facebook ad, which you can define based on:

- Location
- Age
- Gender
- Interests and behaviours

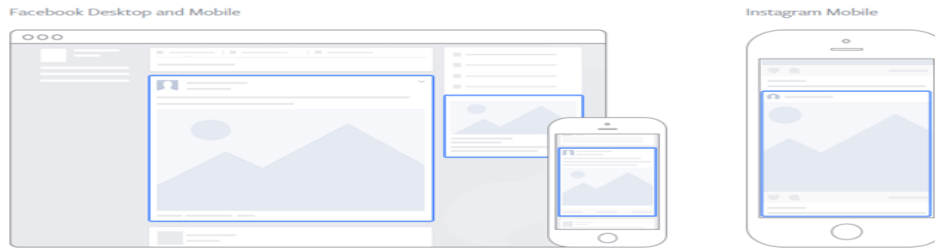


For **detailed targeting**, you can create rules so that the ad targets users with one OR another or one AND another interest. Either way, it's best to stick to just one or two interests or demographics per ad set. Otherwise you won't know what audiences are working for you. If you have more interests to target, you can always create new ad sets.

On the right, **Audience definition** will tell you how large or small your audience will be based on the criteria chosen, and **Estimated daily results** will tell you how many people you're estimated to reach based on your daily spend. Keep in mind that these are just estimates and aren't always 100% reliable, so take them with a grain of salt.

Choose your placements:

Now you'll choose your placements. Placements refer to where your Facebook ad will appear on the Facebook network. Between mobile and desktop, Instagram and Facebook, there are a number of placements to choose from.

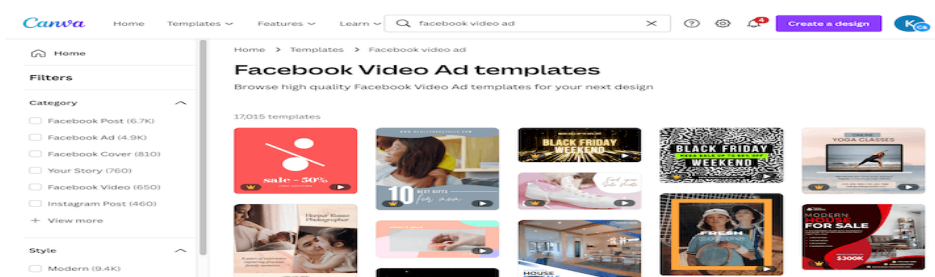


You'll have two options here: automatic or manual. You may be tempted to manually choose which placements you want, but if you're just starting out, it's best to leave it on automatic and let your ad show on every possible placement to start.

7. Create your ad:

i) Create your ad creative:

The creative refers to the visual part of your ad, and this should be the focal point of the ad. Facebook supports three ad formats: single image and video ads, carousel ads, and collection ads, and you have three creation options: use an existing post, a Creative hub mockup, or upload your own design.



ii) Write your copy:

Next it's time for your ad copy, which consists of:

- **Primary text:** above the ad creative; only the first 125 characters show.
- **Headline:** just below the creative, 40 characters or less.
- **Description:** just below the headline, 30 characters or less.

iii) Choose your call to action:

Once you enter your ad copy, enter your website URL and choose the call to action that makes the most sense for your offer. You can always A/B test this later!

Call to Action ⓘ

Learn more ▼

- ☐ Book now
- ☐ Contact us
- ☐ Donate now
- ☐ Download
- ☐ Get offer
- ☐ Get showtimes
- ☒ Learn more
- ☐ Listen now

iv) Confirm your tracking:

Last but definitely not least, make sure your website event tracking is set up (if you skipped it from earlier). You'll have the option to set up app and offline events if applicable, as well as set a unique URL parameter so you can identify visitors to your website from this ad.

Tracking

Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

☒ Website Events

☐ Clear Paths
Pixel ID: 3179958748960330

App events ⓘ Set Up

Offline Events ⓘ Set Up

URL parameters - Optional

key1=value1&key2=value2

[Build a URL parameter](#)

8. Publish:

That green button on the bottom right of your screen never looked so beautiful. Once you hit publish, an algorithm (and sometimes a person) will review for any Facebook Ad disapprovals, so your ad can take 24 hours (sometimes more) to get approved. Once it's up and running, your ad will go through a learning period during which Facebook will gather the performance data it needs to optimize who it delivers the ad to and when.

5.8 ASSESSMENT OF CAMPAIGN USING FACEBOOK ANALYTICS

1) Find Your Competitors:

For this part of your Facebook analysis, there are three kinds of posts that you'll want to scrutinize for insights: posts related to your industry, your competitors' posts and your own posts. If you're not sure who's your competition, here are a few strategies to incorporate during your research:

Find them on Google:

Use Google to search for key phrases relating to what you do. If your business is not local, you can use search terms that best describe your industry.

Look at who your audience follows:

Check out the other brands your audience follows on social media and note the most similar to your company.

1) Analyse What They're Doing:

Once you've identified your top competitors:

Choose the top 3-5 competitors to benchmark your efforts against.

Gather information about them, including the social networks they use, the size of their following, how often they post and what their engagement numbers are like.

2) Audience Growth:

You can see how your audience growth compares to that of your competitors. See how often you've been publishing Facebook posts. This report also shows you what type of content you've published, your three top-performing posts and engagement for each post. You can view impressions—both paid and organic—and see reactions, comments and shares for each post.

3) Gather Your Data:

Now that you have some benchmarks and an idea of what your competition is doing, it's time for some self-reflection. In this step, you're going to pull data on your brand through Facebook Insights. Accessing Facebook Insights is simple: just go to the Facebook Page Manager and click Insights.

4) Analyse Your Facebook Page Data:

Once you've gathered all your data, it's time to dive into the numbers. It's best to divide this into two different parts. First, we'll take a look at page-level metrics, then we'll go over analysing individual post-performance.

Facebook Likes:

This simply refers to the number of people who click the "Like" button on one of your posts. Facebook likes are a clear indicator that somebody is enjoying your social media content. This is a metric that you should always work on increasing, as it shows that people have some basic connection to the content that you're posting.

Facebook page reach:

Reach refers to the number of people who saw and/or interacted with your posts, and it includes negative interactions, such as hiding posts or reporting posts for offensive content.

Facebook page engagement:

Engaged users refer to the number of people who clicked anywhere in your post, without generating a story, plus the number of unique people who created a story about your Page post. This is a great metric to increase because it means people are creating their own unique stories about your posts.

Video Stats:

The page data also includes statistics about your video content and how users interact with it.

To access this data, check out the tab for **Total Video views** (daily, weekly, 28 days), for paid and organic views. There is also a tab with data for the **Daily Total Number of Times a Video Has Been Seen Again**, which is the number of times a video has been played after the initial play.

Bot stats:

If you're using chatbots to interact with Facebook users, you'll need to track their performance.

5) Analyse Your Facebook Posts:

When looking at the performance of individual posts, we're going to analyze both reach and engagement metrics. Here's a breakdown of what each includes:

- **Post Reach** shares basic post statistics like impressions, engaged users, consumption and video views.
- **Post Engagement** shares basic engagement stats like engaged users, consumption and negative feedback.

Reach:

According to **Facebook**, "Post reach is the number of (unique) people who have seen your post. Your post counts as reaching someone when it's shown in their News Feed."

Comments:

Comments allow you to get direct feedback on your content from your audience. Not all comments are good, and negative comments may be an indicator that you should stop and rethink the content you're publishing.

Positive comments and engagement indicate that your content is resonating with your audience.

6) Ask Yourself the Right Questions:

Now that you have some insights as to how to properly interpret data, use these questions to help guide your Facebook analysis.

Who Are Your Facebook Users?

Understanding the demographic breakdown of your Facebook audience is a powerful insight that could help inform which types of products or content you post about and how you position them.

Where Are Your Facebook Users?

As companies and social media sites go global, the idea of geo-targeting has become very popular. Distributing different content to Facebook audience members in different locations is something that great Facebook marketers should always be considering.

7) What to Do After Checking Page & Post Data:

Every social media presence is different, so what works for one company may not work for another. Using the insights from your Facebook analysis, you can determine what types of content to publish and when.

5.9 SUMMARY

- Social media marketing (SMM) is a form of internet marketing that uses social media apps as a marketing tool.
- Social media helps spread those messages to the right people at the right time, through both free and paid means
- SMM is a long-term investment. Social media platforms yield a high ROI, but not in the form of immediate results. The success of an SMM program isn't determined by one piece of content, but rather several over long periods of time.
- Facebook is one of the most popular social media platforms in the United States and in the world. In the United States, it is second in usage after only YouTube.
- **LinkedIn:** This platform is most popular with people that have professional careers. LinkedIn is popular for marketing to professionals.
- Content strategy has been described as planning for "the creation, publication, and governance of useful, usable content." It has also been called "a repeatable system that defines the entire editorial content development process for a website development project
- A content calendar makes it easier to collaborate on social media posts with different people across your company. It's helpful to collaborate with different departments to create a better-rounded plan.

5.10 SELF-ASSESSMENT TEST

(A) Answer the following Questions:

- 1) Define Social Media Marketing. List out the 5 pillars of Social Media Marketing?
- 2) Write a note on Advantages & Disadvantages of Social Media Marketing?
- 3) Describe the Social Media Marketing Strategies, with examples?
- 4) Write a note on various Social Medias?
- 5) Define Content Strategy. How to design an effective Content Strategy?
- 6) How to create campaign on social media i.e. Facebook?
- 7) List out the ways through which Campaign assessment can be done using face book analytics techniques?

(B) Fill in the Blanks:

- 1) _____ is the use of social media—the platforms on which users build social networks and share information—to build a company's brand, increase sales, and drive website traffic.
- 2) _____ is a form of internet marketing that uses social media apps as a marketing tool.
- 3) There are _____ pillars of social media marketing that will lead to a successful program.
- 4) _____ is one of the most popular social media platforms in the United States and in the world. In the United States, it is second in usage after only YouTube.
- 5) _____ is the planning, development, and management of content—written or in other media.
- 6) The first step towards a long-term social media strategy is to set your_____.
- 7) Facebook, Twitter, Pinterest Business and _____let you easily export your post and page analytics directly from the platform.
- 8) The term Content Strategy has been particularly common in web development since the late _____.
- 9) _____ help you reach people who not only follow you but are following a specific trend or interest.
- 10) _____ can be a recruitment tool and brand builder for prospective employees.

Answers:

1-(Social Media Marketing / Digital Marketing/E-Marketing)

2- (Social Media Marketing i.e. SMM)

3-(5)

4- (Facebook)

5-(Content Strategy)

6-(Content Goals)

7-(LinkedIn Business accounts)

8-(1990's)

9-(Hashtags)

10-(Social Media)

DISPLAY MARKETING

Unit Structure

- 6.0 Objectives
- 6.1 Introduction
- 6.2 Importance
- 6.3 Features
- 6.4 Categories
- 6.5 Display Ads vs Native Ads
- 6.6 Types of Display Marketing
- 6.7 Advantage & Disadvantages
- 6.8 Google Display Ads
- 6.9 Best Practices
- 6.10 Value Addition
- 6.11 5-Elements of Display Marketing
- 6.12 Summary
- 6.13 Self-Assessment Questions
- 6.14 Case Study

6.0 OBJECTIVES

- To Study Importance, Features & Categories of Display Ads
- To Understand Difference between Display Ads & Native Ads
- To Study Types & Advantages
- To Study Google Display Ads
- To Understand Best Practices, Value Addition & Elements

6.1 INTRODUCTION

A popular and effective format of digital advertising is display advertising. It is completely driven by the visuals it uses to attract attention and spread brand awareness across the internet.

Display ads are a lucrative method of advertising for marketers looking for ways to reach and acquire customers. They make generous use of visual media in the form of texts, images, or even videos to catch people's attention.

You can usually spot display ads in designated corners of webpages and social media platforms, and they are usually showcased in the form of a banner ad (graphic or text). All campaigns ranging from the ones using

simple text to those with attractive videos can be grouped under display advertising.

Most successful display advertising campaigns use a clever combination of images, text, gifs, and videos to stand out on the internet and send their message across to the targeted audience. Marketers can play around with language, design, shapes, and sizes of banners to create engaging display ads.

The Display Advertising Targeting Process:

One of the most vital features of display advertising is its ability to target specific sections of the audience that match parameters based on the advertiser's requirement. The display advertising targeting feature ensures that your ad reaches the right audience, and ad spend isn't wasted on a demographic that isn't interested in your product/service.

The multitude of options available when it comes to display ad targeting can be overwhelming; it is important to have clarity about the kind of demographic that you want to cater to, and accordingly choose from available targeting options.

6.2 IMPORTANCE

With internet use increasing day by day – there are now over 4.66 billion internet users worldwide – it is no surprise that the internet is one of the best places to advertise your business.

The digital age has given people the convenience to shop online in a few clicks without having to leave the house. As a result, using display advertising can be a powerful way to reach your target audience.

By allowing your business to show up in the places where your audience is already active online, display advertising can do things that search cannot. Because the Google Display Network is so vast, engaging in display marketing can be risky for your business — if you're not careful, you can potentially waste a lot of ad spend with display advertising.

However, there are so many benefits of display advertising and, if you are confident in display advertising, you have the opportunity to transform your PPC strategy.

Display ads have the potential to significantly improve your brand awareness thanks to their eye-catching visual format. With display marketing, you can strengthen brand consistency and visibility, nurture leads, track performance, and support the success of your other PPC activity – to name just a few of the benefits.

6.3 FEATURES

Here are some measures you can take to make the most of this functionality. Display advertising targeting is a complicated procedure.

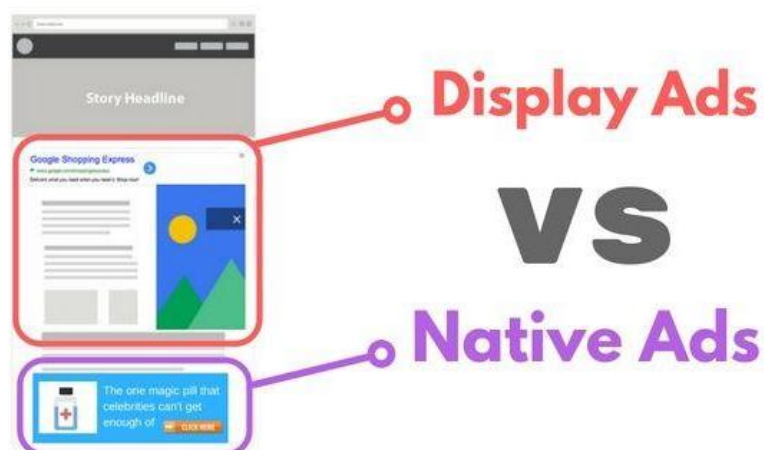
1. **Define your demographic:** Based on the audience's fundamental demographic characteristics—such as age, gender, interests, etc.—you can segment them.
2. **Identify target keywords:** This enables you to target a certain demographic based on terms that correspond to your product or service. Your keywords will be matched by the display ad network with words or phrases found on the publisher's website where your ad will appear.
3. **Zero-in on the topic:** With this function, you can select a collection of websites that fall under the same general topic or classification as your company.
4. **Formulate the ideal placement:** The website where you want your display adverts to appear is up to you. For instance, if you want to reach customers of a particular automobile model, you can place advertising on pages with product reviews or articles about that particular model.
5. **Show ads based on interest:** Because Google tracks user behaviour, you may run display advertising that appeals to particular interests based on the users' searches. An automobile fanatic, for instance, might be looking into tyres, car stereos, etc. Your ad will appear on all pertinent web pages thanks to interest-based display ad targeting.
6. **Retarget based on past behavior:** You can target visitors who have already visited your website using this display ad targeting tool, also known as retargeting, to increase the impact and recall of your brand.

Display advertising is the practice of promoting a good or service using visuals like photos and videos on networks of publisher websites like Facebook and Google Display Network, among others.

6.4 CATEGORIES

The forms of display ads—banner, picture, and text—are posted on pertinent third-party websites. The phrase "display advertising" is essentially a catch-all for all visual advertisements that are posted on websites:

1. **Site placement advertising:** The website that the advertiser or marketer wants to place their display adverts on is chosen in this type of display advertising.
2. **Contextual advertising:** In this form of display marketing, networks position advertisements on websites that are relevant to the product being advertised. For instance, a dog food advertisement might appear on a website that helps people adopt pets.
3. **Remarketing:** Display advertising for remarketing are shown to visitors who have visited your website or post-click landing page but have departed before completing the necessary conversion objective.



While display ads are used as an umbrella term to include all ads that users see online. The term native advertising refers to a form of advertising that attempts to match the content of the platform. This is done to make the message more easily consumable by the users of that platform. Native ads appear in-feed and are non-disruptive, like suggested posts on Facebook or promoted posts on Twitter.

So, while the intent of display ads is to stand out, native ads are meant to blend in with the web page they are situated on and not look like ads at all. Native ads are mostly found on social media feeds or as recommended content on a webpage; the ads look like part of the editorial flow of the page.

Display ads call out for attention, while native ads blend in with web pages and focus on soft-selling.

Native ads are ideal for driving traffic to your website as they serve users with educational ad content that piques their interest.

If you're looking to educate users on a particular subject or are just trying to get them to your website to view more offers, then creating native ads is your best bet. Native ads are non-intrusive and so aren't affected by banner blindness, however, if the goal of your campaign is to increase brand awareness, retarget lost customers, or customer acquisition then creating a display advertising campaign is the right way to go.

Why you should include display ads in your marketing campaigns:

Display ads present you with the opportunity to showcase your offers in a wide variety of ad formats. Plus, when you create display ads on advertising platforms such as the Google Display Network, your ads have the potential to reach users on millions of websites around the globe.

Display advertising is an excellent way to build brand awareness and get clicks, conversions, and sales from users who might not have an interest in your business per se but have found your display ad to be relevant to the solution they were searching for.

