DIGITAL MARKETING

By

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Digital marketing simply means promoting products or services using the internet and electronic devices. It includes things like ads on websites, search engines, social media, emails, and mobile apps, where phones, tablets, and computers are used to reach people online.

EVOLUTION OF DIGITAL MARKETING

- **1990 – Search Engines Begin** The first search engine "Archie" allowed users to find information online, marking the start of digital marketing.
- **1993 – Clickable Banners** HotWired introduced banner ads, the first form of online advertising, opening doors for businesses to promote products digitally.
- **1994–1995 – Yahoo, Amazon & eBay** Yahoo launched its search engine, while Amazon and eBay began e-commerce, showing how businesses could sell directly online.
- **1996 – SEO Emerges** Search engines like HotBot and Alexa appeared. Marketers started using SEO techniques like keywords and backlinks to rank higher.
- **1998 – Google Launches** Google quickly became the most popular search engine, penalizing spammy SEO practices and setting new standards for online visibility.
- **2000 – Google AdWords & Web 2.0** AdWords allowed paid ads, while Web 2.0 introduced interactive websites where users could engage with content.
- **2001–2005 – Social Networks & Video** LinkedIn, MySpace, Facebook, and YouTube were launched, giving marketers new platforms to connect with audiences.
- **2006–2007 – Streaming & Smartphones** Twitter, Hulu, and Tumblr expanded digital channels. Apple's iPhone boosted mobile marketing campaigns.
- **2009 – Real-Time Search & Ads** Google introduced real-time results and advanced AdWords targeting, making ads more personalized.
- **2010–2013 – Social Media Growth** WhatsApp, Google+, and Tumblr gained popularity. Businesses increased social media budgets to engage audiences.
- **2014–2015 – Mobile & Apps** Facebook Messenger, WhatsApp, and Snapchat Discover made mobile marketing dominant, with ads tailored for smartphones.
- **2017–2018 – Social Media Dominance** Platforms like Facebook, Instagram, Snapchat, YouTube, and Twitter became essential for businesses to reach billions of users daily.
- **Cookies Technology** Websites began storing cookies to track user behavior, helping marketers personalize ads based on browsing history.

Traditional vs Digital Marketing

Aspect	**Traditional Marketing**	**Digital Marketing**
Medium	Uses ofline channels like TV, radio, newspapers, magazines, billboards	Uses online platforms like websites, social media, email, search engines
Reach	Local or regional; limited global reach	Global reach; accessible to anyone with internet

Cost	Generally high (printing, broadcasting, physical distribution)	More cost-effective; flexible budgets with pay-per-click or social ads
Targeting	Broad audience; less personalized	Highly targeted; based on demographics, interests, behavior
Interactivity	One-way communication; passive audience	Two-way communication; active engagement via comments, shares, likes
Measurement	Difficult to measure ROI accurately	Easy to track with analytics, metrics, dashboards
Speed	Slow to implement and update	Instant publishing, quick updates, real-time campaigns
Longevity	Long-lasting (e.g., print ads, billboards stay visible)	Shorter lifespan; content quickly replaced in feeds
Flexibility	Less flexible; once published, hard to change	Highly flexible; campaigns can be edited anytime
Examples	TV commercials, flyers, radio jingles, posters	Google Ads, Instagram campaigns, YouTube videos, email newsletters

Digital Era Transformation

- **Shift from Traditional to Digital** Earlier, businesses relied on TV, radio, print, and billboards. Now, digital platforms like websites, social media, and mobile apps dominate marketing because consumers spend most of their time online.
- **Benefits for Businesses & Consumers** Digital marketing helps even small businesses reach large audiences. Consumers benefit from easy access to information, online shopping, and sharing product experiences.
- **Role of Data & Analytics** Data collection and analytics allow businesses to design targeted campaigns, making marketing more effective and personalized.
- **Cost-Effective Strategies** Tools like content marketing and SEO help businesses reach customers without spending heavily on traditional ads.

Innovation No. 1: Online Display Advertising

- **Local Targeting** Display ads now use geography-based targeting along with demographics and keywords, making ads more relevant to local customers.
- **Cost-Per-Action (CPA) Pricing** Instead of paying per click, businesses pay only when a desired action (like a purchase) happens, making ads more result-oriented.
- **Preparation Tip** Businesses should know their acquisition costs and build customer profiles (location, demographics, buying behavior) to bid wisely.

Innovation No. 2: Online Retail Promotions

- **Selling Beyond Own Website** Retailers can now sell products on other consumer websites, expanding reach beyond their own e-commerce stores.

- **Real-Time Inventory** Platforms like Milo.com allow customers to check product availability in local stores instantly.
- **Shopping via Photos** Tools like Pixazza let users buy products they see in online photos, making shopping more interactive.
- **Preparation Tip** Businesses should organize their inventory databases to share product information easily across platforms.

Innovation No. 3: Social Media Advertising

- **Engagement Challenge** Ads must grab attention while users are busy chatting or sharing photos. Interactive formats like quizzes and games make ads more engaging.
- **Affordable Options** Small businesses can use low-cost tools like Fan Appz to attract attention and build engagement.
- **Preparation Tip** Test strategies before investing. Track and compare results to ensure the best use of limited budgets.

Innovation No. 4: Mobile Marketing

- **Integrated Solutions** Mobile marketing now combines SMS, MMS, email, and mobile websites into one package, making campaigns more powerful.
- **Mobile-Friendly Websites** Businesses must ensure their sites display well on mobile devices, especially contact and product pages.
- **Location-Based Marketing** Sending mobile coupons, short product info, and offers helps reach customers on-the-go.
- **Preparation Tip** Strengthen mobile presence on social media and design communications that are easy to access via smartphones.

Digital Marketing Strategy

1. The Consumer Decision Journey (AIDA + Advocacy)

- **Awareness** Consumers first need to know the brand exists. Digital tools like social media, display ads, and YouTube help create brand recall.
- **Interest** Awareness alone isn't enough; consumers must be curious about the brand. Creative campaigns, emotional posts, and unique benefits spark interest.
- **Desire** At this stage, consumers compare options using reviews, blogs, and forums. Smart marketers guide them with comparisons, ratings, and expert advice.
- **Action** Consumers finally buy the product. Smooth websites, easy navigation, and secure payments ensure they don't drop off before completing the purchase.
- **Advocacy** After purchase, satisfied customers share experiences on social media, building loyalty and influencing others. This fifth stage is unique to digital marketing.

2. The P-O-E-M Framework

- **Paid Media** Sponsored ads on Google, Facebook, LinkedIn, or Twitter. They guarantee reach but stop working once ads end.

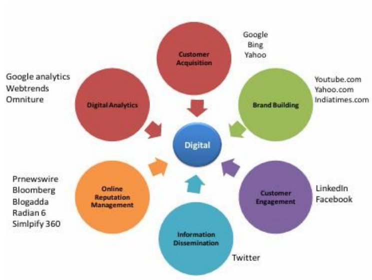
- **Owned Media** Company-controlled assets like websites, blogs, apps, and official social pages. These are long-term tools for brand building.
- **Earned Media** Organic publicity from likes, shares, comments, and word of mouth. It's unpaid but highly credible and powerful.
- **Best Practice** Balance all three. Allocate around 50% budget to owned/earned media (content, engagement) and 50% to paid ads. Paid gives quick reach, while owned/earned build long-term trust.
- **Lifecycle Strategy** New brands may spend more on paid ads for awareness. Mature brands can rely more on owned/earned media for loyalty.
- **Convergence Example** Facebook can be all three: owned (page content), earned (likes/shares), and paid (sponsored posts).

3. Segmenting and Customizing Messages

- **Segmentation** Divide customers into smaller groups based on geography, demographics, behaviour, or interests for targeted campaigns.
- **Behavioural Targeting** Track online behaviour to know if a user is ready to buy. Ads then match their intent.
- **CRM Data Targeting** Use your customer database to cross-sell or upsell. Adding social and demographic layers makes it richer.
- **Lookalike Targeting** Algorithms find new users similar to your best customers, expanding reach effectively.

