



M.A. PUBLIC RELATIONS
SEMESTER - III (CBCS)

PART - II

DIGITAL MEDIA
MARKETING

SUBJECT CODE : 28001

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SYLLABUS

DIGITAL MEDIA MARKETING (Core course)

The course shall comprise of the following units :

The Digital Media Marketing course offers a comprehensive and theory-driven approach to benefit students pursuing Journalism and Public Relations. It equips them with essential knowledge and skills to leverage digital platforms effectively for communication, storytelling, and brand promotion. The course delves into the significance of digital media in both domains, understanding its transformative impact on communication and media consumption. Students learn to analyze and engage target audiences through the creation of buyer personas and segmentation. Journalism students explore digital storytelling techniques, integrating various media formats to deliver captivating news and information. Public Relations students focus on brand building, reputation management, and crisis communication in the digital era. Both domains gain insights into social media strategies, data-driven decision making, and ethical practices in digital marketing. The course combines theoretical foundations with practical exercises and case studies for real-world experience, enabling students to excel in their fields by effectively utilizing digital media to engage audiences, tell impactful stories, and build strong brand identities in the digital age.

Week 1	Fundamentals of communication, introducing communication theories	Understanding Media Economics, Gillian Doyle, Sage, 2013
Week 2	What is new media, what differentiates 'new' from 'traditional'	
Week 3	New media theorists	Media Economics: Theory and Practice, edited by Alison Alexander, James E. Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco, Lawrence Erlbaum, 2004
Week 4	New media and technology	
Week 5	Introducing digital and social media, role of user-generated content on digital media	
Week 6	The digital market and its economics	
Week 7	The Long Tail phenomenon	
Week 8	Algorithm, analytics, e-commerce	Handbook of Media Management and Economics, edited by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Lawrence Erlbaum, 2006
Week 9	Fundamentals of marketing, marketing for the digital medium	
Week 10	Digital marketing tools – SEO, SEM, SMO	
Week 11	Staying in touch – e-mail marketing and newsletters	
Week 12	Social media marketing – Facebook, Twitter, Instagram, YouTube	

Week 13	Content marketing – creating and disseminating communication for and on digital media	The Indian Media Business, Vanita Kohli - Khandekar, Response, 2010
Week 14	Making digital noise – influencer marketing	
Week 15	Crisis management on digital media – The Maggi Controversy	
Total Hours	4 hours per week = 60 hours	

Throughout the course, students will be introduced to approaches, case studies, and real-world challenges to apply their knowledge and skills in digital media marketing. By the end of this course, students will be equipped to navigate the digital marketing landscape confidently and contribute to successful marketing and communication strategies in their respective fields.



FUNDAMENTALS OF COMMUNICATION, INTRODUCING COMMUNICATION THEORIES

Unit Structure

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Specifications of Communication
- 1.3 Understanding Through Listening
- 1.4 The purpose of the communication
- 1.5 Communication's Vitality
- 1.6 Communication Forms
- 1.7 Communication Method
- 1.8 Various Means of Communication
- 1.9 A Communication Barrier
- 1.10 Communication barriers on a psychological level
- 1.11 Communication Barriers are few
- 1.12 Theories of Communication
- 1.13 Process of Communication
- 1.14 Mathematical Theory
- 1.15 Free press and the social responsibility theory
- 1.16 Lets Sum Up
- 1.17 Questions
- 1.18 References and further readings

1.0 OBJECTIVES

- grasp the many communication modalities,
- increase your vocabulary by matching words from the text,
- learn about listening difficulties and speak more effectively, and

- practice the simple present tense and paragraph writing.
- The following sections define communication,
- list its various forms and functions,
- describe human communication as it occurs,
- discuss educational communication as it occurs,
- list the various theories of communication, and
- discuss the educational implications of each.

1.1 INTRODUCTION

Getting the right message through is the key to effective communication. You need both strong speaking and writing abilities to make this happen. You have the potential to be a strong communicator if you have these abilities together with attentive listening and a love of reading. Along with them, you also need to be proficient in presentation, vocabulary, grammar, and pronunciation.

You will be introduced to some of the fundamental but significant components of communication in this introductory unit. The significance of each of these in communication is emphasized, along with advice and suggestions to support you.

1.2 SPECIFICATIONS OF COMMUNICATION

The lifeblood of any organization is effective communication. A small misunderstanding can cause a huge financial crisis. An organization's ability to function and be maintained depends on effective communication. The various traits of effective communication are shown here.

Clear

Any spoken or written form of information transmission should make it a priority to state the message clearly. There are various methods for doing it. For instance, the sentences ought to be brief and straightforward. The active voice should prevail over the passive voice. It is more convenient to state each message in a separate bulleted list if we need to convey more than one message.

Concise

Time is a crucial communication parameter. The average human attention span is only a few minutes. The main point of the report or the message might completely be lost if you present it in a clear, lovely, and lengthy manner. Most people find long, drawn-out communications boring and avoid them. To sum up, concise communication is necessary for effective communication.

Concrete

Whatever information or data you include in your communication should be well-grounded. Your arguments should be supported by relevant data. A concrete argument is always simple to comprehend.

Coherent

Let's say you're telling a tale. What if you begin in the middle? What if you start with the ending instead? Of course, telling a story would lose all of its meaning.

Similar to this, you must be coherent when delivering your communicate. You must be aware of what arrives when and where.

The presentation of the information must be well-organized, logical, and sequential if it is to be coherent. The key concepts must be distinguishable, and they must adhere to a set of rules in order to follow one another.

Courteous

We are aware that all business communications need to have a certain level of formality. The information provider should make every effort to interact with the audience in an honest, respectful, considerate, open, and polite manner. When accompanied by appropriate care and kindness, the message will undoubtedly find a listener.

Even if the message the presenter delivers is perfectly effective and significant, a rude presenter won't have any listeners. Certain groups of people can become offended by offensive language. You must exercise extreme caution to avoid being a racist, misogynistic, or other negative influence on the audience. You should take great care to avoid being rude or cruel to anyone, even when using humor.

1.3 UNDERSTANDING THROUGH LISTENING

Not just generating or presenting information counts as communication. Additionally, it can be received. A transducer and a receiver are actually necessary for a communication channel to be effective.

Thus, a receiver makes up half of the faculty for the process. A receiver should meet certain criteria in order to communicate effectively.

He ought to be able to make out any message that might be buried deep within the noise or nonsense. In addition to what is being said, a good listener also pays attention to nonverbal cues. This aids in the thorough and thorough comprehension of the transmission.

A good listener will possess certain traits. He would be emotionally intelligent, mature, and practical, as well as impartial. He shouldn't allow his opinions of the subject or the speaker to affect how he interprets the message. All of these restrictions should be able to be filtered out by a good listener so they can hear the presenter's actual message.

Consciousness and Focus

Nowadays, multitasking is the name of the game. Assume you are in a star communication channel and are relaying information to multiple sources; a certain level of focus is essential while receiving or transmitting information. You are taking phone calls, answering emails, and sending emails.

Any communication gone awry could be disastrous. Additionally, if you become distracted while receiving information, you might completely miss the message's most crucial components. As a result, we can state that concentration and focus are essential for effective communication.

The final and most crucial component of effective communication is this. Your emotions will help you navigate any situation in life. Your emotional maturity and emotional intelligence determine whether you accept a message with the intention it is conveying or not. You must exercise extreme caution to maintain your emotional stability both when transmitting and receiving information.

1.4 THE PURPOSE OF THE COMMUNICATION

Communication's Vitality

1. **Communication Foundation:** The manager informs the staff of the organization's objectives, its strategies for success, and its interpersonal dynamics. Communication between the various staff members and departments is facilitated by this. As a result, collaboration within the organization is based on communication.
2. **Functional:** In order to manage an organization effectively and efficiently, the manager coordinates its physical and human components. Proper communication is necessary for this integration to be successful.
3. **The Foundation for Decision-Making:** Effective communication gives the manager information that supports their decision-making. Without knowledge, no decisions could have been made. Therefore, effective communication is the cornerstone of wise decision-making.
4. **Enhances management skills:** The manager transfers objectives, gives directives, and delegated tasks to subordinates. These elements are all relevant.

1.5 COMMUNICATION'S VITALITY

Building strong relationships globally, whether inside or outside of organizational structures, depends heavily on communication. It is a crucial tenet for people to use when exchanging ideas, assigning tasks, leading a team, establishing a good rapport, etc. For planning, organizing, leading, and controlling, managers in the organization must have effective communication. The organization's managers are devoted enough to

consistently communicate about how various tasks are going. They spoke to their coworkers, subordinates, and clients on the phone or in person the entire time. Additionally, managers communicate in writing through emails, memos, daily reports, and other means. A successful organizational building block is effective communication.

Here The Value of Communication Can Be Summarized as Under:

Effective communication promotes motivational abilities.

Communication emphasizes socializing within or outside the organizational structure. It aids in process control. It is a mode of information in the decision-making process. The organization's rules, code of conduct, and other company policies must be followed by employees.

1.6 COMMUNICATION FORMS

Verbal and nonverbal communication

Verbal communication: Verbal, written, or oral communication that conveys or makes a message known to others is referred to as verbal communication. The use of language to convey information orally or through sign language is known as verbal communication. Verbal communication is crucial because it is effective. The use of visual aids to support verbal

communicating with body language Any verbal, nonverbal, spoken, or written communication is referred to as.

There Are Some Steps That Can Be Taken To Improve This.

Firm and Confident Voice: Communication that is firm and confident reflects the personality of the speaker. It increases the certainty that any task will be finished. Be assured at all times so that your ideas are more precise and detailed.

A good listener always has a tendency to hear everyone's point of view or perspectives. By actively listening, one can more clearly understand each person's issue or thought process.

Avoid using words like "yeah," "like," "so," and similar expressions when giving a presentation. It might annoy your target audiences. Try to refrain from using them during formal conferences or meetings.

Non-verbal communication can be done through gestures, signs, colors, touches, body language, or even facial features. Using body language, facial expressions, and body language insignificantly to communicate with others. It can be applied both consciously and unconsciously. When you hear an idea or some exciting or interesting information, for instance, you might smile. When attempting to understand the thoughts and feelings of others, open communication is beneficial.

Here are some categories where nonverbal communication is described in more detail.

Positivity in Body Language Maintain a confident body language at all times to show that you are capable of handling any task. Your verbal discussions are supported by this form of communication, which also broadens your employment options.

Model nonverbal behavior you find effective: In an interview, a few body language cues or facial expressions can be useful. If an interviewer nods his head in agreement, that is, in a closed manner, that is non-verbal communication.

Written

Writing, typing, and printing symbols, letters, etc. are all used in this type of communication. It is used in chats, emails, and other common workplace communication channels. However, it also provides a central repository for all documents and maintains an organized record of them.

The Following Categories Describe Briefings for Written Communication

Strive for Simplicity: Written communications of any kind should have a straightforward structure. It improves audience comprehension and increases the transparency of the information you're providing.

Reviewing: Always read over any writing you do, including emails, letters, and memos, before sending it. Reviewing aids in identifying errors or chances to present something unique.

Watch Your Written Tone: Since writing is not a form of verbal or nonverbal communication, you should always be on the safe side and write in a polite manner.

Keep the Written Files If You Find Them Useful: If you receive a memo or email that you find useful or interesting, you should save the template for future use as a guide to help you write better in the future.

Visualizing is a form of communication where one can use pictures, diagrams, and graphs to communicate ideas. It assists in providing the appropriate information during office presentations (along with verbal and written information).

The following actions aid in developing your visual communication skills.

Seeking Advice Before Using Visuals: Emails or presentations that use visuals are examples of visual communication. Ask for help from others at all times if a mistake can be corrected.

Targeting Audience: Always use images in presentations and emails that are easily understood by all readers. If you are presenting data or a chart

that the audience is unfamiliar with, be sure to explain it in detail. The use of insensitive images is prohibited.

1.7 COMMUNICATION METHOD

Formal Communication: In an organization, formal communication refers to communication that occurs over legal channels. Such communication occurs between managers, workers in the same class, or between high and low, and vice versa. Whether it is written or oral, the organization maintains a complete record of all communications.

Informal Communication: Any communication that takes place off of recognized channels of communication is considered informal communication. Informal communication is frequently referred to as the "vine" because it permeates the entire organization and affects everyone, regardless of authority.

Flow of Communication / Communication Process

An organization adheres to the following five communication flows:

Downward Flow: In this type of communication, information travels from higher levels to lower levels. For example, the boss of an organization might communicate with subordinates by giving them feedback or instructions on how to perform their duties.

Upward Flow: Communication that moves up the organizational hierarchy is referred to as upward communication. Through upward flow, subordinates communicate their complaints and accomplishments to their superiors.

Communication that occurs between people at the same level of the hierarchy, such as between co-workers, managers, or any other members of the organization who are horizontally equivalent, is referred to as **lateral or horizontal communication**. Employees gain from task coordination, time savings, resolving conflicts within the department or issues involving staff from other departments.

Diagonal communication is the exchange of information between a manager and a staff member from a different work department.

External communication is the exchange of information between a manager and an outside party, such as a bank or other financial institution. To obtain a bank loan or to complete other financial work, the managing director might, for instance, meet with the bank manager.

1.8 VARIOUS MEANS OF COMMUNICATION

1. Face-to-Face Communication is a Must

Nothing unexpected here. Face-to-face meetings, the most effective communication channel available, are frequently hailed as the best way for teams to interact. This is because by allowing for body language, facial

expressions, and other nonverbal communication, it lessens the possibility of messages being misunderstood. Additionally, it's the best channel for protracted conversations.

Because of this, talking to someone in person is a great way to convey complicated or delicate messages or to brainstorm with a group of coworkers.

Depending on how it is used, this channel can be formal or informal. You can hold a straightforward face-to-face conversation at your desk or plan a formal meeting in advance.

Be cautious though, as research indicates that only 11% of meetings are fruitful. Formal gatherings should have a set agenda and a goal that cannot be achieved in another way. In conclusion, it might be best to avoid a meeting if it could be accomplished through email (or another less time-consuming form of communication).

Case study use case when members of various departments must come up with a comprehensive launch schedule for a product.

2. Video conferencing

The next most efficient form of communication, video conferencing, increases flexibility while preserving your capacity to read facial expressions. Anywhere in the world, you can host a sizable group on a video call, facilitating the rapid dissemination of information to those who require it.

While video conferencing tools are frequently expensive for businesses to use on a larger scale, they can be very useful for in-person collaboration. And since the pandemic's start, these kinds of tools have become standard and unavoidable for the majority of businesses. Video calls make it simple for remote team members to join by simply opening a new tab on their computers, which speeds up screen sharing and cuts down on travel time.

While prior scheduling is typically required, video conferencing enables complex or protracted conversations similar to face-to-face interactions.

When calling an all-hands meeting for a remote team, for instance.

Whereas, Skype, Google Hangouts, and Zoom are recommended tools.

3. Phone calls

Video conferences are more effective, but they aren't always the most practical. You cannot rely on the other party having WiFi or being in a location where they can activate speakerphone, even if you intend to make an impromptu video call on your smartphone to reduce the need for prior scheduling.

When you need to express a sense of urgency and get responses quickly, making a phone call is a great alternative. Calls are a two-way, real-time channel of communication that still allow you to hear tone of voice.

Additionally, this channel permits in-depth discussion as long as no visuals are required to convey your message.

Example use case: When a worker needs to take a day or two off unexpectedly and you need to discuss which tasks must be delegated right away.

4. Emails

Email is frequently the best option when you need a formal communication channel but don't want to waste time with scheduling. When communicating down the chain of command, this style of communication is a great way to make formal announcements in a structured way.

Due to their increased security, emails are a great alternative to antiquated written communication techniques like memos and letters. If you want to forward a sensitive document that you don't want to leave on someone's desk, this is especially crucial. Additionally, blind carbon copy enables you to conceal the recipients' identities (or stop an automatic reply).

When communicating with your team via email, you can frequently emphasize the importance of a message by designating it as urgent. Don't expect a prompt response, though, as only 70% of your coworkers were satisfied with your responses in a four-hour period.

Example use case: When you must send a group of new hires their onboarding paperwork and a formal welcome letter.

Microsoft Outlook and Gmail are recommended tools.

5. text messages

Modern customers prefer business text messaging, and your modern employees might agree that text messages are one of the most practical forms of communication. Text messages are a reliable way to deliver brief, informal written messages to employees from anywhere, especially when you need them to be read quickly. They have a 98% open rate.

When using text messages as a means of internal communication, there are two dangers. First off, it might cause workers to become preoccupied with conversations unrelated to their jobs. Second, secure messages should never be sent through this channel because it is very easy for business conversations to be sent to the wrong person—we've all heard the horror stories.

Even so, using this unofficial channel of communication is a great way to quickly get responses or remind people of things without being intrusive or needing an internet connection. You can quickly send links, videos, images, and your location from your phone.

Case study use case when you need to locate a worker who is attending a conference away from the office.

6. Online Messaging Services

Online messaging services designed specifically to link internal teams have become more and more popular in recent years. This unusual form of communication provides real-time written communication, much like text messaging, but it elevates your casual conversations to a professional level.

communication. This is due to the fact that these platforms are safe and conversations can easily be restricted to particular people as needed. Additionally, this medium supports greater complexity than a text.

Case study use case when you need a quick second opinion on a flyer you designed from your direct reports.

1.9 COMMUNICATION BARRIER

The process of exchanging information between individuals using a system of signs and symbols is known as communication. Communication is the exchange of information between a sender, a message, and a recipient.

The message is sent by the sender, and it is received by the recipient. As a result of communication barriers, the communication process is never easy.

Communication barriers can cause confusion, which can result in the transmission of false information, or miscommunication, which can result in a loss of business.

Some of the obstacles to effective communication include the following:

1. Semantic limitations
- Psychological obstacles 2.
- Organizational obstacles 3.
- Four. Cultural obstacles
5. Physical hindrances
6. Biological boundaries

Let's examine the various types of barriers to effective communication in more detail.

Semantic obstacles Language barriers are another name for semantic barriers. Ineffective communication between the sender and the receiver is the root cause of these barriers. Semantic barriers in communication can be seen in the following situations.

Poor message quality: When conveyed, a message should be clear and simple to understand so that the recipient can easily understand the information.

Semantic barriers can occur occasionally as a result of the sender's unclear or convoluted information-delivery method.

A manager, for instance, is speaking to a group of employees who can understand and speak Bengali in English. Because they won't be able to understand what the manager is saying, the employees will become confused.

Technical terms: When the message is being sent and the recipient is not familiar with the terms, language barriers can also occur. By acting as a barrier to effective communication, it causes confusion and misunderstanding between the sender and receiver.

Psychological Barriers: Psychological barriers are crucial in interpersonal communication because they can make it difficult for the sender or the recipient to comprehend the information being conveyed, which frequently results in misunderstanding.

1.10 HERE ARE A FEW SITUATIONS WHERE COMMUNICATION BARRIERS ON A PSYCHOLOGICAL LEVEL CAN BE SEEN

1. Premature evaluation of information by the receiver, even before it is transmitted, can cause communication barriers because it will lead to a message's premature conclusion, which omits the message's original intent.

2. Inadequate attention on the part of the receiver during communication can result in barriers to communication because the sender's message is not properly understood by the recipient.

3. When information is passed between different sources, the final information is distorted because the message's recipients are unable to fully retain what was said. Due to this, communication problems may arise.

Organizational barriers: These roadblocks are brought on by the structure, policies, and procedures that an organization has in place. the various types of communication barriers that may be present as a result of superior-subordinate relationships and prevent open communication.

The complexity of organizational structures and the presence of numerous managers can occasionally make it challenging to communicate ideas clearly, resulting in information that is distorted and misunderstood.

Cultural barriers are those that exist because different cultures around the world do not share many characteristics. A word that is considered

harmless in one culture might be considered slang in another. Additionally, different beliefs can vary between cultures.

Physical obstacles: The information sent from sender to receiver is distorted by physical barriers to communication, such as faulty machinery, noise, closed doors, and cabins. Improper communication results from this distortion of the information sent from sender to receiver.

Physical obstacles: When a sender or a receiver of the communication cannot clearly express or understand the message due to physiological problems like dyslexia or nerve disorders that impair speech or hearing, there are physiological barriers.

1.11 COMMUNICATION BARRIERS ARE FEW

Sometimes, despite trying to communicate one thing, one ends up saying something else entirely. The "Arc of Distortion" is a term used to describe this kind of communication behavior event. Any communication channel error could be the cause of the distortion. These communication roadblocks are also referred to as "barriers".

Among the obstacles to communication are feedback and a lack of appropriate style.

The content is unrelated to the demands of the customer.

The breakdown of dual communication.

Poor weather.

Insufficient horizontal flow of thoughts.

The technical coordinators' accessibility.

The Semantic Issues.

A lack of initiative.

A lack of passion.

The absence of backing from institution leaders.

Check Your Progress:

1. Explain the Process of Communication.
2. Describe the purpose of Communication.
3. Explain in detail – Verbal and Non-Verbal Communication
4. State the various means of communication.
5. Explain how communication barriers on a psychological level can be seen?

1.12 THEORIES OF COMMUNICATION

Humans interact with one another through communication in the context of a social system. Therefore, it has been said that "communication" is the fundamental social process. This process is relevant to every discipline or area of study that examines human society and behavior.

Within a larger system, the social system, the education subsystem performs its functions. Understanding human communication is necessary for effective teaching and learning, which depends on an understanding of human behavior.

Additionally, education is a process of communication between the individual and society, transmitting over time the latter's desired social norms and human knowledge to the former.

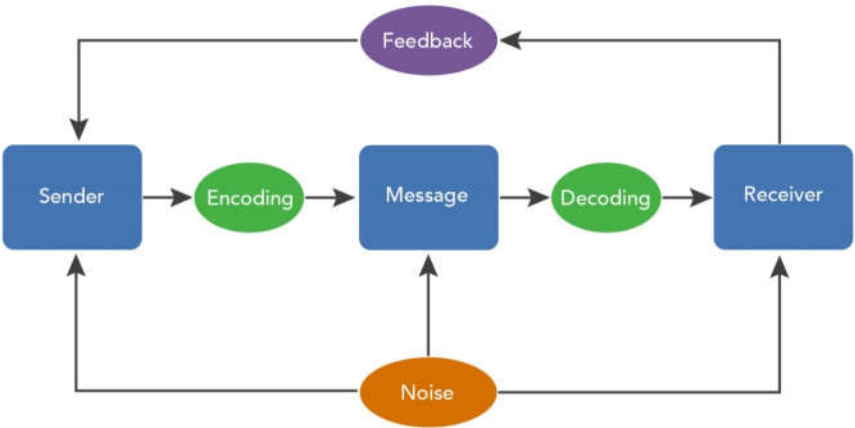
Although it takes place outside of the classroom, teaching-learning also occurs in distance education between the distance teacher and the distance learner through the use of mediated interaction and other system-enabled techniques. Therefore, it is crucial to study communication processes and a few theories that have direct or indirect relevance to the fields of education and distance learning in order to comprehend and enhance this two-way communication for effective learning.

After discussing learning theories in the prior unit, we now turn to communication theories to establish a connection between the two and to subsequently see how they affect the creation of self-learning materials.

1.13 PROCESS OF COMMUNICATION

It is important to remember that communication depends on the various purposes it serves and that changes in the process of communication are caused by the variety of purposes and functions for which it is used. The communication process, according to Schramm (1971), "basically consists of information-processing organized around a shared orientation to certain signs." Information does not produce the desired results when it is not properly communicated. In order to understand and/or explain communication, it is important to study the various models that are used. Here, we'll talk about three models that range from straightforward to intricate explanations of communication processes.

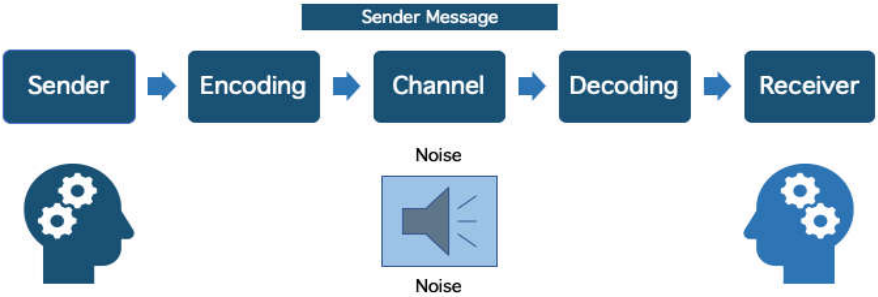
Two or more people are needed for communication; one sends information, and the other receives it. The 'Linear Model of Communication' (Dimbleby and Burton, 1985) is the simplest model of communication, in which the sender communicates with the recipient through one of two channels.



Process of Communication

The message is conveyed using some codes, which the receiver decodes (such as verbal or nonverbal cues). Any complex human behavior is not overtly expressed in this straightforward communication process.

However, communication is not always a one-way process; rather, it is typically a two-way process in which two people interact and either one of them encodes and decodes, or both do. Let's look at the Shannon and Weaver (1949) communication model, which was first used to create electrical systems and is now used to study human communication.



Model of Communication

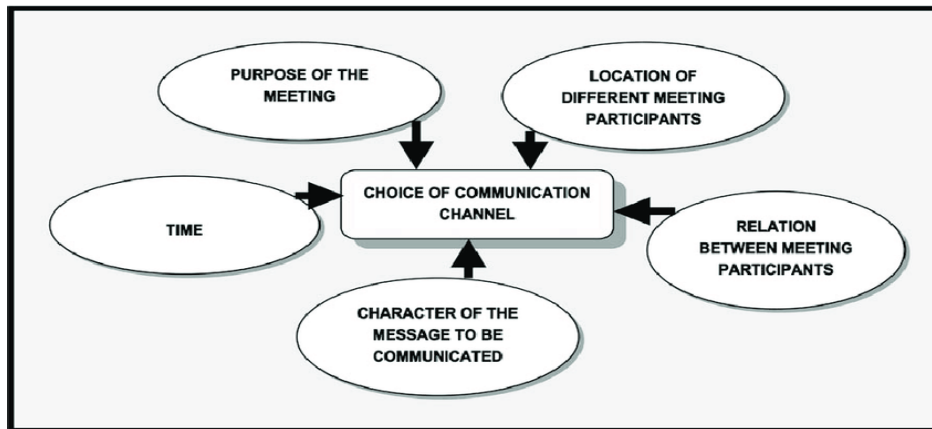
This model will be demonstrated using an example. The event that provides a stimulus is known as an input, such as one that occurs through the sensory organs.

If A is exposed to such a stimulus, the ensuing nervous impulses travel to the brain and trigger responses and nonverbal feelings. She translates them into words based on the common verbal patterns. The reaction in terms of nervous impulses travels to B's brain, then to his or her muscles and glands, which produce reactions and pieverbal feelings. She then chooses some words and speaks to B and conveys his or her reactions through sound and light waves. Helshe verbalizes those emotions in accordance with the speech patterns to which she is accustomed. He or she chooses or abstracts a few of those words before speaking to A or to another person and providing a stimulus to him or her in the process. This is how communication is carried out. Both the sender and the receiver are active

agents during the communication process in what is known as the Exchange Model of Communication (Osgood, 1954) or the Engineering Model of Communication (Shannon and Weaver, 1949).

When the variables of the situation or surroundings are included in the process described above, the exchange model is extended to become the contextualized model, or linear model of communication with a context and feedback (see Figure 3).

Another aspect of the process between the sender and the receiver is feedback.



Contextualized of Communication

The intended outcome (of the message sender) may not always be achieved by all communication processes. When communication doesn't accomplish its goal, it becomes dysfunctional. It could fail as a result of one or more of the following factors:

Mutual consideration is not given enough

The meaning of a communication is not understood by the recipient in the way that the sender intended.

There are no obvious shared communication objectives between the two parties, and emotional disturbance can affect either party.

In contrast, reflective communication

The sender correctly uses symbols and signs to effectively communicate what she wants to say, the recipient correctly interprets the sender's symbols and signs, the recipient responds appropriately, and the communication process is flawless.

We must understand some of the key technologies that are utilized in the communication process after learning about the processes of communication.

1.14 MATHEMATICAL THEORY

The ideas held by Shannon and Weaver (1949) are largely responsible for the early theoretical foundations of communication. Their ideas, which are referred to as the "mathematical theory of communication," are based on

advancements in electronics and electrical systems. Their primary means of communication were radio waves and telephone cables. The source, transmitter, signal, and receiver are just a few of the parts that make up communication.

A message is transformed into a signal appropriate for use with the channel. The channel is the medium through which signals are used to transmit information from the sender to the destination.

For instance, during a conversation, the brain of the speaker acts as the source, while the voice mechanism creates signals through spoken words and transmits them through air (the channel), and the receiver decodes the message from the signals.

This theory has been widely used in the broader field of human communication, despite being originally applied to the fields of engineering and mathematics. This mathematical theory of communication has had a significant impact on contemporary ideas and practices in education. Here, we'll look at a few of its educational implications.

1.15 FREE PRESS AND THE SOCIAL RESPONSIBILITY THEORY

In terms of the sociology of education, these theories have an indirect impact on the educational system. The libertarian theory of Siebert and others is the source of the free press theory, which emphasizes the freedom of the printing press and its liberation from government control in the seventeenth century.

This theory is regarded as the primary justification for print media in liberal democracies. Simply put, this theory contends that a person should not be restrained in his or her ability to express himself or herself and should be free to do so. She is free to speak with the media and publish whatever she wants. One of the fundamental human rights is this one.

People are free to express themselves as long as doing so does not negatively affect other people, and the press is a tool for discovering the truth. Facts are hidden when the press is under government control. On the other hand, the press should be allowed to operate freely as long as it does not oppose the government. It must be subject to the law but should be free from arbitrary censorship.

This theory has an indirect impact on educational systems because it supports the free press as a tool for bringing reality to learners in a learning society (see ES-3 1 I) and educating them about their rights and responsibilities. A free press speeds up the process of the nation's socioeconomic and political development, which is the goal of education.

The "Commission of Freedom of the Press" in the United States is where the social responsibility theory got its start. According to this theory, the media—both print and broadcast—have a social responsibility and must answer to the public via various forms of democratic processes.

It combines three opposing ideas: (i) individual autonomy and choice; (ii) media freedom; and (iii) social responsibility. In accordance with a

nation's legal system and its responsibility to society, media must exercise self-regulation and refrain from any actions that might incite violence or cause societal unrest.

The social responsibility theory of communication greatly aids in this task in terms of media responsibility in transmitting accurate information to all citizens who are learners and in the process of developing their moral values. Education aims to foster moral ideas and values among people, to provide more and accurate information to them, and to ensure progressive social development.

Check Your Progress :

1. Explain the process of communication
2. Explain Mathematical theory and its application for education.
3. Explain Free press and the social responsibility theory

1.16 LETS SUM UP

The key to good communication is getting the proper message across. To accomplish this, you must be proficient in both speaking and writing. If you have these qualities, together with careful listening and a love of reading, you have the potential to be a powerful communicator. You must also be proficient in presentation, vocabulary, grammar, and pronunciation.

In this introductory unit, you will be introduced to some of the fundamental but important components of communication. The importance of each of them in communication is underlined, as are tips and suggestions to help you.

1.17 QUESTIONS

1. What is Free Press and Social Responsibility Theory?
2. Explain the Mathematical Theory
3. Explain Reflective Communication

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WHAT IS NEW MEDIA, WHAT DIFFERENTIATES ‘NEW’ FROM ‘TRADITIONAL’, NEW MEDIA THEORIES, NEW MEDIA AND TECHNOLOGY

Unit Structure

2.0 Introduction

2.1 What is New Media?

2.2 What differentiates ‘new’ from ‘traditional’?

2.3 New Media Theories

2.3.1. Marshall McLuhan: Remediation, Extension of Man, Medium is The Message

2.3.2. Raymond William’s: Social Shaping of Technology

2.3.3. ‘The Real as Simulation’ by Jean Baudrillard

2.3.4. Act-Network Theory

2.3.5 Post Modernity

2.3.6 Psychoanalysis

2.4 New Media and Technology

2.4.1 Characteristics of New Media

2.4.2 New Media Aesthetics

2.5 Lets Sum Up

2.6 Questions

2.7 References and further readings

2.0 INTRODUCTION

With the emergence of new media, the field of creative writing has become more exciting as it now has more opportunities to offer. Digital media is a term that is frequently used in Understanding New Media, and it is crucial that we are all familiar with it in order to be able to seamlessly integrate into the evolving media landscape. We need to constantly

innovate and improvise because we are working with a brand-new medium that is expanding every day. We must be up to the challenge because the medium is dynamic and will continue to change.

What is new media, what differentiates 'new' from 'traditional', New Media Theories, New Media and Technology

The new media as we understand it today is not particularly recent. In India, it has been in use since the late 1990s. Print and television are struggling to survive and remain current, but new media is advancing and taking over as the medium of the future. It is so dynamic that changes constantly accentuate its growth. For this reason, it's important to stay connected, keep up with technology, and feel at ease using the medium.

For both young and old aspiring writers, the new media holds out a new promise as it creates new doors of opportunity. One of them is YouTube, which has enabled a lot of young people to share their talent and creativity while also earning some money from the sale of their content.

All types of writers have opportunities in the new media. Fiction, poetry, drama, nonfiction, personal columns, and blogs are all possibilities. With millions of websites providing every piece of information you could ever want to know; the size of the internet is overwhelming.

It's not complicated to write for new media. So, unwind. It is very easy. All that is required is for one to grasp the fundamentals before practicing it until they can do it quickly. Websites always want to be the first to report news, so writing for them requires you to write quickly. You must also convey your message in the clearest possible terms so that everyone can understand it. Given that readers can be from any country in the world, everything must be explained. They might not be familiar with the context or the vocabulary you are using. Additionally, you need to learn how to write concise copy because online readers typically want quick, succinct information rather than having to wade through reams of text to find what they're looking for.

It is necessary to write differently for new media than for print or television.

It is a fashion that will never stop evolving. It will be more dynamic and interactive. In order to tell its stories, it will use words, images, and sound. Because the audience is different, so will the storytelling. This introduces us to the world of the multi-media journalist, who works for the new media, which has brought about an exciting convergence of various media, and dons a variety of hats while doing so. When there was no internet a few decades ago, we could not have imagined this.