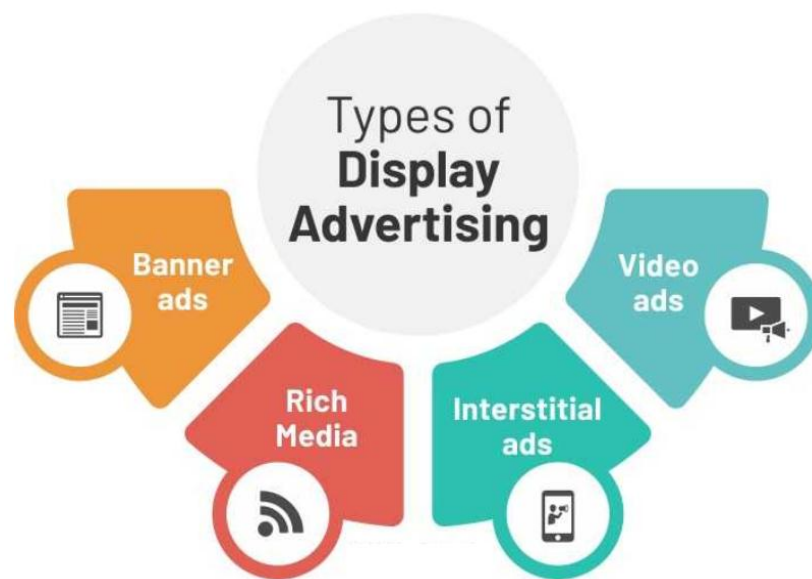
The success with display ads lies with targeting the right user at the right time on the right website.

In terms of remarketing campaigns, display ads work wonders for customer acquisition and brand awareness as they remind users who have left your website what they're missing out on by not availing a particular offer.

Display ads have the potential to increase your marketing ROI as their format demands attention; they increase brand awareness and visibility, and target relevant audiences with retargeting campaigns.

6.6 TYPES OF DISPLAY ADVERTISING

The main message of the campaign must be conveyed to the audience through graphics for display advertising management to be effective. Having consumers naturally led to an advertisement when they visit a website or social media platform is the goal. So, when formulating your display advertising management plan, here are a few possibilities you should test out.



1) Banner ads:

As they stand out on any webpage, banner adverts are the most popular type of display advertising. Their name derives from their banner-like shape. They are nothing more than a series of hyperlinked, image-based advertising. In order to grab the user's attention right away, they are typically positioned near the top of a webpage.

2) Rich Media:

A third of Internet users find standard banner advertising to be annoying, therefore businesses are looking into more creative ways to display their adverts. One such innovative strategy is the use of rich media, which

involves incorporating compelling interactive components like video, audio, and clickable features into the commercial.

3) Interstitial ads:

Before you are taken to the website you first intended to visit, these advertisements appear on a separate page. They successfully grab the user's attention since they fill the entire screen.

4) Video ads:

Video ads are slightly more expensive than display ads, but they are still worthwhile. Marketers can now easily run video ads that draw a lot of interest and engagement thanks to platforms like YouTube and Instagram.

6.7 ADVANTAGES & DISADVANTAGES

Advantages:

- **Visual:** To grab your audience's attention, you can employ eye-catching graphics or rich media.
- **Awareness:** You can advertise your brand and market your goods and services. Display advertising might generate early attention, whereas search advertising targets consumers who are ready to make a purchase. Display advertisements are seen by a lot of people and have a wide audience.
- **Targeted:** Some targeting choices are not accessible through search marketing. Topic and interest targeting as well as remarketing are some of these. You can also target particular demographics, such as age and gender.

Disadvantages:

- **Lower click-through rate (CTR):** The CTR of display ads is often lower than that of search ads.
- **Lower conversions:** A lower CTR also translates to fewer conversions, such purchases and sign-ups. Users may not be prepared to make a purchase when they encounter your advertisement because they aren't actively shopping for your goods or services. Display advertisements are better suited for lengthy sales cycles than for making large numbers of sales.
- **Ad avoidance:** Despite having a lot of impressions, you cannot be certain that users actually paid attention to your advertisement. Users may not see your adverts if they use ad blocking software.

6.8 GOOGLE DISPLAY ADS

In terms of display advertising, Google is undoubtedly the dominant player. On millions of different websites, blogs, news sites, and their own

domains like YouTube and Gmail, the Google Display Network today reaches 90% of all internet users worldwide.

The two main types of Google display ads:

Responsive display advertising and uploaded image advertisements are the two main categories of Google display ads that are most frequently employed. For a long time, the Google Display Network only accepted simple text advertising or images with preset sizes.

The number of ad types on the Google Display Network has grown significantly over time, and the introduction of responsive display advertisements has, arguably, changed the advertising landscape for many companies wishing to use Google Ads to market their goods and services.

A. Responsive display ads:

Responsive display ads are the default ad type for advertisers using Google display advertising.

With responsive display ads, you upload a selection of images or allow Google to scrape your website for suitable images, and write a choice of headlines and descriptions for your ads. Google will then use these to create responsive ads for you.

Google Ads will automatically optimise your responsive display ad for performance by testing different combinations of visuals and copy to determine which versions of your ad perform best.

On top of this, responsive display ads automatically adjust in size to suit the requirements of the webpage it appears on, helping to make the entire advertising process faster and more seamless for you.

Responsive display ads typically have a lower cost-per-click (CPC) and a higher click-through-rate (CTR) than uploaded image ads. However, the responsive nature of these ads means that you hand the reins over to Google and have less control over the design process.

B. Uploaded image ads:

Unlike responsive display ads, uploaded image ads allow you to have creative control over the look and feel of your display ads.

When using standard image ads, you can create your ads in a design tool of your choice then upload them to the Google Ads interface using one of the supported image file formats; JPG, PNG or GIF.

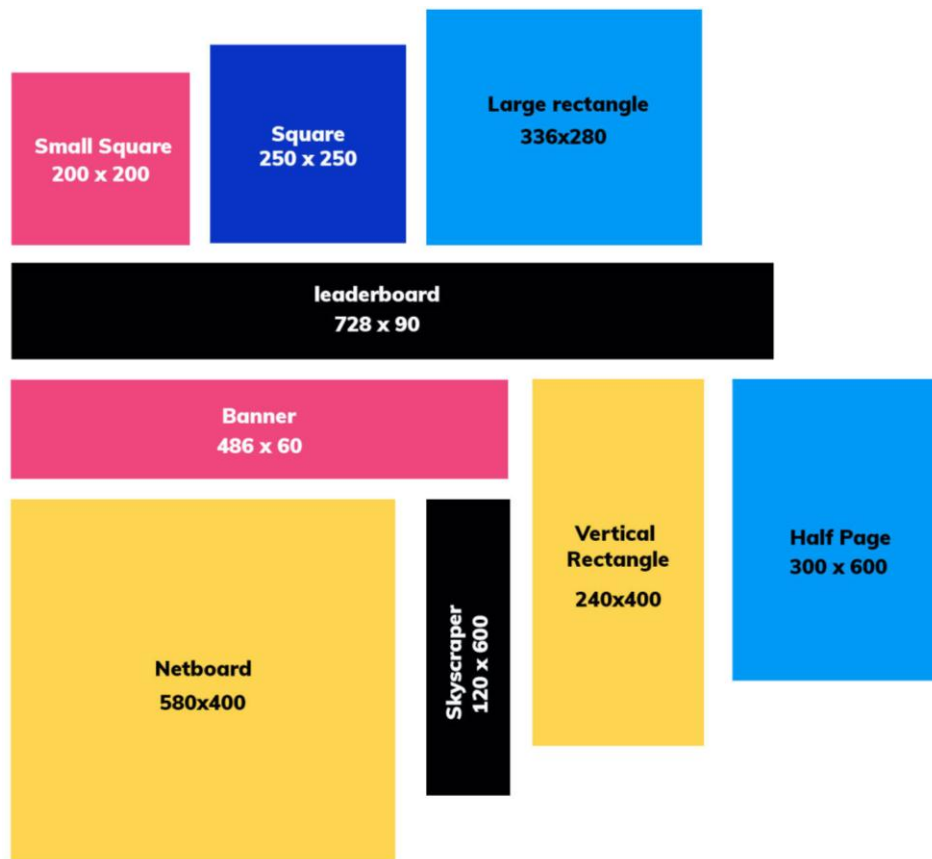
However, it's important to note that uploaded image ads won't automatically resize to fit the webpage they are shown on. Therefore, if using this display ad type, you will need to upload your ad in various ad sizes to ensure your advert will be shown across different web pages.

As a result, uploaded image ads allow you to exercise greater control over the design of your display ads. However, it is a more manual process that

requires you to take onus for the optimisation and performance of your display ads.

Standard ad sizes on Google:

Variety is the spice of life when it comes to displaying advertising through Google. There are a wide range of ad sizes to choose from, allowing you to test which format works best for your ad campaigns.



The current supported ad sizes for Google Display ads are:

Square and rectangle ad sizes:

- 200 x 200px – Small Square
- 240 x 400px – Vertical Rectangle
- 250 x 250px – Square
- 250 x 360px – Triple Widescreen
- 300 x 250px – Inline Rectangle
- 336 x 280px – Large Rectangle
- 580 x 400px – Netboard

Skyscraper ad sizes:

- 120 x 600px – Skyscraper
- 160 x 600px – Wide Skyscraper
- 300 x 600px – Half-Page Ad
- 300 x 1050px – Portrait

Leaderboard ad sizes:

- 468 x 60px – Banner
- 728 x 90px – Leaderboard
- 930 x 180px – Top Banner
- 970 x 90px – Large Leaderboard
- 970 x 250px – Billboard
- 980 x 120px – Panorama

Mobile-only ad sizes:

- 300 x 50px – Mobile Banner
- 320 x 50px – Mobile Leaderboard
- 320 x 100px – Large Mobile Banner

When uploading your standard image ads for use on the Google Display Network, make sure you upload your ad in a variety of sizes to ensure it will be displayed across different mobile and desktop placements.

Why display advertising is important: a wrap-up:

Hopefully, this article has answered your questions to “what is display advertising and why is it important?” and reminded you of the importance of using display advertising within your wider digital marketing efforts.

Display advertising is a fantastic way of increasing brand awareness and converting leads into sales in a way that is customisable, personable, and entirely responsive.

If you are looking to level up your display advertising campaigns, we are here to help. Growing your online business is important and, here at Common Ground, we will use our proven frameworks and PPC experience to generate measurable results for your business.

Want to see how we’ve helped other businesses to leverage the powers of paid advertising? Take a look at a selection of our PPC case studies to see exactly how we helped numerous brands improve their paid advertising performance.

To make the most of display advertising and grow your business, using the latest best practices is crucial — no surprise there. Here are a few things to keep in mind when creating display ads and executing your marketing strategy.

1. Get your targeting right:

Successful targeting involves identifying your ideal client persona and doing research to understand your customers better. With keyword targeting, your ads will show up on websites whose contents match the chosen keywords.

Placement targeting lets you choose the specific websites on which the ads will appear, while demographic targeting focuses on your audience's demographic profile.

Display targeting allows you to serve ads based on what users enter in search engines, and topic targeting involves selecting websites that fit within a certain topic.

2. Create ads that stand out:

You not only want to attract the perfect leads, you also want them to click your ad and take action. That's why content and design are such important elements of a successful display ad.

Using high-quality images that convey a strong message can help elicit an emotional response from your ideal audience.

You can also take advantage of programmatic advertising to serve various iterations of the same copy to differently segmented audiences.

Lastly, short-and-sweet ad copy can establish urgency and serve as a teaser to make users want to know more.

3. Explore rich media:

Unlike traditional static display ads, rich media features an element of interaction. This could be in the form of audio, video, Flash, or the ability to expand when a mouse cursor hovers over the ad.

Taking advantage of the popularity of video content and the effectiveness of this form of multimedia advertising can capture the attention of your audience and keep them interested in what you're offering.

Although being more interactive comes at a (literal) price, investing in rich media can be worthwhile for your ROI if leveraged well.

In 2022, when creating video ads, pay special attention to the sound. In fact, more than 66% of American web users find ads with loud audio annoying. That's why out stream video campaigns are gaining popularity. They play the video on mute unless the viewer unmutes it with a tap.

When designing media for your display ads, make sure it provides sufficient information (such as captions or copy overlaid on the visual) without sound needed.

4. Create effective landing pages:

The main goal of any digital marketing campaign is usually to increase lead generation and sales.

In addition to an attention-grabbing display that gets users to take action, make sure the landing pages you're linking to are equally as thought-out and optimized.

The most effective landing pages often follow a few guidelines, including:

- An enticing call to action (CTA)
- A design that's consistent with the ad
- An easy-to-complete form
- A mobile-friendly experience

5. Ensure ads are mobile-friendly:

Speaking of mobile-friendliness: Making your ads mobile-friendly will enable you to reach a wider online audience. After all, roughly 1 in 5 American adults are "smartphone-only" internet users, according to Pew Research.

Designing your ads with smaller screens in mind will provide a great user experience for people who access the internet through hand-held devices.

Your landing pages may also need to be optimized so that they adjust to different screen sizes. This process will go a long way in improving the customer journey and increasing conversion rates.

6. Take advantage of remarketing:

We talk a lot about remarketing around here. That's because we know it can be a highly effective tool to have in your marketing arsenal.

It's also worth noting that remarketing is evolving. With the third-party cookie phase out slated for 2023, it's wise to start focusing on alternatives to straightforward retargeting.

Right now, Google is working on an alternative to remarketing ads. It's called FLEDGE (First Locally-Executed Decision over Groups Experiment.). This option should allow you to target previous website visitors without revealing their browsing history.

Chrome describes FLEDGE as "a Privacy Sandbox proposal to serve remarketing and custom audience use cases, designed so it cannot be used by third parties to track user browsing behavior across sites."

In 2021, 83% of marketers relied on third-party cookies for their marketing tactics. The faster you adjust to the alternatives, the more market share you can steal when the third-party cookie finally sunsets.

7. Stay true to your brand:

To make your ads feel seamless and professional, it's important to prioritize brand consistency. Ads that mirror the look and feel of your website and landing pages will make it easy for users to connect them with your company.

When both your brand and products are easily recognizable every time a user encounters your ads, you can create trust, promote brand recognition, and foster loyalty.

8. Test and measure your ads:

The importance of measuring ads cannot be denied. A/B testing different ad formats will help you identify, optimize, and serve the most effective ads to your target audience.

You can A/B test things like CTAs, images, and ad copy — just make sure to test only one element per A/B test.

As you run your campaign, carve out time to evaluate whether your efforts are bearing fruit. Be sure to set up proper tracking at the beginning of your campaigns and have established KPIs to measure against. These include impressions, reach, click-through rate, and conversion rate.

You can then use the data you collect to regularly optimize your targeting ads to improve overall performance.

9. Explore mobile gaming display advertising:

Mobile gaming continues to experience a significant rise. These days, active gamers span nearly all ages, genders, and occupations.

With the number of gamers exceeding 3 billion worldwide, exploring gaming ads can help you reach a wider audience. Formats of in-game ads are similar to regular online advertisements. They include static, video, image, and audio ads.

6.10 VALUE ADDITION

1. Build Brand Awareness and Visibility to Support your Bottom Line:

It will come as no surprise that eMarketer found sales/revenue to be the **leading** marketing **KPI** (key performance indicator) for brand marketers in 2020.

It is important to remember that driving sales doesn't come easily or without the work of many factors doing their part to achieve this overall goal. Engagement, conversions, impression, reach, brand awareness, and

traffic are all significant contributing factors that work to drive overall sales and revenue.

In 2020, advertisers agreed that display ads were in the top four for most essential channels for accomplishing their goals (falling only behind video, search, and social).

Whether high impact or standard, display banners drive a high volume of impressions and engagements, which keeps your brand top of mind with consumers. In turn, they drive sales and revenue making them a vital channel for accomplishing goals.

See for yourself! Below we've outlined how a display digital advertising strategy can be used in different ways and with unique formats across the various stages of the customer journey to keep your brand top of mind.

2. Low(er) Cost of Entry:

In comparison to other digital advertising channels, it's relatively inexpensive to get started with display advertising. With just an image and text, you can get started raising brand awareness and driving site visitors.

In addition to the low production cost, the pricing structure for display ads is usually flexible and lower. Standard pricing **metrics** that define success for a campaign include:

- Cost per metric (CPM)
- Cost per click (CPC)
- click-through rate (CTR)

This **chart** to the right helps to show that all of these metrics remain both effective and efficient for programmatic campaigns throughout the past decade. The average Display CTR has grown by **40%** from 2012 to 2018, while mobile has increased by **nearly 91%**.

Because of the low cost of entry to get started with display ads, it's a great tactic to add to your other marketing effort to continue to drive your brand's message to consumers as they search and browse across different channels.

Alternatively, if you already have a presence on **social media**, we can use our social to display solution to lower the entry lift even more. Social display ads are authentic recreations of social media posts configured to deliver in traditional banner placements. These ads combine this great content that comes with social posts with the efficiencies and scale of programmatic.

3. Reach Consumer on the Go: Mobile Friendly Ads to Reach Mobile-First Consumers:

Since 2020, overall time spent consuming media has dropped slightly. Despite this drop, digital media consumption continues to grow. As you

can see in the **chart** to the right, digital, and specifically mobile, has the highest amount of time consumers spend consuming media. Every day, the average consumer spends nearly 4.5 hours on their mobile device, accounting for 1/3 of all media consumption.

Interestingly, as consumers spend more time on their phones, they aren't implementing the ad-blocking technology we see them use on their desktop devices. 60% of consumers ages 18-24 use ad blocking on their desktop, while only 18% of them use these features on a mobile device. Ultimately, this means for advertisers is not a loss of money but rather a loss of supply.

That said, you're still able to reach these users through existing channels, like mobile display, and DSPs as some users opt into acceptable ads determined by acceptableads.com. With platform-agnostic capabilities, you can pivot campaigns seamlessly between DSPs to find the best inventory for every campaign individually.

As advertisers think about how to reach digital consumers, mobile is an essential channel to include. Programmatic digital display gives advertisers the chance to reach these consumers more so than any other media channel.

4. Keep the Conversation Moving: Target and then Retarget Consumers:

As mentioned above, digital display advertising isn't a new or shiny ad format – it's been a staple of digital advertising for over 25 years. However, what does continue to evolve and improve are the targeting capabilities for reaching your audience.

Audience insights and data are used for programmatic display ads to best reach your desired audience with where they are currently at in the customer journey. **1st party** and 3rd party data are used to match your brand's parameters across behavioral targeting, contextual targeting, site targeting, lookalike targeting, etc.

Then, with effective optimizations, display ads can be used for retargeting your consumers across the customer journey. Engage with customers who were most interested in your ads – maybe they clicked but didn't convert or visited your site but didn't make a purchase – across other channels with a display ad to keep the consumer interested and moving down the funnel.