4. The Digital Landscape

- **Search Engines** Platforms like Google or Bing capture user intent. Since users actively search, click-through and conversion rates are high.
- **Brand Building** Popular portals (Yahoo, Indiatimes, YouTube) have huge reach. Banner ads here create awareness quickly.



- **Social Media** Best for engagement and community building, not direct sales. It nurtures relationships rather than immediate conversions.
- **Microblogging (Twitter)** Great for fast information sharing, trending topics, and word of mouth due to its open network and short posts.
- **Online Reputation Management (ORM)** Tools like Radian 6 or Simplify 360 help monitor consumer sentiment, influencers, and brand reputation.
- **Digital PR & Influencer Marketing** Online press releases and influencer collaborations spread brand messages widely. Anyone can be an influencer in the digital world.
- **Digital Analytics** Measurability is a strength. Tools like Google Analytics, Webtrends, and Omniture track campaign performance and improve ROI.

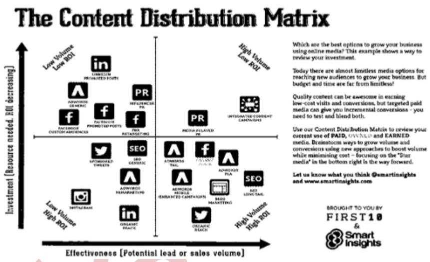
DIGITAL MARKETING KEY DRIVERS

4Cs of Digital Marketing

Key Drivers of Digital Marketing- 4Cs

1. Content: Content is the most important part of digital marketing. It should be easy to read, interesting, and worth sharing. If people enjoy your content, they will talk about it and share it with others, which increases your brand's reach.

2. Cost: Digital ads can be priced in many ways — cost per click (CPC), cost per 1000 views (CPM), cost per action (CPA), and more. Choosing the right pricing model depends on your goal: whether you want more visibility, branding, or direct sales. The key is to match your budget with your marketing objective.



3. Channel: There are many digital channels like social media, search engines, email, and websites. Picking the right mix depends on your company's goals. Marketers should always have a backup plan (Plan B) because digital campaigns don't always go as expected. A flexible approach ensures success even if one channel fails.

4. Creativity: Creativity is not just about design — it's about making content exciting and appealing. Since people's attention spans are short, you must grab interest quickly (within seconds). Choosing the right ad format (video, banner, retargeting, etc.) is important, and web vs. mobile platforms should be treated differently because users behave differently on each.

5. Collaboration (The Fifth C): Modern consumers constantly interact and share online. Brands should encourage participation by engaging customers in conversations, feedback, and co-creation. This builds trust and loyalty, making customers feel like partners rather than just buyers.

<u>DIGITAL CONSUMER</u>

Baby Boomers: Baby boomers were born between 1944 and 1964. They're current between 55-75 years old. **Gen X**: Gen X was born between 1965 - 1979 and are currently between 40-54 years old. **Gen Y**: Gen Y, or Millennials, were born between 1980 and 1994. They are currently between 25-39 years old. Gen Y.1 = 25-29 years old Gen Y.2 = 29-39. **Gen Z**: Gen Z is the newest generation to be named and were born between 1995 and 2015. They are currently between 4-24 years old

<u>Digital immigrants</u> are older people who weren't born into the digital age but later learned and adopted technology. Companies that design simple, digital-first experiences (like Spotify or Uber) succeed because they meet modern expectations, while traditional businesses that rely on old methods often struggle to keep up.

Need for digital engagement

1. Digital Convenience: Digital technology makes life easier by reducing the need for physical interactions. A one-click search or shopping saves time and effort compared to traditional shopping.

At the same time, companies collect consumer data during these digital interactions, which helps them personalize services and strengthen engagement.

2. Consistent Consumer Engagement: Companies today use integrated marketing communications (IMC) to ensure their message is uniform across online and ofline platforms. This consistency builds trust and moves consumers from just noticing a brand to actively engaging with it. Digitally savvy firms maintain presence across multiple channels to keep consumers connected.

3. Rate of Technology Adoption by Consumers: Consumers are adopting new technologies faster than ever before. For example, while telephones took decades to reach half of households, platforms like Google+ reached millions of users in just days. This shows how quickly people embrace innovations today, especially early adopters and the early majority.

4. Rate of Adoption of Digital Infrastructure: Governments and societies are rapidly building digital infrastructure, and consumers are equally quick to adopt it. With technology deeply embedded in their upbringing, people are comfortable using new systems, making digital infrastructure growth both fast and widespread.

5. Plugged-in Generation Y: Gen Y has grown up with technology and cannot imagine life without the internet. They see technology as a friend and expect seamless digital experiences—quick shopping, instant search results, constant connectivity, and smooth collaboration. They also drive peer-to-peer networking, influencing others to adopt products and services.

6. Gen Y and Disruptive Business Models: This generation is bold and innovative, creating disruptive business models that change how companies operate. From new digital products to online communities and web-based business models, Gen Y is reshaping industries by embracing risk and pushing boundaries in communication and commerce.

Generation Y – Expectations and Influence

Gen Y (Millennials) are a demanding and fast-changing generation, pushing companies to adapt quickly. They expect honesty and transparency, and can easily expose fake claims online. Their opinions spread instantly through digital platforms, so brand reputation depends on being genuine. Simple ads don't work for them; they want real, personal engagement. They also push for big changes in business and politics, often creating new solutions themselves, making them powerful drivers of innovation.

According to research conducted by Ernst and Young, other Gen Y expectations include the following:

1. Collaborative Learning: Gen Y loves collaborative and networked learning. For example, the average user spends nearly an hour daily on Facebook, showing their preference for social and connected platforms to share knowledge and experiences.

2. Fast and Fun Communication: They expect communication to be quick, easy, and enjoyable. Gen Y adults spend over 15 hours weekly online, highlighting their reliance on digital channels for interaction.

3. Peer Recommendations: Gen Y trusts peer recommendations far more than advertisements. Around 80% believe in peer reviews, while only 14% trust ads. This shows the importance of social proof in their decision-making.

4. Immediate Feedback: They expect instant responses and feedback. For example, 34% of bloggers regularly post opinions about products and brands, influencing others quickly. Companies must be ready to engage in real-time.

5. Environmental Awareness: Gen Y is highly conscious of environmental issues. Nearly all (96%) want workplaces to be environmentally responsible, making sustainability a key expectation from organizations.

6. Flexibility Preference: Flexibility is crucial for Gen Y. Over half prefer choosing when to work, and nearly 80% want mobility instead of static office setups. They value freedom and adaptability in their work environment.

7. Growing Global Influence: Gen Y already makes up more than a quarter of the world's population, and their proportion is increasing. Their influence as consumers and employees is becoming impossible to ignore.

NETIZENS: EXPECTATIONS AND INFLUENCE

Who are Netizens?

- **Netizens** are people who actively contribute to the growth and usefulness of the internet, not just use it.
- They care about openness, sharing, and connecting across borders.
- They are seen as "citizens of democracy" online because they believe in participation and equality rather than strict governance.

Types of Internet Users

Not everyone online is a netizen. According to **Social Technographics**:

- **Inactives**: Do nothing online.
- **Spectators**: Only read or watch.
- **Joiners**: Use social media casually.
- **Collectors**: Organize info (tags, RSS).
- **Critics**: Comment, rate, review.
- **Creators**: Make blogs, videos, posts. – Netizens are mainly **collectors, critics, and creators** because they add value.

How Netizens Connect

- They use platforms like **Facebook**, **WhatsApp**, **Instagram**, and **LinkedIn**.
- Connections start one-to-one but quickly expand into many-to-many networks, forming strong online communities.