How are you going to tell the story? This is just as crucial as choosing your article's theme. You can be sure that your feature article or story will catch readers' attention once you've worked on its structure, given it a title that incorporates key words that search engines can recognize, written an intriguing introduction, given the piece sub-heads, and used illustrations, graphics, and videos.

2.1 WHAT IS NEW MEDIA?

When the term "new media" is used, what comes to mind? When passing and processing information, one thinks of the internet and all that one can accomplish online. The new media is dynamic, fast-moving, highly informative, interactive, and can use graphic images and moving pictures while newspapers and magazines in print form were static representations.

Websites, electronic content, online news sources, blogs, vlogs, streaming audio and video, online communities, social media, and virtual reality use are all examples of new media. In this situation, change is the norm as technology advances and creates new tools and options.

Digital computer technology is used by new media to distribute and spread content.

Our world has become a global village thanks to new media because of its immediate and broad reach. By using reader feedback, new media can adapt content to readers' preferences or determine which way ideas and issues are trending. Year after year, evolving technology will influence the direction of new media.

Because of its capacity and ability to store massive amounts of data, easy retrieval, and distribution of content, the digital revolution is a precursor to the publishing revolution.

The internet made it possible for information consumers to act as both producers and distributors of information. Only a select few had the resources to do it in the past. You can now challenge the monopoly that earlier media houses had while sitting in the comfort of your own home.

2.2 WHAT DIFFERENTIATES 'NEW' FROM 'TRADITIONAL'?

Most of the time, when we talk about old media, we are really talking about mass media. Print, television, and radio come to mind. Consumers were willing to wait until the morning to obtain and patiently read the news when print media ruled. Consumers no longer have the patience to wait and would prefer to immediately access their selection of news, current affairs, and entertainment. They want it right away.

The new media is actively interactive, whereas mass media was not.

The majority of mass media consumers were perceived as being passive, but new media consumers are seen actively processing information with unprecedented speed and innovation. This is the reason it is gaining so much popularity, as people notice how innovative new media creators are transforming the informational landscape to one that never stops surprising them. The new media works around the clock to outperform print, television, and radio in terms of speed and quantity of information produced on a single topic.

The new media can instantly display thousands of pages worth of information on a topic from all over the world. It is possible to archive and store a lot of data. It can even be hyperlinked to assist customers in learning more and gaining a fuller understanding of the situation.

What is new media, what differentiates 'new' from 'traditional', New Media Theories, New Media and Technology

Print, television, and radio, the so-called "traditional" media, are fighting to survive and remain useful. In order for print and television to survive, both will need to offer superior content because, in the end, customers will go where there is quality. On the other hand, as internet usage grows globally, new media is reaching out to millions of new consumers every day with engaging content. Today, using social media, journalists and media organizations can crowdsource information. It can access information and videos from places that are difficult for reporters to reach or that are difficult to access. To ensure credibility, however, crowdsourced information must be independently verified.

Journalists and communicators can now interact with their audiences using online media such as chat, Facebook posts, Twitter, Instagram, Google Hangouts, and more. It is crucial for the digital journalist to comprehend the potential of the medium, its difficulties, and the most effective ways to use it to disseminate information. Additionally, they must comprehend the business aspects of operating an online business, including how to draw customers, keep them interested, and encourage return visits for more interaction and content. To increase revenue, they must first comprehend the metrics used to gauge visitor engagement.

Check Your Progress:

1. Explain in detail 'New Media'.
2. Differentiate between 'New Media' and 'Traditional Media'.

2.3 NEW MEDIA THEORIES

Digital media concepts and theories cover a wide range of topics. However, we are only covering the most important theories and concepts in this Unit.

2.3.1. Marshall McLuhan: Remediation, Extension of Man, Medium is The Message

Here, we've discussed McLuhan's theories on media and how they change when applied to digital media. Three main concepts have received our attention: First, McLuhan's belief that "the content of any medium is always another medium"; second, his contention that media and technologies are extensions of the human body; and third, the term "remediation," which has its roots in McLuhan's theory that

McLuhan's conception of four media cultures—which are influenced by changes in oral to written communication, script to print, and print to electronic media—is based on his theory that media are technological extensions of the body.

Because he sees both as belonging to a larger class of things and as extensions of four of the five senses of the human body—sight, hearing, touch, and smell—McLuhan configures technologies and mediums in this way. According to McLuhan, these bodily additions have an impact on both our minds and our societies when considered in the context of the sensorium, the body's full range of senses.

The multidirectional simultaneity of sound as opposed to a line of sight, the fixed, segmenting linearity of printed language, the high resolution of the film or the low resolution of the TV, etc., are just a few examples of how McLuhan explains that the medium is the message. He also discusses the power of media technologies to structure social arrangements and relationships.

2.3.2. Raymond William's: Social Shaping of Technology

According to the 'social shaping of technology' school of thought, Raymond Williams emphasizes that any complete understanding of the technology must include the knowledge and acquired skills required to use a tool or machine.

Williams distinguishes between:

- Technical inventions and techniques that underpin technology, such as the alphabet, suitable tools or machines for making marks, and suitable surfaces for accurately retaining marks;
- The substantive technology, which in terms of writing is a distribution technology (it distributes language), and this necessitates a means or form—scrolls of papyrus, portable manuscripts, mass-produced printed books, letters or emails, and other types of electronic communication

This includes (a) the specialized writing practice, which was formerly limited to minorities but was later opened up to larger segments of society through education, and (b) the social component of the distribution of the technologically reproduced language, which was again only expanded in response to perceived social needs.

2.3.3. 'The Real as Simulation' by Jean Baudrillard

According to Jean Baudrillard, globalization and commodification have caused European and North American societies to shift from a system of representation that clearly distinguished between object and subject, the real and its represented version, to one in which reality is now a simulation. According to Baudrillard in *Ecstasy of Communication*, the scene and the mirror have been replaced by a screen and a network as we enter a new era of simulation or hyper-reality. We must first comprehend what he means by the term's "scene" and "mirror" in order to comprehend what he means by this radical replacement. Mirror and scene are both symbolic aspects of "the object" according to Baudrillard. The self-produced or external to the subject, the object is what we refer to as our private universe, also known as our symbolic and imaginary world. 'The subject' in this equation is each of us. According to Baudrillard, our interaction with and attitude toward reality is defined by the opposition between object and subject, private and public. Thus, we create objects

that reveal the deeper, more ethereal scenes of our lives in order to express our mental or psychological reality.

What is new media, what differentiates 'new' from 'traditional', New Media Theories, New Media and Technology

2.3.4 Act-Network Theory

The relationship between people, systems, and machines in computer networked communications is described by the actor-network theory. Actor-Network Theory (ANT) was developed in the social sciences through research on networks and practices in science and technology. It is most frequently connected to Bruno Latour's work. Latour describes both human and non-human elements, as well as environmental structures, as actors with the ability to rely on other features. In order to create an actor network, actors can align their interests with those of other actors. In a network made up of social groups, entities, and artifacts, both humans and non-humans may act as "actors" that are then used to support a position within the network. According to ANT, human, scientific, and technological endeavors have an impact on nature and society, not the other way around.

2.3.5 Post Modernity

The term "the condition of postmodernity" has been usefully used to define the social and cultural component of globalized economic activity. Another explanation for the interaction between technological, social, and cultural development is postmodernity. A concept known as postmodernity connects the emergence of new cultural elements with alterations in social life and the new globalized economic order. In contrast to the state of postmodernity, postmodernism identifies movements or trends in theoretical reasoning, art, architecture, and cultural life. Postmodernism, in all of its manifestations, asserted that the rationalist modernist paradigm of thought and behavior must be abandoned in light of the profound changes that have taken place in the world since the Second World War. The Second World War in Europe, the Holocaust, the fall of the Soviet Union, the AIDS pandemic, and Chernobyl are examples of cataclysmic events that postmodernists claim called for a radical restructuring of philosophical thought and cultural activity but which rationalist science and technological advancement did nothing to prevent.

2.3.6 Psychoanalysis

Similar to how postmodernity emerged with the rise of digital media, so did the idea of psychoanalysis. The critical research paradigm includes psychoanalysis as a key term that defines the fundamentals of networks and digital media. examines the inner workings of the mind and the media. To comprehend the idea of psychoanalysis,

The self-concept has played a central role in media content and artistic communication. Based on his development of the idea of the unconscious, Freud made a revolutionary contribution to our understanding of the human mind. Philosophy had previously equated the human mind with consciousness based on reason before Freud. According to Freud, only a

small portion of mental activity is conscious, and the unconscious contains forbidden and harmful memories.

Based on his treatment of neurosis and his examination of the content of dreams, Freud developed a theory of the unconscious. According to Freud, the unconscious is made up of impulses, desires, or wishes that draw strength from physical instincts, the most important of which is sexuality.

Check Your Progress:

1. Explain Marshall McLuhan's theory of New Media
2. Explain Jean Baudrillard's of New Media
3. Explain Act-Network Theory
4. Explain 'Post Modernity'
5. Explain 'Psychoanalysis'

2.4 NEW MEDIA AND TECHNOLOGY

Internet has completely changed how people communicate. The way people learn, play, create, and communicate has been fundamentally altered. It now forms a part of our daily lives. It is more than just a piece of technology; it is also a force for social change, altering how people work, learn, interact, and perhaps most importantly, how we hope and dream for the future.

In recent years, the Internet environment has changed significantly. 46.4% of the world's population and 30% of Indians were affected by it in 2015. Only 8.5% of Indians had access to it in 2010, compared to 28.7% of the world's population (internetworldstats, 2016). According to Internetlivestats (2016), India had one of the world's fastest growing Internet markets in 2014, expanding by 14%. Communication scholars have been drawn to the growing popularity of the internet to understand its promising developments, uncertainties, and looming dangers for our cyber society.

One of the crucial tools for forming public opinion is the mass media.

Newspapers, radio, and television are regarded as the Fourth Estate's three main constituents. Online newspapers and the Internet both quickly gained popularity.

Online newspapers are expanding more quickly than other forms of media. When the internet spread beyond the government and academic institutions, electronic publishing exploded in newspapers, e-zines, and news websites. Internet history began in the 1960s:

The net, which is regarded as a byproduct of the Cold War, was developed by the US military to safeguard national security from nuclear attack. The

US Department of Defense established a new department called the Advanced Research Project Agency (ARPA), and the ARPANET was successful in building the first efficient long-distance computer network.

What is new media, what differentiates 'new' from 'traditional', New Media Theories, New Media and Technology

Research into reliable, distributed communication networks for military command and control starts in 1962 at the RAND Corporation in the USA.

1969: The first four US universities are connected by ARPANET.

1972: The Inter Networking Working Group establishes itself as the first of several organizations that will set standards for the expanding network.

1973: The ARPANET expands internationally with connections to the Royal Radar Establishment in Norway and University College in London, England. The Telenet, the first commercial ARPANET, launched in 1974.

The year 1983 sees TC/IP emerge as the Internet's common tongue.

In his book "Neuromancer," William Gibson first uses the term "Cyberspace" in 1984.

The World Wide Web is created in 1985.

News and other information are now delivered to people in the US who have computers in their homes since the late 1970s and early 1980s, when a few media companies made their 'videotex' experiments public.

The key advantages over print that Videotex's proponents cited—speed, selectivity, the ability to personalize information, and the volume of data available—will sound familiar. Videotex involved sending information from a central computer to a single terminal over telephone lines. Although national governments supported comparable systems in Europe, particularly those providing mail and telephone services, those in the United States were created by corporations.

Through a service called CompuServe, about a dozen US newspapers investigated electronic transmission as well. However, the technology at the time was not quite up to the task that these innovators had in mind. Despite having left its military roots in 1983 and becoming a civilian technology, the Internet was still a slow, text-based system that was primarily used by scientists and researchers and was unknown to almost everyone else.

Additionally, since their proprietary stand-alone networks weren't linked to the developing Internet, the commercial backers of videotext products struggled to come up with viable revenue models. By the end of the decade, many of the early services had been discontinued, and others had changed significantly, typically having little to no connection to the established news organizations.

A logical system for connecting one thing on the network in one location to another in a different location was developed. Working in a particle physics lab at CERN in Switzerland in the late 1980s, Tim Berners Lee

created three technical pillars for information sharing in what he called the World Wide Web.

The World Wide Web gave rise to the HTML coding language, the http protocol for exchanging data between computers, and the URL, or Universal Resource Locator, system for linking one document to another. A few years later, a team of student programmers at the University of Illinois created Mosaic, a geographical user interface that allowed users to navigate by simply clicking on words or images. The original browser's commercial incarnation was called Mosaic.

In 1994, Netscape Navigator made the Web accessible to everyone.

About twenty newspapers had some sort of online offering at the beginning of 1994, mostly bulletin board services and a few partnerships with for-profit online services like Prodigy or America Online (AOL). By the end of that year, there were about 100 online newspaper services either in operation or in development; by the middle of 1995, there were about 300, and the trend continued. Advertising soon followed; in October 1994, the first banner ads appeared on hotwired.com, the Wired Magazine website. Microsoft's Internet Explorer and later additional web browsers joined Netscape. More people began seeking information online as the Internet and Web became more accessible, and as more people did so, media companies and marketers had more opportunities to connect with them there.

There are now thousands of media outlets, countless bloggers, and other citizen journalists operating all over the world. Online journalism includes aggregator sites like Yahoo! News, countless sites about new media and the media in general that offer journalism, thousands of mainstream news sites, and an ever-growing number of "share and discussion sites" that provide a variety of opportunities for interpersonal connection.

Through the Educational and Research Network (ERNET), the Department of Electronics in India launched the internet in 1991. United Nations Development Program provided the funding. Videsh Sanchar Nigam Limited made Internet available to private people and organizations on August 15, 1995, and it was liberalized in 1999. Since then, it has developed to the point where even remote villages with telephone service are now equipped with the internet.

The internet was nothing more than a network of computers used to send official data up until the early 1990s. The development of the World Wide Web and online subscription service providers made internet traffic a vital communication tool.

2.4.1 Characteristics of New Media

The new media's asynchronization, demassification, and interactivity are important characteristics. Consequently, it enables more individualized communication.

"Show is the first rule of journalism." Do not divulge. Online platforms offer it. The services of this media are eagerly consumed by faceless communities worldwide. Along with some features, new media offer a variety of facilities.

What is new media, what differentiates 'new' from 'traditional', New Media Theories, New Media and Technology

Immediacy

The two greatest benefits of new media are speed and immediacy. With the aid of a mouse click, the entire world is brought to their attention. The entire situation has changed thanks to 3G and 4G technology. The information highway is reshaping the world.

Online journalists must strike a balance between the legitimate demands of their audience for breaking news reports and the standards of professionalism that include accuracy, completeness, and fairness.

Interactivity

The audience engagement capabilities of new media are well known. This is referred to as interaction. Thus, we can conclude that new media has the most developed feedback system in place when compared to other forms of media.

Our ability to control and influence the media has greatly increased thanks to digital media. The interactive potential of new media is a term that is frequently used to describe these varied opportunities.

Since it provides opportunities for connections to be made between people, within organizations, and between people and organizations, interactivity is regarded as one of the key 'value added' characteristics of new media.

A large portion of this connectivity will take the form of the registration interactivity mode described above, in which users can edit, add to, or combine texts that they receive from others. When email and chat rooms are viewed from the perspective of human communication, however, concepts regarding the level of reciprocity between participants in an exchange come into play. Therefore, from the perspective of communication studies, levels of interactivity are further divided based on the types of communication that take place within computer-mediated communication (CMC).

Universality

Global media includes web journalism. It is not constrained by space or time. A platform that connects the entire world is new media. New media offer many different services.

In a matter of minutes, anyone can access news about any incident that occurs anywhere. The World Wide Web and the Internet represent a new era in journalism. The main connection to the outside world was through the wire services. They offer a perspective on the world that is firmly grounded in journalism's social structures. Online communication

provides an opportunity for learning, sharing, buying, and selling. It is essentially egalitarian and heavily influenced by users.

Hypertext

The word "hyper" comes from a Greek prefix that means "above, beyond, or outside." As a result, the term "hypertext" now refers to a text that offers a network of links to texts that are "outside, above, and beyond" itself.

It can be described as a piece of art composed of discrete material units, each of which contains a number of connections to other units.

The piece is a web of connections that the user can navigate through by using the interface design's navigational tools. The web's discrete "nodes" each have a number of links leading in and out of them.

Non-linear media are commonly used hypertext. It follows that: (a) documents need not be read in a specific order; (b) as one reads linked documents, authors, styles, and content guidelines may vary; (c) responsibility and control are diffused, as is ownership of the resulting content; and (d) form and structure are easily changed, composed on demand for individuals.

Multimedia Online platforms have more multimedia capabilities than other forms of media. Multimedia is the term used to describe any form of storytelling that incorporates animation, moving images, sound, and music. Convergence literally means "come toward one another and meet at a point." In order to transfer and exchange information, data, graphics, and sound, multimedia systems use computer and telecommunications technologies, which is known as media convergence.

For instance, read a news article online or watch videos and movies on the computer.

2.4.2 New Media Aesthetics

Content

The way that news is presented on the internet varies. They won't last long. Online content that is of high quality is timely, informative, entertaining, clear, succinct, accurate, balanced, and fair.

Conversational writing is essential for online content. Simple and educational content is ideal. When writing news for the internet, compelling, engaging, interesting, and entertaining copy are essential. The text itself, along with audio, video, pictures, and graphics, must draw in and keep readers. If the copy is weak, all of the interactive features, motion, sound, and color that can be found on many websites are for nothing. The content's purpose and type vary, and it should be interesting.

Design

Online media now has a straightforward and interactive design. The design enables interaction, conversation, and reader impact. It basically refers to how web pages are designed so that users can choose what to view, listen to, and read. Design should be combined with visual logic.

Smart (computing) devices and networks frequently contain new media. In order to personalize and customize information for each user, these systems can be instructed to do so.

When specific messages are developed for each audience member, the concept of mass media is put to the test.

Colors and fonts

Interactivity and sound movements can be found on websites. Making news presentations scannable and underlining key phrases or words with a different color, underlining them, or changing the text's font is necessary because reading on a computer screen is difficult.

In online platforms, the three language layers—spoken, written, and image—combine to create a single text. The use of light colors and plain, easily readable fonts is still popular.

Templates

In today's hectic world, online platforms' ability to help users save time is referred to as a template. A template is a file that is used as a model for creating new documents. Templates can either be pre-created by the user or included with the program.

It might be a good idea to save one of the documents you frequently create as a template since the majority of popular programs support them. In that case, they won't need to format their documents every time they create a new one.

Simply click on the template to begin.

Navigation Bars

The term "navigation bar" refers to a group of buttons or images arranged in a row or column and used as a control point to direct users to different parts of a website. The menu bar could also be a single graphic with several options. A graphical user interface's navigation bar (also known as the navigation system) is a section designed to make it easier for users to access information. Web browsers and file browsers both use navigation bars, and some websites even use them in their design.

Hyperlinks

Links are primarily used to start conversations between people. Text links are highlighted in blue or are provided between texts.

For instance, there will be a link to the list of escaped people if the text mentions the people who managed a miraculous escape from the collapsed WTC building. The web pages listing the names can be accessed by clicking on it. Anyone can click to the list of Keralites or Indians from that point. Users can determine whether or not someone they know is present.

Other websites may also occasionally be linked to.

2.5 LETS SUM UP

New media has broadened creative writing chances, making it more exciting. Understanding digital media helps integrate into the changing media world. Due to the evolving nature of our new medium, innovation and improvisation are needed. We must be ready for the medium's constant change.

New media isn't new. Since the late 1990s, India uses it. New media is increasingly becoming the medium of the future, while print and television are struggling to stay relevant. It evolves. Staying connected, tech-savvy, and tech-comfortable are essential.

All-ages authors can benefit from new media. Young creators can make money on YouTube.

All writers can use new media. Poetry, theater, nonfiction, personal columns, and blogs are writing genres. Millions of websites with tons of information flood the internet.

New media writing is easy. Relax. Simple task. One must learn the basics and practice to become proficient. Website writers must write quickly to report news first. Make sure everyone understands your message. Since readers are international, explain everything. Readers may not comprehend context or language. Writing succinctly is essential for online readers.

New media writing differs from print and TV writing.

Fashion evolves forever. Dynamic and interactive adjustments are proposed. Storytelling will use words, visuals, and music. Audience influences storytelling. In the new media, multi-media journalists work with different media and have multiple tasks. The user recalls how the internet was unfathomable decades ago.

Questioning narratives. This, like your article's theme, is vital. Structure, a title with keywords, an intriguing opening, subheadings, and visuals like pictures, graphics, and videos will help your feature piece or story grab readers' attention.

Check Your Progress:

1. State the Characteristics of New Media
2. State New Media Aesthetics

2.6 QUESTIONS

1. What do you mean by New Media
2. What do you mean by Act Network Theory
3. Explain any one New Media Theory

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INTRODUCING SOCIAL AND DIGITAL MEDIA ROLE OF USER GENERATED CONTENT ON DIGITAL MEDIA

Unit Structure

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Understanding Digital Media
- 3.3 Evolution and Development Digital Media
- 3.4 What is social media?
- 3.5 How Do Social Media Platforms Work
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- 3.15 Questions
- 3.16 References and further readings

3.0 OBJECTIVES

- illustrate the trends, effects, and
- other issues that have emerged as a result of the advent of digital media;
- assess the development of digital media globally; and

- critically analyze the implications of digital media in society, politics, economy, and culture;
- describe the fundamentals of digital media in society; discuss the scope and growth of digital media in society; and
- apply the theoretical understanding of digital media in real life.

3.1 INTRODUCTION

Previously, media in a broad sense only included print and the audio-visual medium, but with the materialization of digital media, media now has a dual identity. In order to make space for digital media, the heritage of media as a single entity has been broken up and put back together through cultural, economic, and political processes. Therefore, the areas of production, consumption, and outlet patterns are where conventional media and new media converge.

Essentially as a result of the collapse of space and time as well as a mode of production, media as an institution has evolved into a space of convergent and divergent spaces with overlapping characteristics of conventional media and new media. Television news channels, internet news platforms, newspapers, magazines, and the news industry as a whole have all improved debate and news consumption habits. This reality is obvious in every aspect of life and society.

It will be important to briefly trace the contextualization of digital media as well as the range of growth and development in order to understand the extent of the flood of digital media in society. To paint a whole picture of digital media, we must first comprehend its properties. Additionally, we will examine how digital media-related norms, beliefs, and concepts are evident in modern society.

3.2 UNDERSTANDING DIGITAL MEDIA

From printing and photography to television and telecommunications, the media has always been in a state of technological, institutional, and cultural change or development. With the introduction of digital media, change hasn't been the continuous evolution that the media witnessed, but has instead accelerated since the late 1980s.

The emergence of digital media was influenced by the larger frameworks of cultural and social change that occurred to varying degrees starting in the 1960s, particularly the transition from modernity to postmodernity, which intensified the processes of globalization and the transition from the industrial age of manufacturing to the postindustrial information age. The ideas of new media, online media, and digital media were first exposed to us during this revolution.

As a general term, "new media" introduces an arbitrary distinction between "old media" and "new media," which includes both digital and online media as well as other developing media forms. This tacitly highlights the change in media logic, which explores the openness and conflict between various ideas, users, and logics.

The term "online media" generally refers to the Internet, which is the standard new medium. The concept of "online media" emphasizes connectedness, or how one connects with other media, most notably computers and, more recently, mobile phones.

The idea of digital media comes from the fact that all information or data in these media is encoded in numbers, with the binary code of 0 and 1 being the most prevalent. So, the medium that observes the change of storing information digitally on a tangible item, such as a USB flash drive, digital photos, MP3, etc., can be characterized by technology.

Since the Internet has improved the digital sphere, we will concentrate on digital media in this Unit in convergence with the aspect of online media due to the ambiguous nature of new media as a term, which primarily leans on subjectivity, and the limited perception of online media, which focuses on only internet-based media.

The following categories can be used to group the qualities of digital media according to the unit's focal point:

Digital: All data are transformed into numbers during a digital media process. Digital information is programmable, modifiable, and susceptible to algorithmic manipulation when it is represented numerically. Algorithms can compress and decompress information, making it possible to store and distribute enormous amounts of data effectively.

Interactivity is "a measure of the media's potential and ability to let the user exert an influence on the context and/or form of the mediated communication," according to Jensen (1998). Interactivity might be seen as a value-added feature of digital media in this setting.

Hypertext is a type of text that consists of nodes, or chunks of text that together make up the content, links connecting these blocks of content, and buttons or tags that actually make the connection between the nodes. As a result, hypertext in a digital media process mixes conventional text with interactive branching to create a non-linear text that allows for the synthesis of data and data retrieval at a later time.

Dispersion: In this context, the term "diffusion" refers to the way that digital media have spread, relative to mass media, at the level of production and consumption, with an increase in the number of websites, segmentation, and subsequent individualization of media use.

Virtual: The idea of virtuality is the result of the fusion of digital image technologies with older analog media and computer-mediated communication networks. The World Wide Web, the Internet, screen-based multimedia, and animation are all considered to be part of the "virtual" realm of digital media.

Telepresence: The use of digital media has the ability to change how we feel about being present. Digital media gives us the capacity to coexist in two spaces at once: the physical environment in which our bodies are situated and the conceptual or interactional space in which we are present when we utilize the medium.

3.3 EVOLUTION AND DEVELOPMENT DIGITAL MEDIA

Charles Babbage is credited with conceptualizing codes and information for machines in the early 1800s. Ada Lovelace followed in 1822 and 1823 by writing the first instructions for computing numbers on Babbage's machines.

However, Konrad Zuse's Z3, an electromechanical 'Z' machine, marked the beginning of the digital media era in 1941. It is recognized as one of the first computers since it was the first operational device with binary arithmetic and some degree of programmability, and it existed before the 1944 development of the Harvard mark 1, a sizable electromechanical computer. After World War II, starting in 1947 and continuing until 1968, digital equipment such as the Xerox machine, communication satellite, microprocessor, virtual reality, and augmented reality Head Mounted Display (HMD) system were developed.

Defense Advanced Research Projects Agency of the US Department of Defense created ARPANET in 1969. It was the first functional packet switching network ever created. The first videocassette was released by Sony in 1970, and floppy disks and microprocessors were created in 1971. Magnavox Odyssey, the first system for video games, debuted in 1972, and Hewlett-Packard invented the desktop computer in 1973.

It's interesting to note that Nam June Paik, a US video artist born in South Korea in the 20th century, claimed to have created the phrase "the information superhighway" in 1974, referring to a network or route for high-speed information transfer. Bill Gates launched Microsoft in 1975, and it also saw the launch of the first significant ISP (internet service provider) and the first handheld mobile phone. The first mobile phone communication network was established in Japan in 1979. Early 1980s saw a boom in technological progress and inventions, including CD-ROM, Apple computers, CD Walkman, silicon microchips, and compact disc players, to mention a few.

The World Wide Web's potential was first stated by Tim Berners-Lee in 1990, which led to a further uptick in the rate of media creation. The next ten years saw a boom in technological advancements all over the world, including the creation of the first digital still camera, internet website, digicam, short message service (SMS) to a mobile phone, DVD, and the first digital television service (DirectTV).

The World Wide Web (WWW) was introduced for public use and the US government relinquished control of the Internet in 1994, which fundamentally altered the media environment. The latter half of the decade saw the emergence of e-commerce platforms (Amazon.com, Alibaba Group), online search engines (Google), email services (Hotmail), and social networking sites (MySpace).

In 2004, the first O'Reilly Media Web 2.0 conference helped popularize the phrase "Web 2.0." In addition, the social networking website Facebook was launched in 2004. This was followed by YouTube in 2005, Twitter in

2006, WhatsApp in 2009, LinkedIn and Instagram in 2010, Snapchat in 2011, and TikTok in 2012.

Many more such digital media platforms suddenly sprang onto the scene, changing the narrative of how we live and survive in society. The digital media landscape is not just limited to the devices or networking websites as indicated above.

3.4 WHAT IS SOCIAL MEDIA?

I'm sure you've heard more recently about "social media" and "social media marketing." The phrase "social media" is widely used to refer to the content we post on platforms like Facebook, Twitter, Snapchat, Instagram, and others. Briefly stated, social media are web-based platforms that enable user interaction.

Social media refers to websites and applications that enable quick and efficient real-time information posting. Although many users use social media through mobile apps, this form of communication began on laptops. Nowadays, you can use the term "social media" to describe almost any website on the internet because it has such a broad definition.

Can it, however?

Some people's knowledge of social media is more limited, and they frequently confuse it with networking websites (such as Facebook, Instagram, etc.). Others disagree and say that blogs are not a form of social media.

Social media appears to be defined differently by each individual. But let's look more closely at the big idea in order to gain greater and more precise information.

Social media is any digital tool that enables people to produce and distribute content to the public quickly. Numerous websites and apps are part of social media. Some, like Twitter, are geared on the exchange of links and succinct written messages. Others, like Instagram, are made to make it easier to share pictures and videos.

Social media stands out because it is both large and relatively unrestrained. There are significantly fewer limits on what people can publish on social media than on more conventional forms of mass media like periodicals, radio stations, and television, even if many social media companies do impose certain restrictions, such as eliminating images that portray violence or nudity.

Anybody with access to the internet can create a social media profile. They are free to post whatever they want on that profile, and everyone who visits their page or account can see what they share. Instantaneous posting of images, opinions, and happenings has altered how people live and conduct business.

3.5 HOW DO SOCIAL MEDIA PLATFORMS WORK?

The function of these tools varies, just as there are numerous varieties of social media apps. On the other hand, the majority of social media

networks require users to create accounts by providing a username and an email address, typically.

After creating a profile, users can create and distribute content. An Instagram user with a fresh account, for instance, can click a picture and upload it along with a caption. Additionally, users of social media can find other users whose content they want to follow or react to and post content to their profiles. Depending on the social media platform, a user might "follow" someone, add them as a "friend," or "sign up" for their page.

Social media typically makes use of "feeds," which let users browse material. Based on a person's profile information, social media companies use algorithms to anticipate the material displayed and the order in which it appears. The feed will contain content from "following" users and businesses who pay to advertise their stuff.

3.6 TYPES OF SOCIAL MEDIA

There are many different types of social media, and they provide a wide range of services; the categories and examples of a few of them are shown here.

Social Network

Sharing ideas, opinions, and content with other users is the focus of this kind of social media. The best social network examples are Facebook and Twitter. Another social network is LinkedIn. It is, nevertheless, more complex and expert.

Media Networks

Users communicate with one another using this kind of social media to share media assets including pictures, movies, and other content. YouTube, Pinterest, TikTok, Twitch, Flickr, Vimeo, and Instagram are the top media networks. On these websites, individuals upload media that other users can like, dislike, and comment on depending on their personal preferences.

Review Networks

Review networks facilitate the assessment of goods and services. Amazon, TripAdvisor, and Yelp are among them.

Discussion Networks

These forums allow users from all around the world to talk about various issues. Reddit and Quora are two of the best examples of discussion networks.

Additionally, you can categorize social media platforms according on how they are used.

- Social networking
- Bookmarking
- Social news
- Media sharing
- Microblogging
- Online forum sites

Type	Social Media Platforms	Purpose
Audio Platforms	Clubhouse, Twitter Spaces, Spotify	Listen to live conversations on specific topics
Video Platforms	YouTube, TikTok, Instagram Stories and Reels, Facebook Watch	Watch videos in short and long formats
Disappearing Content	Snapchat, Instagram Stories, Facebook Stories, LinkedIn Stories	Send short messages privately and publish conveniently, at-the-moment content for all your followers that lasts for 24 hours
Discussion Forums	Reddit, Quora	Debate and discuss, network, form communities around a subject, and share views on internet-driven topics
Shoppable Social Media Platforms	Pinterest Product Pins, Facebook Shops, Instagram Shops, TikTok, Shopify, Douyin, Taobao	Research and purchase products directly from companies through social media platforms
Live Streams	Twitch, YouTube, Instagram Live Rooms, Facebook Live, TikTok	Broadcast live video to viewers. This ranges from a person broadcasting what they're doing on the screen to ethically organized conferences with numerous speakers
Business Platforms	LinkedIn, Twitter	Collaborate with professionals in your niche or with potential clients
Closed/ Private Community Platforms	Discourse, Slack, Facebook Groups	Forming communities, possibly you should register or other screening measures for new members.
Inspirational Platforms	Pinterest, YouTube, Instagram, blogs	Surf for information and find inspiration for anything from food to travel to shopping and more

Some Social Media Examples

The top social media platforms used worldwide are listed below;

- Instagram
- Facebook
- WhatsApp
- Instagram Messenger
- YouTube
- QQ
- Douyin
- Sina Weibo
- TikTok.

3.7 ADVANTAGES OF SOCIAL MEDIA

People in the modern world use a variety of social media platforms. However, each of these platforms has a unique mix of advantages and disadvantages.

Some advantages of social media include the following:

Social media platforms enable open communication and make it simple to find and share information, which brings people together. Anyone can interact with new individuals, form new connections with them, and meet new people.

Draw attention: Social media has the power to bring awareness to your website, product, or service in addition to fostering loyalty and lasting relationships with your audience.

Regarding advertising campaigns: Social media is very helpful for advertising and promotion. Using social media, people can advertise their companies, goods, or services to a global audience.

Education: Social media provides a lot of support for people's educational goals. Online learning is the best learning opportunity ever because we may learn from others there. Examples include Google, YouTube, and other platforms.

Government Gains from Social Media: Social media have substantial advantages for the government. The government can effectively communicate with the public using this technique. The government may easily use social media to increase public awareness of any issue.

As a form of entertainment: Social networking is one of the simplest ways to amuse people. Social media is used by a lot of individuals as entertainment. To engage others, people post a variety of photographs and videos on social media.

3.8 DISADVANTAGES OF SOCIAL MEDIA

Online social networking has several risks and drawbacks, despite the fact that it seems like a really useful idea. Below are a few of these negatives:

Individuals can protect themselves, but they have no control over what others may post about them. As organizations hunt for information on new and potential employees, this is starting to cause serious concern.