6.11 5-ELEMENTS OF A DISPLAY MARKETING

1. Audience Targeting:

What makes a good advertisement? To get the most out of your display advertising campaign, it's important to identify the type of consumer you want to target with your advertising. Audience targeting options, like geographic and behavioral targeting, allow you to target your display

campaign to the audience(s) you want to reach. For example, you may want to target people in your local area or people who have shown interest in your types of products or services. Keep in mind that depending on how specific the audience you want to target, your cost per thousand impressions, or CPM, will vary. For instance, if you want to drive broad awareness, you will typically have a lower CPM because you are showing your ads to a wide variety of consumers on many different sites. However, if you choose to show your banner ads to consumers based on their behavior, your CPM may be higher, but the audience you reach may be more likely to click your ads and convert into a customer.

Why it Works:

Audience targeting narrows down the consumers who will see your advertising in order to drive better results from your investment.

2. Eye-Catching Banner Ads:

If you want your banner ads to draw the attention of your prospects, it's important to use a clean and visually interesting design. One way to bring your banner ads to life is by using an image or graphic that represents your business, as well as your business name, so prospects will better understand if your business is relevant to them. In addition, a clean image with bold colors and fonts will make your ad stand out on the page. And, because you don't have a lot of room on your ads, keep the copy short and emphasize the main value proposition you want to convey to your audience. Highlight a benefit rather than a feature so consumers will know what's in it for them if they click your ad and visit your site.

Why it Works:

Having an eye-catching banner ad helps your business and your message stand out and is one of the key characteristics of a good advertisement – which means more brand awareness and more potential clicks on your ads.

3. A Clear Call to Action:

The call to action (CTA) is arguably the most important part of your display ad, because it tells consumers what you want them to do. So foregoing this critical step could mean losing a new site visitor. Remember that consumers will only see your ad briefly, so it's important to draw them in with a single, compelling action that you want them to take. For instance, offering an incentive or freebie like a download, a coupon, or a free estimate may entice them to click your ad and visit your landing page. In addition, these basics will help your CTA stand out.

- **Benefit or Value:** Restating the value the customer will get by using copy like “Get a Quote,” or “Sign Up for a Free Trial,” for your CTA helps persuade them to click.
- **Design Emphasis:** To draw a consumers' attention toward the action you want them to take, format your CTA text in a color that stands out yet complements the rest of your ad and in a large, easy-to-read font.

- **Clickable Button:** Formatting your CTA like a button subtly reinforces to consumers that your ad is clickable, so they don't miss this critical step.

Why it Works:

One of the most effective ways to drive a result from a consumer is simply to ask them to do that action.

4. An Optimized Landing Page:

Your landing page is crucial to the success of your display advertising campaign because it gives potential customers the information they need to convert. You may optimise your landing page in a variety of ways to encourage conversions from visitors who arrive at your website via display ads. Keeping the landing page and the display ad that directed them there consistent is one of the most crucial aspects of the campaign's performance. Along with any deals listed on your display ad, your landing page should promote the same benefit and have a comparable visual approach. Customers may readily draw connections between your display ad and your landing page by keeping the structure and messaging identical.

Why it Works:

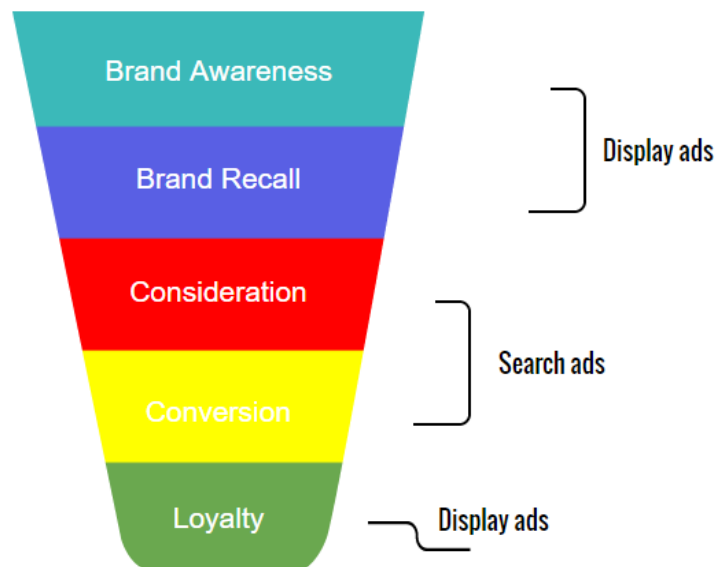
Visitors may be more likely to complete a conversion if your landing page is consistent with your online advertising because it fosters brand confidence.

5. Conversion Tracking:

You must track the activity you receive from your banner adverts as part of your display advertising campaign strategy. It's crucial to keep track of statistics like impressions and clicks, but you should also keep tabs on the actual conversions your advertising resulted in, such as phone calls and form submissions. Establishing a lead management process for all of your online advertising, including your display ads, is essential if you want to track a lead all the way to a sale and learn more about consumer behaviour.

Why It Functions:

Conversion monitoring keeps track of actual conversions, such as phone calls and emails, rather than just clicks, so you can discover more about the advertising that is attracting customers to your business and why.



6.12 SUMMARY

Display advertising today is more important than it was ten years ago. If we go back ten years, static banners were all that display advertising had. They now encompass all types of rich media creative that instantaneously render on smartphones, PCs, and connected TVs as a result.

Similar to native advertising, this type of marketing has a lot of promise if the messaging and targeting options are used well. The 30+ targeting options provided by SmartyAds DSP allow you to build custom display ads that are delivered to the appropriate viewers on the appropriate channels at the appropriate times.

6.13 SELF – ASSESSMENT QUESTIONS

(A) Answer the following questions:

1. Mention ways to make Display-Marketing effective.
2. Write a Case-Study of Display-Marketing with examples of 10 different types of effective designs.
3. Mention your analysis over Display-Marketing & Paid-Ads.
4. Provide major aspects of Display-Marketing with examples.

(B) Choose the correct option:

1. What Is The Best Thing About Digital Display Advertising?
 - a. They Can Promote Your Company's Positive Image.
 - b. They Are Cheap To Make.
 - c. You Can Customize The Ads To Fit Your Business.
 - d. They Have A High Click-Through Rate.

2. What Is The Main Benefit Of Display Advertising?
 - a. It Allows You To Target Specific Audiences And Choose The Type Of Content You Want To Display.
 - b. It Allows You To Target Specific Audiences And Choose The Type Of Content You Want To Display.
 - c. It Helps You To Create Brand Awareness.
 - d. It Allows You To Improve Your Search Engine Ranking.
3. Which Of The Following Is True About Display Ads?
 - a. They Are Not Effective At Reaching Consumers At Each Stage Of The Funnel.
 - b. Ad Networks And Ad Exchanges Don't Use Algorithms To Determine The Best Ads For Your Audience.
 - c. You Cannot Buy Your Ad Inventory Directly From Publishers.
 - d. They Can Be Displayed On Any Website.
4. Which Of The Following Is Not A Type Of Display Advertising?
 - a. Wallpaper Ads
 - b. Text Ads
 - c. Pop-Up Ads
 - d. Square Ads
5. What Can Display Advertising Help You With?
 - a. Creating Brand Loyalty
 - b. Generating Leads
 - c. Getting People To Talk About Your Brand
 - d. Building Brand Awareness
6. Which Of The Following Is Not An Important Component Of A Display Advertising Agency?
 - a. Paid Advertisements
 - b. Influencer Marketing
 - c. Community Management
 - d. Content Development

7. Which Of The Following Is True When Purchasing Ad Placements On An Advertising Network?
 - a. You Always Need To Contact The Owner Of The Website To Buy Ads On Their Page
 - b. The Network Provides Data On The Click-Through-Rate
 - c. The Network Provides Names Of The People Who Click Your Ad
 - d. The Network Will Continue To Show Your Ad For 7 Days Once Your Budget Has Expired
8. If A Person Adds A Product To A Shopping Basket But Then Leaves The Website, Which Of The Following Tactics Is Most Likely To Encourage That Person To Return And Purchase The Product?
 - a. Retargeting With A Display Ad Encouraging Newsletter Sign-Up
 - b. Redesigning Your Website
 - c. Creating A Facebook Page For Your Business
 - d. Retargeting With A Display Ad That Has A Discount Coupon
9. What Is The First Step Of Display Retargeting?
 - a. Sourcing Keywords
 - b. Defining Your Audience
 - c. Writing Content
 - d. Setting A Call To Action
10. Which Of The Following Is An Example Of The Type Of Data That Advertising Networks Automatically Collect And Share With Businesses?
 - a. The Number Of Sales You Make From The Ad
 - b. The Cost Of Each Ad You Publish
 - c. The Cost Of Creating The Ad
 - d. A Prediction Of Sales You Can Make From Your Ad

6.14 CASE STUDY

The problem:

A problem with site visitors was encountered by ZUJI, a significant Asia-Pacific online travel firm with close to 2 million monthly visitors.

The issue was that individuals would click on its advertisements to look for flights but not finish making reservations. In other words, ZUJI was paying users to visit its website and use it for price comparison instead of actual purchases.

Additionally, search engine marketing and in particular display ads were not bringing in as many paying clients.

This might be a display issue. Display creative is frequently too all-encompassing to draw in customers who are prepared to make a purchase, thus it is only utilised to raise awareness.

Additionally, since awareness is so challenging to quantify, display advertising expenditures are frequently written off as unquantifiable costs.



The new approach:

It appears like ZUJI sought to criticise that strategy.

Dynamic Content Optimization (DCO) for its ads and creative remarketing to entice searchers back to the site to make purchases were two strategies ZUJI used to increase the value of its display advertising.

ZUJI specifically looked at visitors to the site, assessed their behaviour, and then placed a larger price to show adverts to someone who was probably a customer.

ZUJI did not merely group its display target audience by demographics, but also by behaviour.

Then ZUJI employed dynamic creative to display tailored flight suggestions based on the user's search terms.

Let's take the case of someone visiting the website and looking for a flight from Hong Kong to Singapore on several dates in April.

ZUJI would then tailor an advertisement that provided pricing for that ticket during April using both the destination data points and the information that the individual wished to travel in April.



The results:

According to data that ZUJI released, it saw a 14% increase in digital reservations and a 100x return on ad investment.

The driving force:

However, the lesson that other firms can learn from this case study is that if all your display is producing is a hard to quantify level of "awareness," then perhaps you need to attempt a different strategy.

Retargeting, dynamic content optimization, and audience segmentation based on site behaviour can all be used to attract high-value clients to your website so they can make a purchase.

PRICING MODELS

Unit Structure

- 7.0 Objectives
- 7.1 Introduction
- 7.2 Importance
- 7.3 Features
- 7.4 Types
- 7.5 Advantage & Disadvantage
- 7.6 Pricing Process & Pricing Strategy
- 7.7 Factors to be Considered
- 7.8 Regulations
- 7.9 Self-Assessment Questions
- 7.10 Case Study

7.0 OBJECTIVES

- To Study Importance, Features & Types of Pricing Models
- To Understand Advantage & Disadvantage
- To Understand Pricing Process & Pricing Strategy
- To Study Factors to be Considered & Regulations

7.1 INTRODUCTION

Pricing modelling describes the techniques you might employ to choose the appropriate selling price for your goods. Price models involve elements including an item's production costs, the value an item is perceived to have by the customer, and the type of product—for instance, retail products vs services. They are frequently shown graphically on a demand curve or other chart. The price plan you choose may change over time and for different goods depending on which one generates the most money for your particular business.

7.2 IMPORTANCE

Pricing is crucial because it establishes the value that your products hold for both you and your customers. Customers can determine whether an item is worthwhile of their time and money by looking at the tangible pricing point.

1. Everything comes second to pricing
2. Price optimization a huge impact on increasing profits

Each of these will be covered in more detail below. Regardless of the product, many expanding firms continue to put off making pricing decisions. Your pricing tactics could influence your future overall profitability.

7.3 FEATURES

The primary attributes of pricing policies are listed below:

Pricing practices provide a comprehensive framework within which market decisions are decided. A pricing strategy cannot be created or implemented without its parameters.

- A. One Pricing Policy:** Under this policy, the price is set in advance and is applied to each and every consumer who purchases a certain quantity at a given time.
- B. Flexible Price Policy:** In accordance with this policy, different clients are charged differently for the same quantity of items. Pricing is affected by a number of factors, including the buyer's negotiating position, his financial capacity, their interpersonal interaction, and many more factors of a similar nature.
- C.** Using a competitive pricing strategy means that companies adjust their prices to match those of their competitors.
- D.** The Market Policy states that the business must always maintain lower prices than those offered by the competition.
- E. Pricing strategy for bait:** The marketer stocks goods at both high and low prices. He attracts customers by putting on sale items. Once a customer is enticed to a product with a low price, he is made aware of its flaws and convinced to purchase another pricey item.
- F. Market Alignment Policy:** The prices of different goods are based on the quality standards they meet. The products could be divided into good, better, and best categories.
- G. Scraping Pricing Policy:** In order to maximise market profits, this strategy calls for sustaining high pricing.
- H.** No matter where the consumer is situated, the business must cover the whole cost of transportation under a consistent delivery price strategy.
- I.** The company quotes ex-factory rates in accordance with the Manufacture Premise Pricing Policy. Transportation is not included. A "free on rail" or "ex-factory" policy might be in effect (F.O.R.).

7.4 TYPES

Online adverts can be priced in a variety of ways. The type of ad, the platform hosting the ad, and the campaign goals all affect the pricing structure. Different pricing structures exist for digital advertising.

Different models appeal to different types of advertisers. These four pricing models are the most often utilised ones in the online performance advertising business. Any of the pricing structures shown below may be suitable for your digital marketing strategy.

1. Cost-per-Thousand (CPM):

The most popular pricing structure for video advertising is the cost-per-thousand (CPM) model. Although CPM is still a prevalent pricing model for display advertising, CPL and CPA are starting to replace it (CPA).

For each 1000 views an ad receives, the CPM pricing model sets a flat rate. The fact that advertisers are charged regardless of whether anyone clicks on their advertisement is one of the main problems with this pricing scheme. For instance, Youtube charges advertisers on a CPM basis. A fixed fee per thousand views is assessed to advertisers; this fee depends on a number of variables.

2. Cost-per-Click (CPC):

Advertising with a cost-per-click (CPC) model only bills clients once a click is made. With the CPM model, which charges advertisers regardless of how many people click on the advertisement, one of the key problems is resolved by this approach. The CPC model is not perfect, however, as the cost of keywords in search advertising has skyrocketed (and prices are steadily rising).

Despite the clicks that CPC advertising ensures, there are still some problems beyond the pricey keywords. It is not a click-through promise. Although you are charged for erroneous clicks that do not result in a lead or customer action, this approach carries a lesser risk of paying for ineffective clicks than the CPM model does. Sponsored social media postings and display advertisements on websites frequently employ the CPC model.

3. Cost-per-Lead (CPL):

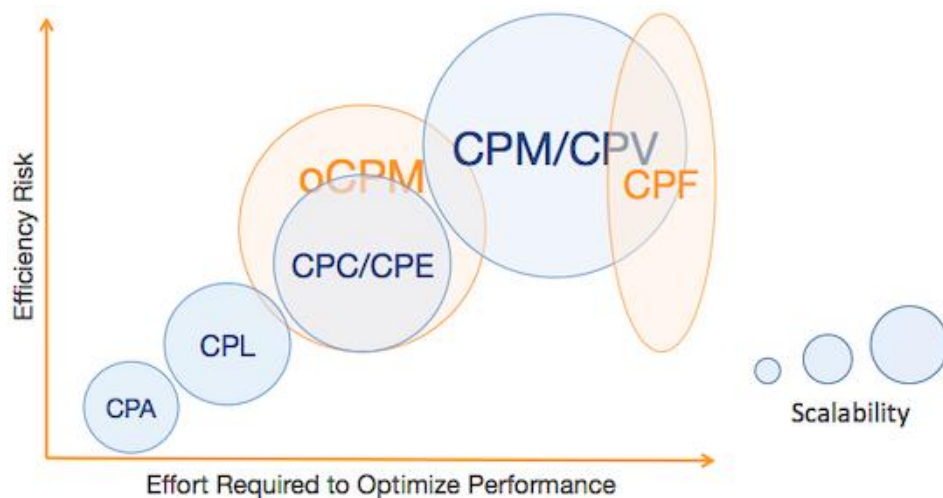
The most advertiser-friendly pricing structure is the cost-per-lead (CPL) model. Advertisers only pay for qualified leads in the CPL model. With this strategy, it is impossible to pay for unintentional clicks and views. After clicking the advertisement, a visitor must voluntarily complete a form on the advertiser's website in order to be considered a lead (usually to provide contact information.) Advertisers can earn assured returns from their online advertising spend by using CPL marketing.

Depending on how complicated the form is for the user to fill out, CPL models will raise the cost-per-lead. A lead will cost more the more qualified they are. This typically means that the lead will cost more the more information the form requests.

4. Cost-per-Action:

Before an advertiser is charged, the cost-per-action (CPA) model demands even more precise activities than the CPL model. The majority of the time, the activity entails the client making a purchase or registering for a service. The advertiser often only receives payment in CPA marketing following a credit card transaction. Therefore, when an advertiser needs a customer to make an urgent purchase, the CPA model is the most effective at spurring fast action. Because of this, CPA advertising may not be successful in sectors with high acquisition barriers like financial services, insurance, and professional services.

One advantage of the CPA model is that advertisers do not have to pay for faulty leads because they are aware that a transaction has taken place each time they have to pay for the advertisement. Because it is simpler to estimate a customer's value under the CPA model, advertisers can more easily select their price point. Simply figure out how much money each customer will bring in and how much profit you want to make on each transaction.



7.5 ADVANTAGES AND DISADVANTAGES

Advantages:

- **Produces Profits:** Businesses can raise their rates or improve sales by offering discounts to customers.
- **Sales Promotions:** Since consumers frequently search for deals, offering discounts during sales promotions encourages customers to buy now while the deal is still available.
- **Increased Customer Traffic:** As promotions receive more attention, sales of both reduced and regular-priced items rise.
- **Increased Turnover Rate:** By boosting the stock's turnover rate, offering consistently low prices on items with poor sales helps release cash that has been trapped in inventory.

Disadvantages:

- **Marketing Fees:** Running advertisements for discounted goods necessitates significant marketing expenses that may have an impact on the bottom line of the business.
- **Customer Expectations:** Regularly advertising price reductions may encourage shoppers to put off purchases until the item is marked down.
- **Risk management:** Sales may remain steady, but profit margins will suffer if customers only stick with a company for its reduced goods. Stores that draw customers in with marked-down merchandise must rely on regular-priced goods to maintain their profit margin.
- **Quality of Goods:** Customers may believe that a company's brand or its items are of inferior quality if frequent discounts are offered.