The F-Factors

- Netizens become **followers, fans, and friends** of brands.
- They defend brands against negativity and spread authentic stories that advertising cannot.

Contribution

- Netizens contribute by:
    - Tagging and organizing information.
    - Writing reviews and ratings.
    - Creating new content: blogs, videos, music, e-books, games, etc.
- Their contributions make the internet richer and more useful.

Impact

- Communities of netizens grow exponentially because they are built on trust and emotional connections.
- They amplify messages through **word of mouth**, making them powerful influencers for brands and ideas.

Additional Skills Required in Digital Marketing

1. Think Skills: Digital marketing needs people who can think strategically and analyze data. They should be able to study metrics, run campaigns on search, display, and social media, and conduct A/B testing to see what works best. These skills help in setting goals like testing product concepts or researching consumer trends.

2. Feel Skills: Marketers must empathize with customers by understanding their needs and pain points. This helps in creating content strategies that truly connect with audiences. People with these skills design content for websites, blogs, forums, and social media, while also using listening tools to track consumer sentiment and engagement.

3. Act Skills: Execution is vital in digital marketing. Creative professionals like graphic designers and video editors bring brand concepts to life through images and videos. They must be artistic, skilled with design software, and able to align their work with brand values. Their creativity ensures campaigns are visually appealing and effective.

Module: 2

PPC (pay-per-click) is a type of online advertising where businesses pay only when someone clicks on their ad. These ads can appear on search engines, YouTube, social media, or websites. It's basically a way of buying visits to your site instead of waiting to get them naturally.

Now let us See what are various forms of Pay Per Click Advertising

- Search Engine Marketing
- Display Advertising
- Social Media Advertising
- Remarketing
- Shopping Ads

Search Engine Marketing (SEM) means promoting your website through search engines. There are two types of results: **organic results**, which are free and achieved through Search Engine

Optimization (SEO), and **paid results**, where businesses pay to show ads but are charged only if someone clicks (Pay-Per-Click). However, paying more doesn't guarantee your ad will appear—factors like keywords, ad quality, landing page, and competitor bids also matter. SEM isn't limited to Google search; ads can also appear on YouTube, Google Maps, and shopping platforms. Globally, Google Ads dominates SEM, followed by Bing and Yahoo.

Display advertising is a type of online promotion where ads appear as banners, images, animations, or text on websites, YouTube, blogs, and social media—reaching people even when they're not using search engines. It's a major form of Pay-Per-Click advertising, meaning businesses pay only if someone clicks on the ad. Platforms like Google Ads, Bing Ads, and social media sites such as Facebook, Twitter, and LinkedIn are widely used, especially in India where people spend a lot of time on social media due to affordable smartphones and internet access.

Remarketing is a smart advertising method where you see ads from websites you visited earlier, even when you're browsing other sites. For example, if you checked flight tickets on MakeMyTrip but didn't book, their ads may follow you around the internet. This is called remarketing, and it's a key form of Pay-Per-Click advertising, often managed through platforms like Google Ads.

Shopping ads are a type of Pay-Per-Click advertising shown on Google search pages or YouTube. They make it easy for buyers to quickly find products, while sellers can control and update product details to keep information accurate and relevant. This ensures customers see the latest items they're looking for, making shopping ads a useful tool for both buyers and businesses.

Why a business should choose Pay Per Click (PPC) advertising

1. Pay Only for Clicks: In PPC, businesses are charged only when someone clicks on their ad. This makes it cost-effective because you don't pay for impressions that don't generate interest. As a result, only genuinely interested prospects visit your website, ensuring better quality traffic.

2. Control Over Budget: PPC gives businesses full control over how much they spend. You can set daily budgets, decide your bid amount, and adjust spending anytime. This flexibility allows companies to manage costs effectively and scale campaigns based on performance.

3. Precise Audience Targeting: One of PPC's strongest features is targeting. Advertisers can choose audiences based on location, age, interests, or other demographics. This ensures ads reach the right people, making campaigns more meaningful and effective.

4. Fast Traffic Generation: Unlike SEO, which takes months to show results, PPC delivers traffic almost instantly. Once a campaign is live, visitors start coming to the website within hours. This makes PPC the fastest way to attract potential customers.

5. High Return on Investment: Since businesses pay only for clicks, PPC is highly cost-effective. Platforms also provide detailed data like click-through rates and average cost per click, helping advertisers optimize campaigns. This improves efficiency and maximizes ROI.

6. Ad Scheduling: PPC allows businesses to schedule ads for specific days and times. This ensures ads appear when the target audience is most active, reducing wasted spending and improving the chances of quality traffic and conversions.

Online marketing through social media

What Is Social Media Marketing?

Social media marketing means promoting your business through platforms like Facebook, Instagram, Twitter, and Pinterest, where customers are already active. By engaging directly with people on these platforms, businesses can build loyal followers, strengthen their brand, and even generate leads and sales.

How Social Media Marketing Can Help You Meet Your Marketing Goals

Social media marketing can help with a number of goals, such as:

• Increasing website traffic

• Building conversions

• Raising brand awareness

• Creating a brand identity and positive brand association

• Improving communication and interaction with key audiences

How to Choose the Best Social Media Platforms for Marketing

1. Facebook Marketing: Facebook has a casual and friendly environment, so businesses should keep their tone light and engaging. Creating a Facebook Business Fan Page is essential, and visuals play a big role in attracting attention. Since organic reach is limited, using cost-effective Facebook ads can boost visibility and strengthen presence.

2. Twitter Marketing: Twitter allows businesses to broadcast updates quickly and widely. Companies should mix official tweets about offers or news with fun, brand-building posts. Retweeting customer praise and answering questions builds trust. Success on Twitter depends on active interaction and ongoing dialogue with followers.

3. LinkedIn Marketing: LinkedIn is a professional platform ideal for networking and industry discussions. Businesses can use LinkedIn Groups to share content and engage with professionals. Recommendations from clients add credibility, while answering questions helps establish thought leadership and trust among potential customers.

4. YouTube Marketing: YouTube is the leading platform for video content. Instead of focusing only on viral videos, businesses should create useful "how-to" or instructional videos. These videos not only engage audiences but also rank well on Google search results, making them powerful tools for visibility and brand building.

Social Media strategy

A strong social media strategy can be very powerful. For example, Barack Obama, who was not well-known in 2007, used social media effectively to connect with people and spread his message. This helped him win the 2008 U.S. presidential election against a much more famous opponent. His success shows how impactful social media campaigns can be for building influence and achieving big goals.

What is Social Media Strategy?

Social media strategy' refers to the step-by-step methodological approach to achieve a certain objective using social media. The major objectives of social media can be classified as follows:

• Customer engagement

- Brand building
- Lead generation and conversions

Also, few organizations also develop social media strategies for achieving other objectives such as:

- Innovation and new product development
- Human resource (mostly recruitment)
- Understanding the voice of the customer
- Search engine optimization
- Grow business partnerships

HOW TO BUILD A SUCCESSFUL STRATEGY

1. Listen: The first step is listening to customers, employees, or the audience. By gathering feedback and opinions, businesses understand what people expect and the problems they face. This helps in shaping strategies that meet real needs.

***Tools to Listen* in social media**

a. Google Alerts: Google Alerts is a free tool that notifies you by email whenever new content related to your chosen search term appears online. It can track blogs, news, articles, or research papers, and the frequency of alerts can be customized.

b. Google Trends: Google Trends shows how often a term is searched compared to overall search volume. It helps marketers understand general trends and compare popularity between topics, making it useful for industry-specific insights.

c. Twitter Search: Twitter Advanced Search helps filter millions of tweets to find relevant information. It can be used to measure sentiment, connect with dissatisfied customers, or even generate leads by searching specific queries.

d. Social Mention: Social Mention searches user-generated content like blogs, videos, and social posts. It provides insights using four metrics—strength, sentiment, passion, and reach—helping marketers understand brand perception and audience engagement.