Fraud: A user may occasionally not be who he claims to be. To deceive others, people create false social media personas. Numerous people have been found to be profiting from it. Other important information that they supplied is now in danger, and their money has been stolen.

Distraction: The bulk of those who are diverted from their objectives by social media are students. People fail in their academic goals because they abuse social media instead of doing their studies.

Social media use too much has a negative impact on people's health. People become lethargic, fat, and reluctant to venture outside, leading to serious health issues.

Cyberbullying is one of the worst negative effects of social media. People make fun of and troll other people because of pictures, videos, or opinions that they find objectionable.

Spreading Fake News: On social media, fake news is easily shared. False news and information are posted online and spread like wildfire. Nobody looks into the report's veracity; instead, they start disseminating it.

One of the most serious consequences of social media is **hacking**. Hacking is prohibited everywhere; through hacking, hackers gain access to your restricted and private information.

3.9 SOCIAL MEDIA AND BUSINESS

One of the best solutions for company and marketing has proven to be social networking. To grow their firms, the business community promotes their brands, advertises their goods, and engages with consumers. Social media is also open, allowing users to give brands reviews, leave comments, and express their opinions. Companies respond appropriately after getting consumer feedback, addressing both good and negative remarks that directly meet the demands of the customers. This increases trust and helps the firm grow in a variety of ways.

Another avenue that social media has offered is crowdsourcing.

People start by learning as much as they can about various products, services, and brands.

Then, businesses adapt their products by using crowdsourcing tactics.

Finally, they encourage suggestions and innovations from their staff, clients, and the general public when designing new initiatives, projects, and services.

Despite the fact that anyone can join social media, the platforms have developed into an essential component of firms' marketing strategies. The secret to success with social media is to give it the same consideration, respect, and effort that you give to the rest of your marketing initiatives. Here are a few things for businesses to keep in mind while using social media.

Social Media Marketing is a passing fad

Social media users have short attention spans by design, so you must grab their attention when they're skimming through several postings at once. Tweet headlines and copy are more challenging to write than traditional newspaper headlines and copy.

You Must Be Active on Social Media

Social media users have short attention spans by design, so you must grab their attention when they're skimming through several postings at once. Tweet headlines and copy are trickier to write than a typical print ad.

Pay attention to the client

Another typical error made by organizations is using social media to discuss topics that are important to them rather than the customer. Retailers who use social media, for instance, might think it's a great method to let people know about a deal. In some ways, this is true, but it won't be beneficial if that's the only reason you use social media. Delivering useful information to your customers and engaging with them to the point where they want to share your post with others should be your focus instead.

Images Are Crucial

Another thing to keep in mind is that since photographs are the form of content that is most frequently shared on social media, incorporating one in your postings is a wise move.

This greatly raises the possibility that one of your subscribers may forward the article to a friend. So, while having a large network of followers is great, the more important statistic of social media success—regardless of how many followers you have—is how frequently your fans share your material. This is the modern expression for "social media buzz."

Check your progress :

1. State the categories used to group the qualities of digital media according to the unit's focal point.
2. Explain in detail evolution and development digital media.

3. What is social media? How Do Social Media Platforms Work?
4. State the types of social media.
5. Explain the Advantages and Disadvantages of Social Media.
6. Write a detailed note on Social Media and Business

3.10 USER-GENERATED CONTENT: WHAT IS IT?

User-generated content (UGC) is written content that a website receives from an unpaid source. The details could come in the form of a picture, a video, a blog or discussion forum post, a poll response, or a social networking website comment.

In conventional communication techniques, a single source disseminates information to numerous recipients, such as through a newspaper article, a book, or an advertisement on a local news station. Though some media organizations encourage unpaid contributors to submit work for the media organization to republish, promote, and monetize, others have built their entire business models around UGC.

3.11 HOW SIGNIFICANT IS USER-GENERATED CONTENT?

User-generated and organic-reach content has never been more commonplace because to the expansion of social networking outlets. The main creators of this brand-specific content, which is essential in shaping the buyer's journey, are customers and brand devotees.

The following examples show how UGC can be advantageous if used as part of a company's marketing mix:

Authenticity: Brands can gain from genuine evaluations, opinions, and attention that their customers generate in a cutthroat online environment. Because most consumers are prepared to accept recommendations for goods and services made by actual people rather than the business itself, UGC can help increase social media reach and growth. For instance, when the iPhone 6 was introduced, Apple urged consumers to take regular images with their phones and post them online with the hashtag #ShotOniPhone6. The finest photos were chosen by Apple, who then used them to promote their products on a variety of print and digital media outlets throughout the world.

Brand adherence: Because users rather than authorized brand personnel create the content, UGC fosters brand loyalty. Companies can increase customer trust by prioritizing their audience and inviting them to contribute to the creation of the brand's image.

Cost-effectiveness: Businesses wishing to market their brands without shelling out thousands of dollars on promotions and TV advertisements can do so by using user-generated content (UGC). The majority of UGC content is created naturally by unpaid users who are attempting to share their experience with a product or service, connect with like-minded people, or are merely hoping to take advantage of certain benefits.

Boost to SEO: Search engine optimization (SEO) for a brand can be improved by positive customer feedback and surveys. UGC from customers is typically posted on blogs that link to retailer websites. Brands can enhance their keyword optimization study by looking at consumer search terms and keywords.

UGC can have some disadvantages in addition to its many advantages. The increasing usage of user-generated content by commercial media has created debate in the publishing industry. Some organizations carefully check UGC for foul language, fabrications, and criticism of other authors. Other companies allow customers to monitor their own material.

3.12 TYPES OF USER-GENERATED CONTENT

UGC is not constrained by a company's size, sector of operation, or range of products. User-generated content may connect with all audiences, whether they are consumers of premium brands or everyday goods.

The primary categories of user-generated content are as follows:

Images: Products that have been publicly shared on social media, blogs, and other online venues by unpaid customers.

both live feeds and video: GoPro videos, YouTube videos, Instagram Stories, natively filmed videos, live Facebook video streams, and other content that isn't monetized by the artist. Unboxing and haul videos can also be included in these.

Content on social media: any mention of a brand on social media, including a tweet, Instagram post, or Facebook update.

Testimonials and product reviews: A portion of a product's website or a third-party website, such as Yelp, Google, TripAdvisor, or G2, may contain customer reviews.

Blog entries: a tutorial or review of a product that bloggers publish on their blogs without being compensated for it.

Q&A session: a public platform where brand representatives and customers can have constructive dialogue and address inquiries about a product.

Case analyses: Unpaid, thorough user reviews that detail the benefits and drawbacks of goods and services.

Surveys, opinions or descriptions of a specific feature or product that customers have provided.

3.13 THE BEST WAYS TO USE USER-GENERATED CONTENT INTO YOUR MARKETING PLAN

According to a UGC survey done by market research company Dynata for software provider Redpoint Global, 80% of consumers are more willing to

buy from firms that give individualized customer experiences. This information is only one illustration of the value of including user-generated content (UGC) in a brand's marketing plan.

Companies can include UGC into their content marketing strategy in the ways listed below:

Reviews

Because they offer a glimpse into the goods they're interested in acquiring, most shoppers read product reviews before making purchases. Reviews can raise website traffic and a brand's perceived reliability, both of which increase conversion rates.

Companies should encourage customers to post evaluations for every product they buy in order to include review-based UGC into their marketing plan. To increase conversion rates, businesses should give customers the choice to leave reviews across a variety of websites, including Facebook, Yelp, Google, TripAdvisor, and other independent websites.

Another option to include reviews into a marketing plan is to reward them by offering coupons, reward points, or gift cards in exchange for them. Customers may be encouraged to rate products by receiving emails with incentive-related terms in the subject line.

Additionally, companies should keep in mind that customer reviews might be neutral or critical. But both contribute to creating a brand's identity. A company should consider any unfavorable comments as a chance to win over customers. This trust can be enhanced by personally reviewing every review and genuinely caring about it.

Hashtags

Contests for hashtag contributions might inspire fans to use a brand's hashtag. When posting information on a social media platform, such as images and videos, followers can use a particular hashtag to enter to win rewards. These contests are a fantastic alternative for businesses looking to popularize their hashtags because they increase brand recognition and may even increase sales.

Companies should produce material with hashtags that are memorable and distinctive to use this well-liked UGC tactic. For instance, Trivago, a website that compares hotels, ran an Instagram photo competition with the hashtag #trivagofaves. To enter to win \$500, participants had to post unique images of their favorite Trivago hotels using the designated hashtag. Over 37,000 people viewed the contest, which resulted in a ton of posts with excellent hotels and partner promos.

Gamification

Customers will find UGC to be gratifying and fun thanks to this incentive-based method. After accomplishing a few activities, users receive

recognition and rewards. High scores, badges, leaderboards, levels, and points are just a few of the ideas that brands employ to entice consumers to accomplish activities and share their experiences with the company.

Businesses can use gamification to their advantage by rewarding customers with points for posting on social media. Following that, customers can redeem those points for deals and coupons. The incentives can also include additional choices, such as getting free gifts that can be unlocked with subsequent purchases.

Video material

Customers can be reached in a special way through videos. Their potential for sharing and likelihood of becoming viral can significantly increase a company's following. Additionally, it naturally instills confidence in those goods and services when people watch actual customers documenting their shopping, vacation, or usage experiences.

Brands may produce UGC videos that feature unique perspectives and sincere insights into their brands by using handpicked content from customers. UGC videos can engage the audience on a more personal level than branded videos, which is why consumers prefer to trust them more.

Seasonal material

There are several opportunities for businesses to market through UGC as the seasons and holidays change. Brands may engage their fans emotionally around special occasions and holidays.

To successfully include seasonal UGC into their marketing plan, businesses should conduct research on their target market and seasonal goals. Additionally, brands can invite their fans to publish films, photographs, hashtags, testimonies, and enter contests. As an illustration, Starbucks once held the annual #RedCupContest in December, inviting customers to post pictures of their personalized coffee cups on social media for a chance to win a Starbucks gift card.

Check your progress:

1. User-generated content: What is it?
2. How significant is user-generated content?
3. Types of User-generated content
4. The best ways to use user-generated content into your marketing plan

3.14 LET'S SUM UP

You have learned about the function of social media and digital media in the communication process in this course. You have also learned how computer-mediated communication has altered the communication process through the digitization of information. A computer-mediated communication can be synchronous or asynchronous, depending on the real-time participation of the sender and receiver of the information. We

also discussed the concept of user-generated content, which allows you to contribute to the development of material on various web platforms. Blogs and social media sites such as Facebook, Twitter, and others have enabled people to participate in public debates and discussions. Finally, this section emphasizes comprehending the rise of new media and altering communication patterns.

3.15 QUESTIONS

1. What is User generated content
2. What is the significance of user generated content
3. Explain any one social media tool with examples

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THE DIGITAL MARKET AND ITS ECONOMICS, THE LONG TAIL PHENOMENON, ALGORITHM, ANALYTICS, E -COMMERCE

Unit Structure

4.0 Objectives

4.1 Introduction

4.2 Online/digital economy concept

4.2.1 Digital/online economy

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4.3.2 What Does Long Tail Theory Mean in Marketing?

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4.3.5 How Is a Long Tail Marketing Campaign Developed?

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4.4 Algorithm

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4.4.3 What Causes Social Algorithms to Exist and Change?

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4.4.8 Twitter Algorithm: How to Become a Social Media Manager Free E-book

4.4.9 The Instagram Algorithm

4.5 Digital Media Analytics

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4.5.2 Measurable KPIs for Digital Media

4.6. What is e-commerce?

4.6.1. History of E-Commerce

4.6.2. Types of E-Commerce

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4.6.4. The drawbacks of e-commerce

4.6.5. E-commerce Applications

4.6.6. Platforms and sellers for e-commerce

4.6.7. Government rules regarding E-Commerce

4.7 Lets Sum Up

4.8 Questions

4.9 References and further readings

4.0 OBJECTIVES

- Recognize the characteristics and ideas of the online economy and e-marketing.
- comprehend the idea of an algorithm;
- comprehend the mathematical basis for the analysis of an algorithm;

4.1 INTRODUCTION

We will go through the fundamentals of e-commerce and e-marketing in relation to the fashion sector. An online economy is a means of conducting business online. It has the ability to change how traditional economic activities are conducted. It has an impact on almost all economic sectors, including communications, banking, retail, education, health, and government. The most significant effects could be felt during normal business operations like paying bills, acquiring office supplies, and predicting demand, among others. E-commerce is another name for the online economy. E-commerce serves as a source of income for businesses that decide to go online in order to offer their products and services. It keeps enhancing fresh and creative business ideas and marketing tactics.

4.2 ONLINE/DIGITAL ECONOMY CONCEPT

We will talk about the fundamental ideas behind e-marketing and the online/digital economy in this part.

Online economy was referred to by several names by academics from around the world.

The Digital Market and its Economics, The Long Tail Phenomenon, Algorithm, Analytics, E-commerce

4.2.1 Digital/ online economy

According to Wikipedia, "digital economy" refers to an economy that is built on digital computing technologies, such as conducting business online. The terms online economy, internet economy, new economy, and e-economy have also been used to describe the digital economy.

Japanese professor first used the phrase "digital economy" in 1990. Additionally, Thomas Mesenboargy (2001) distinguished three fundamental elements of the digital economy: (i) e-business infrastructure; (ii) e-commerce; and (iii) e-business (<http://odec.org.uk/the-concept-of-a-digitaleconomy>).

Globally, e-commerce has been expanding quickly. It is advantageous for a business or individual to conduct transactions online. In India, there are three different types of e-commerce business models. These are (i) the basis of the inventory; (ii) the basis of the market; and (iii) the hybrid model of the inventory or model of the market place.

For less paper or paperless information interchange, e-commerce or e-business employed Electronic Data Interchange (EDI), Electronic Mail, or Electronic Fund Transfer (EFT). It refers to the capability of conducting business electronically or online. It serves as a platform for online sales of goods and services. The benefits of e-business/e-commerce include:

- more opportunities for consumers to make purchases;
- lower staffing costs;
- market expansion;
- low-cost advertising;
- opportunities for business globalization;
- increased profit; and
- (vii) improved customer service and loyalty.

4.3. THE LONG TAIL PHENOMENA: WHAT IS IT?

A business approach called the long tail enables organizations to generate large profits. Instead of just selling vast numbers of a small number of common things, they achieve this by selling tiny quantities of hard-to-find items to numerous clients.

Chris Anderson originally used the phrase in 2004. According to Anderson, if the store or channel of distribution is big enough, products with low demand or low sales volume could cumulatively develop a market share that exceeds the relatively few present bestsellers.

4.3.1 Learning about the Long Tail Theory

The writing and editing of Chris Anderson, a British-American, is best recognized for his contributions to Wired magazine. Anderson, who was editor-in-chief of the publication, wrote about the idea and later created the phrase "long tail" in 2004. The Long Tail: Why the Future of Business is Selling Less of More is another book by Anderson from the same year.

The long tail theory accounts for less well-liked products that are in lower demand. Anderson contends that when buyers turn away from traditional markets, the profitability of these goods may rise. The expanding number of online markets, which encourage competition for shelf space and conventional distribution routes and enable the sale of various products, particularly through the internet, provide weight to this hypothesis.

It is a tactic that enables businesses to generate substantial earnings from difficult-to-find products.

According to Anderson, specialized products or those that sell in smaller quantities may outperform top-selling items if the distribution network is sufficiently broad.

In a nutshell, it indicates that customers shift their focus from the primary market to less well-liked goods. The balance is still there, though, as overall demand for the questioned goods is considerably lower.

Take a look at the rise in online stores and the consequent decline in competitiveness for limited shelf space. You can see that the potential for selling practically any goods online represents a significant market increase. According to research on the long tail effect, there may be a competition between the demand for conventional products and that for less popular goods.

While it is true that popular products on the market can attract more customers through various distribution channels, the acquisition cost is significantly higher and can ultimately hurt revenues.

These have lower production and distribution costs than long-tail products, stay on the market for longer lengths of time, and are typically more readily available for purchase.

4.3.2 What Does Long Tail Theory Mean in Marketing?

So, from a marketing perspective, what does a long tail mean? It refers to a marketing tactic utilized primarily by businesses that are market leaders in their respective industries, which entails exploiting the least popular product (or service) in question to target numerous niche markets.

This strategy seems unproductive, especially if you decide to focus on several niche industries

Still, it becomes a lot more profitable alternative when you include the sum of the individual item sales. The internet is also doing a great job of

promoting this by pointing you in the direction of items on websites like Amazon that look interesting.

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This demonstrates how long-tail marketing functions. When it comes to snagging various niches and delivering them to users, Amazon is an expert. These shops are quite accustomed to this type of marketing due to the limitless space. An online firm would not experience these issues, but a normal store would have less space to display these less well-liked products.

Because there is no competition for available space, maintaining inventory doesn't cost much. Additionally, many of these costs are reduced because online retailers frequently have central warehouses.

Because everything is digital, digital retailers (like iTunes) have it even better since they don't require any physical storage space. They therefore have a better chance when it comes to long-tail items and associated marketing.

Additionally, the fusion of marketing and theory enables you to increase the diversity and size of your consumer base. Because there are many various types of customers in every queue rather than just one. The accompanying clients' diversity increases with queue length.

At first glance, it could appear to be a huge risk, but a larger and more diverse assortment will draw in a larger and more diverse range of customers.

The ability of Chinese mobile phone makers to reach the overseas market via the long tail effect is an example.

All that is needed is to export the goods while promising affordability, dependability, and high standards of quality.

4.3.3 Who Implements Long Tail Marketing?

Because supply-side factors are taken into account when managing such inventory, online retailers like Netflix and Amazon use long-tail marketing more successfully. A bookshop must use a considerable amount of its limited shelf space to hold enough of the most sought-after items to meet demand.

Greater variety increases the time and effort needed to store and classify them, and less well-liked products compete for limited space.

The costs associated with maintaining shelves are significantly reduced when compared to Amazon and Netflix, who store their products in central warehouses while making use of a website that essentially has infinite shelf space. Although maintaining a website costs money, it is significantly less expensive than physically organizing, storing, and caring for the shelves. The lack of storage space required by vendors of digital goods like books on Amazon's Kindle or music on iTunes further lowers maintenance expenses.

In addition to e-commerce, long-tail marketing is used by microfinance organizations that provide smaller loans to huge global populations. In many locations, a loan of less \$100 is sufficient to launch a business. Traditional banks have historically shied away from serving these customers, many of whom do not have reliable credit ratings. Nevertheless, they currently constitute a sizable market niche and crucial economic expansion in many parts of the world, including South Asia and Africa.

4.3.4 For What Kinds of Customers Is Long Tail Marketing Effective?

Using the longtail marketing concept, a business can diversify. A long tail, by definition, consists of numerous distinct consumer segments rather than just one. The range of clients increases as the tail lengthens.

The diversity of a company's product offerings enables it to appeal to a wider range of cultural groups (for instance, by having more options in their language or tailored to their preferences).

It also makes it possible for businesses to connect with highly specialized clients, whose interests lay outside of their core business but who yet make purchases related to those interests. Online businesses, however, do not have the geographical restrictions that physical stores do when trying to attract clients who do not have access to the internet.

4.3.5 How Is a Long Tail Marketing Campaign Developed?

A company must first build the capacity to manage large amounts of inventory in order to market over the long term. A business trying to develop its long tail market cannot disregard the importance of maintaining popular products.

A chance to make a sale is lost if the desired product cannot be provided to an interested customer.

Therefore, long tail development refers to the addition of new products rather than the replacement of existing popular stock. As the cost of inventory warehousing and distribution decreases, this is practicable to a greater extent.

Digital products are sold by electronic retailers who have very minimal storage and transport expenses. Physical product vendors create effective inventory management strategies to obtain, store, track, and deliver inventory to customers. Creating a tracking system and figuring out PAR (Ideal Inventory Levels) are essential.

Customers must easily find the items if we are to sell more inventory. Therefore, a search/catalog system that enables customers to easily identify products and receive information about them is the most important element in the development of long-tail sales.

The database must be updated with the title and category of every new item added to the inventory. Customers can find them in the online sales area thanks to a number of illustrative search tags.

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Another way to enlighten potential buyers is through promoting consumer evaluations and offering digital product previews.

Long-tail purchases can still be used by a company with recommendation software. To compete against smaller specialist providers who can supply better expertise over the long run, it is imperative to have easy access to information.

But if done well, consumers might prefer a single-seller website to keeping track of numerous separate specialized websites, each with varying levels of service and reputation.

4.3.6 Benefits Of Long Tail To Your Business

Long Tail Profitability

Reduced marketing and distribution expenses as well as the fact that a sizable portion of the population prefers niche products to mainstream ones are directly tied to long-tail profitability. Look at the characteristics of the long-tail that are typical:

Lower prices

The long tail business model's basic idea is this. The modern economy has made it possible to concentrate warehouses rather than have big retail chains, which lowers storage costs. This is especially true with the introduction of the Internet. Storage expenses, as well as those for distribution and logistics, can be negligible if we consider online products that don't need a physical location (at most, a few servers if necessary).

Even when it comes to internet goods, fewer facilities and locations translate into lower costs. How about advertising? First, online and mobile businesses have the capacity to show a lot of merchandise. Additionally, the business may spend money on advertising with the confidence that its target market will benefit.

Large-scale crowd participation

Google can be viewed as a network of individuals and institutions that contribute to a sizable database to produce and link online information. Customers find what they're seeking for in this way.

Data Intelligence

The engines gather information based on in-depth customer insight to support recommendations and product development.

Instead of giving everyone the same hit articles, recommendation engines can offer hitherto untapped niche products that are suited to customer tastes.

This can be used, for instance, when retailers suggest additional purchases depending on what the client has already purchased. In terms of product development, it also functions effectively.

Producers and manufacturers can develop goods directed at various specialized target markets based on consumer interests. For this reason, fresh content has been produced by Netflix and Amazon, respectively.

Check Your Progress:

1. Explain in detail Digital economy.
2. What do you understand by The Long Tail Phenomena? What Does Long Tail Theory Mean in Marketing?
3. Who Implements Long Tail Marketing? For What Kinds of Customers Is Long Tail Marketing Effective?
4. How Is a Long Tail Marketing Campaign Developed?
5. State the benefits Of Long Tail To Your Business

4.4 ALGORITHM

4.4.1 Social media algorithms: What Are They?

An algorithm is a set of mathematical rules that describe how a collection of data should behave. Algorithms in social media helps with maintaining order and ranking search results and advertisements. For instance, an algorithm on Facebook directs the order in which sites and content are displayed. (If you want to get more views, you can apply some excellent Facebook algorithm engagement tricks.)

There were over 4.5 billion internet users as of October 2021, and of these, nearly 57 percent of the world's population used social media. Monitoring and managing that is a huge task. Because of this, algorithms play a vital role in evaluating the legitimacy and positioning of social media accounts and content.

Although there is no manual on the many algorithms and how to manage them, we are knowledgeable enough to successfully navigate the social media environment. A user-friendly focus, similar to the one Google ranks by, has been one of the significant changes in the last few years. This motivates users of social media to post pertinent, excellent material and interact with customers.

4.4.2 How Do Algorithms for Social Media Work?

Most individuals now engage in social media on a daily basis because it has become so engrained in our culture. Additionally, new platforms like TikTok and Twitch are drawing firms looking to promote in order to reach

new audiences. Not only are existing networks gaining subscribers daily, but so are these new platforms.

YouTube and Facebook are the second and third most popular websites in the globe in 2021, after Google, according to SimilarWeb. For networks that are only 16 and 17 years old, that is quite astounding!

Because there are so many people on these sites, order and relevance must be established, and an algorithm provides just that.

Since social media algorithms are always evolving, it is challenging for marketers to stay current. Although it is impossible to know every aspect of each change, we have a good understanding. The algorithm in use determines how you rank in social media advertisements and where your material appears on a user's news feed.

You'll learn about the various social media algorithms in this tutorial as well as how to distribute your content and increase social media interaction.

4.4.3 What Causes Social Algorithms to Exist and Change?

On social media, algorithms are employed to organize the items in a user's news feed. Given the abundance of content, it gives social networks a mechanism to rank the material they believe users would find interesting.

That may sound fantastic to a marketer because it puts your content in front of the proper audience. Beware though, social media algorithms are far from flawless.

An algorithm's main function is to weed out unimportant or poor-quality stuff. If your content does not meet the requirements, it could be buried or removed from feeds. Additionally, since Google adds a new ranking factor to the mix, page experience, it's imperative that you familiarize yourself with fundamental web principles to guarantee that your content is noticed by both users and bots.

According to a YouTube research, videos that the algorithm chose but were not relevant to the user received millions of views. In fact, the same survey discovered that 60% of users came across YouTube videos showing people engaging in risky or disturbing conduct, while 64% of users came across videos that seemed misleading or inaccurate.

Social networks routinely modify their algorithms to enhance user experience since they are an imperfect system. The answer? Make sure your content is of the highest caliber, pertinent, and enticing, and monitor any algorithm changes to determine whether you need to adjust your social media strategy.

4.4.4 Social media algorithms types

Platform-specific social media algorithms differ. As a result, you can separate it by social media brand. Facebook, Pinterest, LinkedIn, Twitter,

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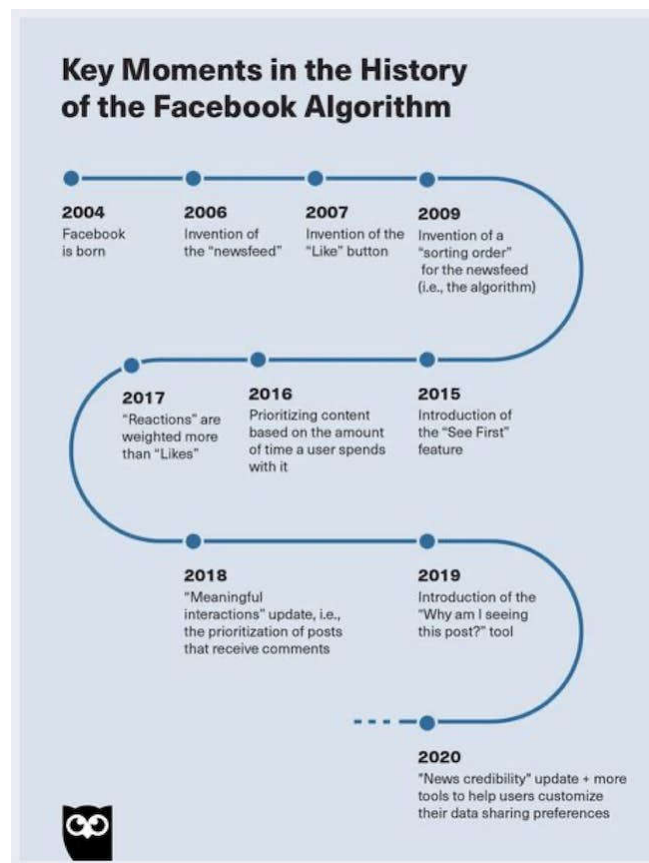
and Instagram are the primary social media sites. Here's a glance at each and how it ranks content and users at the moment.

Explaining Facebook's Algorithm

The secret to Facebook's algorithm is meaningful consumer involvement. It was designed to boost the significance and popularity of neighbourhood, family, and friend posts over commercial ones. There are four ranking signals in it:

- Popularity
- Type of content
- Relationship
- Timeline

Facebook's algorithm has undergone numerous modifications over the years, making it challenging to get posts, especially organic ones, in front of the correct audience without planning and strategy.



(Image Source: <https://digitalmarketinginstitute.com/blog/how-do-social-media-algorithms-work>)

4.4.5 Explaining the Pinterest Algorithm

Despite its highly different design and follower growth approach, Pinterest is still considered a social networking platform. Four important criteria form the basis of Pinterest's algorithm:

- Relevance of the topic
- Pin quality
- Domain quality
- The pinner's calibre

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Its guided search technique promotes new connections by using information gathered from previous content exchanges. Therefore, Pinterest is more likely to present you with additional hairstyles the following time you log in if, for instance, you have already viewed wedding hairstyles.

The advantage of this interest-based algorithm is that it consistently displays content that Pinterest is aware the user will find interesting. Additionally, their 2020 introduction of "controllable distribution" limits the amount of fresh information that customers can view based on previous viewings. This increases the likelihood that the audience will consume and like the information.

Due to the Covid-19 pandemic in 2021, people modified their searches and intentions in favor of goods that shared their ideals. Pinterest states that this has three implications for businesses:

Know your morals.

Test advertisements that are based on your values rather than merely your items.

Make it obvious how customers will live out and promote their values by buying from you.

4.5.6 How the TikTok Algorithm Works

TikTok is a social networking platform whose popularity is skyrocketing. The reason why TikTok's tailored algorithm is so effective is because it classifies the entertaining 'For You' feed of videos. And how does it operate?

- Simple ranking indicators for TikTok content include the following:
- User interaction Information about the video, including captions and hashtags
- Country and language settings for devices and accounts

TikTok's unique feature is that suggestions aren't determined by your video's popularity or the number of followers you have. At the end of the day, TikTok is a platform that values quality video content, giving everyone the opportunity to have their work seen by users, companies, and creators. This makes it a useful platform for marketers who want to use innovative video content to captivate a youthful clientele.

4.4.7 LinkedIn's algorithm is described.

Known as a pioneer in B2B marketing, LinkedIn is a social media site focused more on networking than gaining subscribers. Currently, Fortune 500 companies use it the most frequently.

Strong and pertinent content is essential for LinkedIn success because the site has a connection- and engagement-based algorithm. The algorithm tries to increase engagement and give pertinent material top priority. Since 2018, viral activity has increased by 50% annually according to LinkedIn's algorithm. If you have read-worthy content, you can develop a networking chain even if there aren't many links at first.

Important pointers for utilizing LinkedIn's algorithm include:

- Put three to ten hashtags in your post.
- Comments are more significant than likes or reactions for video material, which is more popular than other forms but is no longer prioritized in a feed.
- Make your content engaging since dwell time (how long someone watches or reads the post) is vital.
- Build your network by talking to the right individuals, encouraging your staff to use the platform, or joining LinkedIn Groups.
- Use LinkedIn advertisements to expand your network and audience by trying them out.
- Analyze your data to determine what material is effective.

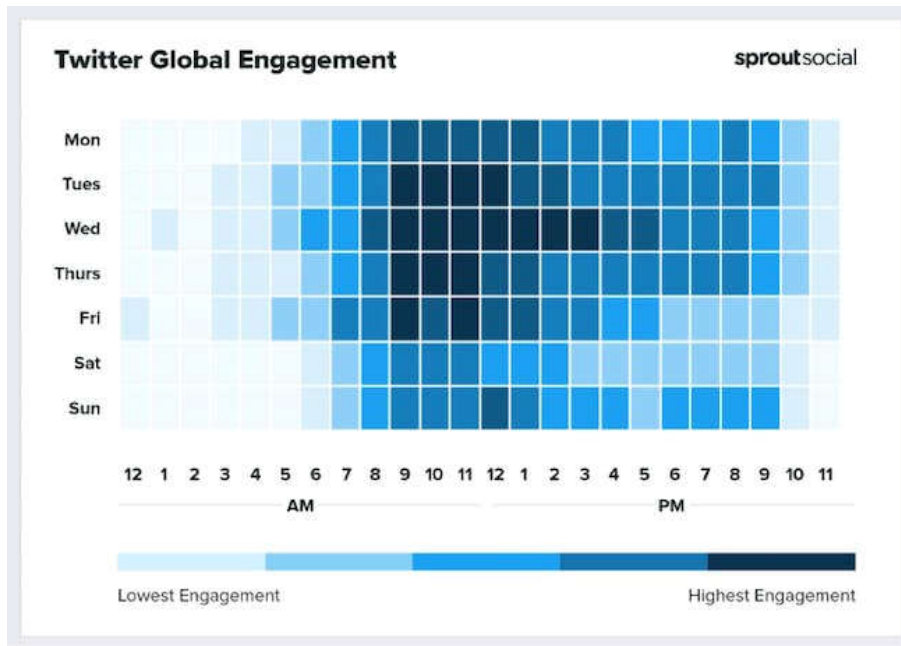
4.4.8 Twitter Algorithm: How to Become a Social Media Manager Free E-book

When Twitter was launched in 2006, it prioritized the day and time over the content because posts were ranked according to the timeline. Today's Twitter algorithm is more complex than that and now considers relevancy in addition to posting time.

The primary indicator used by Twitter's algorithm is:

- Engagement
- Activity Recency
- Media type, such as GIFs and
- photos

Twitter also splits posts into three categories: algorithm-based posts, "In Case You Missed It," and reverse chronological order. The secret to effectively using Twitter for business is to produce pertinent information, maintain consistency, encourage participation (which includes responding to comments on your own behalf), and post during the best days and hours.



(Image Source : <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>)

4.4.9 The Instagram Algorithm

Instagram's algorithm prioritized posts based on time, just like Twitter's algorithm does. In 2021, the system now considers six important variables: user relationship, following, session time, time uploaded, and interest.

Carousels receive three times more engagement than other post kinds on Instagram, and Reels are now being promoted to encourage use of the brand-new feature. This means that if you want to increase interaction and make your company stand out on Instagram, don't be scared to explore new features.

With an In-Demand Certification, Become a Successful Digital Marketer (and Algorithm Tracker)

Regardless of your level of expertise with social algorithms, DMI's Social Media Marketing course will show you how to use each network, from TikTok to YouTube and Facebook, to generate leads, boost sales, and increase ROI. Additionally, you will learn how to perform social research, create a winning social strategy, and leverage social media as a channel for customer care.

4.5 DIGITAL MEDIA ANALYTICS

You can access all the media and information you need at any time thanks to the internet. All of this information is portable thanks to the prevalence of mobile devices, and cloud computing powers the backend processing. Because of all of this, consumers have raised their expectations, and businesses are continuously looking for innovative methods to gather, examine, and provide useful data to their audiences.

Effective data collection and management are directly related to important decisions regarding targeting, segmenting, and ultimately revenues. Businesses must make the most of their sales and marketing campaigns in order to increase earnings.