7.6 A PRICING PROCESS & PRICING STRATEGY

According to additional research, your pricing strategy may be able to boost your company's profitability from 25% to 75%. The majority of businesses lack a pricing strategy. Pricing is viewed less as a process and more as an occasion. Whatever price strategy you use, take into consideration these four factors:

1. **Established standards:** To assure responsibility, maintain control, and make decision-making easier, establish acceptable discount ranges and other guidelines.
2. **Precise performance indicators:** Decide the important metrics your organisation will use to measure pricing performance, such as the proportion of volume sold at a discount or the rate of adherence to the volume discount structure.
3. Invest in technologies for pricing optimization that will guide your search for the ideal volume and profit.
4. Establish incentives that emphasise margin above revenue.

Develop a Pricing Strategy that Communicates Solution Value:

Recently, we've had a few discussions about pricing strategies and models, mostly in relation to the topic, "What is the optimum price strategy?" These fundamental ideas are covered in almost all conversations:

- Create a strategy that will maximise the value of the good or service for a specific client or client group without jeopardising the brand.
- Make sure that both price formulation and price execution are taken into account in your pricing strategy.
- Pricing targets, production costs, consumer demand, competitor behaviour, and environmental variables should all be taken into

consideration when developing a strategy, tactics, guidelines, and policies (such as price regulations and the state of the economy).

- Your corporate goals should inform your price goals. A strategy for increasing profitability must be devised if the company goal is to raise net profits by 10% annually over the next five years. The plan can be to increase market share by adding additional features that customers have requested to a product with the aim of pricing it to make the most money possible.

To maximise the value of the product or service for a specific consumer or customer segment without jeopardising the brand, you need to design a strategy. Price formulation and price execution are two marketing actions that should be considered in your pricing strategy.

Pricing targets, production costs, consumer demand, competitor behaviour, and environmental variables should all be taken into consideration while developing the strategy, tactics, guidelines, and policies (such as price regulations and the state of the economy). Your corporate goals should be the basis for the price goals. A pricing strategy will need to be devised to boost profitability if the company goal is to increase net profits by 10% annually over the next five years. The plan can be to increase market share by including new customer-requested features into a product while setting prices to make the most money possible from the brand-new service.



What factors should go into building your model?

1. Customer behaviour, expectations, relative spending amounts, and perceptions of pricing and quality
2. Competitive behaviour and alternatives (the availability of alternatives)
3. Value, your solutions' end-benefit (the necessity or relative value of the good or service), and differentiators (the special features or services that distinguish the product)

De-risking Approach Using research to make pricing decisions:

Be cautious of placing too much trust in your own thoughts. Establishing a price ceiling will probably require conducting market research. When conducting your research, be mindful to avoid introducing bias. To better understand your clients' economics, ask as many open-ended questions as you can.

- Have you weighed the benefits and trade-offs? Utilize perceptual mapping and conjoint analysis to determine the relative value that each benefit provides to customers. (Conjoint analysis investigates the direct trade-offs between rival products. Perceptual mapping, which evaluates the advantages of many items that might not directly replace one another, aims to pinpoint the advantages that no other product provides.
- Do you know what your product actually costs? The lowest reasonable price level for a new product can be determined by accurately analysing unit costs and adding a margin that represents a minimally acceptable return on investment. Make sure to include all expenses that should be attributed to products in your study, such as R&D costs related to a certain product category and goodwill associated with acquisitions that directly result in new products.
- Do you have any idea how big the market is? Similar studies are required to estimate the market or market segments' sizes for a range of prices above and below the ceiling. The range of pricing alternatives is made clearer, it is suggested which price models to use at each price and volume point, and it improves the precision of estimates of profitability along the profitability spectrum and of the unit-cost calculations required to determine the price floor.
- What stage of the product's life cycle is it in? Is the late majority or early adopters the target market for this product? Early adopters might be willing to pay more, which would allow you to profit from the added value.

You can create a pricing once you have the answers to the aforementioned queries. By choosing your release pricing, you are communicating to the

market how much you actually believe your new product is worth. You are establishing a reference price by doing this. Avoid setting a release price that will result in a low reference price by being cautious. A low reference point typically indicates that a business is aiming for market share. This tactic, known as penetration pricing, frequently prompts a response from rivals, leading to a price war.

Undercutting the competition could make sense, but this should be a highly deliberate strategic choice and not the result of poor pricing. The penetration pricing may be acceptable if the product is aimed at a new or underdeveloped market, the target market is extremely price-sensitive, the competition is thin, and you believe you can quickly establish a foothold and become the market leader. Be warned that this is a hazardous tactic and you could ultimately lose money with it. If the demand will increase significantly and the cost-to-serve will decrease quickly, margins may increase over time, allowing you to profit from this technique.

If you can, we suggest setting a high reference price, which typically denotes that a corporation is aiming for profits. High reference prices often elicit little, if any, quick response from rivals. Consider ways to offer samples or trials to speed up market penetration without affecting the sense of value rather than delivering an early product at an unreasonably cheap price or with excessive discounts. Standard discounts or rebates are typically a mistake, though, as they do cut it and also raise questions about the merits of the goods.

Ascertain that your pricing strategy will increase your revenue:

Pricing is all about the bottom line. When creating your price strategy, keep in mind these five considerations.

1. **Customer behaviour:** As a market-centric business, consider customer behaviour while developing your pricing strategy.
2. **End Benefit:** How valuable or necessary are the solutions?
3. **Differentiators:** These are the unique qualities or offerings that set your solutions apart.
4. **Substitutes:** This explains why alternatives are available.
5. **Expected price:** What has the price historically been like for this kind of product/category, and what is the going rate? Also take into account the perceived relationship between price and quality, the relative amount of the expense, any shared costs, and the actions that your competitors are expected to take in response to your pricing approach.

Factors to consider when pricing a product:

You probably already know that you'll need to take into account your own company costs and rival prices in order to choose a price that generates a profit without driving potential clients to other firms with better bargains.

Unfortunately, it's not that easy to figure out what pricing plan is appropriate for you because there are many things to take into account.

Cost:

Although I already mentioned that money was not the only aspect to take into account, it is the most crucial. Before you even get started with your business, you'll be out of business if your pricing isn't higher than your costs.

When calculating costs, make sure you include:

- Product materials
- Employee wages (that includes what you pay yourself!)
- Overhead costs (rent, insurance, utilities, taxes, etc.)
- Software and services for things like accounting, marketing, and legal
- Shipping and transportation

Economic factors:

Your prices must adjust in order to remain competitive and profitable when costs vary. The most vulnerable industries to economic variations are those that rely heavily on raw materials such as metals, oil, and lumber. However, all businesses are impacted in some manner by societal, political, and global changes.

Analyze the economic conditions that are favourable for your firm and the potential impact of upcoming events on supply and demand. Discover what to pay attention to in the news so that you may prepare for rising supply costs or drops in demand. Businesses in unstable industries must factor a survival cushion into their profit margins to ensure they have enough cash to operate during lean times.

Competitor pricing:

Even if your prices are greater than those of your rivals, you must be able to defend the difference with higher-than-average quality. You don't always need to have high-quality products, but you will need to be able to justify cheaper prices if you do. Your value stance, which we'll talk about in a moment, is determined by where you lie on either side of this trade-off. But regardless of how you choose to position your product, you'll need to keep track of pricing trends in your market, what your competitors are charging, and what pricing strategies are most effective.

Finding out what your competitors charge is typically not difficult—you may do so by visiting their websites or by giving them a call. Keep a spreadsheet where you may record prices and make note of special deals, rewards programmes, and discounts as you acquire this information.

Positioning:

It's a widespread misperception that companies must sell high-quality goods to succeed. Every price and quality level has customers; what counts is how your product's quality and price are positioned in relation to one another.

The airline sector is one of the best for illustrating this idea since there is a clear distinction between high- and low-quality purchases when there is a physical barrier separating them. Price and quality will typically be in line with one another. Economy tickets offer low quality at a low price, while first-class tickets offer great quality at a high price. The rest of the passengers are crammed into the coach section.

When quality exceeds price, such as when you fly off-peak hours or receive a complimentary first class upgrade, value prices are offered. Airlines are able to charge greater fees for lower-quality seats when demand is high and there aren't many available options. They do this because they know that if you have to choose between a bad seat and paying full price, you'll probably choose the latter.



7.8 REGULATIONS

The process of dealing with price execution, which involves institutionalising the strategy, comes after designing a pricing model.

Legislation and regulations:

- **Pricing comparisons:** Be careful not to deceive customers when comparing a product's current price to one from the past. You will be in violation of the Australian Consumer Law if you lie in any way.
- This price is simply a recommendation to a merchant and is known as the Recommended Retail Price (RRP). It is prohibited for a supplier to threaten to cut off suppliers if pricing demands are not satisfied or to pressure resellers into selling goods at or above a specific price.
- **Pricing that is predatory:** occurs when a company with a sizable market share lowers its prices in an effort to oust or harm smaller rivals. Pricing that is predatory is anti-competitive. You can file a complaint with the Australian Competition & Consumer Commission (ACCC) - external site if a company is using predatory pricing.
- **Parallel pricing:** This strategy mimics the pricing strategies used by other companies, primarily rivals. When there is a "concerted practice- external site" between enterprises and it significantly lessens competition, this is prohibited.
- **Multiple pricing:** When a product is advertised with more than one listed price, this is usually done unintentionally. According to consumer law, a company must either sell the items at the reduced price or stop selling them until the price is adjusted.

7.9 SELF-ASSESSMENT QUESTIONS

(A) Answer the following questions:

1. Explain Pricing-Models with features.
2. Create a Case-Study of Pricing-Strategy along with Pricing-Process.
3. Mention factors to be considered while designing Pricing-Models.
4. What are regulations for implementing Pricing-Models?

(B) Choose the correct option:

1. Which Is An External Factor In The Pricing Model
 - a) Organisation Factor
 - b) Cost Of A Product
 - c) Product Demand
 - d) Marketing Mix

2. The Formula Of Pay-Per-Click Is?
 - a) Advertising Cost (\$) + Ads Clicked (#)
 - b) Ads Clicked (#) / Advertising Cost (\$)
 - c) Advertising Cost (\$) / Ads Clicked (#)
 - d) Ads Clicked (#) * Advertising Cost (\$)
3. What Is Full Form Of PPC Pages?
 - a) Per Pay Click
 - b) Pay Per Click
 - c) Prize Per Click
 - d) Both A And B
4. What Are The Following Factors Behind Successful PPC Advertising?
 - a) Keyword Relevance
 - b) Landing Page Quality
 - c) Quality Score
 - d) All Of The Above
5. PPC Advertising Offers A Unique Opportunity To _____.
 - a) Generate Leads At High Costs
 - b) Grow Your Customer Base
 - c) Generate Leads At Low Costs
 - d) Both B And C
6. The Most Effective Adwords Ad Headlines _____.
 - a) Include The Company Name Or Website Domain Name
 - b) Do Not Contain The Most Important Keywords
 - c) Directly Relate To The Keywords Being Searched
 - d) Are Written In All Capital Letters

7. What Formula Does Google Use To Determine The Actual Cpc When An Advertiser's Ad Is Clicked On?
 - a) Clicks / Impressions
 - b) $Q_s * \text{Max CPC (Bid)}$
 - c) Position * Q_s
 - d) Impressions * Clicks
8. If You Are Building A Brand New PPC Account; And You Want To Start With Your Top Converting Terms, Where Is A Good Place To Research Where To Find These Terms?
 - a) Your Analytics Account
 - b) Your Search Console Account
 - c) Your Merchant Center Account
 - d) Your Local Business Account
9. What Are The Steps In The Buying Funnel?
 - a) Interest, Consideration, Buy, Retention
 - b) Awareness, Shopping, Learning, Buying
 - c) Awareness And Interest, Consideration, Buy, Retention
 - d) Awareness, Learn, Buying, Shopping
10. What Is The Advantage Of Using Multi-Ad Group Testing?
 - a) Can Find Insights Across Multiple Ad Groups
 - b) Can Find The Best Ad For Each Keyword
 - c) Can Find The Best Ad For A Single Targeting Type
 - d) Can Test High Traffic Ad Groups

7.10 CASE STUDY

Quick Read:

With the aim of generating leads, Continental Warranty concentrated its search advertising efforts on providing free quotations for extended warranty coverage. Its lead-capture rate had plateaued after three years of conducting sponsored search campaigns that generated 700 Web leads per week on average from 20,000 keyword phrases.

To boost lead volume, lead quality, and conversion rates, Continental Warranty's director of marketing Shawn Vicklund needed to have a deeper understanding of the company's target market. Magnify360, a conversion-optimization company, was contacted by Continental Warranty to assist with visitor profiling and more effectively target visitors.

Using 30% of its paid search traffic, Continental Warranty launched a three-month experimental programme in May 2007.

The business raised lead volume 42% in the pilot's first 10 days. As a direct result of the campaign, after four months, in September 2007, the company's lead volume had increased by about 90%, going from 700 leads per week to 1,332. Moreover, throughout those four months, revenues rose 23%.

The Challenge:

In 2007, Continental Warranty's lead volume had reached a plateau following a three-year search advertising effort designed to generate leads by providing free vehicle warranty estimates on its landing page. Shawn Vicklund, who leads a group of 250 salespeople, had to enhance lead volume and quality with a new campaign in order to boost conversions and, consequently, income.

Additionally, Continental Warranty needed to boost the amount of information it gathered on its landing page. Year, make, model, and mileage were the only data fields obtained by the data form on the page in order to generate the free auto warranty quotation.

Continental Warranty sought more information in order to comprehend its target market better. It believed that by increasing the visitor profiles, its sales team would be able to develop more persuasive, custom sales pitches.

The Campaign:

Continental Warranty contacted magnify360 in the spring of 2007 to boost site visitor engagement and conversion.

30% of Continental's traffic was sent to the existing landing page during the initial 10-day pilot programme as a control. The remaining 70% of traffic was routed through magnify360's microsites, which are responsive to the needs and profiles of visitors.

(A microsite is a smaller version of a larger website or a collection of unique Web pages. Although it had its own URL, the microsite Continental Warranty established was a sub-domain of the company's primary website.)

EMAIL MARKETING

Unit Structure

- 8.0 Objectives
- 8.1 Introduction
- 8.2 Importance
- 8.3 Types
- 8.4 Advantage & Disadvantage
- 8.5 eMail Marketing List
- 8.6 Engaging Content Creation
- 8.7 Measure Performance
- 8.8 Essentials
- 8.9 Rules of Buying eMail Databases
- 8.10 Summary
- 8.11 Self- Assessment Questions
- 8.12 Case Study

8.0 OBJECTIVES

- To Study Importance, Types, Advantages & Disadvantages
- To Understand eMail Marketing List
- To Understand Engaging Content, Measure Performance & Essentials
- To Study Rules of Buying eMail Databases

8.1 INTRODUCTION

Email marketing is the practice of a business promoting its goods or services via email. This kind of marketing is direct. It can be used to develop relationships with customers. Along with other channels like social media and pay-per-click marketing, it is one tool in the internet marketing toolbox.

Email marketing is a potent marketing channel that uses email to advertise the goods or services your company offers. Email marketing is a type of direct marketing as well as digital marketing. By incorporating it into your marketing automation initiatives, it can assist in informing your clients about your most recent products or offers. Additionally, through various forms of marketing, it can be crucial to your lead generation, brand awareness, relationship-building, and customer engagement strategies.

A brief history of email:

The very first email was sent in 1971 by a computer engineer named Ray Tomlinson. The message he sent was just a string of numbers and letters, but it was the beginning of a new era of communication. Tomlinson was also the person who introduced the usage of the “@” symbol in email addresses.

In 1978, a marketing manager at Digital Equipment Corp named Gary Thuerk used this new method of direct communication to send out the first commercial email to let people know about a new product.

By the ‘90s, the internet had become commercially available to the masses. The way people communicated with one another began to change dramatically, and marketers discovered that email could be an effective way to advertise. The emergence of marketing emails also ushered in the need for regulatory updates; the U.K.'s Data Protection Act, for example, was adjusted to require an "opt out" option for all marketing emails.

8.2 IMPORTANCE

A cost-effective method of reaching your audience is through email marketing. It can encourage people to do an action on your website, such as making an online purchase, and have a high conversion rate. Utilizing it is quick and easy. Successful email marketing initiatives are used by big and small companies in all industries.

You can communicate directly with your audience by using email marketing. You don't have to rely on people seeing your advertisement. Unlike social media and other internet mediums, you have total control over the style and content of your messages.

Email advertising can be measured. Success metrics can be used to evaluate and improve campaigns. Email marketing communications can be easily customized and targeted.



To promote products or services, your company can send various types of email communications. This may include:

- A. **Welcome:** introduce your company to new customers or website visitors who have registered.
- B. **Newsletters:** which could be monthly or weekly in nature.
- C. **Seasonal:** suggest products, services, and promotions related to holidays and special occasions such as Christmas, Valentine's Day, and Mother's Day.
- D. **New product launches:** provide customers with information about new products and services.
- E. **Special offers:** inform your audience about price reductions and promotions.
- F. **Abandoned cart:** You can send an email reminder to a customer who adds a product to their online shopping cart but does not complete the purchase. This could be automated using your e-commerce platform.
- G. **Re-engagement:** reminding customers who haven't made purchases recently or who have cancelled subscriptions. You might send these automatically by using customer relationship management (CRM) software. To entice the buyer back, this can involve a special deal.
- H. **Event invitations:** use email marketing to increase event attendance. You might include a link to a registration page online.



8.4 ADVANTAGES AND DISADVANTAGES

By enticing recurring website visits from customers, email marketing for your goods or services can be a quick, adaptable, and affordable approach to attract new clients and keep hold of old ones.

You are able to develop personalised and targeted communications with email marketing. Building deep connections with your customers can be facilitated by this. Your direct marketing initiatives may see an increase in response rates.

It's crucial to use email marketing sparingly, though. Inappropriate, excessively frequent, or unsolicited commercial emails can upset recipients.

Advantages and Disadvantages of Email

- 
- It's Free
 - Easy to Use
 - Global
 - Info at your Fingertips
 - Send Reminders to yourself
 - Impersonal
 - Malicious Use
 - Information Overload
 - Time-Consuming
 - Insecure

Advantages of email marketing:

- A. Efficient in terms of cost:** Compared to many other marketing strategies, email marketing has substantially lower costs. There is no printing, media space, or advertising expenditures.
- B. Permission-based:** People on your marketing list are those who actively requested to hear from you via email. Genuinely interested customers are more likely to interact with your company's goods and/or services.
- C. Flexible design:** transmit files, graphics, or simple text, depending on what works best for your message. You have flexibility to convey your company branding thanks to a variety of design alternatives.
- D. Scalable:** Email marketing may be used to connect with both broad audiences and more narrowly focused lists.
- E. Personalization and segmentation:** email marketing allows for the personalization of messaging. In order to send your clients messages they are interested in, you can segment your marketing list. This will increase their interaction with you.