2. Goals and Objectives: After listening, clear goals are set. These goals may include increasing sales, improving brand awareness, or enhancing customer satisfaction. Objectives should always be specific and measurable to track progress effectively.

3. Develop Plan: In this step, a strategy is created to achieve the goals. It involves deciding actions, allocating resources, and planning how to implement the campaign. A well-structured plan ensures smooth execution.

A. Content Strategy: Content strategy is the core of social media marketing. It means creating valuable content that matches the company's vision, is unique to the brand, and resonates with the audience's interests. When content meets all three, it can gain word-of-mouth publicity and even go viral. **Match with Vision and Mission:** Content should align with the organization's brand story, vision, and mission. This ensures consistency and strengthens the brand identity in the minds of the audience.

a. 70/20/10 Content Approach: This framework balances different types of content. It avoids being too repetitive or too risky by dividing content into three categories.

Low-Risk Content (70%): Most of the content (70%) should be safe and everyday material. It focuses on customer engagement and keeps the audience consistently connected.

Medium-Risk Content (20%): Around 20% should be innovative and engaging. This type of content creates deeper involvement and helps the brand grow at scale.

High-Risk Content (10%): Only 10% should be high-risk, experimental content. It may succeed or fail, but both outcomes provide valuable learning for future strategies.

b. 50-50 Content: A good content strategy should balance brand-related and non-brand content. Only 50% of posts should directly promote the brand, while the other 50% should include humor, entertainment, seasonal themes, product updates, or current affairs. This mix keeps the audience engaged and prevents monotony.

c. Brand Mnemonic: A brand mnemonic is a tool that helps people easily remember and connect with a brand. It can be a logo, tagline, mascot, or symbol that builds quick recall and strengthens brand identity. These mnemonics define the brand's character and make it more recognizable in the market.

4. Develop Content: Here, the actual communication material is prepared. This could be advertisements, social media posts, blogs, or videos. The content must align with the objectives and be designed to attract and inform the target audience.

5. Engage: Engagement means interacting with the audience. Businesses respond to queries, build relationships, and create trust. Active engagement helps in developing loyalty and keeps the audience connected to the brand.

Engagement Ladder

a. Ratings and Reviews: Customers who give ratings and reviews are very valuable because their opinions influence many others. For example, Amazon asks buyers to rate and review products, which helps build trust and guides future customers.

b. Discussions: The next level of engagement is discussions. Companies create Q&A platforms or blogs where customers can ask questions and experts or other users can respond. This builds community and deeper involvement, like Amazon's product page discussions or Home Depot Ask.

c. Ideas: Some companies crowdsource ideas from customers to improve products or services. For example, Dell's Ideastorm collected suggestions from users and turned them into real products, earning millions in revenue. This shows how customer ideas can drive innovation.

d. Advertisements: Organizations sometimes involve customers in creating advertisements. This builds emotional connection and makes ads more engaging. For example, Chrysler and Kraft Foods asked audiences to design ads, with the best ones featured in major campaigns.

e. Brands: Brands can engage customers even before launching a product. This creates excitement and emotional bonding. For instance, Boeing asked people worldwide to name its new aircraft, and "Dreamliner" was chosen with half a million votes.

f. Products: The highest level of engagement is involving customers directly in product development. For example, Peugeot invited online users to design new cars, gaining millions of views and even building prototypes. This makes customers feel like co-creators of the product.

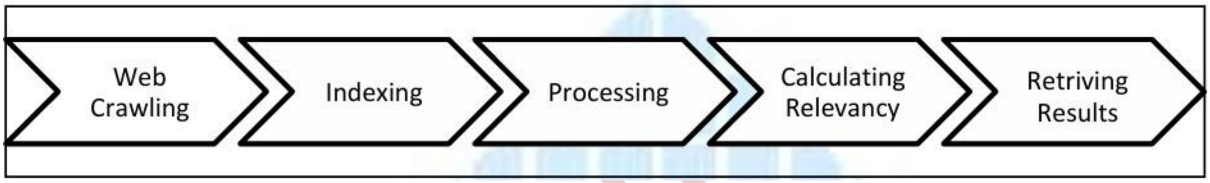
6. Measure: Finally, results are evaluated using metrics like sales, feedback, or engagement levels. Measuring performance shows what worked and what didn't, helping businesses improve their strategies.

7. Cycle Nature: After measuring, the process goes back to listening again. This makes it a continuous cycle of improvement, where each round helps in better planning, stronger content, and improved performance.

Search engine techniques, on page and off page

Search engine: A search engine is a tool that helps people find information online. When you type in a query, it shows results on a page called the Search Engine Results Page (SERP). These results can be **organic**, which are free and naturally ranked, or **paid**, where advertisers pay to display their links but are charged only if someone clicks on them.

How Search Engines Work



Search engines work in three main steps. First, they use automated programs called crawlers or spiders to visit websites and collect information. This data is stored in huge databases and then organized through **indexing**, where pages are matched with keywords and categories. Finally, when someone searches, the engine compares the query with its index, calculates which pages are most relevant, and shows the best results at the top of the search page.

CONCEPT OF SEARCH ENGINE OPTIMISATION (SEO)

Search Engine Optimization (SEO) is the process of improving a website so it shows up higher in free, organic search results. The goal is to make the site more visible, attract quality visitors, and turn that traffic into leads and sales, helping the business grow.

SEO PHASES

SEO is simply the process of making your website show up higher in search results. It starts with checking your site's current status (audit), then creating good content that search engines can easily find. Next, you improve your pages (**on-page SEO**) and build links from other sites (**off-page SEO**). Sharing on social media helps increase reach, and finally, you must keep updating and maintaining your site so it stays strong in rankings.

A. Website Audit in SEO

1. Keyword Position: This shows where your website appears in search results for important keywords. It helps you know if people can easily find your site when they search for those terms.

2. Sitemap: A sitemap is like a map of your website that helps search engines understand its structure. It makes it easier for Google or Bing to crawl and index all your pages.

3. Browser, OS, and Device Compatibility: Websites should work well on all browsers, operating systems, and devices. For example, it should look good on Chrome, Internet Explorer, desktops, and mobile phones.

4. Backlink Checker: Backlinks are links from other websites pointing to your site. Search engines use them to judge your site's authority. More quality backlinks mean better chances of ranking higher.

5. Domain Authority: Domain authority is a score that shows how strong your website is compared to others. A higher score means your site is more likely to appear at the top of search results.

6. Keyword Cloud: This shows which words appear most often on your site. It helps check if the right keywords are being used and whether they match your SEO goals.

7. Speed Audit: Website speed is very important. If a site takes more than 3 seconds to load, many users leave. Tools like Google Page Insights and Pingdom measure speed and give a score out of 100.

B. Content: Content means all the information on a webpage like text, images, videos, audio, or links. Text is easier for search engines to read and loads faster, while images and videos attract users but need tags (like Alt text) to be understood by search engines. **Unique and Fresh Content:** Good content should be original, new, and useful for the audience. Quality content brings visitors and also makes other websites link to your site, which increases your authority and ranking.

1. Robots.txt: Robots.txt is a small text file placed at the root of a website. It tells search engines which parts of the site should be crawled and which should be blocked, saving time and avoiding indexing of unnecessary files.

2. Sitemaps: A sitemap is like a map of your website that lists all pages. It helps search engines easily crawl and index the site. Think of it like a tree: the homepage is the trunk, categories are branches, and product pages are sub-branches.

C. ON-PAGE OPTIMISATION: On-page optimization means improving your website so it's easier for both users and search engines to understand and use. It involves working on things like **titles, meta tags, ALT tags, and keywords** within the content. To do this, you need some basic knowledge of **HTML** (for structure) and **CSS** (for design). It also includes making content clear, using the right keywords, and adding proper links to improve visibility and navigation.