4.5.1 Digital media analytics: What are they?

Analyzing qualitative and quantitative data coming from your company and applying it to comprehend consumer behavior is the essence of digital media analytics.

Digital media analytics' major goal is to gauge the effectiveness of your digital properties and present the data in such a way that it can be used to make informed decisions. You must examine the numerous requirements that a business has at different stages in order to better grasp this.



Inception

The management makes the initial decision to launch a product at this point. The key objective at this point is to produce a product that is seamless and effective. At this point, cutting costs is the main goal. After that, the company will examine customer feedback.

Growing Stage

You would have statistics regarding consumer responses to your product at this time. At this point, the primary goal should be to increase the product's market share by using all of the money gained during the startup period. Understanding the marketing channels that are working successfully for your company at this time is crucial, and this can only be done through rigorous testing. You must monitor the return on investment for each marketing channel.

Since there are currently enough users visiting your site, your primary goal at this point should be to increase sales from your current clients while simultaneously attempting to attract new ones. You are likely the industry leader at this stage, so you should concentrate on maintaining your leadership positions by investigating new market channels and being creative to keep people interested.

4.5.2 Measurable KPIs for Digital Media

Key Performance Indicators (KPIs) are the essential metrics from which users can infer a report and which show performance.

#1: Product

Many things, including user engagements, can be measured while we work on product enhancements. You would be able to keep tabs on every action users take on the website. By examining the time spent on the

various product touch points, such as time spent on the product page, wishlists, reviews, referrals, and ratings, among others, you may determine whether your product is accomplishing its objectives.

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#2: Advertising

It's crucial to know what aspects of your marketing are effective and which ones are not. You may monitor the feedback on your social media accounts to get a sense of the attitude of the viewers. You may reach out to larger audiences and significantly improve your company's sales and customer service through email marketing. To increase your marketing effectiveness, you should still monitor the following metrics:

- Delivery rate is the ratio of emails that arrive in your inbox to those that haven't.
- Open rate is the ratio of emails sent to emails that are actually opened or seen.
- Click through rate: The proportion of individuals who opened the email who also clicked on a particular link.

#3: Technology

You can utilize technology to track certain KPIs that are important to the user experience on your website, like:

#4: Revenue/Sales

Sales and revenue are undoubtedly the ultimate objectives of any e-commerce firm. It is possible to study the top-selling products and a natural desire to concentrate more on them exists. Several of the crucial KPIs include:

Lead flow: The quantity of fresh leads that are added to the CRM each month Total clients divided by the number of leads is the conversion rate. It provides the conversion rate of leads to consumers.

Average transactional revenue: You can monitor each customer's sales and look for trends. For instance, there is a greater likelihood that you will also require a phone cover if you get a phone **Average transactional revenue:**. In order to enhance sales, the corporation might target customers with appropriate products.

One of the most potent analytics tools accessible today is **Google Analytics**. Google Analytics is used by more than 56% of all websites in the globe. Other tools exist as well, such as spring metrics, omniture, and kissmetrics. Utilizing Google Analytics has a number of benefits, including its simplicity of integration with other Google services like AdWords and AdSense.

4.6. WHAT IS E-COMMERCE?

E-commerce, often known as electronic commerce, is the exchange of goods and services as well as the sending of money and data through an

electronic network, most commonly the internet. These business dealings can be either B2B (business-to-business), B2C (business-to-consumer), C2C (consumer-to-consumer), or C2B.

E-business and e-commerce are frequently used interchangeably. The transactional procedures that make up online retail shopping are also occasionally referred to as e-tail.

The widespread use of e-commerce sites like Amazon and eBay over the past 20 years has significantly boosted the growth of online retail. The U.S. Census Bureau estimates that 5% of all retail purchases in 2011 were made through e-commerce. When the COVID-19 pandemic broke out in 2020, it had increased to over 16% of retail sales.

4.6.1. History of E-Commerce

When firms began utilizing EDI to exchange business papers with other businesses in the 1960s, e-commerce officially had its start. ASC X12 was created in 1979 by the American National Standards Institute as an international standard for businesses to exchange documents through electronic networks.

Increases in e-commerce sales

2020 saw a dramatic increase in e-commerce as the pandemic spread.

The emergence of eBay and Amazon in the 1990s completely transformed the e-commerce sector after an increase in the number of individual users sharing electronic data with one another in the 1980s. Many products are now available for purchase by consumers online from both e-commerce-only vendors, sometimes known as e-tailers, and brick and mortar retailers with e-commerce capabilities. Nearly all retail businesses now incorporate online business strategies into their operational plans.

2020's COVID-19 epidemic led to a sharp increase in e-commerce. According to the U.S. Census Bureau, e-commerce increased to a record high of 16.4% in the second quarter of 2020 due to consumers being cooped up in their homes for extended periods of time.

Since 1999, the Census Bureau has been compiling quarterly e-commerce data.

4.6.2. Types of E-Commerce

Consumers trade goods, services, and information with one another online in a process known as **consumer-to-consumer (C2C)** e-commerce. These transactions are often carried out through a third party that offers an internet platform for their execution.

Two instances of C2C platforms include online auctions and classified ads. Two well-known examples of these platforms are eBay and Craigslist. **C2B2C, or consumer-to-business-to-consumer**, is another name for this type of e-commerce because it involves businesses like eBay. C2C

purchases are also possible on platforms like Facebook Marketplace and the fashion reselling platform Depop.

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Consumers offer their goods and services for sale to businesses online through a sort of e-commerce known as **consumer-to-business (C2B)**. This goes against the conventional B2C business paradigm.

A market that offers royalty-free photos, images, media, and design components, like iStock, is a well-known illustration of a C2B platform. An additional illustration is a job board.

Online transactions between businesses and public administration or governmental entities are referred to as **business-to-administration (B2A)** transactions. Different kinds of e-services or e-products are required by numerous governmental branches. These goods and services frequently deal with legal records, registrations, social security, monetary information, and employment. These can be obtained electronically from businesses. As investments have been made in e-government capabilities, B2A services have increased significantly in recent years.

Online transactions between consumers and public administration or governmental entities are referred to as **consumer-to-administration (C2A)** transactions. Although the government hardly ever purchases goods or services from people, people routinely do so in the following areas:

- **social insurance:** information dissemination and payment.
- **Taxes:** making payments and filing tax returns.
- **Health:** scheduling appointments, communicating test results and medical condition information, and paying for healthcare services.

Mobile e-commerce, often known as m-commerce, describes online purchases made using mobile devices such smartphones and tablets. It involves payments, banking, and shopping on mobile devices. By enabling customers to conduct transactions via voice or text conversations, mobile chatbots facilitate m-commerce.

4.6.3. The benefits and drawbacks of E-Commerce

E-commerce has many advantages, including round-the-clock accessibility, quick access, a wide range of products and services, ease of accessibility, and global reach.

Availability. E-commerce sites are accessible 24/7, allowing users to explore and shop at any time, with the exception of outages and scheduled maintenance. Brick-and-mortar stores frequently have set hours of operation and occasionally close completely.

Rapidity of access. While crowds can slow down customers in a physical store, e-commerce sites run rapidly due to considerations regarding computing and bandwidth on both the consumer device and the e-commerce site. The loading time of the product and shopping cart pages is

under a second. An online purchase can be made in a few clicks and within five minutes.

Broad accessibility. The inaugural tagline for Amazon was "Earth's Biggest Bookstore." It was able to make this assertion because it was an online store rather than a brick and mortar establishment that needed to stock every book on its shelves. With the use of e-commerce, businesses may provide a wide range of goods, which are subsequently sent from one or more warehouses when a customer makes a purchase. Customers will probably find what they're looking for more easily.

Readily available. Customers looking in a real store could have trouble finding a specific item. Website users can instantly search for a product using the site's search feature and explore product category pages in real time.

reach across the globe. Businesses with physical stores sell to clients who come into their locations. Businesses can sell to everyone who has access to the internet through e-commerce. E-commerce has the potential to increase a company's clientele.

Lower price:e-commerce companies do not have to pay rent, stock, or payroll costs associated with operating physical storefronts. However, they can be responsible for shipping and storage fees.

Product recommendations and personalization: A visitor's browsing, search, and purchase history can be tracked on e-commerce websites. They can gather information about target markets and give customised product recommendations using this data. As an example, consider the Amazon product page sections titled "Frequently bought together" and "Customers who viewed this item also viewed."

4.6.4.The drawbacks of e-commerce include:

Poor customer service, the inability for customers to physically touch or view a product before making a purchase, and the lengthy shipment wait times.

Client service is inadequate, Customers can ask a clerk, cashier, or store manager for assistance if they have a query or problem in a physical store. Customer service in an online store may be restricted: The website might only offer support during defined hours, and its online service options might be confusing to use or fail to address a particular query.

Limited product experience: Although looking at product photographs on a website can give you a good idea of what it is like, it's not the same as actually using the object, such as when you play a guitar, evaluate the picture quality of a television, or try on clothes. Online shoppers may wind up purchasing goods that fall short of their expectations and need to be returned. In some circumstances, the cost of shipping a returned item to the merchant is borne by the customer. The capacity of customers to

inspect and test e-commerce goods is anticipated to improve with augmented reality technology.

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Waiting time: Customers purchase items in stores, pay for them, and then take them home. Customers who shop online must wait for the merchandise to be delivered to them. Shipping windows are getting smaller even while next-day and even same-day delivery are becoming more popular.

Security: Hackers with the right skills may make websites that look real and sell well-known products. Instead, the website either takes credit card information from customers or sends them bogus or copycat versions of such things. Even legitimate e-commerce websites have risks, particularly when customers save their credit card details with the merchant to facilitate future purchases. Threat actors might steal that credit card information if the retailer's website is breached. A retailer's reputation may be harmed as a result of a data breach.

4.6.5.E-commerce Applications

Online marketing strategies are used by several retail e-commerce apps to entice users to the platform. Email, online shopping carts and catalogs, file transfer protocol, web services, and mobile applications are some of these.

Both B2C and B2B operations as well as other forms of outreach use these strategies. They include delivering mobile devices SMS texts and targeted emails with advertisements and e-newsletters to subscribers. Sending unwanted emails and SMS is typically referred to as spam. With the use of tools like digital discounts, social media marketing, and customized adverts, more businesses are now making an effort to attract customers online.

Security is another issue on which e-commerce enterprises are concentrating. When creating e-commerce systems and apps, developers and administrators should take into account consumer data privacy and security, data governance-related regulatory compliance demands, personally identifiable information privacy laws, and information protection measures. While some security protections are incorporated into an application's architecture, others need to be updated often to handle growing threats and discovered vulnerabilities.

4.6.6.Platforms and sellers for e-commerce

A tool for managing an online store is called an e-commerce platform. The sizes of e-commerce platform possibilities range from those for small firms to those for giant corporations. These e-commerce platforms include online markets like Amazon and eBay, which only call for user account registration and minimal IT infrastructure.

SaaS, which allows store owners to essentially rent space in a cloud-hosted service, is another e-commerce platform approach. Neither internal development nor on-site infrastructure are necessary with this strategy.

Open source platforms are another type of e-commerce platform that need to be manually implemented and maintained or hosted in a cloud or on-premises environment.

The following are a few instances of e-commerce marketplace platforms:

- Alibaba
- The Amazon Chewy
- Amazon Overstock Etsy
- Newegg
- Rakuten
- Market at Walmart
- Wayfair

The following vendors provide e-commerce platform services for customers hosting their own online shop websites:

- BigCommerce
- Ecwid
- Magento
- Oracle NetSuite Business
- Salesforce Cloud-based commerce (B2B and B2C possibilities)
- Shopify
- Squarespace
- WooCommerce

4.6.7. Government rules regarding E-Commerce

The Federal Trade Commission (FTC) and the Payment Card Industry (PCI) Security Standards Council are two of the main organizations that oversee e-commerce activities in the United States. The FTC keeps an eye on things like content marketing, online advertising, and customer privacy. The PCI Security Standards Council creates guidelines and norms, such as PCI Data Security Standard compliance, that specify how to handle and store financial data about customers in a secure manner.

Businesses should authenticate business transactions, restrict access to resources like webpages for registered or chosen users, encrypt communications, and use security technologies like Secure Sockets Layer and two-factor authentication to ensure the security, privacy, and effectiveness of e-commerce.

4.7 LETS SUM UP

This Unit covers e-marketing and the online economy. E-commerce and e-marketing for fashion will also be covered. Online economies enable business. It can alter economic practices. It affects communications, banking, retail, education, health, and governance. Paying bills, buying office supplies, and anticipating demand were the most affected. E-commerce is the online economy. E-commerce helps online firms make money. It improves innovative business and marketing strategies.

Check Your Progress:

1. Social media algorithms: What Are They? How Do Algorithms for Social Media Work?
2. What Causes Social Algorithms to Exist and Change?
3. Social media algorithms types
4. Explain the Pinterest Algorithm
5. How the TikTok Algorithm Work?
6. Describe LinkedIn's algorithm.
7. Explain 'Twitter Algorithm: How to Become a Social Media Manager Free E-book?'
8. Explain the Instagram Algorithm
9. Explain Digital Media Analytics
10. Explain the types of E-Commerce
11. State the benefits and drawbacks of E-Commerce

The Digital Market and its Economics, The Long Tail Phenomenon, Algorithm, Analytics, E-commerce

4.8 QUESTIONS

1. State drawbacks of e-commerce include
2. State the platforms and sellers for e-commerce
3. Explain the Government rules regarding E-Commerce

4.9 FURTHER READINGS AND RECOMMENDATIONS:

1. Introduction to Algorithms. Thomas H. Cormen, Charles E. Leiserson, Ronald L. Rivest, and Clifford Stein.
2. Algorithm Design, Jon Kleinberg and Eva Tardos, Pearson
3. Fundamentals of Data Structures in C++; E.Horowitz, Sahni and D.Mehta; Galgotia Publications.
4. Data Structures and Program Design in C; Kruse, C.L.Tonodo and B.Leung; Pearson Education.



FUNDAMENTALS OF MARKETING, MARKETING FOR THE DIGITAL MEDIUM, DIGITAL MARKETING TOOLS- SEO, SEM, SMO

Unit Structure

- 5.0 Objectives
- 5.1. Introduction
- 5.2. A perspective on marketing
- 5.3 Marketing Mix - The Four Ps
- 5.4 What are the six pillars of marketing, and how do they affect sales?
- 5.5 Introduction to Digital Marketing
- 5.6 What is Digital Marketing?
- 5.7 History and evolution of digital marketing.
- 5.8 Push and Pull approaches of digital marketing
- 5.9 Importance of Digital Marketing
- 5.10 SEO (Search Engine Optimization)
- 5.11 Search Engine Marketing (SEM)
- 5.12 SMO (Social Media Optimization)
- 5.13 Lets Sum Up
- 5.14 Questions
- 5.15 References and further readings

5.0 OBJECTIVES

- Define marketing
- Explain Marketing Mix
- Learn the Ps of Marketing
- comprehend the concept of digital marketing;
- recognize its increasing significance;
- compare it to traditional marketing;
- explain the many forms of digital marketing; and
- discuss their differences.
- understand the value of digital marketing for a successful business

5.1 INTRODUCTION

Marketing is the process of determining and meeting human needs.

Marketing, in the words of Philip Kotler, is "meeting needs profitably". Creation, promotion, and distribution of products to customers are all aspects of marketing. Companies today conduct strategic planning before beginning production.

The marketing concept entails determining the needs of the client, focusing on a certain market segment to suit those needs, and developing a plan to fulfill those needs. Businesses should employ marketing principles to profitably satisfy client wants.

To operate a firm successfully, it's critical to gather market intelligence. Information is needed to study the market, ascertain the wants and needs of the market, and, based on the capabilities of the organization, focus on a certain market segment.

5.2 A PERSPECTIVE ON MARKETING

There are numerous concepts and tools used in marketing. Generally speaking, we can view marketing as a management and sociological activity. By developing, displaying, and exchanging goods and services with others, marketing is a social process that meets client needs. By conceptualizing, pricing, promoting, and disseminating products, services, and ideas, marketing is a managerial process designed by the business to suit customer requirements and organizational goals.

i. Marketing Vs. Sales

People usually think that marketing is all about selling the goods. However, Selling comes after promotion. Marketing is about finding the customer and getting them to buy the goods. Selling means getting the customer to sign the deal, which is also called "closing the deal."

Both are important for a business to be successful and grow. Marketing helps buyers get ready for sales. It is mostly made up of marketing, advertising, and direct mail.

The marketing role includes:

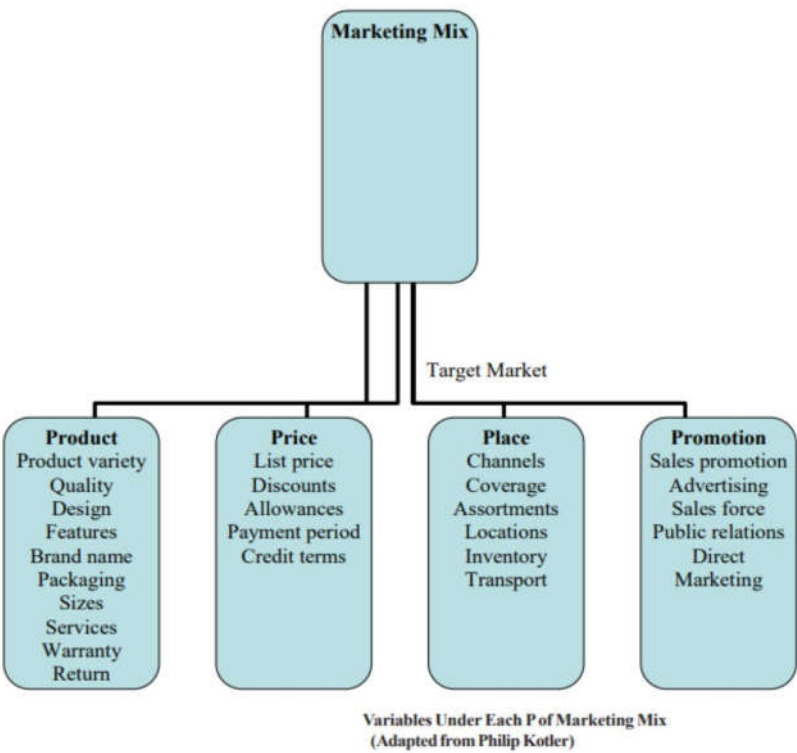
- figuring out who the potential customers are
- Market study and analysis: figuring out what the customer needs and wants
- Product recognition means giving the customer what they want and what they need.
- Strategic planning to break into the market. 1
- Packaging and pricing that gives customers benefits and makes them happy.
- Advertising the Product

In the Sales process, the prospects are turned into buyers. The Sales function involves:

- selling the product that has been found,
- packed, and priced in the market.
- Being in charge of bringing in money and
- making a profit

5.3 MARKETING MIX - THE FOUR PS

Marketers employ a variety of strategies known as the "marketing mix" to elicit the desired response from consumers. McCarthy classified these tactics into four categories known as the 4Ps of marketing: product, price, place, and promotion.



Here's a quick rundown of the four Ps:

a. Product: According to product concept, consumers favor goods that offer the highest levels of performance, quality, and contemporary features.

b. Price: The price component brings in money. While a large company's pricing is handled by a separate department, a small company's boss can establish a product's price. It is the most important component for any business. The business must choose wholesale and retail prices, discount credit terms, and allowances before setting the price.

c. Location: After production is complete, the product must be moved.

Place is made up of the product's sales locations, outlet locations, transportation, inventory levels, and distribution channels.

Fundamentals of Marketing,
Marketing for the Digital
Medium, Digital Marketing
Tools- SEO, SEM, SMO

d. Promotion: The corporation must engage in promotional activities to inform the target market of the benefits and features of the product. These include marketing campaigns, sales strategies, print advertisements, etc.

A thorough plan outlining every path a firm may take to grab clients' attention is essential for any organization, small or large. The 6 P's of marketing—product, pricing, place, promotion, people, and presentation—are the cornerstones of a successful marketing plan.

An successful growth strategy can be built on the solid integration of the six marketing pillars. Businesses can achieve the following thanks to the 6 Ps:

- Make a valuable product or service that others want to buy.
- Offer the good or service to customers at a price they will find appealing.
- Choose the ideal location to market the good or service.
- Improve the results of eye-catching promotions.
- Select the appropriate individuals to increase marketing success.
- Make a presentation that is aesthetically enticing to draw in clients.

5.4 WHAT ARE THE SIX PILLARS OF MARKETING, AND HOW DO THEY AFFECT SALES?

The classic marketing four Ps — product, pricing, location, and promotion — have been around since the 1950s. After Neil Borden, a professor of advertising at Harvard University, discussed the advantages of the framework for effective product marketing in his 1964 article "The Concept of the Marketing Mix," the 4 P's began to gain acceptance and implementation.

Leading international enterprises and small organizations alike use the 4 P's of marketing, which have shown to be tried-and-true principles that are still pertinent in the marketing mix. They still play a crucial role in modern marketing strategies. The classic marketing mix now incorporates two new Ps: people and presentation, thanks to digitization.

What are the six pillars of marketing, and how do they all support sales?

Product: What is being sold is the product. Sales will increase if a market opportunity is filled with a timely product that matches consumer wants.

Price: The cost a buyer incurs to purchase an item is the Customers will be inclined to purchase the goods if the pricing plan is effective, increasing revenue for the business.

Location: The location is where consumers can purchase the product. Proper product placement generates sales opportunities whether on a website, app, or brick-and-mortar store.

Promotion: The term "promotion" refers to all strategies employed to convey the benefits of a product. The purpose of promotion is to grab a customer's attention and pique their curiosity about the goods, leading to eventual purchase.

People: The individuals involved in the marketing process on both sides of a trade are referred to as "the people." Customers' perceptions of a company or product are influenced by employees like salespeople and customer service representatives, and customers offer input to improve the product. Success is influenced by how internal and external actors interact.

Presentation: The presentation determines how a product is presented to consumers. Customers' perceptions of a product's presentation (such as through packaging and message) may have an effect on their purchasing choices.

Check Your Progress:

1. Write a note on Marketing Vs. Sales
2. Explain the Marketing Mix - The Four Ps
3. What are the six pillars of marketing, and how do they affect sales?

5.5 INTRODUCTION TO DIGITAL MARKETING

Prior to the emergence of technology, people used time-honored methods for marketing and purchasing. Do you recall how, in the past, your grandparents and parents would read the newspapers or watch commercials on the radio or television to gather information before physically going to the stores to make purchases of products and services?

More and more firms began to adopt digital technologies that were well within their means for the sales and marketing of their products and services as digital technology advanced. Due to the use of digital technology by businesses, consumers can now purchase goods and services through "online purchasing platforms." Digital marketing refers to the advancement of digital technology, its application, and its use by enterprises in the field of marketing.

People's perspectives on business, sales, and marketing of goods and services have altered as a result of digital marketing.

The world is changing quite quickly as a result of ongoing technological and media developments. Around the world, digital technology has changed how people do business and live. It has altered the way we attempt to get the information. For instance, consider how we seek for information using computers, smartphones, and Google. It has also altered how we engage and communicate with our family and friends, for instance, through the use of social media, email, SMS, and WhatsApp.

A contemporary marketing strategy is digital marketing. It makes use of the internet, digital platforms, and devices like computers, laptops, smartphones, and tablets. It is utilized to market, assist, and support consumer purchases of goods, names, and services. The way that brands employ technology for marketing has changed as a result of advancements in digital marketing.

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Tools- SEO, SEM, SMO

Utilizing online platforms and channels, digital marketing aids organizations in tracking and analyzing their marketing initiatives. The 'real time' outcomes that digital marketing provides enable organizations to analyze their success and failure.

Digital platforms and technology are expanding quickly. They are becoming more prevalent daily in both consumer daily lives and marketing strategies. As a result, modern customers are fully aware of digital technologies like computers, smartphones, tablets, etc. A person may locate and study all the details about a good laptop's features, purchase, and pricing, for instance, if they wish to get one. He or she can conduct an online search for it and buy it from Flipkart or Amazon. Instead of going to the markets and stores in person, he can also get in touch with the companies that are available via their websites or social media accounts.

In recent years, the use of digital marketing efforts has grown in popularity. Search Engine Optimization (SEO), Pay-Per-Click (PPC), Search Engine Marketing (SEM), Influencer Marketing, Content Marketing, Content Automation, Campaign Marketing, Data-Driven Marketing, E-Mail, Social Media Marketing, E-Commerce Marketing, Direct Marketing, and Social Media Optimization are some of the strategies used in these campaigns. In the next section of this chapter, we'll go into more detail about these tactics and explain them. Digital marketing includes non-internet-based channels including TV, mobiles (MMS and SMS), cold calls, and on-hold mobile hello-tunes and ringtones.

The timeline depicted in the infographic below from 1970 to 2019 will help us comprehend the progress and development of digital marketing.

5.6 WHAT IS DIGITAL MARKETING?

Various marketers and authors have occasionally characterized digital marketing in accordance with their various points of view, for example:

Digital marketing is "the management and execution of marketing using electronic media such as the web, e-mail, interactive TV, and wireless media in conjunction with digital data about customers' characteristics and behavior," according to the Institute of Direct and Digital Marketing (IDM). The concept of digital marketing by the IDM emphasizes how marketing strategies are developed using electronic devices, media, and customer behavior data.

The publisher and online learning platform "Smarter Insights" defined digital marketing as "Achieving marketing objectives through applying digital technologies" in 2000. That is to say, Smarter Insights placed a strong emphasis on how businesses might leverage digital technologies to further their marketing goals.

- Digital marketing is described by the American Association of Marketing as "the use of digital or social channels to promote a brand or reach consumers." This form of marketing can be carried out through several means, including the internet, social media, search engines, and mobile devices.

In order to promote brands among customers, the term acknowledges the use of the internet, search engines, social media, mobile devices, and other digital channels.

5.7 HISTORY AND EVOLUTION OF DIGITAL MARKETING.

This part will occasionally assist us in understanding the beginning, evolution, and expansion of digital marketing.

1980s digital marketing

The beginnings of digital marketing can be found in the 1980s. IBM introduced its first personal computer in 1981, and by 1989, it had a 100 MB storage capacity. Organizations began to feel and understand the value of preserving their ties with customers in the 1980s. As a result of this insight, digital databases (which are large records about a certain subject) came into being. The dynamics of the buyer-seller interaction have changed as a result of these data bases. Thus, the businesses also began to keep a database of their clients, leads, and business associates. For instance, one of the most widely utilized digital libraries is Google Books.

The creation of the aforementioned database and the significance of its application led Robert Kestenbaum and Robert Shaw, the co-creators of marketing automation, to team up in 1986. And developed a significant number of database-marketing models. Campaign management, contact strategy optimization, sales channel automation, marketing resource management, and marketing analytics are just a few of the capabilities that these database marketing solutions offered. This made it possible for the corporations to better track, collect, and keep client data than ever before.

For instance, when you make a purchase at Westside for the first time, the executive at the billing counter gathers your phone number, birthday, anniversary, and residence so that they can add it to their database. By sending you SMS messages on deals, discounts, point information, and birthday and anniversary greetings, Westside can continuously follow you and stay in touch with you.

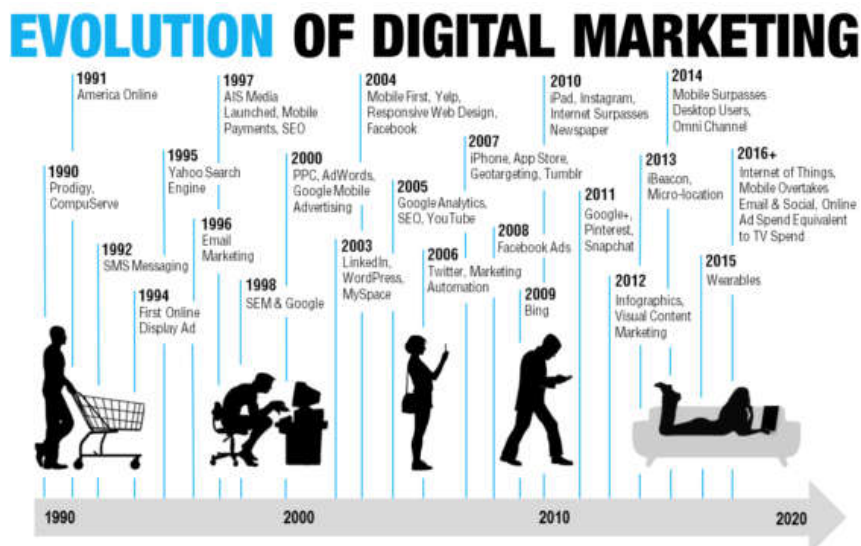
1990s digital marketing

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The Customer Relationship Management (CRM) tools gained enormous popularity during the 1990s. CRM is defined as a piece of software that kept track of all commercial dealings between present and potential clients.

The initial step toward CRM was Sales Force Automation (SFA). A system called SFA works to increase sales by automating numerous sales-related procedures. As an illustration, consider the automation of emails, newsletters, brand social media updates, chat bots, and automatic email responses. The SFA also gave the firms information on inventory control, customer interactions, and inventory levels.

By 1998, Google had overtaken all other web-based search engines in popularity, and it had become crucial in improving digital marketing campaigns and search marketing. The internet helped the new eCRM suppliers in 1999, which increased the amount of online data storage they had available.



(Image Source : <https://www.business2community.com/digital-marketing/evolution-digital-marketing-enterprise-01651652>)

Digital Marketing in Post Millennium

Digital marketing has advanced significantly since the turn of the millennium. Today's well-known star performers, like Facebook, LinkedIn, WhatsApp, and Snapchat to mention a few, entered and were launched in the 2000s. The way that firms conducted themselves globally was altered by these developments. Numerous businesses took the risk of investing up to 60% of their funds in digital marketing after seeing its potential.

Thus, it can be said that digital marketing has been rapidly expanding and has been giving businesses and consumers alike more options to communicate.

5.8 PUSH AND PULL APPROACHES OF DIGITAL MARKETING

Two well-known methods of digital marketing are push and pull.

Push Marketing

Fundamentally or essentially, Push Marketing is a type of Traditional Marketing.

In push marketing, businesses connect with their target market using media like television, radio, direct mail, print, billboards, etc. In order to achieve the best results, a broad, shotgun approach is used to increase the visibility of the goods, names, or services among the target market. Other inbound marketing strategies lack the consideration and engagement of push marketing. Businesses who want to reap the benefits quickly or who are trying to make quick sales typically favor it.

Typically, push marketing entails investing on advertising. For instance, Pay-Per-Click (PPC) advertising is one of the most well-liked Push Marketing advertising formats. By spending a little sum of money each time an ad is clicked, the 18 PPC marketers can position their banners and display their shopping adverts throughout online platforms using Search Engine adverts (as illustrated below).

Push marketing is frequently the main form of business strategy for businesses searching for:

- Launching new services or products, vacation packages, or seasonal events; promoting sales;
- expanding to a newer specialized market. Launching an unproven company idea or website.
- Improving cash flow or sales quickly
- Clearing out inventory before the end of a season, building brand recognition in the marketplace of rivals, and supporting a multi-channel approach.

An illustration that will help you comprehend the use of push marketing in a company setting is provided below.

For instance: Mr. Abhinav Sood enjoys traveling and is passionate about ecotourism. In New Delhi, he just opened a brand-new travel company called Galaxia. His new travel company's primary short-term goals are to:

- Provide exceptional service
- Customer happiness
- Business marketing

Mr. Sood uses Push Marketing tactics to draw in clients, connect with the intended audience, create his brand, and grow his firm.

- To publicize his travel agency, the newest travel deals, and the services provided, he uses radio, print, and television.
- He promotes a special seasonal vacation to Kulu-Manali, Coorg, Darjeeling, etc. via the Search Engine Advertising tool.
- He generates quick income by advertising the savings he provides on weekend getaways to locations close to Delhi or an off-season trip to Goa.
- He also advertises a worldwide trip to the Maldives through push marketing techniques.

Pull Marketing

Pull marketing includes organically boosting traffic. It strives to produce valuable and pertinent material that will appeal to the intended audience. Pull marketing achieves its objectives by paying attention to the demands of the customers who actively look for information about the goods and services being offered. Some well-known examples of pull marketing are display advertising, social media creative content, and search engine optimization (SEO).

Companies who are seeking the following can employ pull marketing as their major business strategy:

Maintaining dominance in a certain industry or specialty 20. Ensuring long-term business growth Increasing traffic to social media handles and sharing social media content will help to:

- Build stronger loyalty;
- Promote brand recognition by working to increase customer engagement and brand visibility;
- Increase traffic to the website across referral, organic, and social segments; and
- Affordably boost revenue and sales.

- Interacting with clients at the beginning of the purchasing process, even before they have a clear idea of what they want.

An illustration that will help you comprehend the use of pull marketing in a company setting is provided below.

For instance: When Nisha Malik intended to shop online, the Amazon website always showed up first in the search results. Amazon often refreshes their material to meet SEO criteria, which is why this is the case. Nisha downloaded the Amazon app during the lockdown to buy necessities and some essentials, remembering her previous buying experiences on the Amazon website. As she uses the Pull Marketing techniques established and deployed by Amazon, such as:

- The Amazon website and app sends a push notice to welcome Nisha on board, the Amazon app quickly becomes her preferred shopping destination.

- The app alerts Nisha whenever a new product is added or a special deal is available on Amazon alone.

Nisha is routed to the Amazon website and recently seen products on Amazon when she accesses social media sites, and the app tells her of products she could add to her Wish list and those that are on sale. According to the needs of the environment, Amazon also provides information about its new product categories during pandemics, such as masks, hand sanitizers, face shields, UV lights, gloves, etc.

By using Pull techniques to draw in and keep customers, the company becomes ever-relevant for SEO.

5.9 IMPORTANCE OF DIGITAL MARKETING

Digital marketing uses a range of fresh, creative, economical, and individualized approaches to connect with and engage its target audience. The Return on Investment (ROI) of a well-made and planned digital marketing strategy is higher than that of Traditional Marketing techniques.