- F. Shareable:** Your email content is simple to forward and distribute, which helps you establish a name for yourself through viral marketing or word-of-mouth advertising. This can encourage new buyers to support your brand.
- G. Conversions and improved sales:** if you have a fresh promotion, customers can click on links and immediately take your call-to-action. At every level of the purchasing process, email marketing is also successful. For instance, you can persuade someone to select your product, maintain the client relationship after the sale, and promote additional purchases.
- H. Measurable:** Web analytics tools can be used to assess the effectiveness of a campaign. To determine which copy, subject lines, and designs are the most effective, you can easily run tests on them. You can now optimise subsequent campaigns as a result.
- I. Benchmarking:** allows you to compare your performance to that of others in your industry. You can get a wide range of free email marketing benchmarking studies by searching online. Using benchmarking data, you can analyse and rank areas that need improvement.
- J. Conduct A/B testing:** on your email's subject lines, calls-to-action, personalisation, email copy, graphics, and messaging before you send it.
- K. Less invasive-**unlike phone marketing, recipients can read your message at their convenience. Customers can also change the messages they want to receive from you or unsubscribe if they want to stop receiving your emails.
- L. Environmentally friendly:** Because there are no printed materials involved, email marketing is more environmentally friendly than direct mail marketing.
- M. Time-saving:** With automation, you can set up emails to be sent to consumers based on an action they have taken on your website, such as sending a welcome email when a user registers or sending an email with a discount incentive if a user abandons an online shopping basket. Once you've created a template, you can use it for several email campaigns.
- N. Real-time marketing:** By using email marketing, you may communicate with customers immediately. You may target the appropriate audience, at the right time, in the right location, and with the right offer by using automated triggers like website activity, a recent purchase, or shopping cart abandonment.

Disadvantages of email marketing:

- A. Spam:** Customers get annoyed by commercial email, sometimes known as "spam." If your messages are not directed to the appropriate

individuals, the recipient may delete your email or unsubscribe. You must ensure that your email marketing adheres to privacy and data protection laws and is appropriately targeted at the people who want to receive it. Untargeted emails are probably going to have very little "click through rate."

- B. Undelivered emails:** Ineffective email design may result in undeliverable emails. Emails using certain spam terms or characters, including £££s, FREE, or click here in the subject line or email body, are likely to be blocked by email software and internet service providers. If you don't maintain your marketing lists updated, incorrect email addresses will prevent the right person from receiving your emails.
- C. Design problems:** Across a range of email clients and devices, your email must seem exactly as you intended. The trade-off between functionality and design could exist. If you want certain of your recipients to only receive text-based emails, think about how your message will look.
- D.** To enable quick downloading, file sizes must be as small as possible. Your readers will be irritated and bored if emails that contain a lot of photographs take a long time to load.
- E. Knowledge and tools:** You need the right copy, design, and marketing list for an email campaign to be successful. If you lack the required time or knowledge for some of these activities, consider outsourcing them.

8.5 EMAIL MARKETING LIST

You can use one of two distinct methods-single opt-in or double opt-in-to sign up a new subscriber to receive your email marketing communications.

Single opt-in for email marketing:

Single opt-in is when a customer enters their email address and checks the box that says they wish to receive emails from your business in the future when they sign up for your email communications.

Double opt-in for email marketing:

Subscribers must click a confirmation link in an email you give them after completing the prior step in order to finalise their sign-up for your email marketing list.

Although double opt-in is not legally required, it is usually seen as best practices because it lessens the likelihood that someone's email address may be registered by a third party. Furthermore, reminding a subscriber that they must react to your confirmation email should prompt them to discover your email, which their spam filter may have mistakenly sent to their "junk" box.

Under the GDPR, pre-ticked opt-in boxes are prohibited. Additionally, you are not permitted to rely on inaction, default settings, your general terms and conditions, or in any other way attempt to profit from inertia, inattention, or default bias. The ideal scenario is to present a blank opt-in box and ask the person to check it to indicate that they agree. The person must make a conscious decision to express their explicit and unequivocal consent, making this the safest way to demonstrate consent.

Soft opt-in for email marketing:

As an exception to the direct marketing consent norm, soft opt-in may be used in some situations. This is applicable in cases where:

- A. Your communications solely promote related items or services;
- B. You have gotten a person's email address and contact information during a prior transaction or during negotiations for a prior sale of a good or service to them.
- C. You have given the person the chance to decline marketing messages when their information is acquired and with each subsequent message, but they do not opt out.

Unsubscribe or opt-out option:

By responding directly and readily to your message, the opt-out or unsubscribe option should enable the person to take the proactive step of declining or unsubscribing from your campaign in order to stop any further marketing. Sending a stop message to a short code number, such as texting "STOP" to 12345, would allow someone to opt out of receiving text messages from you if you do so. When sending emails, make sure to include a "unsubscribe" link.

By law, you must make it possible for people to withdraw their consent at any time and in the same way they gave it to you in order for them to continue receiving your email marketing messages. Any opt-out or unsubscribe requests must be complied with as soon as practicable.

Organizations must give a working contact address for people to unsubscribe or opt out of receiving marketing texts and emails, and they must not conceal or mask their identity in any of these communications (which would mean consent was withdrawn). Giving them the option to immediately react to the message and unsubscribe that way, including an obvious and functional unsubscribe link in emails, or at the very least a free phone number, is good practice.

8.6 ENGAGING CONTENT CREATION

Whether a customer clicks on your links after reading your email depends on the effectiveness of your message, the email's content, and how relevant it is to them. Put yourself in the position of your customers; by getting to know them, you can better adapt your emails to their wants and needs.

Email header:

As soon as a customer opens the email, they will be able to tell who sent it from because headers should feature your company logo. Additionally, this increases brand consistency and recognition. The homepage of your website should also have a link from your logo. Don't overdo it and keep your email template's header to a minimum. Be careful not to overly encumber the header with distractions, such as the website's menu. It's vital to keep in mind that the goal of your email is to persuade the recipient to click on one or more of the key points in the body of the message.

Amount of content:

A consumer may delete or unsubscribe from your email if it contains too many messages and causes confusion. Before you start writing your email, make sure you have a clear idea of what you want the customer to take away from it and what you want them to do after they open it. For instance, if you want to promote several products or services, it might be more effective to have one email that focuses on just one of those things, or a group of related ones.

Email template layout:

In addition to being visually appealing, a successful email layout will arrange your content in a way that leads readers through your message and motivates them to move forward toward your goal, which is to click a link or links. The email needs to strike the correct balance between being useful and appealing. Use a layout that will make the content simple to comprehend, navigate, and interact with.

Call-to-action:

The most crucial part of your email is this, and once the recipient has opened it, you want them to take action. If you want the customer to buy something, read an article, schedule an appointment, or watch a video, be sure of that when you create your email template. A single call-to-action that is in line with your ultimate objective can be quite powerful because it is crystal clear to the recipient what you want them to do, such as buy a particular product. A single email with too many calls to action will confuse your reader, muddy up your message, and deter them from responding to it.

Clearly state what you want the reader to do in your email by using words like "purchase this product," "subscribe to our service," "read our review," or "make an appointment." Your call to action could also evoke a sense of urgency by, for example, highlighting a limited-time offer's expiration date: Offer of money off is valid through Sunday.

Images in your email template:

Within your email, you ought to use both text and photos. In order to effectively convey your message, the graphics should complement the

text. To avoid your image being blocked by some internet service providers (ISPs), link to it and include an alt text description. If you use photos as call-to-action buttons, it is especially crucial to keep this in mind. Make sure your photographs are optimised for size so that they will display properly when opened on a mobile device.

Text in your email template:

Think of your email as a teaser aiming to encourage the customer to perform an action such as read more on your website or purchase a product or service - don't try to include everything in your email. It is highly likely that a customer will skim read your email so keep text to a minimum, use headings and include key words which will support this process. Write your email copy as if you are communicating directly to an individual rather than to a large audience. You can do this by replacing words like 'we and our' with 'you and your' e.g. "Do you ever dream of beach holidays? Get a 20% discount off your next trip".

Social media buttons:

You may incorporate social sharing buttons in your emails so that customers can share specific material from them to their social media profiles, thereby coordinating your email marketing with your social media. You can ask your clients to help you spread the word by adding recognisable social media icons. A day or two prior to sending your email, you might also indicate on social media that it is going to issue. In order to receive it, consumers could be prompted to sign up.

Email footer:

You must include information about your company's name and address as required by law. You should provide further contact information like your phone number or email address so that customers can get in touch with you. Legally, you are required to provide an unsubscribe link. These information and the opportunity to unsubscribe are typically included in the footer of emails.

Mobile optimized:

Your emails must be optimised for mobile devices because more clients access email on their mobile devices than on their desktop. Depending on the device used and the internet service provider (ISP), emails will display differently. Make sure your design will function by running an inbox check across various mobile platforms and devices. Before sending, you may view your email template across a variety of email platforms thanks to the majority of email marketing software suppliers.

Consider mobile users when designing your email template by increasing font size and line spacing. Make your call-to-action(s) stand out and easily accessible e.g. the call-to-action button may need to be bigger than those displayed on desktop to compensate for the customer clicking with their finger on a mobile screen. Single column content will work best for

mobile as most people are happy to scroll through content but less content to pinch and zoom. Ensure your website is mobile friendly too as a perfect mobile friendly email experience can easily be ruined by inviting customers to click through to a non-responsive website.

8.7 MEASURE PERFORMANCE

To ensure you're getting a return on the time and effort you invest in email marketing, you should track its efficacy. You can use this to tweak your upcoming email marketing efforts.

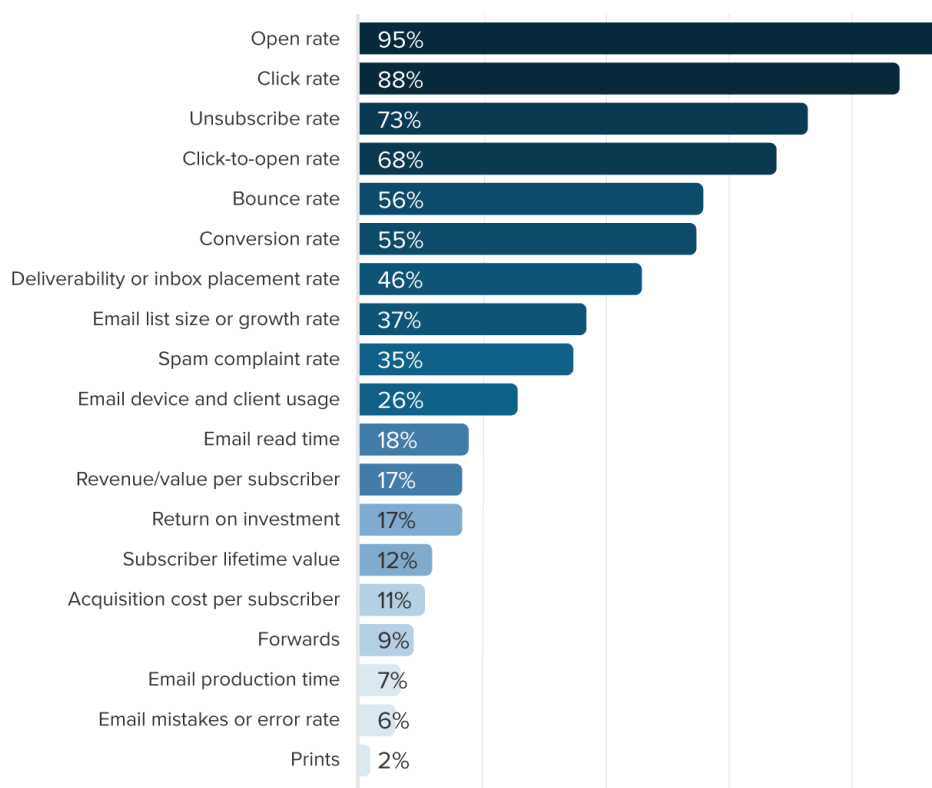
What email data should I monitor?

Most email marketing providers offer data tracking for email marketing campaigns highlighting:

- A. Email delivery success, including information on bounce kinds, including soft bounces (which could happen when a client's inbox is full) and hard bounces (which could happen when a customer has closed an email account). Effective email marketing software will automatically help with important deliverability concerns by eliminating those accounts that are no longer active from your marketing lists and keeping your credibility unharmed.
- B. Opens—totally original.
- C. Open rate - the proportion of recipients who opened your email relative to the total number of emails delivered. The subject line, sender recognition, and timing of your email all have an impact on open rates.
- D. The terms "total clicks" and "unique clicks" refer to the number of times a single user clicks a certain link. For example, if a user clicks a link five times, the server will record five total clicks and one unique click. Looking at total clicks for particular calls to action is enlightening, especially when there are numerous links within an email. You can identify the most popular links with the aid of this. This can also be highlighted via a heat map.
- E. The percentage of unique clicks divided by the total number of emails delivered is the click-through rate. The content of your email, its relevance to the receiver, and the potency of the call to action are all elements that affect click-through rates.
- F. The percentage of unique clicks divided by the number of emails opened is the click-to-open rate. Because it considers post-open engagements in connection to opens rather than the overall number of delivered messages, the click-to-open rate provides a deeper understanding of the effectiveness of email campaigns. This removes the variables that may have influenced the receiver to open the email and focuses the metric on the performance of the email's actual content.

- G. **Unsubscribes:** monitor your rate of unsubscribes. This ought to be fairly low, but if it starts to rise, consider if your material is pertinent, whether your message is unclear, or whether you might be sending emails too frequently. As part of the unsubscribe process, you might question customers to find out their reasons for doing so.

If your open rates are low, then there must be a problem with your subject line, and if your unsubscribe rates are high, then your message may be too general and you should consider the relevance of the message. These email marketing statistics will help you determine what works in your email and what doesn't. Additionally, it provides you with the chance to test your email campaigns so that you may perfect your email messages and increase success. The most popular types of content for your audience can be identified by focusing on the number of clicks on specific pieces of material inside your email. A heat map can be an efficient approach to assess the efficacy of your email campaigns if they contain several links.



Segmenting your customers:

You may find it simpler to categorise your consumer base according to how they respond to your emails with the use of this performance data. For instance, a sporting goods business could create a marketing list of all the clients who clicked on a link to a swimming article in a prior email campaign and then send a focused email on swimming equipment in a subsequent email campaign.

Benchmark your email marketing:

To gauge how well you are doing in contrast to industry standards, you can benchmark your email marketing efforts. Every year, many email marketing service providers provide data outlining typical opens, clicks, and unsubscribes for various industries. You can look up things on the internet with a quick search.

To respond to your email campaign, get ready:

It's crucial to think through your response strategy for an email marketing campaign. How well-equipped is your website to handle a sudden surge in traffic? If your email response rate drops to 5%, do you have enough capacity to handle incoming calls and emails? Are you going to be able to provide recipients with your good or service in the anticipated time frame?

Spend some time considering how you will handle the reaction to make sure you don't let anyone down. Email marketing can help you establish valuable touch with new clients and strengthen your interaction with existing ones.

Automated email:

You can programme your email marketing software to send a consumer an email in response to an action they took on your website or in an earlier email. For instance, if a person registers on your website, you could set up a series of automated welcome emails to send out at predetermined intervals. Another useful email automation is the automatic email sent to a user who leaves their shopping cart unattended on your website, prompting them to finish the transaction and potentially even providing a discount.

8.8 ESSENTIALS

Email marketing may be a potent and adaptable type of direct marketing for your goods or services. Your message can be customized to appeal to particular customer categories and their interests. By sending recipients interesting, well-targeted emails that pique their interest, you can also foster existing relationships with current customers and win over new ones.

A. Subject line:

When looking at an email's subject field in their inbox, many people decide whether to read it or not. Please limit the length of your subject line to 50 characters or less. Use phrasing that creates a sense of importance and provides a perk up front, such as "Women's Swimwear - 20% Off - Ends Midnight."

B. Be consistent, relevant, and relevant:

Use email campaigns to inform recipients on topics that will be of interest to them. Keep it short, use essential terms early in your sentences, and

think about adding the recipient's name to make it more special. To ensure that the emails your customers receive from you are pertinent to them, you can segment your marketing strategies and campaigns depending on their preferences and interests.

C. A crystal-clear call to action:

State clearly at the outset what you would like the consumer to do after opening your email. Place your call-to-action prominently and use wording that encourages action, such as "schedule an appointment today," to increase the likelihood of a successful conversion.

D. Opting out:

By law, you must provide subscribers with a way to discontinue receiving your newsletter. On each issue you send out, you must include a "unsubscribe" option.

E. Track the effectiveness of your efforts:

It's crucial to track the effectiveness of your email newsletters so you can determine what, in terms of the message, the subject line, the timing of the release, etc., works and what doesn't. Many metrics, such as open rates, click-through rates, and conversion rates, should be monitored.

8.9 RULES ABOUT BUYING EMAIL DATABASES

To find out if you have the right to use a mailing list for email marketing, you should ask the vendor before you purchase (or rent) a list.

If you are purchasing or renting a marketing list from either a list broker or another third party, you must conduct thorough due diligence to ensure that the third party obtained the personal information honestly and legally, that the individuals understood that their information would be shared for marketing purposes, and that they are in compliance with UK the General Data Protection Regulation (UK GDPR). Before buying the mailing list, you might think about doing a Privacy audit of the list vendor to verify compliance. A compliance questionnaire might be used to do this.

Consumers (as opposed to businesses) on the list must have granted their permission to receive unsolicited emails. Additionally, make sure that only emails that correspond to the consent people have provided are delivered. For instance, they might have approved getting emails on a specific topic.

Similar to other forms of email marketing, marketing emails must include an option for recipients to opt out of receiving future emails.

Unconsented Databases:

You must obtain the consent of the people in a database if you purchase it without their knowledge or if you intend to employ it for another reason.

If you call or email the database's users for the first time, you must make sure that you abide by the privacy policies for electronic marketing. You shouldn't presume that someone has given their approval to you utilising their confidential information for marketing purposes without their consent just because they don't engage to your initial contact.

Preserving Data:

Any personal data retained in a database must be sufficient, pertinent, not excessive, and not kept longer than is required. When you become the new landlord of a databases, you should assess what proportion of the knowledge you need to maintain and then eliminate any that is extraneous. For future use, you shouldn't keep personal information. In accordance with GDPR, you are required to give data subjects details about your privacy notice at the very least during the initial interaction.