Ways of On-page Optimization

1. High Quality Page Content: Good content is the most important part of SEO. It should be original, useful, and relevant to the audience. High-quality content attracts visitors and makes them stay longer.

2. Page Titles: Page titles tell search engines and users what the page is about. Each page should have a unique, short, and clear title that includes important keywords.

3. Headers: Headers (H1, H2, H3) organize content into sections. They make the page easier to read and help search engines understand the structure and main topics.

4. Meta Descriptions: Meta descriptions are short summaries of a webpage. They appear in search results and encourage users to click. A good description should be clear and within the character limit.

5. Image Alt-text: Alt-text describes images in words. It helps search engines understand the image and improves accessibility for users who cannot see the image.

6. Structured Mark-up: Structured markup (like schema tags) gives extra information to search engines about the page. It helps display rich snippets such as ratings, reviews, or product details in search results.

7. Page URLs: URLs should be short, descriptive, and easy to understand. Using hyphens between words is better than underscores, and keywords in URLs improve SEO.

8. Internal Linking: Internal links connect one page of a website to another. They guide visitors to related content and help search engines crawl the site more effectively.

9. Mobile Responsiveness: Websites must work well on mobile devices. A responsive design adjusts to different screen sizes, improving user experience and search rankings.

10. Site Speed: Fast-loading websites keep visitors engaged. Pages should load within 2–3 seconds, as slow sites increase bounce rates. Tools like Google PageSpeed Insights help measure and improve speed.

D. Off-page optimization: means promoting your website outside of your own pages to make it more popular and visible to both users and search engines. The main focus is **link building**, which spreads your site's links across platforms like Google, Yahoo, or Ask.com. This can be done through methods such as **direct submission, article submission, social bookmarking, forum posting, and blog commenting**, all of which help increase reach and credibility.

Strategies of Off-page Optimization

1. Shareability: Content should be easy to share across platforms. When people share your content, it increases visibility, brings more visitors, and improves your website's authority.

2. Trust Score: Trust score shows how reliable your website is. Search engines give higher rankings to sites that are safe, credible, and not linked to spammy or low-quality websites.

3. Backlinks: Backlinks are links from other websites pointing to your site. High-quality backlinks from trusted sites improve your authority and help your site rank higher in search results.

4. Popularity: Popularity means how well-known your website is online. The more people visit, talk about, and recommend your site, the stronger your brand presence becomes.

5. Social Media Marketing and Blogging: Promoting content through social media and blogs helps reach a wider audience. It builds engagement, drives traffic, and encourages people to share and link back to your site.

6. Analyse the Competition: Studying competitors helps you understand their strategies, backlinks, and content. This gives insights into what works in your industry and helps you improve your own SEO approach.

Key word advertising

Keyword advertising is an online strategy where businesses pay to show their ads when people search using specific words or phrases. By choosing the right, high-quality keywords, advertisers can reach the exact customers they want at the right time, making their campaigns more effective.

Keyword Advertising Strategies

1. Research on Keywords: This means finding out what words people type in search engines when they look for products or services like yours. It helps you know which words are most useful for ads.

2. Types of Keywords

There are three types:

- **Broad match** → shows ads for many related searches.
- **Phrase match** → shows ads when the exact phrase is used.
- **Exact match** → shows ads only when the exact word is searched.

3. Analyze Keywords: This means checking how popular a keyword is, how many people search for it, and how much competition it has. It helps you choose the best ones for your ads.

4. Keyword Grouping: Grouping means putting similar keywords together. For example, all keywords about "shoes" in one group and all about "bags" in another. This makes ads more organized and targeted.

5. Using Keyword Planner: Keyword Planner is a tool (like Google's) that suggests keywords, shows search volumes, and tells you which ones are best for your ads. It helps in choosing the right words.

<u>**SEO Techniques**</u>

1. Understand Audience and User Intent: SEO begins with knowing your audience. You must understand what people are searching for and why they are searching. This helps you create content that matches their needs, solves their problems, and keeps them engaged.

2. E-A-T Score: E-A-T stands for Expertise, Authoritativeness, and Trustworthiness. Search engines prefer websites that show expert knowledge, are reliable, and trusted by users. Building credibility through accurate and useful content improves rankings.

3. On-page Optimization: This means improving elements inside your website like titles, headers, meta descriptions, and content. It makes your site easier for search engines to understand and rank, while also improving user experience.

4. Off-page Optimization: This focuses on building authority outside your site. Activities like backlinks, social media promotion, and brand mentions help improve visibility, trust, and ranking in search engines.

5. Voice Search: Many users now search using voice assistants like Alexa or Google Assistant. Content should be optimized for natural, conversational queries such as "best pizza near me."

6. Update Old Content: Refreshing old articles with new facts, keywords, and examples keeps them relevant. Updated content performs better in search results and shows search engines that your site is active.

7. Quality Backlinks: Backlinks from trusted websites act like votes of confidence. The more quality backlinks you have, the higher your site's authority and ranking in search results.

8. Keyword Research: Finding the right keywords ensures your content matches what people search for. Tools like Google Keyword Planner help identify high-value keywords that bring traffic.

9. Analyze Competition: Studying competitors' strategies, keywords, and backlinks gives insights. It helps you learn what works in your industry and improve your own SEO plan.

10. RankBrain Optimization: RankBrain is Google's AI that understands search queries. Content should be clear, natural, and user-focused so RankBrain can match it to searches effectively.

11. Avoid Keyword Stuffing: Overusing keywords makes content look spammy. Search engines penalize this, so keywords should be used naturally and meaningfully within the content.

12. Mobile Optimization: Websites must work smoothly on mobile devices. A responsive design improves user experience, keeps visitors engaged, and boosts rankings.

13. SEO Landing Pages: Landing pages should be optimized with keywords, clear content, and calls-to-action. They help attract visitors and convert them into customers effectively.

14. Bucket Brigade Technique: This is a writing trick using short phrases like "Here's the deal" to keep readers engaged. It reduces bounce rates and keeps people reading longer.

15. Featured Snippets: Optimizing content for snippets helps your site appear at the top of Google results. Snippets give quick answers and increase clicks to your website.

16. Beyond Google Search: SEO should also target other platforms like Bing, Yahoo, and YouTube. This expands reach and brings more traffic from different sources.

17. Infographics: Infographics present information visually. They are easy to share, attract backlinks, and drive more traffic to your site by making content engaging.

18. Measure SEO Performance: Tracking SEO results with tools like Google Analytics shows what's working. Measuring performance helps identify strengths and areas to improve for growth.

Online marketing through social media: Social media marketing means using platforms like Facebook, Instagram, Twitter, and Pinterest to connect directly with customers. Since people already interact with brands on these platforms, businesses can use them to build loyal followers, increase visibility, and even drive sales. In short, good social media marketing helps create strong brand advocates and brings real growth.

Social media marketing

Social media marketing (SMM) is a type of online marketing where businesses use social platforms to share content and connect with people. It includes posting text, images, videos, and other updates to engage audiences, as well as running paid ads on platforms like Facebook or Instagram. The main goal is to build a brand, attract attention, and encourage customer interaction.

How Social Media Marketing Can Help You Meet Your Marketing Goals

1. Improves Sales: Social media helps businesses reach more people directly. By promoting products and services on platforms like Facebook or Instagram, companies can attract buyers and increase sales. Regular promotions and offers shared online encourage customers to purchase faster.

2. Improves SERP Ranking: Search engines consider social signals like shares, likes, and engagement. When your content is popular on social media, it indirectly improves your website's visibility in search engine results. This helps your site rank higher.

3. Gives Customer Delight: Social media allows businesses to interact directly with customers. Quick replies, personalized messages, and engaging posts make customers feel valued. This delight builds stronger relationships and loyalty.

4. Increases Customer Engagement: Through comments, likes, polls, and shares, customers actively engage with brands. This two-way communication keeps them connected and makes them feel part of the brand community.