For instance, many businessmen are unaware of the circulation-related factors when it comes to advertising advertisements in magazines or newspapers. Your advertisement will always be seen by fewer readers overall than the actual number of copies being circulated. Due to the enormous quantity of publications and newspapers that frequently have unsold copies. The digital adverts, however, are more easily customized than the print ads.

reducing the risk associated with digital marketing as a result. For instance, if you are managing a digital campaign, you may quickly switch the audience you are targeting from time to time. You may quickly and effectively modify your marketing strategies in real-time with digital adverts.

Digital marketing platforms like Google Adwords charge on a Pay-Per-Click basis rather than an impression-based model. This indicates that in some circumstances, the cost per 1,000 impressions is \$0.

Digital marketing is therefore the greatest option for companies with a tight budget who wish to raise their chances of success.

Right now, it's difficult to imagine life without the internet. As of January 2021, there were 4.66 billion active internet users worldwide, or around 59.5 percent of the whole population. 4.32 billion people, or 92.6 percent of this total, use mobile devices to access the internet. The internet connects billions of people worldwide and is a key pillar of the contemporary information society.

As of 2019, Asia had more than 2.3 billion online users, much outnumbering every other continent except for China, the US, and India. More than 854 million and 560 million people in China and India, respectively, are online, yet significant portions of their populations are still offline.

Check your progress:

1. What is Digital Marketing? Explain
2. Discuss the history and evolution of digital marketing
3. Explain in detail Push Marketing
4. Explain in detail Pull Marketing
5. the importance of Digital Marketing

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5.10 SEO (SEARCH ENGINE OPTIMIZATION)

The goal of SEO is to increase revenue for search engines like Bing, Yahoo, Google, and YouTube, to mention a few. For a website to have higher visibility as visitors search online, SEO works to raise its position on the Search Engine Results Page (SERP). Many customers don't scroll down to "page 2" of search engine results. As a result, it is critical and crucial to work toward increasing the amount of business that comes through internet searches. Results from SEO take time to appear.

Robots or crawlers are used by SEO to gather and index data from the search engine's archives. How a brand performs in comparison to its rivals is determined through keyword research, ranking, and analysis. Based on this, the website's content is optimized to create high-quality links both to and from it so that search engines can crawl it effectively.

The longer and more money you invest in SEO, the better and higher-quality outcomes it will produce. SEO is a continual, ongoing plan to generate traffic organically. Both large and small enterprises can use it.

Getting really basic with you right away... You use search engines to do online searches. Google is the most used search engine, and Yahoo and Bing are also available. The word optimization comes next. This term refers to the requirement for marketing professionals and content creators to write online content in a style that is optimized for the terms and phrases that you want to be found for in a search engine.

For search engines to read your website easily and determine what you should rank for, SEO also involves optimizing its content, navigation structure, and coding. It is what we like to refer to as an ongoing strategy—a program to create and publish content on your website and social media platforms in order to have your website consistently listed in search results.

The goal of ongoing, proper search engine optimization (SEO) is to ensure that your website appears in search results for a topic you want to be found for (also known as your ranking). This is continuing because you want it to get better, stay visible to search engines, and climb the list of websites that are displayed.

- Similar to Google, Yahoo, or Bing, a search engine
- Writing your content using well-known words and phrases that you want to be searched for on search engines is called optimization.
- The list you get when you conduct an online search is the ranking. Everyone puts a lot of effort into ranking first, which is challenging and requires daily effort.

Successful SEO aims are:

A high-ranking position in the search results page of a search engine (such as Google, Bing, Yahoo, etc.) is the aim of good SEO. Where a site ranks in a search results page is crucial for directing more traffic toward the site because Internet users frequently do not click through pages and pages of search results. The likelihood that a visitor will visit a website increases with how high it ranks naturally in search engine results.

The best practices for your website's content are often part of SEO. It's similar to how you would format a term paper for school. If you follow these SEO best practices, your website will start to rank higher in search engine results for the subjects you prioritize.

5.11 SEARCH ENGINE MARKETING (SEM)

SEM is the catch-all phrase that advertisers like us use to describe all of the various online alternatives that make use of search engine technology, including things like paid advertisements. SEM is the process of conducting research, publishing content, planning campaigns, and assessing how well-positioned your website is in search results.

Additionally, in SEM, budgets are set by advertisers, and clicks are what you pay for. In other words, you only pay when someone clicks on the advertisement and visits your website.

To track those, click-throughs even more thoroughly, you can create landing pages just for your advertisement on your website. SEM's goal is to position ads in a "campaign" that will be seen by targeted clients who are actively searching for your goods or services online.

SEM is the process of conducting research, publishing content, planning campaigns, and assessing how well-positioned your website is in search results.

Pay per click refers to the practice of just paying for website clicks from advertisements.

Pay-per-click advertisements "land" on landing pages, ha! Get it? It is a good idea to set them up on your website so that your ads can track click-throughs.

Aims of effective SEM

Therefore, the objectives are to boost ranks, exposure, and the very important traffic to your small company website through search engine

optimization, paid listings, and other researched search engine related techniques.

A company can use tools like Google Adwords and other paid services related to search engines to market their small business online using search engine marketing. Despite the fact that the two terms appear to be identical, SEO and SEM are distinct services, and SEM is just as crucial as SEO.

Many people start with a solid website and spend money on SEO, but they may not continue with search engine marketing, which is another crucial element.

5.12 SMO (SOCIAL MEDIA OPTIMIZATION)

Simply put, social media optimization (SMO) is the process of making a product, company, or event more well-known by leveraging social media platforms to generate publicity.

You might wonder how this relates to SEO?

SMO and SEO are related because the success of SMO depends on optimizing the website's code, navigation, and content to attract more users to read and distribute links to the websites across social media and networking sites. SMO also includes the use of technologies that support marketing professionals like those at Thrive who carry out this process daily for our clients.

The core of SMO is the use of tools and an optimized website to push content out to many platforms as outlets. By distributing this content to communities, businesses, organizations, and events can increase their visibility.

Social networking sites like Facebook and Twitter, as well as websites that let you share videos and blog are examples of the several types of social media platforms that can be optimized. SMO and SEO share the same objectives of driving traffic to websites and raising brand awareness for businesses.

For SMO to be successful, SEO is required.

Through SMO, you can raise brand and business recognition and generate exposure.

Similar to SEO, SMO aims to increase brand awareness and traffic to your website.

Goals of effective SMO

SMO's objective is to intentionally provide engaging online content, such as well-written text, eye-catching digital photographs, graphics, and video clips that encourage visitors to interact with a website and share it with their social media contacts and friends. Commenting on postings,

retweeting, sharing, and promoting material are typical forms of social media interaction. In other words, if someone submits a nasty review of a company, a social media optimization plan can make sure that the review is not the first link to appear in a list of search engine results. This is known as online reputation management (ORM).

Check your progress:

1. Explain in detail 'SEO (Search Engine Optimization)' and discuss the successful aims of SEO.
2. Discuss 'Search Engine Marketing (SEM)' and state the aims of effective SEM.
3. Discuss 'SMO (Social Media Optimization)' and state the goals of effective SMO.

5.13 LETS SUM UP

Marketing determines and meets human needs. Philip Kotler defines marketing as "meeting needs profitably". Marketing involves product creation, promotion, and distribution. Before production, companies plan strategically. Marketing involves identifying client needs, targeting a market niche to meet those needs, and creating a plan to meet those goals. Marketing should be used to profitably meet customer needs. Market intelligence is essential for business success. Information is needed to study the market, determine market demands, and target a market segment based on the organization's strengths.

5.14 QUESTIONS

1. Explain the importance of SEO in today's world
2. Explain the importance of SMM in today's world
3. What is the difference between SEO and SEM

5.15 REFERENCES

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2. Principles of Internet Marketing - New Tools and Methods for Web Developers, Jason I. Miletsky, Course Technology, Cengage Learning



STAYING IN TOUCH -EMAIL MARKETING AND NEWSLETTERS

Unit Structure

- 6.0 Objectives
- 6.1 Introduction
- 6.2 E-marketing Benefits to Users and Providers
- 6.3 Advantages for users
- 6.4 Advantages for Providers
- 6.5 E-marketing Classification
- 6.6 Critical Issues in Developing E-marketing Strategy
- 6.7 Organising the E-Marketing Effort
- 6.8 Understanding Consumer Needs
- 6.9 Choosing the Right Marketing Mix
- 6.10 Lets Sum Up
- 6.11 References and further readings

6.0 OBJECTIVES

- To determine the importance and need for e-marketing for information products and services;
- Show that you understand the concepts used in e-marketing;
- Describe how e-marketing benefits both users and the companies that offer information products and services;
- Discuss the key issues in developing an e-marketing strategy;
- describe the components of the marketing mix for e-marketing of information products and services;
- describe the significant factors to be taken into account when deciding on product pricing, distribution, and promotion for an e-marketing effort.
- Describe the classification of e-marketing activities and distinguish between various types of e-marketing.
- cite key considerations for establishing an online presence; and
- list possible metrics for measuring your e-marketing success.

6.1 INTRODUCTION

Like many other spheres of life, marketing has been significantly impacted by the digital revolution. You learned in the preceding lesson that marketing is primarily concerned with the goal of producing customer value in the context of information products, just like it is with all other products and services.

The design of marketing aimed at them must change in order to deliver value in terms defined by these customers as the customers, towards whom the products and services of the modern libraries and information service providers are directed, change their life styles and methods of utilizing, storing, and retrieving information.

The use of the World Wide Web, quick advancements in broadband connectivity, enabling back-end technologies, and ongoing efforts to support program integration of communication and information technology have opened up previously unimaginable levels of access to information and the potential for information search.

Therefore, suppliers of information products must adopt a new paradigm, that of the informed and empowered customer with a variety of options and an ever-expanding reach of enabling technologies like the internet and web browsers.

According to research, there will be 1.5 billion net users worldwide by 2007. People now have the means to harmonize information utilization in previously unheard-of ways thanks to usage and the acceleration of usage.

Electronic marketing, sometimes known as e-marketing, is the art of applying the powerful capabilities of the internet and related technologies to the business of marketing.

6.2 E-MARKETING BENEFITS TO USERS AND PROVIDERS

The fundamental reason that transaction marketing of information products and services is expected to increase is because it helps both the customers and the providers. Let's examine the advantages that marketing informational goods and services brings to consumers or users of those services.

6.3 ADVANTAGES FOR USERS

The advantages of e-marketing to consumers are numerous and will have a significant impact on how future growth and success for companies offering these goods and services. The biggest advantage is convenience, as customers of information products and library services don't have to physically visit the library and search through books and catalogues to find what they want. By browsing the websites of the service provider and

their rivals, the entire information search and comparative product evaluation can be completed.

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Flexibility in terms of time and location is the second main advantage. Users of these goods and services are not restricted by things like library closing times or holidays, etc. Thus, other than those set by the users themselves, their browsing, product search, and selection are not restricted by space or time. Users or purchasers can learn about the various items and services and make purchases without having to wait for salespeople or transaction staff to assist them, making online shopping private and simple.

The Internet offers more options and selection to consumers of information products and services since it is an infinite repository of information. Customers can obtain goods and services regardless of the market location's geographic restrictions.

E-marketing also makes it possible to compare rival goods and services very simply. For instance, Amazon.com's top ten list, in-depth product descriptions, and reviews for books allow consumers to gather a wealth of pre-purchase knowledge and make a more informed decision. It is tough to picture any salesperson giving potential users or customers this kind of information.

6.4 ADVANTAGES FOR PROVIDERS

While the Internet has shown to be a tool that gives customers more power, it has also made marketers more capable. The highly interactive nature of the Internet and easy access to consumer information, including their purchasing patterns and preferences, have allowed information product and service marketers to create and use efficient customer relationship management systems.

This one-on-one interaction with customers enables information product developers and marketers to familiarize themselves with customer needs and wants, actual transactions occurring, and customer satisfaction or dissatisfaction with the existing products and services in order to be able to provide customer value in a more realistic and responsive manner.

Through the use of e-marketing techniques, marketers have shown the effectiveness of numerous activities from a market perspective. Marketers discover that they may reduce costs, save time, and improve delivery efficiency by directly communicating in real time with suppliers, distributors, advertisers, production units, etc. Similar savings can be passed on to customers by marketers, strengthening their position in the market. Other expenditures, such as rent, can also be reduced, including inventory costs and operations.

Marketers have been able to accelerate the logistical and distribution processes involved in the transaction by working directly with customers and using web-based order-booking, which has increased the value of the delivery to the customers. With the internet-enabled processes at their

disposal, libraries—public, academic, and special—find it quicker and simpler to process and track customer requests regarding information products and services.

Through the web, libraries and other information product and service providers can develop and deliver current and targeted marketing materials. The idea of market segmentation has previously been covered in earlier units. Focused marketing communications, product updates, information on new service features, etc. can be delivered targeting particular consumer categories based on the recognized requirements of the various consumer segments.

Similar to consumers, suppliers of information products and services likewise have limitless, free access to markets around the world. Most libraries are public and nonprofit organizations, which benefit greatly from electronic marketing.

6.5 E-MARKETING CLASSIFICATION

The following three kinds of E-marketing activities can be determined by the target market that was selected:

- a) Business to Business E-Marketing
- b) Business to Consumer E-Marketing
- c) Consumer to Consumer E-Marketing

We will quickly review each of these models that are now in use and attempt to explore how they may affect the marketing of informational goods and services.

Business to consumer marketing entails focusing marketing efforts on the end users, as the name suggests. A significant portion of liner buyers' internet shopping now includes books and other knowledge-based products. The distinction between traditional and online shopping is that online shopping gives the customer more control over the purchasing process. The consumer typically starts the exchange process on their own.

Customers are more receptive to factual information than to aggressive selling, therefore online marketers must use different strategies to reach them.

On the other hand, business to business marketing is the term used to describe marketing activity carried out by some organizations online that is intended towards other organizations, such as suppliers, vendors, ancillaries, collaborating partners, etc. Although there has been a lot of writing about B2C marketing, in terms of volume and value, B2B marketing is emerging as the primary form of exchange.

We'll focus on business-to-consumer (B2C) marketing of information products and services in this unit. This unit's main goal is to familiarize you with the many parts of libraries' electronic marketing initiatives that

are aimed at their major consumers—subscribers and other distant potential users. Let's examine the adjustments that must be made to marketing practices in order to transition them to the digital age.

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According to renowned scholar John Diebold, there are three stages in which technological innovation is adopted. People generally perform the same tasks in the initial stage while beginning to use new tools created by the new technology. The work itself starts to change in the second stage, and the third stage is characterized by a transformation of society as a result of technical advancements everywhere around it. The second and third stages are where we are at in the developing world. The manner that work linked to information search, acquisition, and use is addressed is currently undergoing a significant revolution, and society as a whole is changing as well.

Libraries need to change some aspects of how they operate as information service providers because people's expectations for information access speed and variety have changed as a result of exposure to the World Wide Web era and its ubiquitous nature as a repository of a wide variety of information.

Check Your Progress:

1. E-marketing Benefits to Users and Provider
2. Advantages for users
3. Advantages for Providers
4. E-marketing Classification

6.6 CRITICAL ISSUES IN DEVELOPING E-MARKETING STRATEGY

The following aspects of potential strategy need to be properly recognized and defined before the venture into e-marketing of Information services and goods can be made. The answers to these questions will aid in defining the segmentation, targeting, and positioning possibilities for information product and service providers, as well as aid in determining the marketing mix that must be built for the e-marketing campaign.

Before creating an e-marketing plan, it is important to consider the following:

- Who are our customers and what benefits do they seek?
- What essential goods and services can we provide to clients to meet their requirements and desires?
- How do our goods and services compare to those offered by alternative suppliers to consumers who offer the same or similar services?
- How well defined are our service offerings and product lines, and how well informed are our customers about these offerings?

- Are we able to provide these goods and services to our intended clients at a fair and competitive price?
- What other methods can we use to get clients to understand the value the library offers if we can't charge them directly?
- In what additional ways can we provide our goods and services over the internet in the most effective manner for us and the most practical manner for our clients?
- How can we tackle the issue of remote library service delivery without sacrificing effectiveness and efficiency?
- How can we inform potential customers about our goods and services to guarantee adequate product usage?
- How do we assess the success of our marketing initiatives?
- In the era of the internet, how do we develop and stay relevant?

However, it is logical to suppose that for a while, in an economy like ours, electronic libraries would function as a supplement to physical libraries rather than as the exclusive or primary provider. According to Kumar, in order for physical libraries to be replaced by online libraries, the following requirements must be met: • there are many people accessing the internet; • the internet is able to provide a better value proposition than traditional providers; and • the product or service can be offered over the internet and is sufficiently standardized that no pre-purchase inspection or evaluation is necessary.

As you can see, the current situation for Indian library patrons prevents all of the aforementioned requirements from being satisfied. E-marketing tools, on the other hand, can be used to advertise library services and goods as a whole, including both physical libraries and the value-added online services and goods provided by the libraries.

Two distinct types of organizations have emerged as a result of the expansion of the internet. One category includes:

Click Only E-marketers, who exclusively conduct business online and have no physical location.

Famous click-only businesses include Expedia and Amazon.com. The search engines and portals that started out as search engines and eventually extended to offer value-added information services, such as news, stock market reports, entertainment, share and commodity pricing, etc. are also included in the Click Only group. These could be viewed as libraries' direct competitors. Search engines and portals like Google and Yahoo are examples.



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(Image Source : <https://www.livemint.com/Companies/p3ugSWGUFzaPV3piTq0uDJ/Expedia-plans-technology-centre-in-India.html>)

The established organizations that eventually embraced the power of information technology to increase the exposure and efficacy of their marketing activities are represented by the click and mortar businesses, on the other hand. Therefore, these businesses combine the advantages of both a physical and online presence by having both. The majority of libraries would be considered organizations in the latter group.

6.7 ORGANISING THE E-MARKETING EFFORT

The subsequent actions would need to be taken in order to organize the E-marketing effort:

- Understanding customer needs,
- segmenting and targeting markets,
- choosing the right marketing mix,
- establishing an online presence, and
- providing goods and services online are all steps in the marketing mix implementation process.
- Assessing the E-marketing campaign

Let's examine each of these initiatives from the viewpoint of information service providers like libraries.

6.8 UNDERSTANDING CONSUMER NEEDS

The current and potential clients are the main targets of any marketing initiatives. This is true for both traditional marketing efforts and electronic marketing activities. Public libraries attempt to serve the entire community, while institutional libraries have rather defined target

populations. In order to satisfy consumer demands and accomplish marketing goals, it is essential to first understand what those needs are. The information demands of current and potential online consumers can be understood by using a variety of marketing research methodologies. Among the often-employed instruments that can be used are:

i) Consumer profiling: Public libraries and other similar suppliers of information products and services can analyze the socioeconomic and demographic characteristics of the target users using institutional databases or census data. They will be able to gain a comprehensive understanding of the target clients they are supposed to serve as a result.

ii) Surveys and questionnaires: Descriptive research techniques like surveys are used to discover the usage patterns, anticipated needs, perceived gaps between needs and available resources, satisfaction levels, and preferences of consumers. Online surveys are being used more frequently for time- and money-saving research. It is crucial for librarians to be able to choose representative samples, including current and potential users, and to provide user-friendly questionnaires that collect the data the library needs.

iii) Focus groups: Unlike sample surveys, which allow marketers to gather data from their current and potential clientele, focus groups are made up of informed participants who have been hand-picked to participate in in-depth discussions in small groups so that marketers can gain targeted insights into particular elements of their marketing program. These discussions are conducted as open forums for discussion on particular marketing issues, such as new services to be offered, features to be added to the online delivery of library goods and services, pricing issues, etc. They are recorded live to make sure that every discussion is recorded for later analysis.

iv) Utilizing or relying on technology Research: As library operations become more and more computerized, libraries now find it convenient to use technology to extract data from transaction records (such as searches for online content and OPAC searches), circulation records, online feedback, or specifically created online surveys.

v) Qualitative research methods: Marketers occasionally use qualitative research methods, such as word association and TAT, especially in the case of novel product and service concepts, to learn how consumers perceive potential goods and services. In turn, this information aids marketers in positioning services and goods in accordance with customer expectations and promoting them in a way that ensures consumers are fully informed of the attributes of the goods.

It is advisable to have enough knowledge of the specific demands and expectations of the consumers from such items and services before starting the online offer of library products and services. The library would be able to determine which specific needs segment it would like to focus on as its target segment if it had a thorough understanding of the various consumer needs and expectations.

Market segmentation and targeting

Libraries currently compete directly and indirectly with other institutional providers, search engines, and web portals. Libraries should have a proper customer orientation and a clear customer focus, in terms of what client groups and what specific needs of these customer groups they want to address, in order to survive and grow in a competitive world. Understanding consumer groups is crucial since it aids in choosing the precise products that should be made available to each group.

When resources are scarce and it becomes difficult for the library to meet the demands of every segment of current and potential customers, segmentation also aids in choosing a specific group or set of identified needs to serve. Public libraries have comparatively more flexibility in picking certain user categories to serve, whereas institutional libraries have less alternatives in deciding the specific markets they plan to serve.

Although students and faculty are the institutional libraries' main audiences, an online offer may by design also include other subscribers like course designers and experts, researchers interested in the institutional services, and external subscribers who may want to join in, if institutional policy permits. All of these could be planned as fee-based services that contribute to the creation of library resources.

Each library must choose its core target markets and the kind of requirements it would like to serve as its main constituency based on the data produced by its marketing study. The following are some selection criteria that the E-marketing initiatives may use:

- The largest customer base (Undergraduate students),
- the most frequent users (Research or Postgraduate students,
- Faculty in the case of Institutional Libraries),
- the smaller but more specialized groups currently underserved by current means,
- consumers who are challenging to reach through other means, and
- potential customers

6.9 CHOOSING THE RIGHT MARKETING MIX

You have become familiar with the idea of the marketing mix and the ideal marketing mix as a result of your exposure to the early units. In this section, we'll talk about the modifications to the marketing mix needed to support the promotion of information products and services.

i) Selection of Products and Services

The fundamental elements of the trading process are goods and services. The ability of the products to meet consumer expectations, including the package of benefits that they want from the library, and to provide acceptable solutions to customers' needs is necessary for the successful marketing of information products and services.

You have already learned about the several product levels, such as the core product level, tangible product level, and augmented product level. In the case of information products, the information that consumers want to satisfy their diverse needs for reference, validation, and understanding is the primary product.

Most of the time, the library's patrons at any given time are concentrated on a single search. In other words, users look for material on a particular topic for a particular reason at a particular moment (e.g., pursuing a course, preparing a report, conducting reference research, or reviewing previous literature on a certain issue). In terms of the types of information they want to make available for the e-marketing endeavour, providers of information services and products must clearly identify for themselves the primary benefits they would like to place on offer for the chosen target markets.

The physical product serves as a representation of what is actually given to the customer. This would illustrate the various ways in which information can be packaged as product lines, such as:

- e-journals,
- reference materials, or
- services, including databases, question banks, guided queries, etc. for information products in the e-marketing format.

As a marketer, you might decide to add features or components to your goods and services in order to increase value and set your offer apart from that of your rival. The augmented product is the consequence of this augmentation, which aims to improve the main product. While an online reference search service may be the primary offering of a provider of online library services, this service can be enhanced by including ordering and delivery options to allow customers to physically access the product, a directed query service, or synchronous or asynchronous chat options with library staff to enable directed search.

Providers must properly identify their products at the core, tangible, and augmented product levels for the e-marketing endeavour, which represents a very competitive marketing domain.

This gives them the conceptual clarity they need to understand the general benefit they are providing, the deliverable product, and the arguments they want to make about the product to give it value and set it apart from competitors in the eyes of the customer.

Libraries can choose the product mix they would like to offer through the e-marketing effort based on the consumer demands determined through the marketing research process.

Specific collection of electronic journals the library's staff offers reference services. borrowing between libraries access to networked CDROM databases, the institution's web-based OPAC, and electronic documentation.

All day, every day a digital reference service to exchange graphical animation and schematic drawings.

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Use desktop video conferencing.

Answers to specific questions formal education assistance for students enrolled in various programs.

Information services for working professionals' demands in lifelong learning.

The library would make selections regarding which products to offer to which consumer segment as part of its product mix. What systems and backup support would need to be put in place to enable continuous and reliable access, what decisions would need to be made in relation to the aforementioned products and services, and what kind of training would be required for library staff in order to support the e-marketing environment.

Brand identification is a crucial concern in the context of e-marketing library services.

There is a risk of the library losing its provider identity in the sea of Internet-based providers, such as public portals and search engines, when customers in dispersed places use library services in addition to any other web-based services they may be using. Libraries must consequently have a recognizable "look and feel" that allows consumers to easily recognize their work.

ii) Pricing Decisions

It is expensive to mobilize information resources, prepare them for use by paying royalties and other fees connected to intellectual property, and develop mechanisms for the electronic delivery of these goods and services. To pay their expenditures, libraries typically charge a membership or subscription fee.

While public libraries must clearly assess incremental costs of entering e-marketing and have to offset them against the growing user base or design the user fee structure to pay for the additional electronic services being offered by them, institutional libraries are given a share of the student fee that may or may not be clearly earmarked in the fee structure.

However, it is crucial to understand that for both types of providers, some of the expenditures associated with e-marketing are one-time capital expenses that can only be recovered over time. The operational and variable costs, on the other hand, must be allocated to the precise operating cycle in which they arise. The assessment of cost per user, which may be used as a basis for choosing the user fee to be paid, is a superior method of pricing such initiatives.

Differentiating between services and items that will be provided to subscribers without any additional fees and those for which there may be a specified additional fee is crucial for the e-marketing campaign. Marketers

of information products and services would, like all service organizations, have to make policy decisions about whether to include all access costs incurred by customers in the subscriber fee or to keep the basic subscriber fee low but impose additional fees for specialized services based on usage.

iii) Promotional Decisions

All actions performed to increase consumer awareness of the library's offerings and encourage the use of those services are included in the promotion decisions. Before choosing the promotional activities to be carried out, it is crucial to examine some of the following difficulties in the context of E-marketing.

It is necessary to clearly allocate the promotional budget within the marketing plan for the E-marketing effort because it is frequently challenging to justify promotional costs once the initiatives have been implemented. The promotional requirements are frequently not met unless the library portal is accessed frequently enough. Usage requires awareness as a fundamental requirement. Even though subscribers to institutional libraries may be aware of the services provided by the library, they might not be aware of the full range of services the library provides.

is especially true for initiatives that are conducted online, where additional efforts may be required to inform current and future customers about the full range of goods and services that are being made available in electronic format. Technology-assisted electronic library service promotion has been noted by Natarajan (2002) as a crucial element in promoting the use of online library services.

The goals and task methodology could be used to determine the promotion budget for an online marketing activity. This makes it possible for the funding to be allocated depending on the real goals that the promotional activity is intended to achieve. The following could be among the goals of the promotional activity for web marketing:

- raising awareness of the online Library
- Initiative among current users educating current and new customers about the full range of goods and services available via the internet
- educating current and potential customers about the new service and product lines that have been added to the library's product mix
- enticing non-users to sign up for and utilize the library's services
- encouraging current customers
- to adopt the new services and product lines available
- encouraging more frequent use by current customers
- updating knowledge among target consumers, potential customers, and the broader public about the library, its goods, and services.

The promotional objectives would need to be more precisely specified for a given promotional plan, in terms of the goals desired to be attained as a result of the promotional activity. For instance, "raising the awareness levels among 70% of the existing subscriber population by 30% in the

current year" may be described as one of the promotional objectives for online marketing of information products and services.

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Following the definition of the promotional objectives, important choices would include:

- What needs to be communicated?
- Who is the communication meant for (the target audience decision)? (The choice of the message)
- How should it be said (the delivery of the message)?
- What forms of media or channels of communication ought to be employed to spread the message?
- Who is in charge of the organization's promotional efforts?
- How should the impact of a promotion be assessed? (The choice of the evaluation method)

You would have realized how connected these selections are after reading the list of important choices above. The media options that can be employed for promotion will be affected by the profile and media habits of the target audience. In the case of information products and services, the message choice would need to be more focused on detailed information regarding, online products and services as well as the conveniences made available to the customers through online initiatives. To draw viewers' attention, this message must be artistically and beautifully packaged, especially when the information is being made available to the general public. Public-domain internet advertising frequently takes the shape of banner ads on well-known websites, side-hanging ads, interstitials (also known as pop-up ads), content sponsorship, and microsites.

When advertising is intended for a closed subscriber group, as in the case of institutional libraries, thorough and highly informative emails that are tailored to the individual needs of the subscribers are a relatively affordable option.

The amount allocated for advertising determines the media choice as well as the users' media habits. Brochures, company-wide emails, emails based on mailing lists, inserts on institutional websites, newsletters, posters, infomercials on other websites, presence on well-known search engines, running scrolls on electronic media like educational television, participation in web communities, etc. are examples of promotional media for e-marketing efforts.

Any lag between the availability of new products and services and the information about them, to the existing and potential customers, represents loss of business, and since online marketing initiatives are extremely dynamic in nature, it is important to allocate specific responsibility for the promotion activity within the organization. This could be prevented by designating a person or group of people within the organization with explicit responsibility for promotions.

Promotional efforts require the use of financial and organizational resources, just like all other inputs. You could determine whether your

promotional activities are yielding the expected effects or if they need to be improved by conducting regular evaluations of these initiatives. Promotional objectives themselves serve as the foundation for objective criteria for evaluating promotional initiatives. If you think about the example of the specific marketing objective that was provided above, you will see that evaluating the awareness levels following the promotional effort is unquestionably an objective criterion to determine whether your promotional effort was successful.

It is possible to assess the effectiveness of a promotion by assessing how well its quantitatively defined promotional objectives were met.

iv) Decisions Regarding Distribution

In the context of marketing initiatives, distribution decisions refer to choices about how to make the organization's goods and services accessible to customers at convenient times and locations. Distribution choices in the specific context of internet marketing initiatives would comprise the following:

- Are the online goods and services to be made available to all subscribers or just the ones who have been specifically identified? For instance, would online journals be accessible to all students or just postgraduate and doctoral students?
- Are the internet goods and services going to be made available to everyone or only the current users and members?
- Are the products to be made available continuously or only within a defined window of time? Are there any software requirements for users to access library materials and services?
- How will access be made available to both current and potential users?

Despite the fact that the majority of online information products and services are delivered electronically, it is important to keep in mind that some value-added services, such as printing hard copies of articles or references, may necessitate allocating organizational resources for material handling and dispatch.

The marketing mix would include three extra Ps since e-marketing of information services and products entails service transactions. These are the people, procedures, and tangible proof. Particularly pertinent within the context of libraries and information centres are the first two.

The library staff serves as the People component of any e-marketing campaign for information services and products, and they are a crucial resource. By occasionally offering a tailored and personalized online problem solution to the user's demands based on their training and expertise, the staff provides product augmentation. Additionally, if necessary, they take part in online dialogues and enable directed inquiry searches.

It takes special training and preparation to deal with dispersed and distant customers on a regular, round-the-clock basis for library staff to be ready for an e-marketing campaign.

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Processes are the order and protocols that online library service providers put in place to make it possible for users to access and use the services. Because it increases the value that the consumer perceives in your e-marketing effort, the procedures' simplicity and user friendliness is a source of competitive advantage for the campaign.

Check Your Progress:

1. Discuss the critical issues in developing e-marketing strategy
2. State the efforts in organizing Organising the E-Marketing Effort
3. Understanding Consumer Needs
4. Choosing the Right Marketing Mix

6.10 SUMMARY

Information products and services can now be provided to a community of consumers and learners anywhere in the world without being restricted by physical brick and mortar buildings thanks to recent technical advancements. The e-marketing procedures and associated choices necessary for the online promotion of information products and services are covered in this unit. When products and services are made available online, both providers and consumers can actually benefit. Chief among these is the nearly limitless convenience for the consumer at his or her preferred time and location, as well as the virtually limitless market access made available to the provider of such goods and services. But when it comes to the marketing mix's elements and how marketing campaigns are carried out, online marketing calls for a new perspective. The Unit addresses the components of the marketing mix in the context of online marketing and offers suggestions for planning, carrying out, and assessing the complete marketing initiative.

6.11 QUESTIONS

1. How should you study e-marketing?
2. How is e-marketing important for different media channels?
3. Name one emarketing strategy that you know did wonders for the brand?

6.12 FURTHER READINGS AND REFERENCES:

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SOCIAL MEDIA MARKETING – FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE

Unit Structure

7.0 Objectives

7.1 Introduction

7.1.1 What is Social Media Marketing?

7.2. How to market your business on social media

7.2.1. How Successful Is Facebook Marketing?

7.2.2. Stats from Facebook

7.2.3. Does Facebook Marketing Actually Work?

7.2.4. How Can Businesses Effectively Use Facebook Advertising?

7.2.5. Why Facebook Ads Are Important for Your Business?

7.3. How to plan your brand's Twitter marketing campaign

7.3.1. What is marketing on Twitter?

7.4 Lets Sum Up

7.5 Questions

7.6 References and further readings

7.0 OBJECTIVES

- Recognize the key elements of social marketing,
- distinguish it from commercial marketing, and
- comprehend the notion of social marketing.

7.1 INTRODUCTION

7.1.1 What is Social Media Marketing?

'Social marketing: an approach to planned social change' was the title of a highly influential paper written by Kotler and Zaltman and published in the Journal of Marketing in 19'1. It is largely acknowledged that this was the first time the phrase "social marketing" was used technically in the management community. "The design, implementation, and control of programs calculated to influence the acceptability of social ideas and

involving considerations of product planning, pricing, communication, distribution, and marketing research," is how they described social marketing.

However, how does social marketing differ from traditional commercial or company marketing? Social marketing attempts to benefit the target audience and society as a whole rather than just the marketer financially, which is one of the main differences between the two types of marketing. It aims to change social norms and behaviors as well as perceptions and attitudes. Especially for family planning and HIV and AIDS campaigns, as well as more recently for a variety of subjects like drug usage and organ donation, this tool has been heavily utilized in international health projects. To achieve these outcomes, it is deliberately utilized to sway policy making at many levels.

As a result, social marketing refers to the appropriate integration of marketing principles and methods into society for the purpose of achieving particular behavioral objectives for a social good. Basically, the main goal of "social marketing" is "social good," whereas the main goal of "commercial marketing" is "personal benefit." This is not to say that marketers for businesses do not help advance social good. This will be covered in the readings for this unit.