The rules of online sales:

The guidelines for online trade and distance selling are applicable when delivering sales messages via email.

8.10 SUMMARY

Email marketing is the practice of using emails to inform customers about a company's products and services or to interact with them. When done properly, email marketing can lead to sales.

It can be frustrating when email marketing is handled incorrectly and appears to customers as spam.

The most successful marketing emails are those that are regularly scheduled with varied messaging, mobile-friendly, and thoughtful to the recipients.

8.11 SELF- ASSESSMENT QUESTIONS

(A) Answer the following Questions:

1. Is email marketing still an effective Digital-Marketing-Tool? Why?
2. Make a Case-Study of an effective email marketing campaign.
3. How to gather data for email-campaign, with best/relevant email-data as per product & target audience?
4. Which is first for the most important aspect of email marketing? Mention 'Ways to Improve' on that.

(B) Choose the correct option:

1. Which Of The Following Comes Under Email Marketing?
 - a. Email Newsletters
 - b. Lead Nurturing
 - c. Digests
 - d. All Of The Above
2. Which Of The Following Is Not An Advantage Of Email Newsletters?
 - a. Email Newsletters Spread Your Brand Awareness
 - b. Leverage The Temporary Content
 - c. Freedom To Include Different Types Of Content
 - d. Leverage The Existing Content
3. Which Of The Following Is Most Important Metric To Track Email Marketing?
 - a. Ctr
 - b. Open Rate
 - c. Click Rate
 - d. All Of The Above
4. What Technique Is Used By Legitimate Marketers To Customize Offerings For Specific Customers?
 - a. Personalization
 - b. Spamming
 - c. Spoofing
 - d. None Of The Above
5. Select The Features Of A Lead Nurturing Platform?
 - a. A/B Testing
 - b. Landing Page Creation
 - c. Campaigning
 - d. All Of The Above

6. In Developing Your Next Email Campaign, You Have To Make A Case To Develop A Responsive Email. What Is The Key Factor Of Responsive Design To Persuade Your Team?
 - a. People Open Emails On Smartphones More Than Any Other Device.
 - b. Responsive Design Means Designing For Iphones.
 - c. People Open Emails Multiple Times On A Variety Of Devices. So, The Email Needs To Render Properly Regardless.
 - d. Responsive Design Means Mobile-First Thinking.
7. Using White Space Around An Object Will:
 - a. Waste Space That Could Be Used For Marketing
 - b. Decrease Readability
 - c. Enhance The Object And Draw Attention To It
 - d. Make A Border
8. Emails Containing Videos Have Higher Open Rates And Click Through Rates.
 - a. True
 - b. False
 - c. Can Be True Or False
 - d. Can Not Say
9. What Are The Goals That Marketers Should Strive For In Email Marketing?
 - a. Spend Less Time On Email Marketing.
 - b. Increase Open Rates And Click Rates.
 - c. Increase Spam Rates.
 - d. Decrease Deliverability Rates.
10. What Is A Best Practice For Sending An Email Communication From A Brand?
 - a. Including Only The Employee Name.
 - b. Including Employee's First Name.
 - c. Sending From Multiple Employee Accounts.
 - d. Identifying The Brand Name.

After retail sites close due to the Pandemic, the farm switches to a subscription product and uses email marketing to grow online sales by more than 500%.

A tiny farm in Massachusetts that specialises in growing herbs, flowers, tea, and spices is called Soluna Garden Farm. According to Amy Hirschfeld, co-owner of Soluna Garden Farm, "Prior to the Pandemic, most of our sales were in-person — at our retail store, our stand at the Boston Public Market, and other area farmers' markets."

The farm has no retail space to sell its goods because COVID-19 shut down those choices. To continue supplying agricultural products to customers during the Pandemic, they launched a new subscription service, which they publicised through an email campaign.

The farm has no retail space to sell its goods because COVID-19 shut down those choices. To continue supplying agricultural products to customers during the Pandemic, they launched a new subscription service, which they publicised through an email campaign.

They had been building their email list gradually for years and switched to speaking to an online-only audience while still maintaining a regular newsletter and email marketing. What typically would have taken a season to sell in person was accounted for in a single day owing to email marketing after the very first email made the farm sell out.

The team persisted in using email marketing to advertise the subscription, and as a result, they are now seeing open rates of around 25% and click rates of over 10%. The team decided to restructure the farm's website as a result of the success, making it simpler for customers to not only find the farm online but also to sign up for its email list and make purchases.

Our experience demonstrates the importance of online customer engagement and communication, according to Hirschfeld. Due to the farm's ability to contact customers through its email list, online sales soared by more than 500% during the second quarter of 2020 when the pandemic struck and it was necessary to close both retail sites.

"I'm not sure whether we would have survived without our email list. I would advise other small businesses battling through the pandemic to maintain building your clientele, Hirschfeld added.

MOBILE MARKETING

Unit Structure

- 9.0 Objectives
- 9.1 Introduction
- 9.2 Mobile Marketing vs Traditional Marketing
- 9.3 Features
- 9.4 Strategies
- 9.5 Tools
- 9.6 Components
- 9.7 Importance
- 9.8 Advantage & Disadvantage
- 9.9 Characteristics
- 9.10 Summary
- 9.11 Self-Assessment Questions
- 9.12 Case Study

9.0 OBJECTIVES

- To Understand Mobile Marketing vs Traditional Marketing
- To Study Features, Strategies, Tools, Components & Importance
- To Understand Advantage, Disadvantage & Characteristics
- To Understand Targeting Techniques

9.1 INTRODUCTION

Mobile marketing is a multi-channel internet marketing strategy with the goal of reaching a specific audience on their smartphones, feature phones, tablets, or other connected devices via websites, e-mail, SMS and MMS, social media, or mobile applications. Customers can receive personalized information from mobile marketers that is time and location sensitive and offers products, services, appointment reminders, and ideas. Andreas Kaplan, a professor who specialises in marketing, describes mobile marketing as "any marketing action undertaken through a ubiquitous network to which consumers are continually connected using a personal mobile device" in a more theoretical way.

Customers have begun to turn to mobile in recent years and have begun to spend more money on it. To achieve true multichannel engagement, marketers are consequently taking the same action. Marketing also varies with the state of the technology. Moreover, material needs to be well-planned and highly customised in order to capture and hold the interest of potential customers.

9.2 MOBILE MARKETING VS TRADITIONAL MARKETING

Although mobile marketing differs significantly from traditional marketing, as this quotation implies, combining the two strategies yields the best results.

"In my opinion, bridging the gap between online and offline media is the key to the success of mobile marketing. Mobile should be viewed as the connecting thread between all other forms of media because it is such a potent instrument when combined with them.

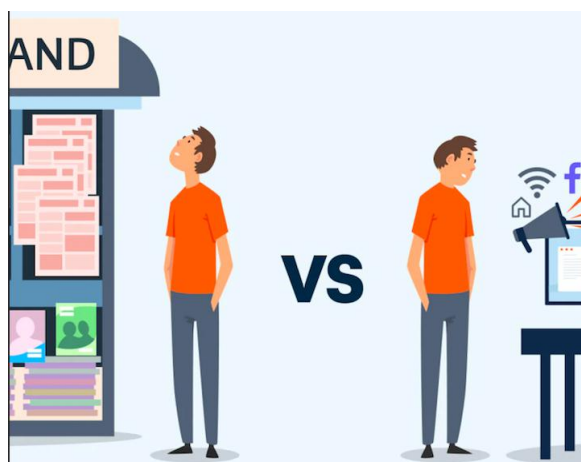
The International Advertising Bureau's Senior Mobile Executive, Mike Reynolds.

Older audiences may be more accustomed to traditional marketing, and purchasers for high-end or expensive products, such as those in the automotive industry, nevertheless find its tangible nature appealing. But compared to mobile, buying TV ad airtime is typically more expensive and makes tracking conversion rates more challenging.

Mobile marketing, as opposed to traditional marketing, takes use of individuals' constant access to mobile devices through their pockets and handbags. Therefore, location-based services can gather user information and then present deals depending on their proximity to shops or other locations frequented by customers.

These marketing strategies can be more individualised and tailored to the particular user, which should increase their effectiveness for the marketing organisation. One illustration might be a marketing initiative that notifies customers of book recommendations or discount coupons whenever they are within a half-mile of a specific bookstore.

Customers can be reached through mobile marketing at any time and from any location, including public transportation, workplaces, residences, and even mattresses. Traditional marketing is declining, yet it's still significant when combined with other marketing strategies. As a result, mobile marketing should take the lead in a company's marketing initiatives.



9.3 FEATURES

- A. Mobile marketing campaigns are easy to plan and execute, regardless of your technical experience (or lack thereof). There is a bounty of advertising agencies that specialize in mobile marketing services to help you, the business, get on the right track, and that offer user-friendly software and great technical support.
- B. Launching a mobile marketing campaign can be done very quickly, in as little as twenty-four hours.
- C. Mobile marketing software tracks your deliveries, responses and conversion rates, so that you know just how effective your ads are.
- D. You are able to market directly to your target audience through mobile marketing software interfaces designed to let you pick and choose who you send your ads to.

Subscribers can choose whether to receive your marketing advertisements. As a result, rather than being trapped, your audience is willing and interested.

9.4 STRATEGIES

There are several options to take into account while developing your mobile marketing strategy. SMS marketing, social media marketing, location-based marketing, proximity marketing, and in-app marketing are some of the most significant categories of mobile marketing tactics. Here is how these mobile advertising tactics function.

SMS Marketing:

SMS marketing refers to text message marketing. Other names for it include text message marketing and text marketing. With text messages of little more than 160 characters, marketers may send promotions, bargains, coupons, and other alerts directly to the phones of potential customers using this permission-based mobile marketing method.

Text messages have excellent deliverability, open, and engagement rates, which is one of the factors making SMS marketing such a potent mobile advertising tactic. The figures demonstrate that:

- SMS open rates range from 90 to 99%
- Within three minutes, 90% of SMS messages are viewed
- Email click-through rates can often be more than twice as high

This is most likely a result of the fact that most individuals always have their phones on them and receive push notifications when new text messages arrive, making it more difficult to ignore them.

Since text messages are so brief, many marketers add a link where recipients may find out more about the product or a code that starts a follow-up message. Avoiding excessive SMS usage is one of the greatest practices for the marketing strategy, which works best for campaigns with short deadlines.

Social Media Marketing:

Many smartphone users use social media on their devices. According to Statista, Facebook has more than 9.8 billion monthly active users worldwide, followed closely by YouTube, WhatsApp, and Instagram. Utilizing social media as one of your primary mobile marketing techniques makes sense given the concentration of people in one location.

Through comments and messages, social media makes it simple to establish a personal relationship with your audience. With customer recommendations and referrals, you may also raise brand recognition and improve conversion rates.

It's becoming more and more usual to employ social media advertising to make sure you'll reach the proper clients, even though some businesses prefer to concentrate on organic social media posts. Several possibilities are:

- A. Posts that have been "boosted" or advertised on Facebook
- B. Promotional posts or advertising on LinkedIn,
- C. Shoppable pins on Pinterest, and
- D. Promoted tweets on Twitter

You can typically construct an audience using demographic data when using this mobile marketing technique, and you can also specify the objectives, spending limits, and durations of your campaigns.

Location-Based Marketing (GPS):

To provide people with promotions and material that is relevant to their locations, location-based marketing makes advantage of the GPS capabilities of smartphones. The terms geo-targeting and geo-location marketing are occasionally used to describe location-based marketing.

The global location-based advertising market, which was estimated to be worth more than \$62 billion USD in 2019 according to research, is predicted to increase at a rate of more than 17% between 2022 and 2027. Due to its greater relevance to the locations and activities of mobile consumers, this sort of marketing generates greater engagement and better responses.

To persuade someone to attend a restaurant, for instance, you could display them a promotion for the establishment. This is a tried-and-true method to boost foot traffic because Coach employed location targeting to bring thousands of visitors to their stores.



Proximity Marketing:

Location-based marketing also includes proximity marketing. This enables you to locate potential customers using Bluetooth and target them with relevant promotions.

Beacon marketing, which uses actual Bluetooth-enabled gadgets in or close to stores, is one example of this. People who are close to your location will notice these short-range signals that are sent to mobile devices. Another tested strategy for increasing foot traffic is this. Toyota used proximity marketing to draw more people who would be inclined to make a purchase at a nearby auto dealer.



In-app Marketing:

The app market is a need for smart marketers. TikTok, Instagram, Facebook, WhatsApp, and Telegram are among the top five applications, according to Business of Apps. However, there are hundreds of thousands of additional apps, which is why in-app advertising has developed into a crucial component of mobile marketing strategies.

In-app advertisements can take the following forms:

- A. Display ads, such banners that display at the top or bottom of a smartphone screen;
- B. Native ads, which are promotions designed to look like they belong in an app;

C. Video commercials; and

D. Interstitial ads, which pop up between app actions.

For instance, these advertisements occasionally appear when switching between game levels.

9.5 TOOLS

You can begin focusing on users of mobile devices by using the five mobile marketing tactics mentioned above. We will now discuss the mobile marketing tools you will require in order to implement these strategies successfully.

GroundTruth Ads Manager, geo-fencing advertising, audience targeting, weather targeting, and brand insights are the five mobile marketing technologies you'll need.

GroundTruth Ads Manager:

With the help of mobile marketing, GroundTruth Ads Manager gives you access to up to 120 million monthly visitors. You can target potential customers using technology that has been independently verified by a third party based on the locations and stores they frequent.

Distance, direction, and click-to-call customization options are available, and you can leverage GroundTruth's cost-per-visit model to make sure you only pay when someone enters your store. GroundTruth Ads Manager's comprehensive location statistics make it simple to monitor progress.

Geo-fencing Advertising:

Another significant type of mobile advertising that envelops an area with a virtual fence is called geo-fencing. For instance, you may use this to pinpoint a structure or commercial district. To guarantee the accuracy of your geo-fence, GroundTruth uses its patented Blueprints technology.

You can display mobile advertising to those who are within your geo-fence and meet your criteria after creating your geo-fence. This strategy combines audience analytics with GPS to help you increase the effectiveness of your mobile ad promotions. This is a precise and scalable method of mobile advertising.

Weather Targeting:

Consumer behaviour is influenced by the weather. People may decide to stay home or go out on occasion, and other times it may influence their purchasing decisions. In either case, weather targeting can boost the effectiveness of your mobile marketing.

Because of the excellent accuracy of GroundTruth's network of weather sensors, you can target mobile advertising based on the current or predicted weather conditions. According to the UV index, wind,

temperature, and weather alerts, you can show advertisements. In order to make your advertisements even more pertinent and useful, you can also combine weather targeting with other types of location data.

Audience Targeting:

Have you ever pondered how to improve foot traffic by using offline behaviour? This is achievable through audience targeting. You can target customers with this mobile marketing tool depending on things like:

- Location;
- Interests;
- Online and offline behaviour;
- Past and present behaviour

As a result, you may use mobile marketing to contact clients when they're most likely to make a purchase. For instance, if a consumer has been in your physical store, you can email them an offer based on what they did there. On the basis of how they interacted with your website, you could alternatively send a message to someone who is out and about.

Additionally, you can incorporate audience targeting, geo-fencing, and location marketing into your mobile marketing to make it even more relevant to your potential clients.

Brand Insights:

Knowing what's truly going on with your customers is one of the finest methods to boost foot traffic to your shop. The brand insights tool from GroundTruth offers location data together with additional information like market share, foot traffic, brand affinity, and other topics. This might definitely assist you in focusing on the most effective mobile marketing strategies to reach your target market.

9.6 COMPONENT

Text messaging and smartphone apps are only a small part of mobile marketing. You must take responsive, mobile-friendly design into account across your entire marketing strategy to have a seamless experience.

A. Websites:

In addition to loading quickly and being error-free on mobile devices, material that is mobile-friendly fills the entire screen without the need for side-to-side scrolling or zooming. To ensure a consistent and enjoyable user experience, maintaining a mobile-friendly website is crucial (UX). Each stage of the purchasing cycle is significantly impacted by mobile user experience.

B. SMS and MMS marketing messages:

You can transmit content directly to clients through MMS and SMS (short message service), but you should exercise caution while using these channels. Learn the most efficient methods for quickly communicating with your audience and review the key principles of a successful campaign, whether it is promotions, videos, product alerts, or reminders.

C. Advertising and landing pages:

43% of emails are opened on mobile platforms, claims Litmus. Therefore, it is essential that your emails use responsive design, a technique that automatically adjusts the content for the best viewing on any device. Also, don't overlook landing pages. When a visitor clicks through from your mobile-friendly email to a non-mobile-friendly landing page, they are likely to lose interest and click away.

D. Apps:

Mobile apps can offer a chance to promote profound client involvement if you have the correct strategy and plan in place. Examine the many app categories, including productivity, commerce, retained engagement, and mixed-use, to determine whether developing a mobile app is the best course of action to meet your business's acquisition, engagement, or conversion goals.

E. MarTech:

One-time usage accounts for 25% of smartphone apps. How do you make sure that your business' mobile app stands out from the competition given that the majority of users have 50 to 100 apps on their phones? The necessity to promote ongoing app downloads, installs, and usability advancements is one of the many distinctive marketing issues that mobile app creators must overcome. Companies that have implemented marketing automation to promote their mobile apps have seen an improvement in user retention, engagement, and monetization.

9.7 IMPORTANCE

It's obvious that more people than ever spend their leisure time online, and that mobile phones—thanks to their usefulness and convenience—have supplanted landlines as the most popular method of communication. Think about this: 81% of Americans own smartphones, and 34 hours are spent using mobile apps on average each month, according to Pew Research. Furthermore, during the 2018 holiday shopping season, nearly 40% of all eCommerce purchases were performed on a smartphone. Similar to this, GSMA intelligence found that 5.1 billion people worldwide are mobile service subscribers, or 67% of the world's population.

Google regularly releases upgrades to its marketing platform; take a look at some of these (secret google updates). However, Google just released

an upgrade that prioritises mobile web pages while indexing (adding your site to Google). That's a LOT!

Mobile marketing is crucial for reaching your target market, boosting sales, and improving ROI because of this.

Given that consumers are increasingly using their mobile devices to research potential purchases, a sound mobile marketing approach can directly enhance revenue.