5. Drives Traffic: Sharing links to your website on social media brings visitors directly to your site. More traffic means more chances of conversions and better visibility for your business online.

6. Helps in Lead Generation: Social media ads and campaigns can collect customer details like emails or phone numbers. These leads can later be converted into paying customers through follow-ups and offers.

7. Geo-targeting: Platforms like Facebook allow ads to target specific locations. Businesses can reach customers in a particular city or region, making marketing more focused and effective.

8. Cost Effective: Compared to traditional advertising, social media marketing is cheaper. Even small businesses can run ads with limited budgets and still reach a large audience.

9. Improves Conversion Rate: By engaging customers directly and showing them relevant offers, social media increases the chances of turning visitors into buyers. Personalized ads and retargeting improve conversions.

10. Creates Brand Awareness and Loyalty: Consistent posting and interaction make people familiar with your brand. Over time, this builds trust and loyalty, ensuring customers not only buy once but keep coming back.

<u>Social Media Marketing Strategies</u>

1. Personalized Experience: Social media allows businesses to give customers a personalized experience. By tailoring posts, ads, and offers to individual preferences, customers feel valued and connected to the brand. This builds stronger relationships and loyalty.

2. Create Community: Brands can build online communities where audiences interact, share ideas, and feel part of something bigger. Communities increase trust and engagement, making customers more loyal to the brand.

3. Right Discussion Forum: Choosing the right platform or forum is important. For example, LinkedIn works well for professionals, while Instagram is better for visual content. Using the right forum ensures your message reaches the right audience.

4. Use Chatbots: Chatbots provide instant replies to customer queries on social media. They save time, improve customer service, and keep users engaged even outside business hours.

5. Content Marketing Strategy: A clear content plan ensures posts are relevant, engaging, and consistent. Good content attracts attention, builds trust, and encourages people to share it with others.

6. Social Media Schedule: Posting regularly at the right times keeps audiences engaged. A schedule helps maintain consistency and ensures followers always see fresh content.

7. Research Audience: Understanding your audience's age, interests, and behavior helps create content they enjoy. Research ensures your posts are meaningful and targeted.

8. Analyze Competition: Studying competitors' strategies shows what works and what doesn't. This helps you improve your own campaigns and stay ahead in the market.

9. Diverse Content Strategy: A profile should have a mix of content like images, videos, blogs, and polls. Diverse content keeps audiences interested and appeals to different preferences.

10. Use Brand Advocates: Brand advocates are loyal customers who promote your brand voluntarily. Their recommendations are trusted by others and help attract new customers.

11. Set SMART Goals: SMART goals are Specific, Measurable, Achievable, Relevant, and Time-bound. Setting such goals ensures campaigns are clear, trackable, and successful.

12. Monitor and Review: Regularly checking performance helps identify what's working and what needs improvement. Reviewing results ensures strategies stay effective and updated.

Why to use Webmaster Tools?

Webmaster Tools are simply tools from Google that help you check if your website is working well for search engines. They make sure your site is being scanned (crawled) and added to Google's index. They also show errors that might stop your site from ranking, and give useful data like which keywords your site appears for and which other websites link to you. In short, they help improve your site's performance in Google search.

How to use Google web master?

i. Submit and check a site map.

ii. Check and set the crawl rate, and view statistics about how Googlebot accesses a

particular job.

iii. Generate and check a robots.txt file

iv. List internal and external pages that link to the site.

v. See what keyword searches on Google led to the site being listed in the SERPs, and the

click through rates of such listing.

vi. View statistics about how Google indexes the site, and it is found any errors while doing

it.

vii. Set a preferred domain which determines how the site URL is displayed in SERPs.

viii. Rich cards: a new section added, for better mobile user experience

ix. Check the security issues if there are any with the website.

Web analytics process

Step 1: Set goals and some objectives

Step 2: Set the Key Performance Indicators (KPI)

Step 3: Collect relevant data

Step 4: Analyze the data

Step 5: According to the findings pick the right suggestion

Step 6: Implement the insight (idea)

Customer Engagement

Customer engagement means keeping a consistent marketing message across both online and ofline platforms so people clearly understand the brand. When companies share the same information everywhere, it helps build trust and stronger relationships with customers. Digital-savvy businesses connect across different channels, making sure customers stay engaged and feel connected to the brand.

Customer Engagement Objectives

1. Increase Brand Loyalty: Customer engagement helps build loyalty by making customers feel connected to the brand. When they trust and enjoy the brand experience, they are more likely to stay committed and continue buying. Loyal customers also recommend the brand to others.

2. Increase Customer Retention: Retention means keeping existing customers for a long time. Engaged customers are less likely to switch to competitors because they feel valued. This reduces churn and ensures steady business growth.

3. Improve Revenue and Sales: Engaged customers buy more often and spend more on products or services. This directly increases sales and revenue. Strong engagement also encourages repeat purchases, boosting long-term profits.

4. Ensure Brand Promotion: Happy and engaged customers often promote the brand voluntarily. They share positive experiences on social media or recommend it to friends, which acts as free promotion and expands reach.

5. Improve Brand Position: Customer engagement strengthens the brand's position in the market. When customers interact regularly, the brand becomes more visible and competitive compared to others in the industry.

6. Improve Brand Reputation: Engaged customers provide positive feedback and reviews, which enhance the brand's reputation. A good reputation builds trust among new customers and helps the brand grow stronger.

7. Create Brand Awareness: Engagement activities like campaigns, social media posts, and events make people aware of the brand. Awareness ensures that more people recognize the brand, which increases chances of attracting new customers.

Customer Engagement Strategies

1. Social Media Marketing: Social media platforms like Facebook, Instagram, and LinkedIn allow brands to connect directly with customers. By posting engaging content, replying to comments, and running campaigns, businesses can build strong relationships and keep customers involved.

2. E-mail Marketing: Email marketing helps maintain regular communication with customers. Sending newsletters, offers, and personalized updates keeps customers informed and engaged, while also encouraging repeat purchases.

3. POEM Technique: POEM stands for Paid, Owned, and Earned Media. Paid media includes ads, owned media refers to company websites or blogs, and earned media is customer-driven promotion like shares or reviews. Using all three together strengthens engagement.

4. Online Reputation Management (ORM): ORM ensures that a brand maintains a positive image online. By responding to reviews, handling complaints quickly, and promoting positive feedback, businesses build trust and credibility with customers.

5. Crowdsourcing: Crowdsourcing involves asking customers to share ideas, feedback, or even content. This makes them feel part of the brand's journey and increases their involvement, while also giving businesses fresh insights.

6. Blogs and Vlogs: Blogs and video blogs (vlogs) provide useful information and stories related to the brand. They educate, entertain, and engage customers, while also improving trust and brand authority.

7. Podcasting: Podcasts allow brands to share knowledge, interviews, or stories in audio form. They are convenient for customers to listen to anytime, helping build deeper connections and ongoing engagement.

8. Infographics: Infographics present information visually in a simple and attractive way. They are easy to share on social media, making them powerful tools for engagement and spreading brand awareness.

9. Whitepapers: Whitepapers are detailed documents that explain industry topics or solutions. They show expertise, build trust, and engage customers who want in-depth knowledge about a brand or product.

Affiliate marketing

Affiliate marketing is a modern version of old referral marketing, where companies used to pay people for bringing in new customers. Today, businesses like Amazon, Flipkart, and Paytm run affiliate programs where third-party publishers (called affiliates) promote products and earn a commission for each sale or lead they generate. It's a win-win system because companies get more sales and affiliates earn money, making it a powerful tool for attracting and keeping customers.

Types of Affiliate Marketing Programs

1. Content Affiliates: These affiliates run websites with articles, blogs, or other content. They place banners or text links that send visitors to advertisers' pages. General sites aim for high traffic, while niche sites focus on specific topics with fewer visitors but higher chances of sales because the content matches the product.