Kotler himself described the idea as follows: According to the "societal marketing concept," an organization's job is to identify target market needs, wants, and interests in order to satisfy those needs, wants, and interests more effectively and efficiently than rivals while preserving or improving both the consumer and societal wellbeing (Kotler, 1994). you'll do. Take note of the emphasis on determining the clients' wants and delivering a service or product of the appropriate caliber. It also excludes the profit-oriented aspect and takes into account society's well-being.

7.2. HOW TO MARKET YOUR BUSINESS ON SOCIAL MEDIA

Any marketing strategy must include social media, but small business owners who are unfamiliar with the many platforms may find it intimidating. Fortunately, learning social media marketing is not too difficult and doesn't cost a lot of money or time. As long as you get to know your target audience and have the ability to consistently produce interesting material, any budget can support a strong social media marketing campaign. Here's how to use social media to advertise your company.

1. Determine your target market

Many companies make the error of attempting to connect with everyone. But being aware of and planning for your audience can help you reach the right individuals with the correct message and more successfully accomplish your marketing objectives.

To start, decide who your target market is. You should base the specifics of who these folks are on the audience information you already have and your market research.

To locate your target market: assemble data. You must be aware of your target market's characteristics in order to reach them. To effectively promote to your audience, it's critical to understand things like their ages, localities, and interaction trends. Although gathering this data may seem difficult, customer relationship management software organizes, saves, and makes it simple to use.

Analyze social media: Many social media sites, such Facebook and Twitter, include built-in analytics that can provide you with information about your followers, such as when, where, and other interests they may have. Additionally, using these tools with business accounts is free.

Analyze the opposition; You'll gain insights on how to communicate with your audience by comprehending your competition. To address any gaps in your present approach, you can look at what your rivals are doing incorrectly.

Once you've defined your target market, it's critical to stay current on their interests and to put a social listening plan into practice to comprehend their demands and goals.

2. Specify your objectives and KPIs.

Setting objectives that direct your work is crucial if you want to succeed at social media marketing. A helpful framework for setting up fundamental goals and achieving your overall objectives is provided by the SMART goal technique.

SMART is short for:

Specific: It's critical to be explicit about the specific results you aim to attain in order to monitor progress and meet goals. Getting your team on board as you work together to achieve the goal is very vital. For instance, you might want to increase your Twitter followers by 20% this quarter as a specific social media goal.

Measurable: You must be able to quantify whether you have succeeded in achieving your objective. That is achievable because to measurement. By using metrics to gauge your development, you can adjust your goals as necessary. For instance, if you discover that likes and followers don't result in increased website traffic, you can modify the statistic to one that will.

All objectives should be attainable for your company. Unrealistic goals run the danger of demoralizing workers and causing conflict in your business plan. Make sure to change your goals as you establish them if it seems like you aren't achieving them.

Relevant: Your social media marketing aims should line up with your overarching corporate goals. For instance, if increasing brand recognition is your goal, you may establish a target of getting 100 social media followers to click through a post to a landing page that details your services.

Timely: Your goals should have a deadline in order to hold oneself accountable. Set a particular cadence to check in and make sure you're remaining on track rather than setting a goal for some vague point in the near future.

Although there are numerous moving pieces in social media marketing, SMART goals provide you a place to start as well as a way to monitor progress and make adjustments as necessary.

3. Use your resources judiciously.

Social media tasks are occasionally arbitrarily delegated by small organizations that are time and resource constrained to whoever is available. However, managing social media calls for particular abilities, such as:

- strategically minded
- Organizing abilities
- branding knowledge

Hiring a specialist to manage your social media can be beneficial if you have the funds. If you don't have the funds to hire a social media manager, you can still spend money on social media adverts, which can increase reach and promote brand awareness.

4. Use a variety of platforms

Think about the many social media channels that your customers frequent. In the end, your plan should enable you to reach as many users of social media as you can, something you cannot do by concentrating on just one site.

Depending on your demographic, you may have three opportunities to get your content in front of them throughout the day because many people use Facebook, Instagram, and TikTok. Instagram, Facebook, TikTok, LinkedIn, and Twitter are among the social media applications to be aware of. It is not required to invest in a plan for each of these platforms, though. Instead, take into account the apps that your clients are most likely to utilize.

5. Consistently publish pertinent content

Consistently posting fascinating, engaging information is the key to success on social media. This will not only help to give your company a trustworthy appearance, but it will also demonstrate that you care about engaging with your audience and that you have current information to impart.

The social media networks' algorithms vary over time, but the posting rule is constant: Using this technique will help your content appear in newsfeeds. By concentrating on producing consistent, pertinent material, you may convince the algorithms that your posts deserve to appear in different newsfeeds, which will eventually draw users to your page.

6. Communicate with fans

Because social media consumers like communicating with brands, businesses gain advantages like:

- Social evidence for your company
- greater market penetration
- increased brand recognition
- Cost-efficiency

The potential for a high return on investment (ROI) is enormous given that 83% of consumers place a high value on the customer experience, which includes interactions with brands on social media that help customers feel seen, heard, and understood. Using social media, you can keep an eye on conversations as they happen and quickly address any queries or issues from your audience.

Various forms of this include:

- posing inquiries about your offerings
- the formation of a Facebook group for your audience
- enhancing communications with emoticons, videos, and GIFs
- using platform tools, such as Instagram Live, to launch conversations

Allowing yourself an hour each day to interact with your audience on social media is a wise plan. However, you should always take the time to answer right away if there are urgent issues.

7. Consistently act professionally

It's crucial to keep in mind that whenever you publish something on social media, you are representing your company. Too frequently, posts are misinterpreted, upsetting followers and causing strife. Consider developing a social media strategy to direct your staff members' posts and interactions if your social media duties are delegated to others.

A typical social media policy will often include the following:

- Clearly stated guidelines for posting
- guidelines for responding to unfavorable comments
- Platform regulations and guidelines
- Considering brands
- security measures

You can ensure that your company is prepared for every situation by investing in a social media policy. It's critical to keep in mind that using

social media is fundamentally about putting your customer service philosophies into practice.

8. Display your brand's personality

Your company's brand identity is what makes customers relate to you and distinguishes you from your rivals. Therefore, consistency should be maintained throughout all marketing channels, including print, internet, and social media.

For businesses, maintaining brand consistency can be difficult, especially in the beginning. But it's significant across platforms, and social media is undoubtedly one of them. You should consider the following as you post:

- A brand voice is the manner in which you communicate with your audience.
- posting the same images on several platforms
- concentrating on your selling proposition.

A consistent brand identity can assist enhance brand loyalty in addition to making it simpler to decide what to post.

9. Give quality more weight than quantity.

Instead of making as many articles per day on as many platforms as you can, you should concentrate on producing regular, high-quality postings. In fact, if you upload too many low-quality items, several social networking platforms may penalize your account and flag you as spam. Whoever manages your social media, whether it be you or a teammate, publishing could also become overwhelming and troublesome, which could end up hurting rather than helping your approach.

Consider developing a social media calendar to reduce these dangers. You can use these calendars to arrange your schedule and plan posts in advance. Marketers can keep track of the different moving aspects of social media by categorizing posts into categories like when to post, post caption, post visual, and which platforms to post on.

Asking yourself the following questions is an additional technique to prioritize quality posts:

- Does this information benefit my readers?
- Is this something new?
- Is this motivating, inspiring, or enjoyable?
- Does the text, if necessary, cite its sources?

You may use all of these inquiries to produce high-quality content that will interest and draw readers. The key to assisting you in reaching more online users is learning about the best social media material to publish for each platform.

10. Evaluate your outcomes

Social media marketing is influenced by a wide range of variables, therefore it's crucial to evaluate and track progress. Analytics are practical because they can:

- Improve campaigns
- Set new objectives.
- Identify tracking metrics

Check Your Progress:

1. What is Social Media Marketing?
2. How to market your business on social media

7.2.1.How Successful Is Facebook Marketing?

The world has been taken over by social media, and Facebook, the largest social network, is in charge of it. It was amazing how quickly it caught on since only college students were using social networking sites like Facebook ten years ago. Everyone might be seen looking through their phone or laptop today to check for Facebook updates from friends and relatives.

There has been a heated discussion about whether businesses should utilize Facebook for social media marketing ever since Facebook disclosed that they modified the algorithm used to display adverts in the news feed.

It might be challenging to determine whether your Facebook advertising are successful and what you can do to improve their performance. The efficiency of Facebook ads and how they compare to other forms of advertising, such as Google Ads, are hotly contested topics.

Some contend that advertisements from companies on Facebook should be completely avoided. Would you believe, though, that Facebook marketing and advertising may be both incredibly cost-effective and quite effective? In this post, we'll look at Facebook advertising strategies for businesses to reach their target market and how to evaluate the results.

7.2.2.Stats from Facebook

Let's first take a look at some Facebook data before continuing. As of the second quarter of 2021, Facebook had over 2.89 billion monthly active members, making it the largest social network platform globally. With such a large user base, it is understandable why so many businesses are running Facebook advertisements.

There are more than 190 million users on the site alone in the United States. More than half of their user base is represented by this. Only 44% of Facebook's overall readership are women, compared to 56% men.

The study discovered that men between the ages of 25 and 34 made up the largest demographic group on the social media site, while women between the ages of 18 and 24 made up 9.4% of all active Facebook users globally.

Facebook generated \$29.08 billion in revenue in the second quarter of 2021, primarily from advertisements. It has increased by 59% from last year. However, daily consumption is stagnating in the USA and Europe.

"More businesses are turning to Facebook as an advertising medium because it's affordable and simple to use," claims Ben Simkin. Facebook may be utilized effectively by businesses as a tool for lead generation, for example. Businesses can set up Facebook groups and provide people interested in their industry or business with useful content.

The majority of people are accessing the website using a mobile device, which is more intriguing and unexpected to learn. How can businesses use this large network to reach these millions of consumers is the question. The only viable option for doing this is through Facebook advertising.

7.2.3.Does Facebook Marketing Actually Work?

Regardless of how experienced you are with paid social media in general or paid social advertising on Facebook specifically, it is a perfectly valid inquiry. After all, the entire procedure may initially appear a little perplexing. You can have a lot of inquiries, for example:

- Which advertisements are they? What distinguishes them?
- How much does Facebook's paid social media cost?
- How do you pick the ideal ad format to connect with your target market and achieve the greatest outcomes?

The basic solution is that some Facebook ad kinds work best for conversions and effectiveness. These three phases are followed by an effective advertisement, whether it is posted on Facebook or elsewhere:

- Recognize your company's objectives and define success.
- Clearly state who your target market is.
- To assist you in achieving your business objectives, pick the appropriate sort of sponsored social media advertisement.
- Determine which tactics are most effective, then use them again.

7.2.4. How Can Businesses Effectively Use Facebook Advertising?

Businesses have a fantastic opportunity to advertise on Facebook and market their goods and services. As marketers, we are aware of the platform's enormous reach and plenty of data that can be used to produce engaging advertisements for your target demographic. Additionally, there are a wide variety of ad formats and targeting options accessible, expanding the alternatives for generating an advertisement. Here are a few strategies firms can use Facebook advertising successfully:

Target the Correct Audience

Make sure to identify your target market before launching Facebook ads. Who particularly do you want to contact? Try to concentrate as much as you can on speaking to a very specific audience. Your goal should be to produce effective advertisements that draw the appropriate audience to your goods and services.

Once they are interested in your articles or pages, it is simpler for you to communicate with them and provide value-adding content, which will eventually lead to an increase in their interest in your brand. Your advertising will work better the more you can interact with them. It implies that they will be more likely to respond to your advertisements and finally make a purchase from you.

Determine Your Goal Keywords

Finding your target keywords is the next stage in developing effective ads for this specific demographic. When someone searches for a product or service online, it is important to understand who they are, what interests them, and how you can connect with them.

Making relevant advertising with a call-to-action that customers want to click on will be lot simpler for you if you do this. Finally, make sure your ad copy is attention-grabbing and appealing to fully grab the attention of your target demographic on Facebook.

Explore Your Facebook Ads Manager's Advanced Options

It's time to use more sophisticated choices in your Facebook advertising manager now that you've chosen the appropriate audience and keywords. These consist of:

Ad frequency cap: By establishing a frequency cap, you may control how frequently people view your advertisement after clicking on it. This means that the person who clicks on your advertisement will only see it X times in total.

The cost-per-click decreases as the frequency cap increases, and vice versa. Companies employ this strategy in order to avoid offending their potential clients too much with pointless messages from them through excessive advertising.

Setting up conversion monitoring is necessary if you want to assess the efficacy of your Facebook advertising. This will enable you to precisely track the number of viewers of your advertisements who go on to buy a good or service from your website. To determine how many clicks came from Facebook, utilize Google Analytics.

Make retargeting ads: Recall how we discussed choosing the ideal audience to target in order to broaden your reach? Retargeting advertising are one of the most effective ways to achieve this.

Try to warn your consumer base as much as you can that they might see an advertisement if they visit another website after making a purchase from you on Facebook.

Just be careful that it does not appear spammy to them and that it keeps delivering valuable content so that over time, their interest in your product grows until they eventually make another purchase from you.

Add dynamic product ads: Dynamic product ads are similar to retargeting advertisements in that they can be directed at visitors to your website who have already made a purchase from you. It is great if the message of these dynamic product advertisements is adjusted to reflect the recent website activity of your potential clients.

For instance, the ad language should emphasize that you have this specific style in stock and give a discount if they have viewed a product page for men's shoes.

Create Custom Audience: You can easily create custom audiences based on demographics and interests using Facebook Advertising tools. Simply put, it will be simpler to target customers who prefer particular brands or items as well as those who reside in particular geographic areas.

Use video advertisements: It is best to produce video ads if you want to ensure that your Facebook ads perform better and have greater effect. You can accomplish this by simply posting a pertinent video to your Facebook page or by commissioning a professional production company to create a brand-new one from start.

By using this strategy, you can not only present a professional image for your company but also increase conversion rates because videos have been shown to be considerably more effective at grabbing viewers' attention than just text.

Today, a lot of companies have already switched over to using online advertisements instead of their traditional forms of advertising because they understand how many opportunities social media platforms like Facebook and Snapchat provide them with for inexpensively reaching their target audience.

You will undoubtedly benefit from social media marketing by producing high-quality content and employing precise targeting techniques with your Facebook advertising. Setting up these advertising campaigns takes a lot of time and effort, but it is well worth it in the end because it will probably lead to a large boost in the amount of social media traffic that comes to your website.

7.2.5. Why Facebook Ads Are Important for Your Business?

Facebook advertisements are an effective approach to sell your business, goods, or services to your target market, even though organic content marketing via a blog post or social media material is fantastic. Compared

to traditional newspaper and magazine advertising, Facebook advertisements can reach a larger audience.

Social Media Marketing –
Facebook, Twitter,
Instagram, YouTube

You only pay when someone clicks on your advertisement for a minimal amount per click. This indicates that advertising on Facebook is far less expensive than on other media platforms, allowing you to acquire what you want at a reasonable price.

Additionally, based on each user's surfing history, Facebook profile information, and things they have previously "Liked," the advertising can be customized precisely for them. Real people that interact with the material and become leads that help with sales are the outcomes you get from ads.

Being active on Facebook, which is perhaps the biggest platform for attracting customers, is essential to the success of any business. Additionally, a lot of trustworthy websites place Facebook advertising based on recommendations from other users. Your target audience and ideal buyer may see your advertisement right away.

Check Your Progress:

1. How Successful Is Facebook Marketing?
2. Does Facebook Marketing Actually Work?
3. How Can Businesses Effectively Use Facebook Advertising?
4. Why Facebook Ads Are Important for Your Business?

7.3. HOW TO PLAN YOUR BRAND'S TWITTER MARKETING CAMPAIGN

People originally used Twitter as a platform to express all of their thoughts. It has evolved into a potent marketing tool that enables firms to interact with their target market. With 217 million daily monetizable users, it's understandable why businesses continue to use Twitter. But occasionally Tweeting about a hot topic is no longer sufficient. In order to stand out and maintain audience engagement on Twitter, brands need to be more strategic with their marketing efforts.

That's exactly what this tutorial will cover. Let's look at how to develop a Twitter marketing strategy step-by-step to increase your profile and encourage engagement.

7.3.1. What is marketing on Twitter?

The technique of advertising your brand and its goods or services on Twitter is known as Twitter marketing. To generate and post content on the platform, one must use a proven social media marketing approach. To reach the ideal audience when using Twitter for marketing, you must post the appropriate Tweets at the appropriate times.

Posting material is only the beginning of it. A strategy is needed for Twitter marketing in order to interact and engage your followers. Because

Twitter is a conversation-based network, it's critical to engage followers in a two-way dialogue by responding to their Tweets and direct messages.

A plan to advertise on Twitter may be part of several marketing plans. Delivering promoted Tweets or targeted adverts to the right audience is part of this. Later on in this guide, we'll go into more detail.

Make sure your marketing strategy for Twitter is in line with your company's objectives and the network's aesthetic. Having said that, apply these 9 guidelines to help you with your Twitter marketing strategy:

1. Examine your Twitter profile.

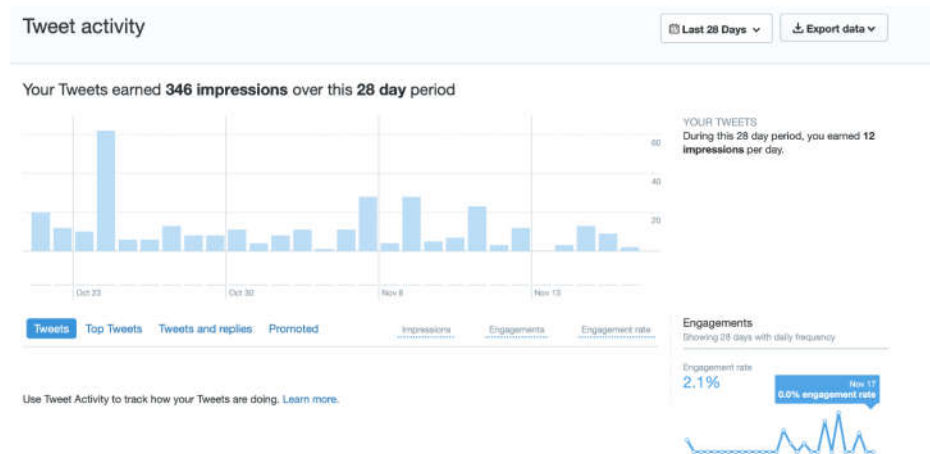
The first thing to do if you already have a Twitter profile is to do a Twitter audit.

Analyze your Twitter analytics thoroughly to see what is and is not working. You can evaluate the following things using Twitter analytics tools:

Hashtag audience performance Individual Twitter audience performance

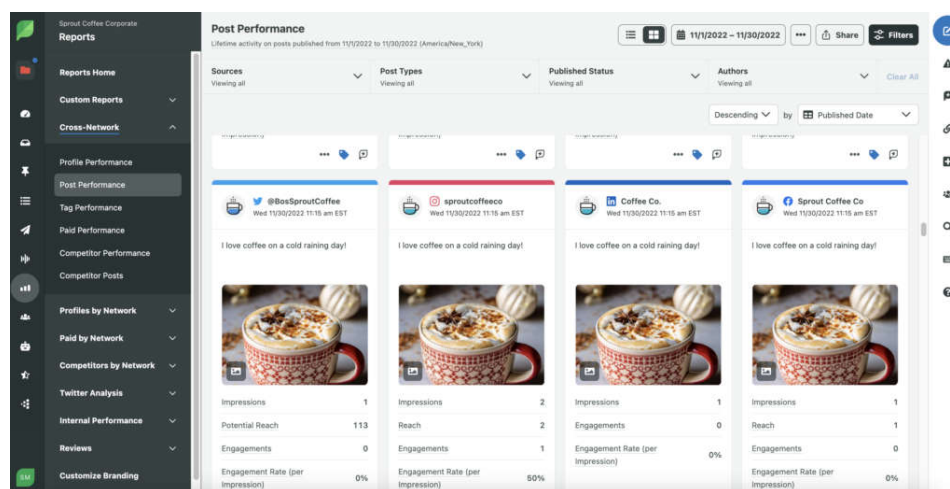
You'll have a better sense of the kinds of content that your audience is most interested in seeing if you know which Tweets are performing the best. With the help of this knowledge, you can develop a plan for providing your audience with the information they want in your content. In the end, this will enable you to increase the visibility and interaction of your Tweets.

- Examining your analytics manually on your Twitter Analytics dashboard is one technique to audit your Twitter profile. Here is how to access this dashboard step-by-step:
- Once you've logged in, go to your Twitter dashboard and select "More" from the left-hand panel.
- Expand "Creator Studio" and choose "Analytics." The Twitter Analytics dashboard will then launch.
- Choose "View all Tweet activity" under "Tweet Highlights" from this page. This will open a graph showing all the impressions that your Tweets received over the course of any selected time frame.
- The impressions, engagements, and engagement rates for each Tweet are displayed beneath the graph. To view your top-performing Tweets, click "Top Tweets". By selecting the "Promoted" option, you can view the effectiveness of your promoted Tweets.



(Image Source: <https://sproutsocial.com/insights/twitter-marketing/>)

You may see your Twitter analytics along with your other social media data in the Cross-Network Post Performance Report if you use Sprout Social to manage your Twitter presence. See each of your Tweets' impressions, potential reach, engagements, and engagement rate per impression.



(Image Source : <https://sproutsocial.com/insights/twitter-marketing/>)

2. Establish a Twitter voice

Twitter users are seeking for brands who tweet authentically and maintain their brand identity. To appeal to the masses on Twitter, it can be simple to follow the newest trends. However, avoid doing this at the price of your brand voice. Compared to LinkedIn or Facebook, your Twitter presence might be more lighthearted and informal. It should, nevertheless, be genuine and consistent with your brand's overall tone.

On Twitter, Innocent Drinks has nailed the tone of their brand. You can see the brand's persona clearly just by scrolling through its feed. The brand voice is lighthearted, approachable, honest, and friendly. It can occasionally come out as naive or, you know, "innocent"—just like the brand.



(Image Source : <https://sproutsocial.com/insights/twitter-marketing/>)

Though maintaining relevance is important, don't follow trends blindly. Instead, remember that having an appealing brand voice is crucial. When a brand attempts to attract attention by acting inauthentically, Twitter users are extremely perceptive. In other words, maintain your brand identity rather than making an excessive effort to fit in.

3. Utilize Twitter trends and hashtags

A wonderful technique to reach new audiences that might be interested in what you have to say is through hashtags. They work especially well for integrating your brand with Twitter activity. In actuality, hashtags can raise brand awareness by 8% and message association by 18%. Additionally, brands that used hashtags to link their brand to Twitter activity experienced a 3% increase in purchase intent.

Some businesses make hashtags just for a campaign, then incorporate them into pertinent Tweets. They might even exhort their followers to tweet using that hashtag.

The LEGO hashtag campaign using the hashtag #RebuildTheWorld is a great illustration. Through the campaign, LEGO hoped to encourage people to express their creativity. It also demonstrated the practically limitless possibilities that LEGO play offers.

Nearly 100,000 posts incorporated the hashtag in the first four days of the campaign's launch. Additionally, there was a 35% increase in positive sentiment for keywords with the LEGO brand. The #RebuildTheWorld campaign, which debuted in 2019, is now an annual occurrence.

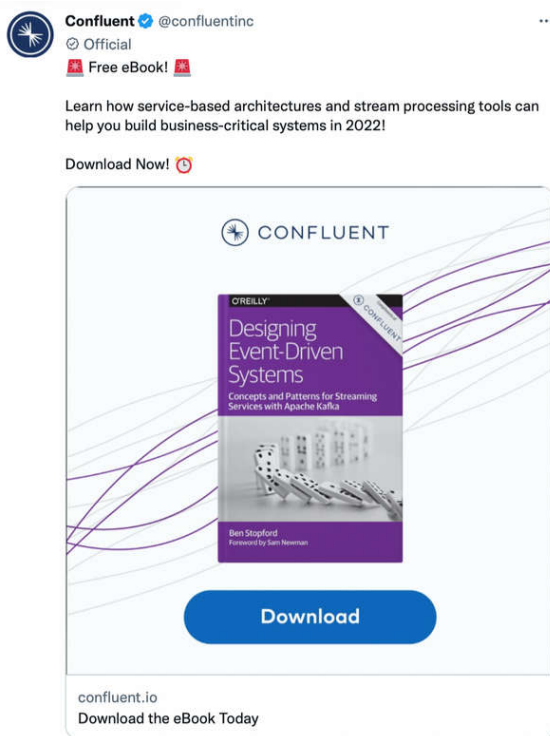
4. Make use of Twitter ads

Instead of waiting for organic reach, using sponsored Twitter ads is a terrific method to connect with your audience. Your audience can grow faster if you use promoted tweets.

Even if they don't follow your brand or hashtags, they make it possible for people to find your profile. Your Tweets appear in the timelines of people who have similar interests to your audience when you utilize a sponsored Tweet.

As long as you want the promoted Tweet to remain online, you must pay a monthly subscription. Similar to how people interact with organic content, users can respond to promoted Tweets. The only distinction is that users can clearly see that promoted Tweets are advertisements thanks to their labeling.

Confluent advertises on Twitter to draw users to their platform by offering a lead magnet, in this case a free eBook. The company promotes the following Tweet by outlining the advantages of downloading. It will require some personal information from everyone who wants to download it, giving the business the chance to gather useful leads.



(Image Source : <https://sproutsocial.com/insights/twitter-marketing/>)

5. Establish a Twitter schedule

Nevertheless, Twitter is so quick that a Tweet you made 30 minutes ago can already be forgotten by your followers. It is so vital to post when your followers are most likely to notice it and respond to it. This would enable

the Twitter algorithm to give your Tweets higher priority and show them to a larger audience.

According to Sprout's analysis on the optimum time to post on Twitter, the greatest time to tweet is at 9 a.m. on Mondays, Tuesdays, Wednesdays, Fridays, and Saturdays. While engagements on Thursdays and Sundays are intermittent or lower than on other days of the week, that does not mean that those days are bad for posting.

6. Plan out your tweets in advance.

A well-timed tweet with the proper content can have a huge impact on engagement and virality. However, it is impossible to hold off on sending a Tweet unless your audience is there and engaged.

Make a conscious effort to schedule your Tweets in advance to increase the effectiveness of publishing.

Scheduling a steady stream of Tweets is considerably easier to handle when you know when to Tweet. On Twitter, it's crucial to maintain the highest level of consistency. According to best practices, you should tweet at least once every day.

For their audience to keep in front of them, some brands tweet up to 15 times every day. Various industries may have different best practices. How frequently you can produce and post fresh content on Twitter relies on your resources and social media strategy.



(Image Source : <https://sproutsocial.com/insights/twitter-marketing/>)

8. Make specific Twitter objectives.

Measurable objectives are necessary for your Twitter marketing strategy in order to keep it on course. Set Twitter goals and objectives rather than just posting Tweets and hope for the best. These objectives need to aid your company in achieving its larger marketing objectives. Twitter objectives may include:

- building a loyal audience to raise brand exposure
- driving traffic to an offer or email list to generate leads
- Increasing website traffic by including links to blog posts
- Increasing brand loyalty on Twitter through superior customer service
- establishing connections through networking with thought leaders in your field and influential people

Set aside time each month to evaluate your Twitter goals after you've decided what they are. Depending on your objective, be sure to know which Twitter metrics to monitor. Then you can evaluate what in your approach is working and what needs to be adjusted.

business.

Check Your Progress:

1. How to plan your brand's Twitter marketing campaign
2. What is marketing on Twitter?

7.4 LETS SUM UP

Kotler and Zaltman's 19'1 Journal of Marketing publication, "Social marketing: an approach to planned social change," was important. The term "social marketing" was first used technically in management at this time. "The design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research," they defined social marketing.

How does social marketing vary from commercial marketing? Social marketing seeks to benefit the target audience and society rather than the marketer financially. It seeks to alter societal norms, attitudes, and behaviors. International health projects have used this instrument for family planning, HIV and AIDS, drug use, and organ donation. It intentionally influences policymaking at multiple levels to attain these results.

Thus, social marketing is applying marketing principles and approaches to society to achieve social good behavioral goals. "Social marketing" seeks "social good," whereas "commercial marketing" seeks "personal benefit." Business marketers promote social good. Unit readings cover this.

Kotler explained it: According to the "societal marketing concept," an organization's job is to identify target market needs, wants, and interests to better serve them than competitors while preserving or improving consumer and societal wellbeing (Kotler, 1994). you'll do. Note the focus on customer needs and quality service. It also prioritizes society over

7.5 QUESTIONS

1. What are FaceBook ads?
2. Explain how the media industry you are working/ want to work are using facebook ads
3. How has Twitter impacted the marketing industry?

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SOCIAL MEDIA MARKETING – INSTAGRAM AND YOUTUBE

Unit Structure

8.0 Objectives

8.1 Introduction

8.1.1 Why is marketing on Instagram crucial for businesses?

8.1.2 Instagram marketing strategy

8.2 YouTube Marketing

8.2.1 What is marketing on YouTube?

8.2.2 What makes YouTube marketing so crucial?

8.2.3 YouTube marketing ideas and techniques

8.3 Lets Sum Up

8.4 Questions

8.5 References and further readings

8.0 OBJECTIVES

- Recognize the key elements of social marketing,
- distinguish it from commercial marketing, and
- comprehend the notion of social marketing.

8.1 INTRODUCTION

For companies of all sizes, social media marketing is an effective way to connect with prospects and clients. If you're not using social media sites like Facebook, Instagram, and LinkedIn, you're missing out on the opportunity to learn about, follow, and do business with brands. Effective social media marketing can help your company achieve extraordinary success by generating loyal brand supporters, leads, and even purchases.

8.1.1 Why is marketing on Instagram crucial for businesses?

Instagram is the ideal platform for reaching a large audience because it has over 1 billion active users each month. Instagram is the second-most frequented social network behind Facebook, with users spending an average of 53 minutes there each day.

Instagram makes it easier to keep in touch with clients and potential clients. 90% of users follow at least one business on Instagram, demonstrating how much people enjoy connecting with brands through this platform.

The chances for selling acceleration on Instagram should also be taken into account. 65% of those surveyed in a 2019 Facebook study visited a brand's website or app after seeing it on Instagram. 46% of those surveyed made an online or offline purchase from a brand.

A key benefit of Instagram marketing is having access to a sizable audience that engages with brands and wants to purchase from them. This social network does provide a few additional advantages, though.

Instagram has changed over the past few years from being a place to flaunt money or accomplishments to becoming a useful platform for business. There are four ways that Instagram might benefit your company.

Brand development

In terms of brand visibility, Instagram marketing is fantastic. 83% of users admit that this social network aids in their research of new goods and services. Even better, customers have higher faith in the firms that are promoted on Instagram.

74% of people think Instagram-posted brands are relevant, and 78% think they're popular. In contrast, potential customers are more likely to steer clear of firms without an Instagram presence.

Heightened interest

One of the best platforms for keeping in touch with clients is social media. They give you the opportunity to solicit input from your audience via likes or comments, engage them with compelling material, inform them about exclusive deals, and more.

In fact, Instagram is considerably more effective than other social media platforms at generating customer engagement. Instagram photos often receive 23% more engagement than Facebook posts, despite Facebook having twice as many active users.

Increased sales

The Instagram audience knowingly makes purchases, as is already known. 11% of social media users in the US use Instagram to make purchases, therefore this buying audience is enormous.

Instagram allows businesses to make the most of their platform because it is aware of this peculiarity. Users can shop directly from Instagram thanks to the extensive toolkit that Instagram provides. Links in Instagram Stories, shopping tags, advertisements, and more are a few of them. On the Instagram website, have a look at the entire list.

Opportunities for audience expansion

Instagram expands the reach of your company by enabling you to pinpoint your target market. Thanks to its targeting possibilities, Instagram Ads Manager provides this opportunity. According to demographic information, hobbies, behavior, and other factors, you can use them to identify the most appropriate audience.

Even better, Instagram Ads Manager offers you a variety of effective remarketing solutions. Combining targeting and retargeting enables you to efficiently move leads from other channels, such as Facebook, through the sales funnel in addition to driving additional qualified Instagram leads.

You may assess the effectiveness of your advertisements using the Instagram analytics tool. You may keep tabs on outreach, campaign spending overall, sales volume, cost per sale, conversions, and more.

In conclusion, Instagram marketing builds your brand, attracts customers who are willing to make a purchase, and keeps them interested in your company. If you want to get the most out of this channel, keep reading. We'll learn how to put up an Instagram marketing strategy in the following section.

8.1.2 Instagram marketing strategy

Every marketing channel requires a thoughtful approach in order to produce outstanding results for your company. Follow these detailed instructions to create an **Instagram marketing strategy**.

1. Set objectives.

By establishing targets, you can begin developing your Instagram marketing plan. Everything you do on Instagram, from choosing your content formats to using ad tactics, will be guided by your goals. Increasing brand exposure, managing reputations, creating communities, accelerating sales, gaining market and consumer insights, and other goals are frequently tried to be achieved by brands through Instagram.

Your objectives should line up with your company's requirements. There is probably no need to increase sales using Instagram if your financial results are generally positive. Instead, try concentrating on gaining clients or market knowledge.

Your goals should be precise, quantifiable, realistic, pertinent, and timely if you want to be more effective. They might say something along the lines of "We need to yield a 20% increase in sales through Instagram in 5 years."

2. Identify your target market.

Finding your audience is a crucial stage; if you skip it, all of your efforts to accomplish company objectives will be in vain. Here's a pro tip: create a buyer persona. Learn about your typical customers' age, gender,

occupations, locations, income levels, and other characteristics. You'll achieve better results if you know your customers better.

Making up a fake persona is a critical error to avoid in this situation. Use data-driven decision-making rather than speculation. You can look up relevant Instagram hashtags for your brand to learn more about your potential customers. If you are promoting an event agency, for instance, you might look at the hashtags #eventplanner, #events, or #eventstyling.