- A. Consumers who are doing product research are reached through mobile marketing. Mobile shoppers are becoming more and more common. According to Google's study, "best" comparison search volume has grown by 80% over the previous two years.
- B. The use of mobile marketing is rising. According to Google, roughly 50% of B2B queries today are made on mobile devices. By 2020, the Boston Consulting Group (BCG) anticipates that number to reach 70%.
- C. Most sales include elements of mobile marketing. More than 60% of purchasers in the business-to-business sector claim that a recent purchase was significantly influenced by mobile (BCG, 2017)



9.8 ADVANTAGES & DISADVANTAGES

Advantages:

- A. The amount of time spent on mobile devices is always growing, and there are more channels and platforms to pick from with high levels of engagement.
- B. It is possible to communicate with audiences worldwide at any time.
- C. Content delivered via a mobile device has a more individualised feel and facilitates easier consumer connections.
- D. By targeting certain market segments with mobile marketing strategies, you may tailor your content to the audience.
- E. Use client location data to deliver timely and pertinent content or adverts.

- F. Reasonably inexpensive, especially when compared to conventional marketing.
- G. All of your content has the innate ability to go viral – without any additional expense to you.

Disadvantage:

- A. Before receiving location-based marketing, users must opt in. Due to privacy concerns, marketers must be careful to adhere to data protection laws in the US and other regions, such as the GDPR in Europe.
- B. Mobile marketing is quick and has a quick impact. Therefore, faults can be quickly punished.
- C. The world of mobile marketing is always evolving, encompassing everything from social media to search engines. To keep up, you'll need to put in a lot of effort.
- D. Since mobile phones don't always have the same dimensions, ads must be modified for various handsets.
- E. Because mobile devices are so private, clients are more readily irritated if your offering is irrelevant to them.
- F. Some mobile marketing strategies, particularly those that employ location-based targeting, may be viewed as intrusive.
- G. You must guarantee that your website and sales platforms are completely optimised for mobile in order to provide a consistent user experience.
- H. Bad customer service can spread online just as quickly as good service.

Mobile Marketing

Advantages

- Lower cost
- Customization
- Easy tracking & response
- Not labor intensive
- Instant results
- Huge viral potential
- Micro blogging benefits

Disadvantages

- Privacy issues
- Navigation issues
- Viewing issues
- Deletion of message
- Lack of reliable measurements tools
- Platform too diverse & complex

9.9 CHARACTERISTICS

Top reasons why mobile advertising is effective

Some of the most significant causes for advertisers to concentrate their efforts on mobile ads are as follows:

1. Availability:

No matter where they are, people always have their phones with them. Due to the widespread coverage of the majority of phone internet service providers, you can access the internet wherever you are.

And for this very reason, mobile advertising can find your clients wherever they are.

Additionally, word-of-mouth advertising could help you get free publicity. Just picture a situation in which your advertisement appears on a target customer's cell phone as he is chatting with his pals.

If the advertisement is appealing enough, there is a good possibility he will also tell his friends about it.

2. Mobile phone usage has increased:

Consider how much time you spend using your smartphone compared to a desktop or laptop before searching for any statistics.

According to a Statista poll, there are more than 4.5 billion cell phone users worldwide as of 2019.

Mobile phones are the best medium for delivering advertising messages because they account for more than 80% of all traffic.

3. Cost-effectiveness:

If you are running short of budget, advertising on cell phones is considered the most ideal medium.

This will only cost a fraction when compared to traditional forms of advertising such as television and print media.

4. Customization:

You could increase consumer intimacy with precisely targeted and customised mobile advertising.

It is possible to get to know your clients on a completely different level by giving them customised advertising messages.

Furthermore, it should go without saying that customised ads are incredibly successful at raising user interest and boosting conversion rates.

5. Increased advertising interactivity:

Mobile marketing enables the delivery of highly interactive advertisements with captivating formats and engaging contents. Customers are more likely to remember both the advertisement and the brand when they may participate in the format of the advertisement (by responding to questions, taking quizzes, or clicking a tab).

In the long run, this is more akin to a conversion-boosting brand marketing plan.

Additionally, it contributes to maintaining the ad quality.

6. The timing:

Reaching your clients nearly instantaneously is one of the key benefits of mobile advertising.

Accept the reality that whenever a unique notification comes in, we all have a tendency to check at our smartphones.

You will have the freedom to send time-sensitive messages, such special events or notifications, as viewers frequently carry their cell phones with them.

7. Facilitates improved targeting techniques:

Mobile phones, in contrast to desktop or laptop computers, provide a wealth of user-specific data, making them effective targeting devices.

Advertisers might quickly categorizes consumers based on pertinent information like:

- A. Location data
- B. Demographics
- C. Age group
- D. Mobility
- E. Shopping habits
- F. Online pages visited
- G. Spending habits
- H. Preferences & History.

Cookies and IP addresses make it simple to follow consumer information. However, it might not be as accurate if the information originates from a desktop or laptop. This is so that the same information might potentially be used by numerous people.

Mobile devices, on the other hand, have IDs that are particular to each consumer. The data produced by mobile devices is therefore more significant.

8. The advantage of numerous touchpoints:

The internet is the only touchpoint that limits a PC's capabilities.

Publishers have a wide range of additional possibilities with mobile advertising, including:

- A. Wireless Internet
- B. Voicemail or missed call notification
- C. Text Messages (SMS)
- D. Multi-Media Messaging (MMS)

9. Facilitates immediate consumer feedback:

A mobile phone's interactive features assist in removing a number of barriers to answering and in implementing direct user response features like:

You can click to call, click to buy, click to send an SMS, etc.

10. Can still be effective with minimal content:

Detailed wording and content are not always necessary for this type of promotion. Even with just a few headlines and persuasive visuals, advertisements can still be effectively made. The goal is to captivate the user's attention and engage them.

Costs are also greatly lowered when there is less demand for material, which goes without saying.

9.10 SUMMARY

Despite being one of the most traditional means of promotion, mobile marketing still plays a big role in contemporary marketing because of its efficiency. Today's most widely used methods and strategies include SMS, social media marketing, in-app marketing, geo-targeting, and ringless voicemail. Some of these marketing strategies might need additional tools to be successful. You might need to spend money on marketing management solutions if you want to enhance social media engagements, for example.

9.11 SELF- ASSESSMENT QUESTIONS

(A) Answer the following Questions:

1. Why will Mobile-Marketing grow to a great extent in future? Explain with scope & examples.

2. Write a Case-Study of Mobile-Marketing Implementation, in any industry of your interest.
3. Compare Mobile-Marketing with other Digital-Marketing-Tools, along with its pros & cons.
4. Does Mobile-Marketing provide great control over target-audience compared to other tools? If yes then how?

(B) Choose the correct option:

1. Which Of The Following Is The Form Of Mobile Marketing?
 - a. Text
 - b. Voice Call
 - c. Graphic
 - d. All Of The Above
2. Which Of The Following Is Most Common Delivery Channel For Mobile Marketing?
 - a. Text
 - b. Voice Call
 - c. Graphic
 - d. Search Engine Marketing
3. What Are The Key Aspects Of Sending Effective Push Notifications?
 - a. Send Highly Personalized Messages
 - b. Send With High Frequency
 - c. Both A And B
 - d. None Of The Above
4. Which Of The Following Is Not A Type Of Mobile Ad Extension?
 - a. App Extension
 - b. Call Extension
 - c. Sitelink Extension
 - d. Download Extension
5. More Free Users Leads To?
 - a. At More Ad Revenue
 - b. Less Ad Revenue
 - c. No Change In Ad Revenue
 - d. None Of The Above

6. What Are Native Ads?
 - a. Ads That Do Not Mention That They Are Ads
 - b. Ads That Are Built With Java
 - c. Ads That Look & Feel Like The App
 - d. All Of The Above
7. At Stage Of User Browsing App Store Page Of Your App What Is The Objective?
 - a. Maximize Usage
 - b. Maximize Conversion
 - c. Maximize Interest
 - d. All Of The Above
8. What Is The Full Form Of Lbs In Mobile Marketing?
 - a. Lead-Based Service
 - b. List-Based Service
 - c. Location-Based Service
 - d. None Of The Above
9. What Is True About 2d Barcodes?
 - a. Barcodes Cannot Scan Vertically
 - b. Barcodes Cannot Scan Horizontally
 - c. A Mobile User Can Scan Barcodes In The Environment To Access Associated Information.
 - d. Both B And C
10. How Many Maximum Characters Are Allowed In Sms Marketing?
 - a. 150 Character
 - b. 160 Character
 - c. 170 Character
 - d. 180 Character

Web and App Tracking Accuracy

Objectives:

- Implement reliable data collection of web and app streams
- Implement custom tracking in the application, including free and paid bookings

Challenges:

- Build cross-platform tracking to maintain web and app data in one place
- Analyze user journey across web and app funnels
- Implement comprehensive data layer and advanced tracking automation scripts

Process:



Results:

- GA UA vs. GA4 data matching is 99%

E-COMMERCE

Unit Structure

- 10.0 Objectives
- 10.1 Introduction
- 10.2 Importance
- 10.3 Advantage & Disadvantage
- 10.4 Characteristics
- 10.5 Difference Between eBusiness & eCommerce
- 10.6 Types & Examples
- 10.7 Building eCommerce Business
- 10.8 Features
- 10.9 Increase Sales
- 10.10 Future of eCommerce
- 10.11 Summary
- 10.12 Self- Assessment Questions
- 10.13 Case Study

10.0 OBJECTIVES

- To Study Importance, Advantage, Disadvantage & Characteristics
- To Understand Difference Between eBusiness & eCommerce
- To Study Types & Examples
- To Understand Building eCommerce Business
- To Understand Features & To Increase Sales
- To Study Future of eCommerce

10.1 INTRODUCTION

E-commerce, sometimes referred to as online commerce or electronic commerce, is the term used to describe the exchange of data and money in order to carry out transactions involving the purchase and sale of goods or services through the internet. Ecommerce can apply to any type of economic transaction that is made possible via the internet, but it is most frequently used to refer to the online sale of tangible goods.

Ecommerce, as opposed to e-business, explicitly refers to the exchange of products and services. E-business, on the other hand, encompasses all aspects of running an online business.

As opposed to operating a traditional manner of business, e-commerce is the finest choice accessible for people to create a better business environment and ensure success in the future. For any businessperson, having an online store is a benefit to their enterprise. There are several reasons why e-commerce businesses are important:

Convenience:

Sometimes people wonder why they turn to e-commerce websites for their online purchases. Convenience is the main response to this query. At any time, one individual can shop, purchase, and sell goods while seated at home.

Round the clock service:

We can always get services through e-commerce, even at midnight. Therefore, if a consumer needs something late at night, they need not go to a physical market. For individuals who are frequently occupied with their work schedules, it is the most practical choice. Being available to your customers is always beneficial.

Wide Platform:

E-commerce attracts a diverse group of customers from all around the country or world to your firm. Therefore, selecting an e-commerce platform that can assist your firm overcome geographical obstacles is a good choice.

Business promotion:

Given that we are in the era of digital media, e-commerce is closely related to your company's marketing efforts. Making your company accessible online is essential to its growth for a variety of reasons, including convenience, exposure to a global clientele, ease of operation, etc. It will also aid in building a solid and well-known brand for your company.



Lesser cost:

A reduction in risk and expenses will result from automating the monitoring of goods and service inventories. Additionally, owning an online store is far more economical than opening a physical one because it eliminates other costs like rent, energy, etc.

Easy setup:

Comparing the cost of starting an e-commerce firm to opening a physical store, it is incredibly low. Additionally, e-commerce marketing websites are far simpler to license and permit than a physical store is.

Economy:

Since the e-commerce industry requires no infrastructure or insurance expenditure, more funds may be allocated to the items, strategy, and marketing. It will strengthen your marketing tactics, which may also result in more people visiting your e-commerce website.

Better product information:

The majority of e-commerce websites include photographs and videos that demonstrate their products together with comprehensive product information. It aids in giving customers a clear picture of the product and its usability.

Now that you are aware of how crucial it is for your company to have an online store, let's look at how e-commerce development businesses will develop in the future:

10.3 ADVANTAGES & DISADVANTAGES

Advantages of e-Commerce:

- A. E-commerce enables vendors to become closer to customers, which boosts productivity and creates ideal competition. Additionally, the buyer has a variety of merchants from which to choose and can purchase the best things for their needs, tastes, and budget. Additionally, customers now have constant access to online retailers.
- B. E-commerce also significantly lowers the cost of transactions for consumers.
- C. One of the rapidly expanding commercial channels for the transnational exchange of goods and services is e-commerce.
- D. With few investments, it offers a greater reach and reception on the global market. It makes it possible for both buyers and sellers to reach a global market. Geographical limitations and difficulties are eliminated or much diminished.
- E. This e-commerce technique significantly shortens the products distribution chain by interacting directly with ultimate customers.

There is established a clear and direct line of communication between the service or product providers and the final consumer. In this method, goods and services are developed to suit the specific demands of the target market.

- F. Since e-commerce allows for the creation of a single store to meet all of a customer's business needs, clients may find products with ease.
- G. **Business ease:** It makes beginning and running a business straightforward and easy.
- H. The development of the e-commerce industry has the potential to improve employment, source of foreign exchange, tax collection by exchequers, and long-term customer satisfaction.
 - a. The micro, small, and medium businesses (MSME) in India have been directly impacted by the e-commerce sector, which also has a positive ripple effect on other industries by offering means of financing, innovation, and training.

Disadvantages of e-Commerce:

- A. E-commerce businesses are less accountable, and the quality of the products might or might not satisfy client expectations.
- B. Information technology and network connectivity are extremely important. Unpredictable consequences on overall operations can result from mechanical failures.
- C. E-commerce transactions are not currently regulated, as there are no clear laws in place either domestically or internationally to do so.
- D. The customer may occasionally lose their sense of privacy, culture, or economic identity.
- E. The possibility of financial fraud transactions and the loss of private financial data exists.
- F. Since there is little regulation on the Internet and no borders, preserving rights to intellectual property (IPR) online is becoming more and more important. The abuse of trademark protection is one of several important IPR issues that are now present.



10.4 CHARACTERISTICS

You might still have some doubts regarding this company model after hearing what e-business entails and what it's used for. To help you better grasp how e-business benefits business, we have outlined some of its most important aspects below.

- A. Rapid customer service made possible by the flexibility of online procedures.
- B. Cost reduction through speedier work procedures, increased productivity, and trust in the outcomes.
- C. Additionally, contingent on the e-business model, there are opportunities to target various audience profiles through online company offers.
- D. Possibility of building a supply chain that links partners, suppliers, and customers to get a full picture of viewers' interactions with the brand.
- E. Technology becomes the core of the entire operation, operating in line with corporate goals rather than just providing assistance.
- F. Digital systems enable information interchange between all company departments, facilitating collaboration at all workflow phases.
- G. Business process optimization with well-defined strategy and an overall performance perspective.

10.5 THE DIFFERENCE BETWEEN E-BUSINESS AND E-COMMERCE

E-businesses carry out all of their operations online, as was already described in the preceding chapter. But what exactly are e-business and e-commerce, and how do they differ?

While e-commerce is a common name for electronic commerce, e-business refers to the full corporate structure. It is nothing more than the online purchase and sale of services and goods.

Viewing products, making purchases, and making payments are all done online in this procedure. Customers then choose whether they want to pick up the item at a store or have it delivered to their home.

10.6 TYPES & EXAMPLES

There are **four main types** of ecommerce models that can describe almost every transaction that takes place between consumers and businesses.

1. Business to Consumer (B2C):

When a company offers a product or service to a single customer (e.g. You buy anything from an online retailer).

2. Business to Business (B2B):

When a business sells a good or service to another business (e.g. A business sells software-as-a-service for other businesses to use)

3. Consumer to Consumer (C2C):

When a consumer sells a good or service to another consumer (e.g. You sell your old furniture on eBay to another consumer).

4. Consumer to Business (C2B):

When a consumer sells their own products or services to a business or organization (e.g. An influencer offers exposure to their online audience in exchange for a fee, or a photographer licenses their photo for a business to use).

Examples of Ecommerce:

E-commerce can take on a number of different shapes, encompassing various corporate and consumer transactional relationships as well as the exchange of a variety of goods.

1. Retail:

The sale of a product by a business directly to a customer without any intermediary.

2. Wholesale:

The mass purchase of goods, frequently by a shopkeeper who subsequently sells them on to customers.

3. Drop-shipping:

The sale of a good that has been produced and delivered to the customer by a different party.

4. Crowd-funding:

The process of collecting money from customers before a product is really accessible in order to collect the startup cash needed to bring it to the marketplace.

5. Subscription:

Regular purchases are made automatically until the subscriber decides to discontinue a good or service.

6. Physical products:

Any tangible good for which orders must be physically dispatched to customers when sales are made in order to maintain inventory levels.

7. Digital products:

Downloadable digital products, templates, courses, or media that require a license to use or consume.

8. Services:

A skill or collection of skills offered in exchange for payment. It is possible to pay for the service provider's time.

10.7 BUILDING E-COMMERCE BUSINESS

Research, preparation, and passion are required when starting an online store. You can reach the market of online consumers who purchase from the convenience of their homes by using the appropriate technologies.

Here are steps to follow when you're ready to move your venture forward.

Step #1: Choose your product

Make sure you are clear on your specialty before you begin. Better yet, it can be beneficial to think about what you can offer the market and start with an idea of the goods you want to sell.

Be patient and conduct some research once you've decided on a particular good or service. Start by researching rival companies in your sector. Pay close attention to what they're doing right and where you feel you can do better. Examine their website's operation, marketing strategies, and business model in great detail. Your own plan may be shaped by these observations.

Step #2: Find your target audience

Finding your target market comes after deciding what you want to sell. Think about your ideal customer and the traits they possess. Creating a consumer persona throughout this stage of the process may be beneficial.

A fictitious representation of your ideal consumer is known as a customer or buyer persona. You may forecast customer behaviour and gain a deeper understanding of your potential customers using this persona. When creating a character, you might wish to take age, geography, financial level, and individual ambitions or values into account. Whether you create elaborate personas or not, keeping these characteristics in mind will help you anticipate the digital power and marketing preferences of your actual customers.

Step #3: Validate your product

You still need to overcome some sizable obstacles before you can launch your brand, even if you have a clear vision for your product and an understanding of your target market. You must first decide whether your concept will be successful in the real market. You should take into account both product- and market-based factors, such as price point, markups,

sales strategies, and laws. Market-based factors to take into account include market size, rivals, and industry trends.

You should leave the process of validating your product with a clear awareness of the expenses you'll incur as a business owner. Since you won't have to pay for a storefront or manufacturing costs for digital goods, e-commerce sellers frequently have more pricing flexibility.