2. PPC Affiliates: PPC means Pay-Per-Click. Affiliates pay money to run ads on Google, Facebook, or other platforms. They earn only when a visitor makes a purchase or signs up. It is risky because they spend money upfront but can be profitable if managed well.

3. Social Media Affiliates: These affiliates use platforms like Facebook, Twitter, or Instagram to promote products. They rely on their followers, friends, or communities instead of website traffic. Social media influence helps them drive sales and spread brand awareness quickly.

4. Email/Newsletter Affiliates: They own email lists and send newsletters with offers and promotions. It is important that emails are collected legally and users agree to receive them. This method builds trust and can generate consistent sales through regular communication.

5. Shopping Service Affiliates: These affiliates run websites that help users shop smarter, like review sites, meta search engines, or aggregators. They earn money when users click through to retailers' websites and make purchases. The helpful content itself attracts users.

6. Price Comparison Affiliates: These sites allow users to compare products based on price, popularity, or features. Customers can easily see all options in one place and then choose the best product. This saves time and increases chances of purchase.

7. Coupon/Cashback Affiliates: These sites give discounts or cashback when customers buy through their affiliate links. Instead of going directly to a retailer, users visit these sites to get extra benefits. This increases customer loyalty and encourages more purchases.

AFFILIATE NETWORKS

Affiliate networks act like middlemen between companies (merchants) and affiliates. They handle tracking, payments, and provide tools to help affiliates set up links on their websites. These networks also recruit affiliates by listing programs in their directories, making it easier for people to find suitable ones. In return, they take a share of the commission (around 20%). Any website, big or small, can join and earn money if they choose the right program. Some sites even collect many affiliate programs and reward their visitors with points, prizes, or a share of the commission.

Affiliate Program Payment Types

1. Pay-per-Sale: In this model, the affiliate earns money only when a customer makes a purchase through their link. For example, Amazon pays affiliates a percentage of the sale or sometimes a fixed amount per sale. It is safe for merchants because they pay only when sales happen, but affiliates must work harder to drive actual purchases.

2. Pay-per-Click: Here, affiliates earn money based on the number of clicks they send to the merchant's website. The visitor doesn't need to buy anything; just clicking the link is enough. This is easier for affiliates to generate, but merchants take more risk since clicks may not always lead to sales.

3. Pay-per-Lead: In this arrangement, affiliates are paid when visitors sign up or provide information on the merchant's site, such as filling out a form. These leads can later be used by the merchant for sales or sold to other companies. It is useful for businesses that depend on building customer databases.

HOW TO BECOME AN AFFILIATE?

Becoming an affiliate is quite simple. First, you decide whether you want to **join as an affiliate** (to earn money by promoting products) or **create your own affiliate program** (if you run an e-commerce site and want more sales). If you just want to earn extra income, you can join existing programs. To do this, you visit an **affiliate network site**, fill out a free online application with your details and website information, and agree to their terms. Once approved, you can start promoting products and earn commissions.

Features of Affiliate Marketing

1. Quality and Targetedness: Affiliate marketing works best when the visitors sent to a company's website are the "right people." This means they are genuinely interested in the product or service. If traffic is targeted, the chances of sales are much higher. So, quality and relevance of visitors matter more than just large numbers.

2. Marketing Complementarities: Affiliate marketing adds extra strength to a company's existing marketing. For example, while a business runs ads or promotions, affiliates also promote the same products. This teamwork complements other marketing efforts and helps reach more customers.

3. Incrementality: Incrementality means affiliates bring in extra business that wouldn't have happened otherwise. The customers they refer are "new" sales, not just the company's regular buyers. This makes affiliate marketing a way to grow revenue beyond normal efforts.

4. Innovative Thinking: Affiliates often use creative ideas to attract customers. They may try new campaigns, social media tricks, or unique content styles. This innovative thinking helps brands reach audiences in fresh ways and stay ahead of competitors.

Affiliate linking methods are simply the different ways an affiliate can connect their website to a merchant's site. Depending on the type of site and product, they may use **text links, banner ads, search boxes, homepage links, product-specific links, storefronts, co-branding, or registration forms**. Each method serves a different purpose, but all aim to guide visitors toward the merchant's site and generate sales or leads.

Benefits of Affiliate Marketing

1. Partnership and Collaboration: Affiliate marketing builds partnerships between merchants and affiliates. Both work together to promote products, creating a win-win situation where merchants get more sales and affiliates earn commissions.

2. Effective Use of Budget: Merchants pay affiliates only when results are achieved, like sales or leads. This ensures the advertising budget is used efficiently without wasting money on campaigns that don't perform.

3. Easy Tracking: Affiliate programs use tracking tools to monitor clicks, sales, and leads. This makes it simple to measure performance and know which affiliates are driving results.

4. Exposure: Affiliates promote products across different platforms, giving brands more visibility. This exposure helps businesses reach new audiences they might not reach on their own.

5. Boost Reputation: When trusted affiliates recommend a product, it improves the brand's reputation. Customers feel more confident buying from a brand that others endorse.

6. Cost Effective: Affiliate marketing is cheaper compared to traditional advertising. Merchants pay only for actual results, making it a cost-effective way to grow sales.

7. Broaden Audience: Affiliates bring in traffic from different regions, communities, and platforms. This helps businesses reach a wider audience and expand their customer base.

8. Mutual Benefits: Both merchants and affiliates benefit — merchants get more sales, and affiliates earn commissions. This mutual benefit makes affiliate marketing sustainable and attractive.

Strategies of Affiliate Marketing

1. Choose the Right Audience: Targeting the right audience ensures that promotions reach people who are genuinely interested. This increases the chances of conversions and reduces wasted effort.

2. Coupons, Deals, Promotions: Offering discounts, coupons, and special deals attracts customers. These incentives encourage quick purchases and make affiliate promotions more effective.

3. Multiple Sources Promotion: Affiliates should promote products across different channels like blogs, social media, and email. Using multiple sources increases reach and maximizes sales opportunities.

4. Niche Influencers: Working with influencers in specific niches helps target audiences more effectively. Their followers trust them, so recommendations lead to higher conversions.

5. Optimize Product Pages: Merchants should design product pages that are clear, attractive, and easy to use. Well-optimized pages increase the chances of visitors becoming buyers.

6. Build Robust Network: Creating a strong affiliate network with many partners ensures steady promotion. A diverse network spreads the brand widely and reduces dependency on a single source.

CRM & CX in digital marketing

CRM (Customer Relationship Management) is a system businesses use to manage and improve relationships with their customers. It collects and organizes customer data from different channels like emails, phone calls, social media, and websites. This data includes things like preferences, purchase history, and interests, which helps companies understand customers better, respond quickly, and build stronger connections. In short, CRM makes customer interaction easier and more effective.

1. CRM is vital to e-commerce: CRM remembers what customers search or buy online. For example, if you look for a product on Amazon, CRM shows you similar suggestions later on Facebook, Twitter, or emails. This personalized experience makes shopping easier and increases chances of sales.

2. CRM Targets Digital Marketing: CRM collects data about customer behaviour, like browsing history and social media preferences. Businesses use this data to send targeted ads and offers. Each customer sees information tailored to their interests, which improves brand image and customer satisfaction.

3. CRM is Cost-Effective: CRM reduces manual work for staff and avoids paperwork by storing customer data digitally. Though setting up CRM may be expensive at first, it saves money in the long run. It minimizes wasteful spending and helps businesses focus on the most valuable customers.

4. CRM Boosts Sales and Growth: By analyzing customer data, CRM helps businesses decide which relationships to prioritize. This ensures marketing efforts are smarter and more effective. As a result, companies maximize sales and achieve better growth potential.

CX (Customer Experience) is about how people feel when they interact with a brand online. It focuses on creating positive emotional connections with customers, especially on mobile devices. Companies use CX management to let customers share feedback and then respond to their issues, making the overall experience smoother and more engaging.