Look into the profiles that make use of these hashtags. Then, try to find out more about the users who engage with these profiles, including what they say, what they remark on, and what they like and dislike about the profiles. Follow our thorough tutorial to find out more about making consumer profiles and other strategies.

3. Consider your rivals

Investigate the profiles of your rivals to obtain a handle on Instagram marketing. Learn more about them by finding out who they are, what sort of content they post, and how they engage with their followers and other influencers or brands. To get an idea of how popular they are, you can also look up the brand hashtags of your competitors.

Make an effort to pay attention to both effective strategies and any gaps that your rivals might have. This will assist you in developing novel and successful brand-promotion strategies. Consider using Instagram to promote a psychologist's practice. On Instagram, typical doctors post still photos with tips for identifying psychological illnesses. Therefore, you can engage your audience and share videos of fascinating psychological experiments to stand out.

It takes a lot of time and effort to investigate competitors on Instagram. Fortunately, CRM systems and social listening services can help to reduce some of it. For instance, Sprout Social can generate automated competitor research. For additional details, read our list of excellent CRM programs.

4. Establish a business account

Instagram offers both personal and business accounts to its users. You get a lot more advantages and prospects with the latter. For instance, you may keep tabs on your performance in real time, discover more about the actions of your followers, provide details about your business, and more.

After switching to a business account using our detailed step-by-step instructions, come back to this page for some straightforward marketing advice on creating your profile. These are them

improve your bio. Write a 150-character description of your company that emphasizes what makes it unique.

Improve your profile picture. It must to represent your company and be easily recognised. If you choose a logo, keep in mind that Instagram will display it as a 110 × 110 pixel photo.

the URL of your website. The only area other than Stories where you can include a link is in your profile description, which is essential for lead creation.

Use commercial options. In business mode, you can add a category, your contact details, and CTAs. Don't pass up this chance to communicate with customers.

5. Make your content.

On social media, content is king everywhere, but it reigns supreme on Instagram because its followers are picky about both its language and visual components. As a result, the platform offers a wide range of content types and audience engagement opportunities.

Create your principal theme and your intended message before everything else. You can choose to entertain your consumers, highlight the culture of your business, or showcase your products.

Choosing which material formats to use to further your objectives is the next step. With IGTV, you can use still images, galleries, quick movies, or longer video formats. Remember that videos garner 27.55% more likes than photos, but both get nearly the same numbers of comments. However, it might not function the same way for you, so experiment with other formats and keep an eye on engagement rates.

6. Create a unified style.

Whatever content you choose, make sure it is attractive, captivating, and of the highest caliber. To help you understand the optimal visual approach, we've compiled some data on popular Instagram photos:

24% more people enjoy light-colored photos than dark ones;

Compared to red photos, blueish ones receive 29% more likes;

Users enjoy images with lots of texture 79% more.

Use this information carefully; keep in mind that your images should reflect the personality of your brand. Sticking to your brand's colors and specifications will help you stand out on several platforms.

Your aesthetic consistency is another thing to take into account. Your Instagram profile images should convey a sense of oneness. By utilizing specific Instagram presets or filters, you can accomplish this.

7. Create an editorial schedule.

Consistent content production is a crucial need for Instagram success. Your audience anticipates frequent updates from you. Make an editing calendar so that you can maintain the pace without going crazy.

Keep your calendar in specialized post scheduling services for greater efficiency. They let you to have the images, posts, and hashtags close at

hand in addition to being aware of what and when to post. Even better, these solutions automate your publishing, give helpful information about when it was posted, assist in obtaining detailed analytics, and more. To learn more, read our list of social media scheduling tools and other tools.

8. Increase your following

Set aside time to expand and maintain your audience. You can achieve this naturally by following relevant influencers. For instance, it makes sense to follow food bloggers, kitchen interior designers, and other people in the kitchen supply industry. Do not forget to interact with their content by sharing their tales, leaving thoughtful comments, and liking their posts.

Use hashtags as an additional strategy to help you connect with your audience, get followers, and increase interaction. Be cautious because not all hashtags will benefit your company. Millions of posts use the most popular ones. Therefore, you should choose specialty hashtags. They are on the accounts of your competitors, market leaders, and followers.

In addition, you can leverage methods for sponsored promotion like influencer marketing or Instagram ad campaigns.

9. Convert supporters into buyers

Although a rise in vanity metrics like likes and comments is positive, it has no immediate impact on your sales. So, be sure to turn your followers into paying consumers. Post promotional content, highlight new products, run teasers, and provide discounts and promotions. Incorporate calls to action into all of your promotional posts. Despite the fact that you are unable to include a link in your CTA, you may still urge readers to click the link in your bio.

Utilize the various shopping post options that Instagram has provided. They enable users to begin a sales funnel from a certain post and advance the customer experience, which boosts conversion rates.

Once your Instagram marketing strategy is prepared, implement it and track its success daily. Monitoring your performance will enable you to make timely adjustments and adopt new strategies to improve your KPIs. In the section after this, let's talk about some tips.

Applying pre-made strategies saves you and your marketing team valuable time and effort and is preferable to creating anything from scratch. To advance your Instagram marketing, master the strategies listed below.

10. Consider using user-generated content

User-generated content (UGC) is Instagram marketing's magic wand. It enables you to post photographs and videos without having to do anything. Even better, Instagram promotion benefits from UGC. It increases engagement, improves cost-per-click metrics, and produces a 4.5% better conversion rate for paid commercials.

Because UGC functions similarly to social proof and word-of-mouth, this is the case. Customer recommendations are much more trusted than advertisements than are paid advertisements. Encourage your audience to post their images and videos with your branded hashtag if you want UGC for your account. Repost the greatest content, but refrain from using UGC excessively. It functions best when combined with original branded content.

11.Posts from Instagram can be shared on Facebook.

Although this advice isn't specifically for Instagram marketing, it will still help you improve your general social media effectiveness. Instagram enables fast photo and video sharing to Facebook. Simply enable the Facebook slider in the "Also post to" area while publishing your

12.Utilize examples and highlights

Instagram Stories are simple to dismiss because they disappear 24 hours after being published. But this structure is too effective for your marketing to pass up. Instagram research shows that 62% of individuals reported that after viewing a brand or product through Stories, they were more interested in it.

The best approach to build emotional proximity with your customers is through stories. Stories are great for unpolished lifelike stuff, such as backstage views and behind-the-scenes content, whereas your feed should be perfect. They can also be used to offer thorough product reviews with links to online retailers. You can keep your stories for ever, which is the icing on the cake. All you have to do is include them in the Highlights portion of your page, which is a specific area.

13.Working together with influencers

Instagram is regarded by 79% of marketers as being the most crucial platform for influencer marketing initiatives. It makes the point that companies make \$5.20 for every dollar they spend on influencer marketing. Follow these guidelines to establish an influencer marketing campaign that works:

Pick the influencer whose followers are similar to your own. Otherwise, your marketing efforts will be fruitless because no one will be interested in what you have to offer.

There shouldn't be any bots or false subscribers, so check the audience. Make sure the influencers you collaborate with have engaged followers. Use specialized tools, such as trendHERO, to verify this.

Analyze the opinions of the audience on an influencer. Hugely popular bloggers may incite more hate than affection. You won't increase your sales or subscriber base by promoting through them, so carefully read the comments.

14.Launch a store on Instagram

Instagram expanded its selling options and introduced a new structure in 2020. A distinct account feature called the Instagram shop resembles a storefront on a website. Without leaving Instagram, users can access it from their feed or Stories, browse products, and make purchases.

With the help of this application, companies may make product catalogs, collections, and product collections based on themes that reflect their brand. Follow the instructions on the Instagram website to set up your shop. If you're lacking some ideas about how to arrange your merchandise.

Check Your Progress:

1. Why is marketing on Instagram crucial for businesses?
2. Instagram marketing strategy

8.2 YOUTUBE MARKETING

8.2.1 What is marketing on YouTube?

The process of promoting your company, product, or service on YouTube is known as YouTube marketing. YouTube is mostly used by marketers in three different ways:

YouTube is basically a video hosting platform, so make your own videos there. Success on the platform depends on publishing top-notch videos.

Join forces with influencers: In 2021, brands spent more than \$600 million on YouTube influencer marketing. The platform is a great location to collaborate with creators and establish authority in your field.

Run video advertisements: 70% of consumers claim to have purchased a product as a result of viewing it on YouTube. Advertising on the site can produce significant benefits for your brand.

Additionally, YouTube is the second-largest search engine in the world. However, getting ranked on the platform is really difficult.

On YouTube, there are more than 5 billion videos, and 500 hours of new content are added every minute. Gaining visibility on YouTube requires a thorough understanding of the YouTube algorithm and careful video optimization.

8.2.2 What makes YouTube marketing so crucial?

According to the most recent YouTube statistics, both marketers and consumers adore video. According to research, consumers are 2x more likely to share videos than other sorts of material with their friends and family.

The best location to use video content is on YouTube, where more than 1 billion hours of video are watched every day.

Your firm can profit greatly from YouTube marketing. Investing in YouTube should be your top priority for the reasons listed below:

Social Media Marketing –
Instagram and YouTube

Obtain a sizable audience

The user base of YouTube is enormous and quite engaged. You may generate a ton of traffic and exposure by collaborating with powerful artists in your niche and constantly releasing high-quality content.

Even better, YouTube enables you to reach a global audience. More than 100 countries and 80 distinct languages have access to the portal. It's simple to create targeted content for consumers around the world thanks to features like automatically translated captions.

raise the visibility of searches

Although YouTube is a sizable search engine in and of itself, it also works wonders for increasing your visibility on Google. More than 94% of the videos in video carousels on Search Engine Results Pages (SERPs) currently originate from YouTube.

You can select the best themes, match search intent, and optimize your films to rank higher on Google and YouTube by conducting keyword research on these platforms.

Amplify brand awareness

A wonderful area to raise brand awareness is YouTube. 90% of people use YouTube to research new businesses and goods, according to Google.

You can promote your company by releasing material such as product reviews, how-to videos, explainers, and video advertising. Additionally, employing strategies like visual branding and brand voice consistency can aid in making your brand memorable to your audience.

Build credibility and trust

The most reliable social media site for finding and buying things is YouTube. YouTube is a terrific place to start if you want to establish trust for your brand.

You can demonstrate how your product can address problems in a variety of ways, including through video testimonials, brand narrative, visual tutorials, hands-on reviews, and live demos. Building trust with potential clients can also be achieved by collaborating with other producers in your area.

Boost traffic and sales

Your bottom line will benefit from YouTube marketing. In fact, 81% of marketers claim that video has positively impacted their company's sales.

Marketers have a ton of opportunities to sell things both within and externally through the platform thanks to YouTube's commerce capabilities like cards, end screens, channel stores, and tagged products.

Produce leads

Another useful tool for generating leads is YouTube. You can publish webinar teasers and online course trailers to entice people to join up in addition to employing tools like lead form advertisements.

You may also include links to lead magnets and landing sites in your video descriptions. To increase exposure, share your films on various websites and social media channels.

Make more income

While YouTube can support your current marketing plan, it can also generate more cash for your company on its own.

Channels that are eligible for the YouTube Partner Program can monetize their videos and earn money depending on views and engagement. To find out more about how you can make money on the network, read our post on YouTube monetization.

8.2.3 YouTube marketing ideas and techniques

Competitive YouTube marketing may be quite profitable if done correctly. It is not sufficient to just start a channel and start posting videos. To achieve measurable success, brands must proactively plan, produce, and distribute content on the platform.

The tried-and-true best practices listed below can help you maximize YouTube marketing and use the platform to promote your brand.

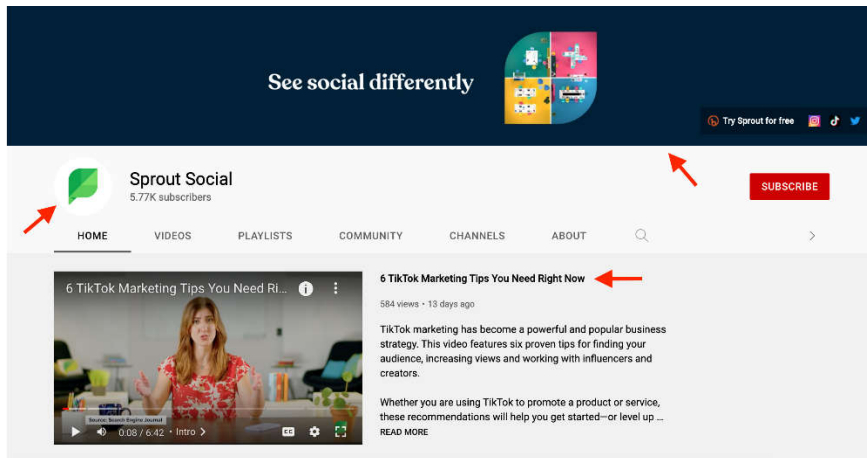
1. Establish a YouTube channel and brand it

Setting up your channel, which will serve as your brand's "home" on the platform, is the first stage in YouTube marketing. You may upload videos, make playlists, reply to comments, examine analytics, and more here. Create a YouTube channel for your business by following this guide.

However, simply building a channel is insufficient. In order to develop consistency and create brand awareness, you must also brand it appropriately.

Make the following adjustments to your channel so that it complies with your branding style guide:

- A profile photo
- Banner picture
- Describe your channel
- societal ties
- Trailer for the channel Custom URL



(image source : <https://sproutsocial.com/insights/youtube-marketing/>)

Additionally, even if you need to optimize your video thumbnails, titles, and descriptions for SEO, make sure they are all consistent with your brand. Based on what works for you, you can establish a branded thumbnail template and stick to it for all subsequent thumbnails.

Are you trying to find a YouTube banner that won't cost you any extra money for design? Visit our free social media templates tool to download free YouTube banners for your channel right away.

2. Establish your YouTube audience.

Know the target audience for your videos before you begin to produce content.

Discover who makes up your target audience on YouTube as not all potential buyers are using the platform.

- Do they have a gender?
- How old are they on average?
- What location are they in?

3. Create compelling videos by taking your audience's interests into account as well.

- What kind of media is your intended audience consuming right now?
- Which television stations do they watch?
- They're on YouTube for what purpose exactly?

Understand the issues, concerns, and objectives of your audience using a combination of social media market research, analytics, and social listening, particularly with regard to online video consumption.

Create an audience persona to represent your target audience so you can keep them in mind when you make videos for your channel.

3. Analyze the competition.

Find the channels that your audience is watching, and take notes on what they are doing. This is crucial for identifying patterns, locating keywords, and figuring out the interests of your audience. Setting attainable objectives and performance standards for videos also benefits from competitive analysis.

Examine similar videos and learn more about the tactics used by them. Recognize what is and is not working for them. Use that as inspiration for your own YouTube marketing plan.

- What is the frequency of their postings?
- In what ways do they interact with their audience?
- Which kinds of videos do they release?
- How do they seem in the thumbnails?

Find content holes that your brand or channel can fill as well. Numerous video chances could be overlooked by your rivals. Use those terms or themes to your advantage before others do.

4. Produce top-notch YouTube videos

On the platform, there are billions of videos, but not all of them are worth watching. In order to locate valuable material on the network, users must constantly sift through the clutter. The intelligent YouTube algorithm favors some videos over others for the same reason.

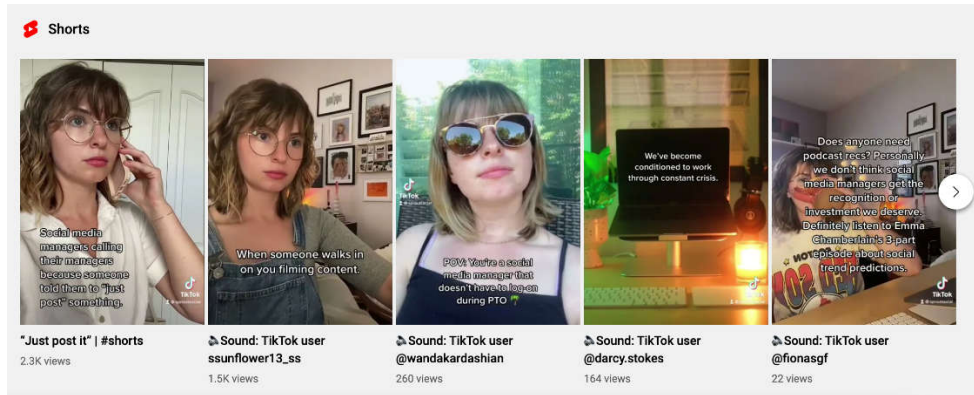
You must continuously produce top-notch videos that viewers enjoy watching and participating in if you want to stand out. To inspire your creativity, look at these YouTube video ideas.

To obtain themes and inspiration for your videos, research the problems that your audience is experiencing, examine the top search terms, and engage in social listening. To make your movies appear professional, you need also use high-quality tools, develop an engaging tale, and spend money on editing and post-production.

5. Test out additional features, such as YouTube Shorts

A recent feature called YouTube Shorts allows you to take advantage of short-form video marketing for quicker content consumption and higher mobile usage.

Utilize YouTube Shorts to connect with people who are primarily on mobile and increase brand engagement. Use the built-in audio, text, and filters to creatively enhance your vertical films, which may be up to 60 seconds long.



(image source : <https://sproutsocial.com/insights/youtube-marketing/>)

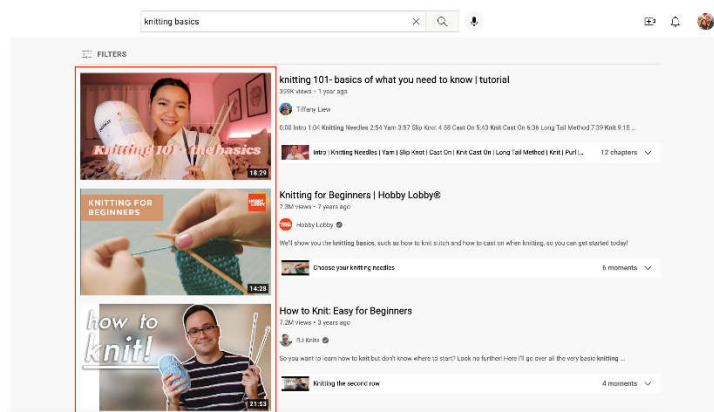
6. Apply SEO best practices to your video optimization

An often-overlooked component of platform-based video marketing is YouTube SEO. However, it's essential for arriving on time. Otherwise, your videos will go forever into the sea of unwatched media.

Beginning with ideation, during the video development process, is where you should start optimizing your videos. Perform keyword research to identify the ideal subjects and perspectives for your films. Then, to achieve the most visibility while publishing on YouTube, optimize the following elements:

Use major and secondary keywords naturally in titles and descriptions. To reach a global audience, you can also convert the video titles into several languages.

Thumbnails: Browse popular videos to find the best thumbnails for a given term. Faces, attitudes, and language on thumbnails frequently stand out from other thumbnails and encourage more clicks.



(image source : <https://sproutsocial.com/insights/youtube-marketing/>)

Tags: Include pertinent words and phrases to let YouTube and viewers know what the topic of your video is. Although tags no longer have as much weight as they once did, they can still affect how you rank in searches.

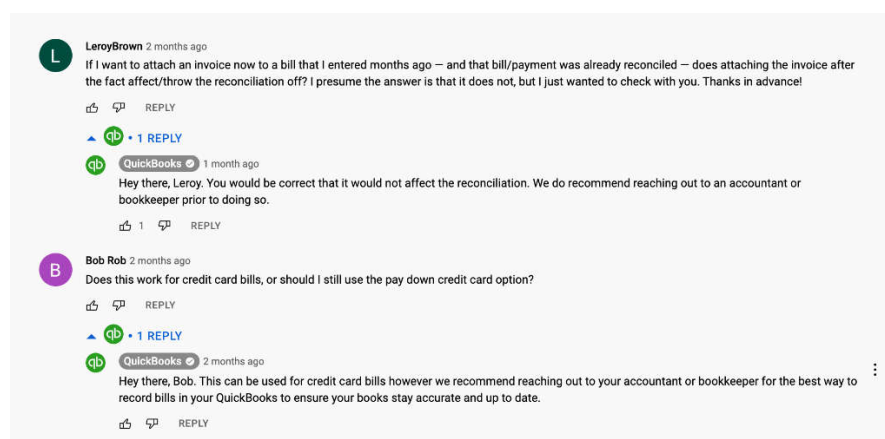
The YouTube algorithm also rewards videos with higher levels of interaction. To increase views and give your films a boost, promote them on other websites like social media and forums.

Use cards and end screens to link to your video from other videos on your channel. Last but not least, don't be afraid to ask for likes, comments, and shares. You'll be shocked by how successful proactive outreach can be.

7. Interact with your audience.

The main goal of YouTube marketing is to create a community of active subscribers. And a wonderful way to do it is by speaking with your audience directly.

React politely and promptly to comments left on your videos. Take queries from the audience seriously and respond as soon as possible to address any problems.



(image source : <https://sproutsocial.com/insights/youtube-marketing/>)

Screenshot of a company responding to comments on one of their videos on YouTube.

Create interactive YouTube videos as well to interact with your viewers. For instance, organize live Q&A sessions and webinars, share behind-the-scenes footage, and debut videos that your audience can watch with you in real-time.

8. Increase your YouTube channel's subscriber count.

The lifeblood of every YouTube channel is its subscribers. You'll get access to additional special features the more members you have. Additionally, if you have more followers, YouTube's algorithm will likely rank your videos higher.

To increase your YouTube subscriber count, provide content that addresses audience needs and solves problems. Assure your promises and ask the public what they would like to see on your channel. People only subscribe to channels that provide them with value and those they want to watch more of.

Additionally, to increase your audience and foster relationships rather than simply spreading one-way content, advertise your films elsewhere besides YouTube.

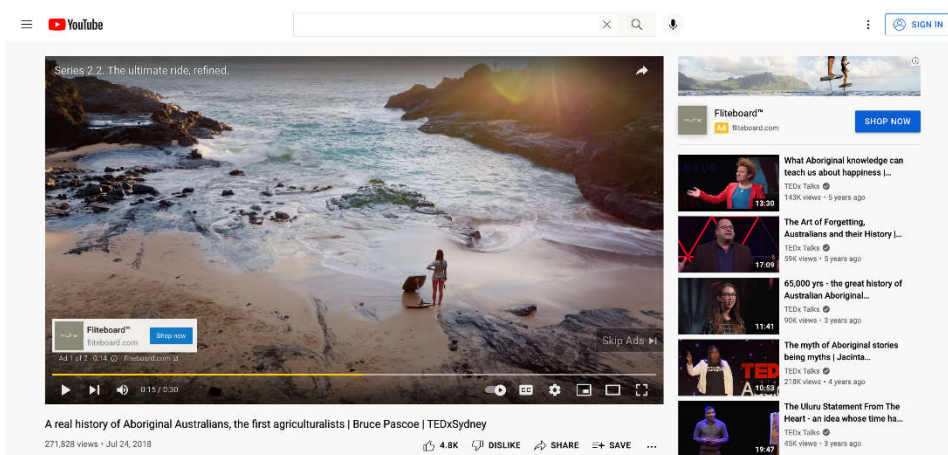
Last but not least, maintain a regular releasing schedule so that viewers know when and how frequently to expect your movies. The secret to successful YouTube marketing is consistency. It takes time to write and edit high-quality content, so set a publication schedule and stick to it.

Setting expectations for your subscribers and planning your material ahead of time are both made easier by following a proper publishing schedule. The algorithm also generally favors YouTube channels with regular publishing.

9. Use YouTube ads to attract certain audiences

You may increase your audience reach, increase website traffic, and target your audience with targeted messages by running YouTube ad campaigns.

Image of a YouTube in-stream advertisement.



(image source : <https://sproutsocial.com/insights/youtube-marketing/>)

Three ad kinds are supported by YouTube:

- Before a video begins, there are a few brief, non-skippable advertisements called **bumpers**.
- **In-stream advertisements**: These appear during specific parts of your videos and can either be skipped or cannot be.
- **Overlay ads are non-video advertisements** that show up as text or banners above or below your videos.

When placing advertising on the platform, pay attention to your objectives. YouTube advertisements are supposed to support your organic strategy rather than to replace it. Additionally, views obtained through advertisements don't help with money from monetization.

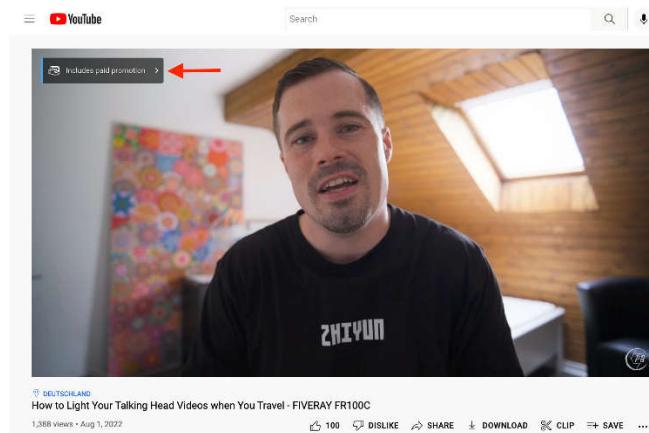
10. Work with influencers on YouTube

On the site, there are millions of creators who have thousands of devoted subscribers. Brands can collaborate with YouTubers who are experts in their particular field to advertise their goods and services in unique ways.

Does it operate? 70% of marketers concur!

Here are some suggestions for promotions utilizing YouTube influencers:

- Box opening videos
- product evaluations
- Tutorials and how-tos
- Day-to-day videos
- Giveaways and competitions



(image source : <https://sproutsocial.com/insights/youtube-marketing/>)

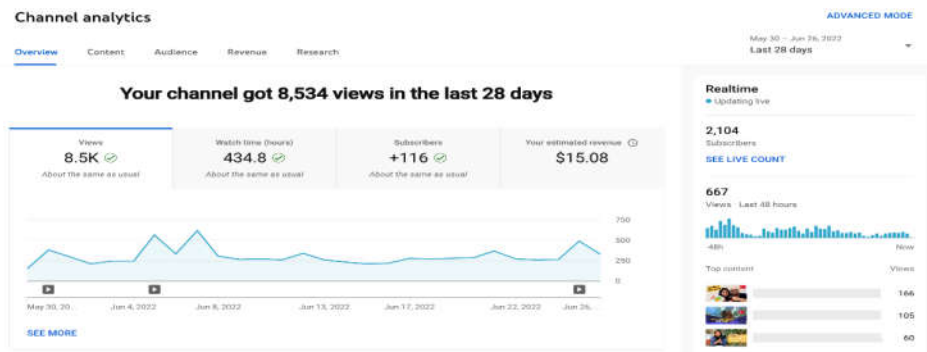
Prior to working with creators, establish a budget, and use influencer marketing tools to focus your search for the ideal brand partner. To speed up the process, communicate creative briefs with creators and set expectations up front.

Plan ahead for product deliveries, and regularly evaluate campaign performance both during and after it concludes to make adjustments to your future approach.

11. Keep an eye on your YouTube statistics

Monitoring YouTube analytics enables you to recognize your best (and worst) performing videos, comprehend the kind of material that connect with your audience, and learn the specific elements that affect how well your videos perform.

In YouTube Studio, you may view the platform's built-in metrics. Keep track of statistics such as page visits, subscribers, viewing time, audience retention, traffic sources, and devices. Analyze the demographics and interests of the audience.



(image source : <https://sproutsocial.com/insights/youtube-marketing/>)

Check Your Progress:

1. What is marketing on YouTube?
2. What makes YouTube marketing so crucial?
3. Discuss YouTube marketing ideas and techniques.

8.3 LETS SUM UP

Social media marketing is an excellent approach for businesses of all sizes to communicate with prospects and clients. You're passing on opportunities to learn about, follow, and do business with brands if you're not using social networking sites like Facebook, Instagram, and LinkedIn. By generating devoted brand fans, leads, and even purchases, effective social media marketing can help your company reach amazing success.

8.4 QUESTIONS

1. Name any modern youtube techniques that you know of
2. How are reels and YouTube shorts different from each other?
3. Social Media Marketing is a powerful tool: Discuss.

8.5 REFERENCES AND FURTHER READINGS

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CONTENT MARKETING: CREATING AND DISSEMINATING COMMUNICATION FOR AND ON DIGITAL MEDIA, MAKING DIGITAL NOISE – INFLUENCER MARKETING

Unit Structure

9.0 Objectives

9.1. Introduction

9.1.1. What makes content marketing crucial?

9.1.2. How to use content marketing

9.2 Creating And Disseminating Communication For And On Digital Media

9.2.1. Creating and disseminating communication for and on digital media

9.2.2. Changing the Spread of Scientific Knowledge

9.2.3. Twitter usage

9.2.4. Instagram use

9.2.5. Facebook use

9.2.6. Through LinkedIn

9.2.7. Using Forum Platforms like Reddit

9.2.8. Sharing your Work on social media Effectively

9.2.9. Targeting on social media

9.2.10. Using influencers

9.2.11. Opportunities for Smart Speakers

9.2.12. Using micro-influencers

9.2.13. Conceptual Leadership

9.2.14. Brand ambassadors for clients

9.3 Let's Sum it up

9.4 Questions

9.5 References and Further Readings

9.0 OBJECTIVES

- Define the term "Content Marketing media,"
- identify new electronic media and technological developments of Digital Media, and
- Assess Influencer Marketing.

9.1 INTRODUCTION

By producing and disseminating pertinent articles, videos, podcasts, and other media, content marketing is a marketing tactic used to draw in, hold onto, and grow an audience. When it's time to buy what you sell, people will think of your company first thanks to this strategy's promotion of brand awareness and establishment of competence.

By producing and distributing information in a variety of methods, a content marketing strategy positions your company as a thought leader and increases audience trust. An effective method of inbound marketing for keeping customers is content marketing, which draws in new ones and fosters loyalty.

Using content marketing consistently helps you build and maintain relationships with both current and potential clients. When your target market views your business as a partner invested in their success and a reliable source of information and direction, they are more likely to choose you when the time comes to make a purchase.

9.1.1. What makes content marketing crucial?

One tried-and-true method is content marketing. It also gives you a competitive advantage. Look at the statistics of content marketing:

Businesses who blog receive 67% more leads than competing businesses.

Business to business (B2B) marketers claim that content marketing enhances engagement and lead generation (72%).

88% of consumers say that seeing sponsored videos influenced them to buy a good or service.

Businesses gain from content marketing in a variety of ways. When executed properly, a successful content marketing plan can:

Boost awareness online. A content strategy can assist you in attracting more clients and website visitors, particularly in light of the fact that individuals are continuously looking for relief from their problems. You can gain more online visibility by providing them with instructional and interesting content on a subject they are interested in through your website or social media profiles.

Produce more leads: When content marketing is employed to promote traffic, leads might grow. consumers who are educated about your brand are more likely to trust you and feel more at ease making purchases from

you, which helps you create more leads and begin to build relationships with potential consumers.

Boost support: In marketing and business, loyalty is crucial since it encourages repeat purchases from your customers. Providing consumers with educational information might help them start to trust your brand and regard you as a thought leader.

Boost your authority: Creating content is the best way to increase authority and establish yourself as a thought leader in your sector. In addition to aiding in the development of trust, content may establish your brand as the leading authority on a given subject.

Content Marketing:
Creating and disseminating
communication for and on
digital media,
Making Digital Noise –
influencer marketing

9.1.2. How to use content marketing

Your company may utilize content marketing to draw in leads, convince potential customers to buy your product or service when they are shopping around, and seal deals.

Deliver the appropriate content at each point of the sales cycle, from awareness through consideration to purchase, in order to use it successfully. If this sounds challenging, relax—using this method to approach content really makes things easier.

Here are how businesses engage and close sales at each stage of the sales cycle.

1.Stage of awareness

Your content should be centered on your audience's main issues throughout the initial stage of the sales process. You have the highest opportunity of connecting with them through writing about their problems, obstacles, and inquiries. At the awareness level, the content should be instructional and instructive. During the consideration and closing stages is when you should sell.

The greatest material for this stage consists of newsletters, e-books, blog posts, articles, and blog posts.

Examples:

- A restaurant blogs about how to create a meal for a spring graduation party.
- An organization that organizes bike tours produces a brief film titled "3 Ways to Choose the Right Bike Trip."
- A company that specializes in architecture publishes an e-book titled "Questions to Ask Before Hiring an Architect."

2.Stage of consideration

Content should provide a mix of useful information and marketing at the consideration stage. It ought to inform the reader about the qualities or capabilities to seek out as well as how different features cater to different

needs. Naturally, your material should focus on what your company has to offer.

Case studies, how-to articles, how-to videos, and checklists or worksheets are the ideal types of material for this stage.

Examples:

The "8 Ways to Improve Your Phone Customer Service" checklist was produced by a cloud-based phone system provider and lists the attributes and capabilities necessary for excellent customer service.

A landscaping business produces case studies on "The Biggest Mistakes Most People Make When They Hire a Landscaper."

The case studies of successful events that a catering company offers are highlighted along with the advantages they provide, such as "How to Accommodate Food Allergies at Your Next Event" or "How to Ensure Your Caterer Uses Sustainable Practices."

3.Final phase

When a potential customer is about to make a purchase, content marketing is crucial. You can concentrate on sales at this point as long as you keep emphasizing why you're the greatest option rather than just how excellent your services or products are.

Your knowledge, experience, and the unique advantages of what you sell should be the main points of your message.

Case studies, user-generated content, buyer's guides, product videos, and research reports are the best types of content for this stage.

Examples:

A consulting company produces a study that demonstrates that companies with greater growth rates engage in strategic planning, third-party evaluations, and other services that are influenced by the services it provides.

A design firm makes brief videos displaying the variety of its work in several industries to showcase its wide range of competence.

An orthodontic office invites clients to write testimonials about its cutting-edge tools and first-rate care.

**9.2 CREATING AND DISSEMINATING
COMMUNICATION FOR AND ON DIGITAL MEDIA**

9.2.1. Creating and disseminating communication for and on digital media

In the era of the internet, information can be accessed more quickly and easily than ever before, and knowledge can be rapidly shared.