Step #4: Shape your business

Establishing a model for acquiring, packing, and delivering your orders is necessary if your firm revolves around a tangible product. You have several choices, such as:

- Making the item yourself and taking care of the shipping expenses
- Having another company produce your product
- reselling products purchased at a discount
- Working with a third-party inventory handler to dropship products
- supplying a digital good that does not require production or delivery

It's time to draft a business strategy once you've decided how you'll market your product. This strategy will be crucial for defining your objectives and directing your subsequent actions. Consider the type of business you're launching, your offering, your ideal client, your revenue stream, your personnel requirements, and your business model.

An effective business plan is often between 15 and 20 pages and includes:

- An executive summary
- Your company overview
- Market analysis
- Definitions of your product or services
- An actionable marketing plan
- A plan for logistics
- A well-developed financial plan

Step #5: Pick a name

If you don't already have one in mind, your e-commerce store will need a memorable name. A great business name is compelling, descriptive, and one of a kind. Check to make sure your business name is available on your secretary of state's website and the U.S. Patent and Trademark Office website. After you've made a decision, you'll want to:

- Claim your domain name.

- Consult with an attorney to legally register your business as an LLC, corporation, partnership, or proprietorship.
- Apply for your employer identification number (EIN) through the IRS.
- Apply for any necessary business permits or licenses, including sales tax permits, health and safety permits, and more.

Step #6: Build your website

After you've created your new business, it's finally time to build your e-commerce website. Your goal should be to create a polished website that reflects your new brand's values and aesthetics. The basic steps of website-building include:

A. Purchasing a domain:

If you haven't already, you can buy a custom domain with Mailchimp. This makes it easier for customers to find you and lends credibility to your new site.

B. Choosing a website builder:

Mailchimp makes it easy to design and build the website you're envisioning for your brand. The all-in-one platform simplifies the process of creating and promoting your website.

C. Mapping out your site:

Once you've taken the time to explore the website builder and its capabilities, it's helpful to create a site map. Focus on making your site easy to navigate and fun to explore.

D. Designing your aesthetic:

Take your time establishing a visual package that represents your brand's values and culture. Mailchimp's flexible tools make it simple to elevate your website design with professional formats and appealing branding.

E. Building out your pages:

Each page on your website should meet the needs of your target audience. Remember that all roads should lead to creating new customers.

F. Connecting your payment processor:

Make sure your website can accept payments before you launch.

G. Optimizing your SEO:

Search engine optimization (SEO) is the key to gaining visibility online. Make sure you're using keywords wisely so you can connect with as many customers as possible.

H. Launching your e-commerce store:

Double-check your e-commerce launch checklist before going live with your new online store.

Step #7: Develop a marketing strategy

Marketing is essential to your store, both before and after you launch, so you'll want to make sure you develop a compelling marketing strategy to get the word out.

Branch out:

When it comes to marketing, it's often beneficial to use multiple channels to reach your customers. For example, you could:

- Promote your blog on your social media channels—and vice versa.
- Post on multiple social media channels and see which platform garners the most engagement from your audience.
- Partner with influencers or affiliate marketers and provide them with links to shoppable landing pages they can share.

Tweak your SEO strategies:

Search engine optimization is an ongoing process. To maintain visibility, focus on developing your site's SEO with effective copy, product descriptions, and up-to-date blog posts. Keep in mind that your entire site should align with current SEO standards to maximize your exposure.

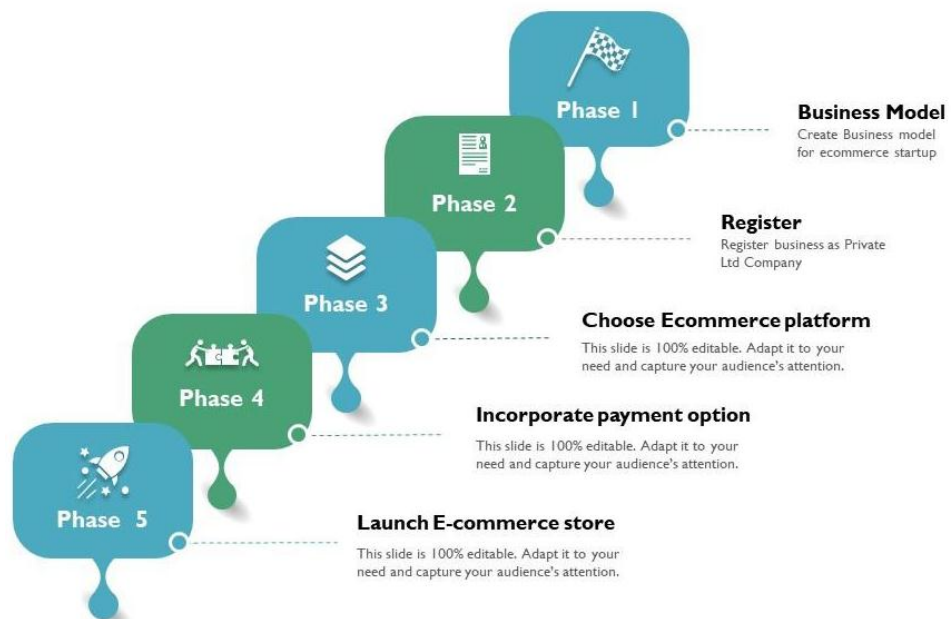
Invest in CRM:

Customer relationship management, or CRM, is a game-changer for online businesses. A CRM platform can support or handle your e-commerce marketing ventures by gathering important data about demographics and behaviors. In other words, investing in CRM can help you optimize your marketing choices and boost sales.

Make the most of email:

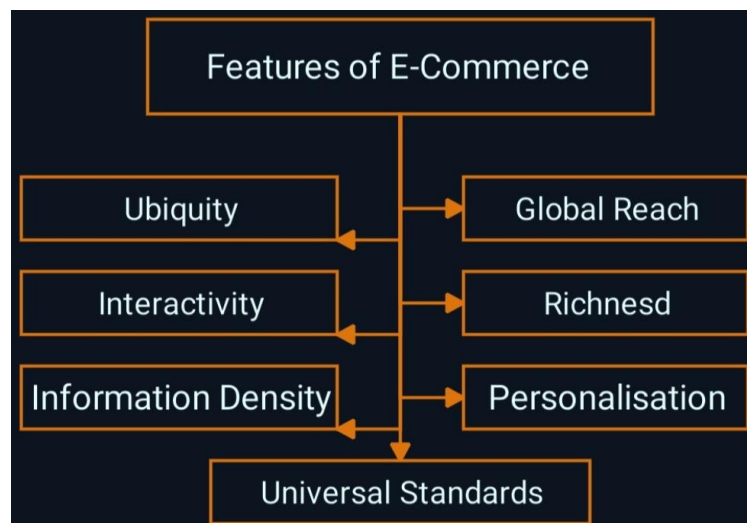
Email plays a significant role in any marketing efforts because it allows you to connect with people who've already shown interest in your product. Email marketing campaigns are a great way to share exclusive offers, promotions, company updates, and product launch details. You could even add surveys to your email to collect customer feedback and help shape the future of your brand.

Vertical Roadmap for Ecommerce Business Launch



10.8 FEATURES

Following figure shows the features of electronic commerce:



1) Ubiquity:

E-commerce is widely used, which means it is always accessible. It frees the free market from being constrained to a physical location and enables online shopping (such as desktop, laptop). Market space is the outcome.

Consumers can explore things in a market for less money thanks to ubiquity. Regardless of where they are, consumers can get any data whenever and wherever they choose. Buyers no longer need to travel to a market, which saves them time and money. Overall, it conserves the mental effort required to traverse a market area.

2) Global Reach:

In comparison to traditional commerce, e-commerce technologies make it possible for businesses to reach customers easily across international borders. Companies all around the world are extending their businesses with e-commerce solutions in order to increase earnings and business outcomes. As a result, the size of the potential market for online retailers is roughly equivalent to that of the internet user base.

3) Universal Standards:

All countries in the world adhere to the same norms, which are known as universal standards. These are Internet technological requirements for carrying out e-commerce. It enables everyone to join on an equal "level," and it offers positive network externalities for everyone. Universal technical standards reduce entry barriers and search expenses to a minimum.

4) Interactivity:

E-commerce is interactive because it allows for two-way conversation between buyers and merchants. It demonstrates a key advantage of modern e-commerce technology over earlier traditional business technologies.

5) Information Density:

Information density refers to the entire quantity and calibre of information that is made available to market buyers and sellers via the Internet. Information density is greatly increased via the Internet. Consumers and businesses can get higher-quality information thanks to information density. E-commerce technologies improve information accuracy and timeliness. For instance, the flipkart.com store offers a selection of goods at different pricing points.

6) Richness:

The intricacy and content of a message are referred to as its richness. Richness is defined as all commercial activity and experience delivered via a range of communications. Text, images, videos, audio, links, SMS (Short Message Services), etc. are a few examples.

10.9 INCREASE SALES

Ecommerce sales in the United States generate \$130 billion in revenue per quarter, or about 10% of all retail sales (that number is increasing globally as well). That is a sizable number of people searching for goods and services online.

1. Hook prospects in the consideration stage:

You'll be too late if you try to appeal to potential customers only when they're making a decision. On the other hand, you run the danger of people

forgetting about you as they progress through the buyer's journey if you offer pertinent material during the awareness stage but don't follow up.

Additionally, it's crucial to keep in mind that before committing to a product or service, customers can switch back and forth between stages of the purchase cycle. Keep prospects interested by sending them information that relates to their current stage once you've hooked them with your content. Getting on their list of potential purchases should be your aim.

2. Use paid targeting to outrank your competitors:

Sites like Google Shopping are profitable for a reason: they are effective. Every day, search engines produce billions of results, many of which are for goods and services similar to yours. The competition is the issue. Paid advertising may put your e-commerce store in front of the right customers and provide you an advantage over your rivals if it is done correctly.

3. Get (or give) some information before they leave your site:

Engage visitors to your e-commerce site even if they are not all prepared to make a purchase. Consider the factors that can cause a person to view and then leave a page (whether they are weighing their options, they think your product is too pricey, or they want to make a better informed choice).

Whatever the cause, it's your responsibility to give them something that will make them think of you as they continue their search. Although it would be ideal to get some lead information, you should at least provide them something helpful to help them in their search.

4. Invest in re-engaging shopping cart abandoners:

Though inevitable, shopping cart abandonment is not final. Users occasionally only need a gentle reminder to return to their cart, which can be sent by email or retargeting. Prior to contacting a prospect, you should make sure to address a few of the typical causes of cart abandonment.

5. Remember to integrate socially:

Don't undervalue social media's influence when it comes to internet purchases. It makes sense given the integration of shoppable content that 60% of users find things on social media, according to Instagram. By meeting potential consumers where they are and guiding them smoothly toward a purchase, you may reduce friction in the sales process.

Growth Mantra:

The only motto for growth on the web is to adapt to trends, technology, and keep experimenting. The field of e-commerce is dynamic. In this digital age, continue to study and develop.



10.10 FUTURE OF ECOMMERCE

Who is involved in an e-commerce project?

E-commerce impacts upon almost every function within a business.

The following teams should be involved:

- A. IT
- B. marketing
- C. accounting
- D. stock control
- E. delivery
- F. leadership

Key customers and suppliers can also be involved.

Three most important success factors:

A. Low customer acquisition cost:

For the majority of e-commerce firms, getting a tonne of cheap, profitable clients is the golden grail.

Your preferred margin, lifetime value, and your rivals all play a major role in determining how low is low enough.

The majority of this expenditure is made up of marketing expenses to attract new clients.

Each new client still costs money, even if you aren't actively investing on things like advertising. You can initially get away with only wasting your own time. If your company is more established, though, you will probably engage professionals or staff to handle your marketing.

So let's examine two of the main reasons for this factor: marketing and brand

Brand:

The most ambiguous yet effective technique to stand out and cut your acquisition costs is with this method.

1. How many individuals are familiar with your brand and its principles?
2. What distinguishes you from your rivals?
3. What would prompt a potential customer to visit your store?

Marketing:

Making a successful brand requires choosing both what you do and do not stand for.

This means that you'll know more about who to look for and where to find them.

In terms of marketing, that's a good place to start.

How then do you make the most of your budget?

Two inexpensive or free ways to boost sales were identified when we looked through the best e-commerce marketing strategies:

1. You focus on marketing activities that are cheap: email & retargeting. But these are also low scale, meaning that the total volume of sales from these activities will be limited.
2. You do things differently.

B. High repurchase rate:

The most prosperous stores are those that rely on repeat business.

This element raises the ecommerce customers' lifetime value, which is excellent for earnings.

Customer experience, product variety, pricing, brand recognition, and marketing are some of the key factors that go into determining a customer's loyalty.

Take note of how I placed marketing last. Because getting more in front of your current customers is the most popular strategy for boosting customer loyalty.

That is what automated email marketing can accomplish. However, if a buyer has a negative shopping experience, your campaigns won't be heard.

Customer experience:

If you want to enhance client satisfaction, customer support ought to be at the top of your list.

The goal is to keep current customers satisfied. More consumer reviews will result from this as well. Make sure you are aware of what is happening if you employ a customer care person or team.

The entire client experience, however, begins the moment a person enters your website. Consider what they observe or experience:

How challenging is it to find certain products? How pleasant do you find it to look through your product selection? How quick is the website? How quickly can they locate your "metadata, such as delivery charges or contact information?

By looking at the website for yourself, you can gather information regarding these problems. The best, however, is getting feedback from genuine customers. To obtain this insightful feedback, have a look at technologies like Hotjar or UserTesting.

Product selection:

If you work in marketing, you undoubtedly have a natural talent for it. However, the focus should actually be on the final result.

That may seem so apparent now, but when I first started out in my job, I beat myself up over the marketing outcomes when the real issues were with the product.

Simple:

You need things that people want to buy if you want to sell more.

Choosing the proper products has a significant impact on both your conversion and repurchase rates.

A skill set that isn't spoken much but is extremely important is choosing and advertising the proper products.

C. Healthy margins:

Your online store will be simpler to manage if your gross margin is strong.

(As a reference, a MarketingSherpa survey revealed gross margins ranged from 22% to 38%)

It provides more opportunities for consumer acquisition and gives you opportunity to invest.

Two figures, revenue and cost, combine to form this significant element.

A portion of that expense—your marketing costs—was already covered. Of course, there are additional fees too, such as those for shipping and other costs and the cost of the actual products.

In the beginning, the business should put a high premium on cost control. Reasonably low prices are ingrained in Amazon's DNA, too. Because of this, for the first few years, their workstations were located in the old doors.

10.11 SUMMARY

- A. E-commerce refers to the buying and selling of products and services online.
- B. Computers, tablets, cell phones, and other smart devices are used to conduct it.
- C. Today, almost anything can be purchased online; as a result, e-commerce is frequently very competitive.
- D. It can take the place of physical storefronts, while some companies decide to keep both.
- E. Business-to-business, business-to-consumer, consumer-to-consumer, and consumer-to-business are just a few of the market segments in which e-commerce is active.
- F. One aspect of operating an online business is e-commerce. Ecommerce simply refers to the sale of products and services online, whereas the latter covers the complete process of operating a business online. Ecommerce giants like Amazon, Alibaba, and eBay have transformed the retail sector, compelling large, established merchants to alter their business practices.

10.12 SELF- ASSESSMENT QUESTIONS

(A) Answer the following Questions:

- 1. Explain how eCommerce is going to be the most effective way of online-business in future.
- 2. Implement a Case-Study of an eCommerce portal, right from initiation to implementation.
- 3. Mention Types of eCommerce with examples.
- 4. How to build an eCommerce business? Mention along with its features.

(B) Choose the correct option:

1. E-Commerce Stands For _____.
 - a. Electrical Commerce
 - b. Electronic Commerce
 - c. Entertainment Commerce
 - d. Electrochemical Commerce
2. Which Dimension Of E-Commerce Enables Commerce Beyond The Boundaries Of The Country?
 - a. Richness
 - b. Interactivity
 - c. Global Reach
 - d. Ubiquity
3. ____ Is Not A Major Type Of Electronic Commerce.
 - a. Consumer To Business
 - b. Business To Consumer
 - c. Business To Business
 - d. Consumer To Consumer
4. Which Of The Following Describes The Definition Of Electronic Commerce?
 - a. Doing Business
 - b. Sale And Purchase Of Goods
 - c. Doing Business Electronically
 - d. All Of The Above Mentioned
5. Which Of The Following Is/Are Considered Examples Of The Consumer To Consumer (C2c) Model?
 - a. Amazon.Com
 - b. E-Bay
 - c. Rentalic.Com
 - d. All Of The Above

6. _____ Is A Function Of E Commerce.
 - a. Marketing
 - b. Supply Chain
 - c. Finance
 - d. All Of The Above
7. _____is A System Of Interconnected Electronic Components Or Circuits.
 - a. Electronic Network
 - b. Marketplaces
 - c. Electronic Markets
 - d. Metamarkets
8. Companies Like Flipkart, Amazon And Myntra Belong To Which Type Of Ecommerce (Ec) Segment.
 - a. B2b
 - b. B2c
 - c. P2p
 - d. C2b
9. Among The Alternative Models Of B2b E-Commerce, Which Is The Best Means To Acquire A Competitive Advantage In The Market?
 - a. Strategic Relationship
 - b. Process
 - c. Transaction
 - d. All Of The Above
10. Which Of The Following Is Not A B2b E-Commerce?
 - a. Sending And Receiving Orders
 - b. Invoice And Shopping
 - c. All Of The Above
 - d. None Of The Above

10.13 CASE STUDY

Digital advertising on Amazon Ads for online **eCommerce**

Objectives:

- Grow online sales at stable ACoS

- Improve product visibility with paid ad campaigns

Challenges:

- Develop a strategy on a product level to match specific product goals
- increasing sales volume or increasing visibility
- Improve the brand's visibility and organic positions, navigating a highly saturated and competitive market
- Scale the business at a stable and profitable ACoS
- Continuously test new creatives, matching them to the right audiences and keywords

Process:

- Audit current campaigns and assess the performance
- Develop a strategy for individual products, groups of products and creative, based on their performance and goals
- Conduct a research to uncover potential growth areas and the brand's competitors, developing a marketing, price and promotion strategy to improve brand's positions on the platform and drive more sales
- Re-structure the account, launching targeting, remarketing and branded campaigns across all campaign types
- Expand the brand's reach with automated campaigns, using manual campaigns to maintain high visibility for core keywords for the business



Results:

- +77.5% growth in sales
- -12% decrease in ACoS
- +54% increase in impressions
- +79% increase in clicks

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