The best instrument for sharing and promoting is social media. In order to spread awareness of their study and impart knowledge to the public, scientists and researchers must make the most of this tool.

But understanding social media and its effects is necessary to advertise any kind of product, including academic research.

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9.2.2. Changing the Spread of Scientific Knowledge

Why do scientists research the subject matter? The majority of them do it to better the world. Sharing your study and its findings is a crucial element of improving the world. This has previously been accomplished through publishing research in scholarly publications. However, this is currently only one aspect of the diffusion of scientific knowledge.

People are becoming more and more interested in participating in the work being done throughout the world as a result of the growth of the internet and social media in particular. People are curious about the research that is being done and why it is significant to them. In the realm of academia, science communication has grown tremendously in importance, and this trend is most likely to continue. You may share your work with the world as well as the scientific community by understanding this and taking use of it.

Using blogs and vlogs (video blogs), scientists can now communicate with the public about their research. Magazines, websites, TV programs, documentaries, and other forms of science news media are all expanding industries. In order to spread their research to a wider audience, scientists must utilize these platforms.

This kind of in-depth information can provide visitors with an understanding of your research without requiring them to read and comprehend a journal article. But social networking networks are crucial components of any news site if you want these interested viewers to find your long-form material.

Long-form website content and promotion on popular social media platforms are two components of many social media marketing strategies. For individuals who want to learn quickly, these plans include only the most important information; readers who want to "dive deeper" can read or watch longer pieces on the subject.

There are various social networking platforms available for scientists to use. It is crucial to comprehend the various tactics employed by the sites because each of them has advantages and disadvantages of its own.

9.2.3. Twitter usage

The finest social media site for disseminating knowledge and scientific research is probably Twitter. It is a microblogging platform that makes it possible for posters and followers to communicate in real time. The benefit of using Twitter is the opportunity to tag specific topics to draw readers to your postings and add links to other websites. For instance, if

you share a link to a paper you recently published, you can include a brief summary explaining the subject and add the hashtags (#hashtag) #scicomm, #science, #research, and #biology. In essence, by including specific keywords in your message, interested people are more likely to see it.

The ability to assess work in real-time or participate in ongoing discussions about a topic is one advantage of microblogging on Twitter. Before being published, scientific research must formally go through a rigorous peer-review process. Many scientists use Twitter to quickly have the work of other scientists and science communicators reviewed, even though this needs to be done.

The benefits of publishing work on social media were covered in a Nature article. The Wall Street Journal's arresting headline "Scientists discover keys to long life" and the work of a scientist who discovered a gene that may be able to predict longevity are used by the authors as examples. Scientists responded within days of the work's publication, demonstrating that the lab test employed in the study contained a technical error (Mandavelli, 2011). The researchers were able to pick up their work and correct the error thanks to this review before much time had passed.

The word limit on Twitter is by far its biggest drawback. Since each "tweet" is limited to 140 characters (including spaces), it might be challenging to explain a complex idea clearly. This restriction exists perhaps because it compels the poster to choose their words carefully and refrain from "ranting."

9.2.4. Instagram use

Instagram and Twitter are both microblogging platforms, however Instagram primarily focuses on images and brief videos. There are a ton of content producers and influencers who publish beautiful pictures and try to sell their followers on the goods they are paid to advertise.

Even though it may not initially appear to be a platform that supports scientific research and its promotion, it may be a fantastic resource for disseminating scientific information if used properly. You can use tags, just like on Twitter, to direct visitors to your posts and page. However, great photos are what actually draw visitors to your website and grow your fan base. Therefore, consider whether your research permits you to take pertinent and appealing images before opting to open an Instagram account (Caplehorne, 2018).

Instagram has the benefit over Twitter in that you can write as much as you want in your posts. But you must realize that not everyone will read the article through to the finish. Even so, it could be a good idea to keep your social media postings to a minimum and point readers toward your genuine publication instead.

Apart from the emphasis on images, Instagram's drawback is the inability to easily embed links to other websites in postings. One thing that people frequently do is include links to their papers or portfolios in the

description of their bio, noting "link in my bio" so that people are aware when they are leading them there.

9.2.5. Facebook use

Facebook is becoming less popular. But it's crucial to be aware of Facebook because most people use it regularly because it provides simple communication options. The capacity to build groups and pages is Facebook's biggest advantage. By doing this, you can assemble a group of individuals to work on projects with, exchange news with, and learn from one another.

Facebook is very different from Twitter and Instagram for the purpose of knowledge sharing. Instead of just getting information, Facebook users are mostly searching for engagement. When information about dermatology was found on "patient-centered" pages as opposed to academic journals and professional groups, people were more likely to be interested in it, according to a study looking at how engaged Facebook users were with the information (Kim, 2014). Users are more inclined to interact with material when they believe it to be personally relevant to them, which suggests that they are more interested in joining a Facebook community of individuals who are similar to them.

The difficulty of standing out is one drawback of utilizing Facebook. Users only see content on Facebook that appeals to them thanks to the algorithm. To keep users interested and on the site longer, Facebook serves them relevant adverts, updates from their closest friends, and content from their favorite pages. Increasing your Facebook following might be challenging.

9.2.6. Through LinkedIn

Social media platforms used to be mostly used for sharing content from your personal life, such as images, tales, etc. LinkedIn is unique. When social media went mainstream, it stopped being just a way to interact with friends and started becoming a way to engage with professionals and possible employers online. People can use LinkedIn to keep track of their work lives.

With the advent of social networking sites like LinkedIn, users may now interact with other professionals and share content they find interesting and useful. The benefit of using LinkedIn for knowledge sharing is that folks who are interested in professionalism are more likely to interact with your work and posts. The drawback is that it is not a particularly expansive platform, meaning you won't be able to reach a vast range of readers.

In contrast to Twitter users, who were more likely to use the site for general knowledge search, a study indicated that LinkedIn users were more likely to utilize it for active engagement and advice seeking (Huang, 2019). This indicates that the audiences for LinkedIn and Twitter are

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substantially different. You must identify what your precise objectives are and which platforms they support.

9.2.7. Using Forum Platforms like Reddit

Users on Reddit can post original information or stuff that has been stolen from another source in this open-source community. The most popular content is shared with all users after users vote on the posted content. Reddit has "subreddits" or specialized pages for different themes, such as r/science.

The appeal of these forum sites, and Reddit in particular, is the ability to interact with others yet there aren't any Twitter-style "followers" on the website. If your material is well-liked, it won't matter how big your audience is since people will share it. Users on Reddit have set up a series where users can post questions, and scientists can respond with answers. Although this isn't a deliberate posting on your recent research, doing this can encourage people to visit your other platforms and read your work. Users may be more likely to look up your work if they find your responses to be helpful and enjoyable.

9.2.8. Sharing your Work on social media Effectively

The benefit of posting your work on social media is that it travels quickly regardless of the channel you utilize. If you utilize the platforms effectively, your work may become very well-known and you may be given possibilities you weren't aware of, such as those to speak at conferences, be a podcast guest, or write for publications.

All you need is for your post or your work to strike a chord with just one individual. Your reach can be greatly expanded by only a few people sharing your posts. Additionally, social media platforms share with users the posts they believe would interest them the most. This is commonly referred to as "the algorithm"; it gathers data on the preferences of certain users before sending them recommendations for accounts to follow or blog articles to read.

Sharing and commenting on other people's social media postings is another strategy to expand your audience. Do you communicate with any other research teams frequently? Observe them. Do you have a favorite science communicator that you love reading about or listening to? Share and like their posts and follow them. Social media is all about connecting, so as soon as you join or start a group of like-minded individuals, the followers will come and your content will be shared frequently.

In such a cutthroat market, how can you reach out to potential customers? What must your company do in order to gain traction and see a return on your investment in digital marketing?

The digital landscape makes an effort to be helpful to contemporary businesses. It equips you with all of the tools you could possibly need and gives you immediate access to a global market. Apps can inform you of

internet mentions of you, the efficacy of your PPC campaign, and the sources of inbound links used by your rivals.

However, despite all this technological brilliance, it's still horrifyingly difficult to achieve any momentum in the internet world. Even if the tools are widely available and largely free, the playing field is level. The same resources are available to everyone else as well. The realm of digital marketing makes it appear as though your customers are always out of reach.

In such a cutthroat market, how can you reach out to potential customers? What must your company do in order to gain traction and see a return on your investment in digital marketing?

It won't work to keep doing the same thing over and over. It takes more than just setting up a website and a Facebook account to garner attention and build a following. You require a more comprehensive solution that offers clients genuine value. The previous tactics are no longer effective.

We're going to look at some of the most innovative brand targeting strategies in this article that go beyond PPC and SEO. Examine the following:

9.2.9. Targeting on social media

Social media targeting is the process of creating highly-targeted advertising messages using all the data about clients on social media platforms.

On social media, users share a lot of information about themselves. You can learn about someone's racial makeup, preferred language, interests, related keywords, and even where they live.

Businesses are discovering that social media targeting is considerably more effective than a shotgun strategy. By integrating a user's social media data, you may create considerably more effective, unique, and pertinent ads than you can with search PPC. Search engine results pages' keywords reveal relatively little about the person behind them, but social network account data does.

Several social networks, including Facebook, YouTube, and Twitter, support social media targeting. Due to variations in how each platform enables you to gather information, you must adapt your method accordingly.

Again, this approach may seem perfect in principle, but putting it into practice is difficult. You must learn how to create client personas and gather pertinent information for targeted advertisements. When you require your campaign to run across several platforms, it's not always simple. Again, a digital marketing company might be of use here. Digital marketers can increase their marketing relevance and attract the clients they seek by using specialized tools and procedures.

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9.2.10. Using influencers

Influencer marketing is a second fascinating topic in modern digital marketing circles. One of the hottest issues right now in the world of digital advertising is influencer marketing. 65 percent of businesses report that they are actively aiming to increase the amount of money they set aside for it during the current fiscal year. But exactly what is it?

Influencer marketing is forming partnerships with internet personalities known as "influencers" who have a following and persuading them to promote your goods and services to their followers. Influencer marketing is intriguing because it doesn't resemble conventional advertising in the least. You don't pay celebrities to promote your goods; doing so would really damage your business. Instead, you're encouraging them to talk about you and your income. The goal is to give customers genuinely useful information about what you do and how your services might benefit them.

Of course, using influencers to sell your business has some risk: the influencer you choose may not like your product and may have unfavorable things to say about it. However, businesses are discovering that this isn't generally the case. Furthermore, when audiences are unaware that advertising is taking place, it is much simpler to communicate your brands and points to them in a world where they are constantly exposed to it. Customers watch review videos from their favorite influencers purely out of interest. They still learn about your goods even though you're not making them watch an ad.

Therefore, influencer marketing is excellent in principle and practice, but there is a challenge: most businesses lack connections to influencers. Even though you believe it to be a fantastic idea, you might not have the necessary personal ties to make the plan effective.

Agencies can be useful here. Your marketing efforts will be greatly boosted by the connections that digital marketing services may help you create with relevant influencers.

New Marketing Techniques That Are Popular Now or Soon Will Be So far, we've covered two current trends in marketing: influencer marketing and social media targeting. But what else is on the horizon?

9.2.11. Opportunities for Smart Speakers

The smart speaker is quickly taking over the modern house. As users grow accustomed to speaking to their devices and having them perform tasks for them, such as providing a weather report or opening the curtains upstairs, sales of Google Home and Amazon Echo are both booming. This marketing opportunity has been mostly untapped up to this point, but as more people start using these devices, it seems likely that this market will experience significant growth.

9.2.12. Using micro-influencers

We've already talked about the advantages of influencer marketing, but until now, doing so has typically involved working with prominent influencers who have 100,000 followers or more. Currently, some businesses are making an effort to target influencers with audiences of just a few hundred or thousand people.

This is due to issues with authenticity. Large influencers are facing growing skepticism from consumers. Whether or not it's true, there is a perception that these influencers are paid shills for large corporations that promote things rather than offering honest reviews and thoughts. Firms now recognize the benefits of influencing consumers through smaller channels that are still untouched by corporate funding.

9.2.13. Conceptual Leadership

Businesses used to be pleased to make a catchy jingle to go with pictures of their items. But advertising is changing right now. Customers have considerably more power over the type of advertising they see thanks to the internet. No matter how much they might stick in their heads, most people don't want to constantly be exposed to advertising. They actually seek for businesses that offer them real value.

As a result, businesses now see real marketing opportunities that come with being thought leaders in their industry. The fact that they are the foremost authority on a subject naturally puts them above rivals who don't provide their consumers the same level of education. Additionally, producing insightful, original material supports SEO strategy. Being the authority on a subject greatly increases your chance of gaining backlinks, and you might even get links from sought-after authority sites.

9.2.14. Brand ambassadors for clients

Marketers are well-versed in the idea of "social proof." It's the notion that consumers base their purchasing decisions on the views of their peers. Since they are aware of this, marketers are searching for strategies to foster the conditions that will allow loyal customers to serve as brand ambassadors and promote the virtues of purchasing their goods. By taking advantage of this phenomenon, technologies like Bazaar Voice and YotPo provide businesses with the resources they need to enable customers to exchange information about their items in the online marketplace. It's a method that avoids the effects of the internet.

So, what do we now know? In essence, we've learned that digital marketing is advancing beyond the practice of merely placing advertisements in front of consumer eyes. Instead, it interacts with them on their terms, providing value while still promoting things. Businesses are increasingly using influencers and customers to help them spread the word about their products and services. On the surface, it appears that branding is experiencing a crisis of faith, yet prospects for stronger, more genuine connections are also starting to materialize.

Check Your Progress:

1. What makes content marketing crucial? How to use content marketing?
2. Discuss 'Changing the Spread of Scientific Knowledge'.
3. Explain 'Sharing your Work on social media Effectively'.
4. Write a detailed note on 'Using influencers for Marketing'.

9.3 LET'S SUM IT UP

Information products and services can now be provided to a community of consumers and learners anywhere in the world without being restricted by physical brick and mortar buildings thanks to recent technical advancements. The e-marketing procedures and associated choices necessary for the online promotion of information products and services are covered in this unit. When products and services are made available online, both providers and consumers can actually benefit. Chief among these is the nearly limitless convenience for the consumer at his or her preferred time and location, as well as the virtually limitless market access made available to the provider of such goods and services. But when it comes to the marketing mix's elements and how marketing campaigns are carried out, online marketing calls for a new perspective.

9.4 QUESTIONS

1. Who are influencers?
2. Discuss brand ambassadors.
3. What is content marketing?

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CRISIS MANAGEMENT ON DIGITAL MEDIA – THE MAGGIE CONTROVERSY

Unit Structure

10.0 Objectives

10.1 Introduction

10.1.1. Digital media's role in crisis management

10.1.2. What to do when there's a Social Media Crisis?

10.1.3. Why Your Business Needs to Manage Social Media Crises

10.2 The Maggi Controversy

10.3 Let's Sum it up

10.4 Questions

10.5 References and Further Readings

10.0 OBJECTIVES

- Decipher the role and scope in crises communication
 - Place case studies in crises communication
-

10.1 INTRODUCTION

Crisis Communication is a fundamental component of public relations. As effective communication becomes crucial during a crisis, PR professionals are put to the test during these times. Consequently, the public relations department of any organization performs a crucial role not only in the pre-crisis phase, but also during and after a crisis. A crisis can be defined as an adverse event, an abrupt and severe catastrophe that requires immediate action. Crises can be caused by humans or by natural causes. Crises include famines, droughts, cyclones, earthquakes, tsunamis, insurgency, terrorism, wars, epidemics, corporate warfare, employee agitations, project closures, product recalls, and schemes, among others. Each crisis is unique and requires a specific response, taking into account the magnitude of the crisis, the stakeholders involved, and the person in charge of crisis management. The significance of communication throughout the various phases of crisis management is a trait shared by all types of crises.

10.1.1. Digital media's role in crisis management

Social media crises can come in many different forms. Examples of crises include dissatisfaction with executive pay, commentary on employee

wrongdoing, cybersecurity breaches, and fake news controversies. Whatever their cause, all kinds of crises have the potential to cause harm that can continue for a number of days or even decades.

The fact is, whether or not a company uses social media channels, any company with a public presence is susceptible to a disaster. As a result, brands must be equipped to handle any potential crisis situation.

In terms of crisis management, social media monitoring is the most effective instrument. In this post, we'll examine how social media fits into crisis management plans, how crises typically develop, and how social media monitoring might help us foresee crises and put them out.

10.1.2. What to do when there's a Social Media Crisis?

Social media may assist firms in sharing updates with important information during a crisis and supporting those who most need it. These strategies entail accurately communicating internal changes to both your inner circle and the larger world.

Social media has evolved into a crucial tool for communicating directly with people via posts during a crisis, in addition to being essential for listening to and learning about the most recent events or comments. This can take the form of a Tweet update or the prompt publication of the press link from an article written by your CEO.

Let's go over the processes of good social media crisis communication: planning, monitoring, evaluating, engaging, and creating material that is targeted.

Preparation

Effective social media crisis communication begins well before the issue really occurs. Even if you can't always foresee when a crisis will occur, you can be ready for it by developing a social media crisis management plan.

Your crisis communication strategy should include the following to assist in preparing and directing your team to respond swiftly and effectively to any potential crisis:

- protocols, rules, and regulations
- Action plan for the response with prepared messages for communication
- connections for internal and external communication
- job definitions in advance for your team
- List of additional team members and contact information for the crisis team
- Any more pertinent information

Observing the media in real time

In order to monitor and promptly report what is being written about your company on social media, social media moderation is an essential component of any social media crisis. Your ability to defuse or clarify continuing tense talks is made possible by real-time, round-the-clock monitoring. Monitoring teams will notice and respond to unfavorable remarks as soon as possible. Social media moderation can also assist you in identifying your allies, such as the influencers and clients who are willing to promote your brand and change attitudes in your favor.

Determine and assess the risk.

Your brand will stay aware and in control of any potential issue if you keep an eye on your social media channels. Your staff must understand how to spot dangers and potential threats if it is to maximize the benefits of social media listening. The market, sector, and general social media practices of your business will determine what your company views as a possible catastrophe.

Your brand must comprehend the situation's components (who, what, when, where, and why) in order to identify the dangers involved in any social media interactions. You can take the necessary steps after your brand is able to correctly identify and assess the danger. You should follow the instructions in your social media crisis management plan on how to interact with your audience and what kind of response is needed to defuse the situation.

Draw the audience in

Engaging with your audience is crucial, even in times of crisis, to keep an eye on the situation and the general attitude people have about your company. Even if your firm may still be trying to resolve the problem inside, audiences and the general public are counting on you to address the situation right now.

Most likely, your audience will have inquiries that need to be addressed. The best course of action is to react quickly on the platform where the issue initially surfaced. Services for community management can assist your company in addressing and handling any problem around-the-clock.

Keep the dialogue lively.

To assist you in managing and concentrating on the current problem, channels of communication between your brand, your audience, and your customers should be open and free from off-topic dialogues. Disable any upcoming social media engagements or postings that could not be relevant to your present situation on social media.

Instead of waiting until you have all the information, provide facts now to build your audience's trust. Maintain the dialogue about the social media disaster by doing the following:

- creating a hashtag for your emergency
- distributing communications that provide the truth to combat any false information
- posting concise, practical messages
- remaining composed and informative
- send updates on a regular basis

Examples of social media crises

Social media disasters may occur at the worst possible times. They can take a variety of shapes, from unfavorable remarks on advertisements to business difficulties. These are a few of the most typical.

Negative reviews of the commercials

Negative feedback can be managed to stop angry customers from further harming your brand. Negative comments on advertisements can spiral out of control and harm your company, so even little concerns should be handled politely and sensibly.

Various media crisis

A problem may begin on one platform, worsen, and then move fast to another. Communication with your audience quickly, honestly, and across all of your platforms is essential. Online community management will assist your business in keeping tabs on the conversation and preserving client trust.

Vendor, collaborator, or partner crises

In times of crisis, who you partner with can have a significant impact on your brand. Depending on how your audience perceives your collaboration, your collaborators may have modest or significant effects on you as a result of their crises. Your collaborators are not immune to any personal, executive, financial, or technological crises (to mention a few). As a brand, it is your responsibility to communicate in line with your goal and values and to share the news that is important to both you and your audience. Authenticity in communication is crucial.

Crisis of fake news

Your brand needs to be aware of the influence of social media. A jokey remark might swiftly spread among people and cause a social media disaster. False, accidental, or context-deficient comments can and will be shared on social media, whether the source has been verified or not. You should be ready to respond immediately, inform your audience, and reaffirm your beliefs and principles with a statement that includes the relevant, accurate information. Timing is crucial in any social media crisis.

Business crisis

Numerous crises could occur, one of which might affect your industry. To tackle those types of emergencies, you'll require specialized industry

knowledge. To offer consistency and assurance, your team should update your audience frequently.

Tech-related crisis

To manage daily tasks and customer products and services, your brand probably makes use of a variety of open platforms, closed programs, and tightly connected applications. A technical crisis could be caused by issues with the overall technology systems, such as programs that are slow to respond and have bugs.

Make sure your company has a backup communication strategy and understands how to escalate problems to the tech team in case of a technical emergency. To lessen the effect of the crisis on your company, you can inform and communicate with the impacted parties in the interim with the aid of a social media management team.

Failures of products and complaints from customers

Customer dissatisfaction can range from concerns with pricing and quality to issues with customer support and defective products. Simple consumer complaints and unhappiness can develop into a serious crisis if not immediately addressed. Organizations should keep a careful eye on client complaints. For instance, unfavorable evaluations can harm the company's brand and cause customers to lose faith and loyalty.

10.1.3. Why Your Business Needs to Manage Social Media Crises

The key to managing a social media crisis is to flag prospective threats and spot potential reputational harm. Thus, social media crisis management strategies can assist your company in preventing crises from happening or greatly minimizing their negative effects on your company's reputation and bottom line.

Your brand will benefit from a solid social media crisis management strategy if:

- Prevent short-term and long-term harm to your brand's reputation.
- regain control and stability
- Avoid revenue and sales declines.
- Return as soon as you can to balance.
- Keep up with, or even improve, employee and consumer satisfaction

To understand when and how your brand is discussed on social media platforms, you can monitor discussions and attitudes surrounding it with the use of social listening services. It will also assist your company in identifying any impending issues and disasters.

Mistakes in Social Media Crisis Management

On social media, anything posted has the potential to be seen and shared eternally. Social media can aid in preserving the reputation of your company, but when used improperly, it can have disastrous results. Social

media's instantaneity allows for the rapid dissemination of information across channels and people, including errors. Spend some time training your team to steer clear of some of the most typical blunders in social media crisis management.

Removing oneself from social media

Developing a crisis plan can take some time. Although your team might need to "pause," remember that doing so in silence isn't a wise long-term plan. It is impossible to vanish from social media during such a crucial time. You must reassure and refresh your audience. You must demonstrate that your brand is present even during a crisis. Avoid slow or delayed responses and put more emphasis on constructive conversations.

Leaving open-ended inquiries

As many people will have questions during a crisis, the volume of comments, texts, and tweets you receive could be overwhelming. Your major priority should be making encouraging connections that reassure. Give yourself time and space to interact with your audience and respond to their inquiries.

Tell your readers how to contact you the best way possible. To respond to everyone's questions more quickly, you can make a FAQ page. You could even want to include those in your crisis management strategy for social media.

Not being ready

Spend some time in advance creating a solid social media crisis management strategy. Not having a crisis plan is dangerous since it will probably compromise the caliber of your reaction statement and slow down your decision-making process. When you need them most, having particular responses prepared will save you time and effort.

Your brand will have the solid grounds and tools required to weather a crisis if you prepare and train your employees in advance. Remember that your staff will experience tension and worry during a crisis. In those trying moments, putting together content on the fly with the appropriate facts and tone is likely to result in mistakes and expensive mistakes.

Attempting to make money off the disaster

Utilizing the publicity generated by your social media problem for business objectives may seem profitable. Short response: No. Activities that seem profit-driven during a crisis might harm a brand's reputation and sales. It is not a sensible business move to use your social media disaster as leverage to strengthen your brand in the marketplace. A crisis is not the time to introduce a new product or service.

Being impatient

The secret to getting through any problem is patience; take your time and do it well. Your planned campaigns can wait (tell your teams this). Rushing through a crisis is perilous because it can lead to blunders that could have been avoided and show disregard for your audience and the individuals involved. Spend the time necessary to gather all the resources to help you get through the crisis.

Posting the material, you usually do

A smart marketing tactic is to postpone any planned social media interactions or posts that might conflict with your present social media issue. All ads and upcoming posts for your brand that are incongruent with your current problem should be thought about suspending. Your social media posts ought to be logical and sensitive to the situation at hand. Social media's role in crisis management

Social media crises can come in many different forms. Examples of crises include dissatisfaction with executive pay, commentary on employee wrongdoing, cybersecurity breaches, and fake news controversies. Whatever their cause, all kinds of crises have the potential to cause harm that can continue for a number of days or even decades.

The fact is, whether or not a company uses social media channels, any company with a public presence is susceptible to a disaster. As a result, brands must be equipped to handle any potential crisis situation.

In terms of crisis management, social media monitoring is the most effective instrument. In this post, we'll examine how social media fits into crisis management plans, how crises typically develop, and how social media monitoring might help us foresee crises and put them out.

Check Your Progress:

1. 1. Write a detailed note on - Digital media's role in crisis management
2. Explain what to do when there's a Social Media Crisis?
3. Explain why your business needs to manage social media crises.

10.2 THE MAGGI CONTROVERSY

Everyone is familiar with the well-known brand Maggi. It is a brand that is well-known. The Nestle brand has offered instant noodles, spices, and soups since 1947. Among all of its goods, Maggi was the first to market with prepared soups and protein-rich vegetable meals. Due to the invention of Maggi instant noodles, 1983 was a turning point in Indian history.

Maggi has frequently been in the spotlight for its flavor and has evolved into the most popular snack in India. Maggi, on the other hand, was in the news at various points in time for a number of reasons. Poor promotional

activity caused by the presence of monosodium glutamate (MSG) and extremely high lead levels in the packages tested by the FSSAI was the main cause. This caused the customer's trust to be damaged. Many facets of society were alarmed as a result of this outcry because children's health was at stake in this situation.

What caused the uproar to start?

The Nestle Maggi two-minute noodles crisis has become India's most seriously concerning food issue, surpassing the pesticide presence in soda. Due to growing consumer health concerns, the controversy surrounding Maggi, one of India's most popular snacks, caught people's attention.

Following a test by a state government lab that found the presence of MSG (a chemical that Nestle said it did not add to its item) or higher levels of lead, Maggi noodles were sued in India for purported violations of food security laws. Even though additional testing by administrative labs in various states produced different results, they nevertheless dismissed these findings. The Delhi municipal administration enforced a ban despite the company's confidence in Maggi's safety, sending a message that other state governments should do the same.

For Indian consumers who still had a tender spot for the food and were unwilling to let it go, the departure of Maggi was a huge let-down. The demise of Maggi was due to its inherent qualities, such as an increase in lead content, which was harmful to consumer health, rather than any external factors. Nevertheless, Maggi continued to exist despite the product's sharp fall. They used this disaster as a teaching opportunity for their future work. Maggi regained its position on the shelf by meticulously re-examining its product and its constituent parts.

Since its debut, Maggi has kept the top spot on the market. However, during Maggi's collapse phase, competitors for the market leadership position emerged who had previously been market followers.

Due to the general influence, it has always had on the Indian market, Maggi's resurgence in the market forced its rivals to take second position. Maggi then recovered and kept the top spot. Since the Maggi incident made news, Nestle has been using a firefighting strategy, using this crisis situation as a point of learning for their future undertakings. The brand's reputation was unquestionably damaged, and it took some time for it to regain its power and return to the shelves, leaving all of its rivals in the dust.

Preceding the ban

Government and law enforcement launched a full-scale offensive against Maggi. Following statewide investigation into claims of excessive lead and MSG (a flavor enhancer) in Maggi, the Indian government has filed a claim for damages from settlement. They became enraged when Nestle Maggi 2-minute noodles are referred to as India's biggest food fear in ten years due to the inclusion of toxins in soda pops. It was a legitimate

general health concern, and the law enables us to take independent legal action against the officials involved in the national purchaser question redressal commission's error.

The Food Safety and Standards Authority of India (FSSAI) requested a national evaluation of the Maggi following repeated quality tests and discussions with settlement supervisors.

Mentioning the problem on social media

TV networks, newspapers, and other social media platforms in India poured over Maggi as if it were one of the year's top stories as the dispute between Nestle and the FSSAI intensified. The headlines of the news articles read, "Maggi under regulatory scrutiny for lead, MSG above permitted limits; Maggi treachery has crushed our good Indian hearts; Maggi demonstrates Indian customers are taken for granted," and similar phrases. The media had a chance to influence public opinion because to the emotional connection with Maggi at its customer encounter, the outrage over conflicting test findings, and the general public's ignorance of food rules. Maggi underwent a publicity trial before being taken.

Social media worsened the issue, which was heavily covered by traditional media as well. Despite the veracity of the story, the dominance of social media players like Facebook and Twitter has facilitated its dissemination.

This obviously has consequences for Nestle because a difficult argument might get out of hand rapidly.

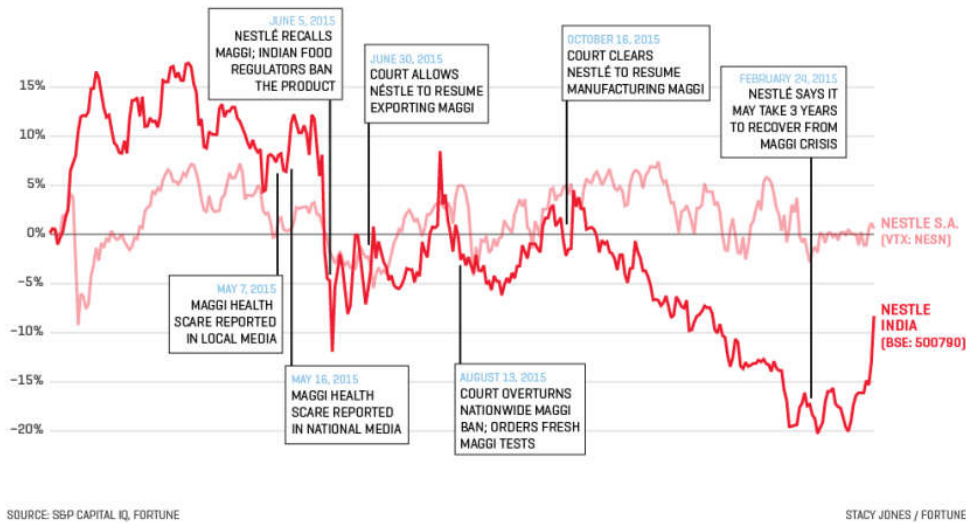
Big metropolitan retailers report a 15% to 20% decline in Maggi sales. Shares of Nestle India fell 15% between mid-May and early-June.

Ban, please

Since the news about the questionable ingredients in Maggi first surfaced, Nestle Maggi has been actively defending the flames. As a result, the brand's reputation took a significant hit. When it was discovered that the samples evaluated by government laboratories contained superfluous ingredients such as lead and MSG, Maggi noodles sales plummeted dramatically.

The Maggi ban stopped Maggi's production, which had an impact on suppliers. The cessation of manufacturing following the Maggi ban had an impact on about 1500 persons who worked in India to produce Maggi. The stock market also felt the effects of Maggi's passing.

NESTLÉ AND NESTLÉ INDIA STOCK PERFORMANCE, JAN. 2015 - MARCH 2016



After the ban

One of the most well-liked snacks in India for a long time is Maggi. For its flavor, it was often maintained in the headlines.

The company didn't let any of its changeless workers go during Prohibition; instead, it used them for a variety of tasks like planning, team building, and other things.

However, it should be recognized that specific policies, principles, and ethics have distinct meanings for various business models. With 80% of the consumer market, Maggi has long been a market leader. Market leaders are generally thought to be able to build their brands and use them based on clear corporate policies in order to survive.

Bringing back Maggi

Maggi noodles were put on the market after passing inspection by food testing facilities, and Nestle started assembling them again on October 26. Following the Bombay High Court's lifting of limitations on all nine Maggi variants, Nestle reintroduced Maggi noodles to the market.

Within seven days of the reintroduction of Nestles Maggi noodles to the market, the FSSAI, the country's primary nutrition regulator, filed a petition with the Supreme Court challenging the Bombay high court's decision to permit the noodles' reintroduction. It should be noted, meanwhile, that Maggi passed the initial testing on October 16, 2015, allowing Nestle India to keep producing the product. The product was deemed safe for human consumption after the second set of tests on freshly created groups. A few Maggi samples were examined periodically.

At its launch, Snapdeal sold 7,20,000 units of Maggi noodles (12-packs), with 60,000 units being sold as welcome units. These favorably received items came with a Maggi calendar for 2016, an ice chest magnet,

postcards, and a thank-you note. It expanded swiftly to 3.9 million retail establishments.

Check Your Progress:

1. Write a detailed note on the Maggi Controversy and its aftermath of lifting the Ban.
2. What can you learn from the Maggi controversy?

10.3 LETS SUM IT UP

It was discussed the function of public relations in crises and the misconceptions surrounding it. Poor corporate governance and disregard for ethical principles frequently place organizations on the radar of public opinion. Communication that is not founded on sincere intentions frequently backfires.

We saw all of this through Maggie case studies. Crisis Management is a function of Public Relations. No one can avoid managing their crisis to maintain their image, whether they are political parties, corporations, industries, or governments. You should continue to examine local cases that have been managed effectively and those that have been poorly managed. You will obtain knowledge from each of these. Be it the Coke-Pesticide Case, the Maggi-Lead Case, the Dairy Milk-Worm Case, the Samsung-Battery Explode Case, or others from around you, - the management of the crisis and the maintenance of the corporate image will undoubtedly teach you a thing or two.

10.4 QUESTIONS

1. What do you mean by crisis?
2. Explain crisis using a case study?
3. How should one deal with a crisis?

10.5 RECOMMENDATIONS AND FURTHER READINGS

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2. Gurnig James E and Hunt Todd (1984), 0anaging Public Relations, Holt, Rinehart and Winston Publishers
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