CX Strategies

1. Enrich Behavioural Data: Collecting customer feedback along with behavioural data (like browsing or purchase history) gives a complete picture of customer needs. This helps businesses improve services and make smarter decisions.

2. Personalized Experience: CX strategies focus on giving each customer a personalized journey. By tailoring offers and communication, customers feel valued and connected to the brand.

3. Channel Flexibility: Customers should be able to interact through multiple channels like websites, apps, or social media. Flexibility ensures convenience and keeps customers engaged.

4. Simplicity and Ease of Use: CX must be simple and easy. If websites, apps, or services are user-friendly, customers enjoy the experience and are more likely to return.

5. Purchase Convenience: Making the buying process smooth — with easy checkout, secure payments, and quick delivery — increases customer satisfaction and repeat purchases.

6. Service Convenience: Providing fast customer support and easy solutions to problems makes customers trust the brand. Good service convenience builds long-term loyalty.

7. Innovation with Analytics: Advanced analytics help businesses predict customer needs and trends. This innovation allows companies to offer smarter, more engaging experiences.

8. Mobile Support: Since most customers shop and interact via mobile, CX must be mobile-friendly. Apps and websites should work smoothly on smartphones.

9. Inbound Marketing: Inbound marketing attracts customers through valuable content like blogs, videos, or guides. It builds trust and engages customers naturally.

10. Customer Relationship Management: CRM tools help manage customer data and interactions. They allow businesses to personalize communication and strengthen relationships.

Benefits of Customer Experience (CX)

1. More Customer Acquisitions: A good CX attracts new customers because people prefer brands that offer smooth and enjoyable experiences.

2. Better Customer Engagement: Engaged customers interact more with the brand through social media, apps, or feedback. This builds stronger connections.

3. Increased Conversions: When customers enjoy the experience, they are more likely to buy. CX directly improves conversion rates and sales.

4. Cost Effective: Improving CX reduces marketing costs because satisfied customers promote the brand themselves. Word-of-mouth becomes free advertising.

5. Improved Crisis Management: Strong CX helps brands handle problems better. Customers are more forgiving when they trust the brand's service and support.

6. Customer Loyalty and Retention: Good experiences make customers stay longer with the brand. Loyal customers keep buying and recommend the brand to others.

Email marketing

Email marketing is a way for businesses to promote their products and services directly through emails. It's not just about selling—it also helps build relationships with customers and reach new ones. Companies use it to keep people updated about events, offers, and transactions, making communication simple and effective.

E-mail Marketing Strategies

1. Incentivize Reviews: Businesses can send emails asking customers to review products they bought. Offering small rewards like discounts or coupons motivates customers to share feedback. Reviews build trust and help attract new buyers.

2. A/B Testing: A/B testing means sending two versions of an email to see which performs better. By comparing open rates and click-through rates, businesses learn what design, subject line, or content works best.

3. Cart Abandonment Emails: If a customer leaves items in their cart without buying, businesses send reminder emails. These emails encourage customers to complete the purchase and also help identify checkout problems.

4. Value-Adding Images: Emails with relevant images make content more attractive and clear. Pictures of products or infographics add value and increase customer interest.

5. Mobile Optimization: Since many people read emails on phones, emails must be mobile-friendly. Proper formatting ensures customers can easily view and interact with content on small screens.

6. Measure Performance: Tracking metrics like open rates, click-through rates, and conversions shows how well emails perform. Measuring results helps businesses improve future campaigns.

7. Personalize Emails: Personalized emails address customers by name and suggest products based on past behaviour. This makes customers feel valued and increases chances of engagement.

8. Content Optimization: Optimizing content means writing clear, engaging, and relevant messages. Well-structured content keeps customers interested and encourages them to take action.

9. Gamification: Adding fun elements like quizzes, spin-the-wheel offers, or challenges makes emails interactive. Gamification increases customer excitement and boosts engagement.

E-mail marketing Process

Step 1: Build a Targeted email list

Step 2: Know your goals

Step 3: Understand e-mail type

Step 4: Know your audiance

Step 5: Use technology wisely

Step 6: Create great options

Step 7: Plan emails and follow ups

Step 8: Craft your subject line

Step 9: Write the copy

Step 10: Focus on email marketing design

Step 11: Test and track

<u>**CONTENT STRATEGIES:**</u> Content strategy is about planning and managing all the material a business creates, like blogs, videos, images, or downloads. It's part of the marketing plan that shows who the company is and what expertise it has. The key idea is that content should always have a clear purpose and be carefully planned to help the business grow and connect with its audience.

Whom you're Creating Content For?

When creating content, you need to think about who your audience is. A business often has more than one type of customer, so the content strategy should serve different groups of readers or viewers. By using different types of content and channels, companies can reach all their audiences effectively and keep them engaged with the brand.

The Problem it's Going to Solve for that Audience

Your product or service should solve a real problem your audience faces. Content helps guide customers by educating them about the problem and showing how your product is the solution. It supports both new users who are still learning and existing users who want to get more value.

What Makes You Unique?

Competitors may offer similar products, so customers need to know why yours is different or better. Content highlights your strengths and builds trust by proving your expertise. This makes people more likely to listen to you and eventually buy from you.

Content Formats

Content can take many forms like blogs, videos, or infographics. Choosing the right format depends on your audience and budget. Different formats help express your ideas clearly and reach people in the way they prefer.

Publishing Channels

Content can be shared on different channels such as your website, blog, or social media platforms like Facebook and Twitter. Using multiple channels increases reach and ensures your message connects with more people.

Managing Creation and Publication

It's important to plan who will create content, where it will be published, and when it will go live. A content calendar helps organize topics and prevents clutter. This makes your brand look professional and builds authority over time.

How to Create a Content Marketing Strategy

1. Define Your Goal: The first step is to decide why you want to create content. Your goal could be to increase sales, build brand awareness, or attract new customers. Having a clear aim helps guide all your content decisions and keeps your strategy focused.

2. Conduct Persona Research: You need to know who your audience is — this is called a buyer persona. By researching their age, interests, problems, and habits, you can create content that is relevant and valuable. Understanding your audience ensures your content connects with the right people.

3. Run a Content Audit: A content audit means reviewing what you've already created and checking how well it worked. For example, if you've written blogs for a year, you might turn them into an ebook. If you've been in business for a while, analyze past results and set new goals for improvement.

4. Choose a Content Management System: A content management system (CMS) helps you organize everything. It manages content creation, publication, and performance tracking. Using a CMS makes it easier to plan, publish on time, and measure success without confusion.

Consumer segmentation, targeting and positioning using online tools

Consumer segmentation, targeting, and positioning online means dividing customers into groups based on things like age, interests, or online behaviour. Companies then create profiles of these groups to target them with specific campaigns and position their brand more effectively. By adjusting their marketing to suit online buyers, businesses can attract new customers and keep existing ones, making their efforts more successful.

Different Methods for Consumer Segmentation

1. Geographic Segmentation: This method divides consumers based on location such as country, city, or region. It helps businesses target people according to local needs, climate, or culture. For example, selling winter clothes in colder areas and summer products in tropical regions.

2. Demographic Segmentation: Consumers are grouped by factors like age, gender, income, education, or family size. This is one of the most common methods because it's easy to measure. For example, luxury brands target high-income groups, while toy companies target children and parents.

3. Behavioural Segmentation: This focuses on consumer behaviour such as buying habits, product usage, or brand loyalty. Businesses study how often people buy, what they prefer, and why they choose certain products. It helps in designing offers that match customer actions.

4. Psychological Segmentation: Also called psychographic segmentation, it divides consumers based on lifestyle, personality, interests, and values. For example, fitness brands target health-conscious people, while luxury brands target those who value status and prestige.

5. Benefit Segmentation: Here, consumers are grouped by the benefits they seek from a product. Some may want quality, others may want low price, and some may want convenience. This helps businesses highlight the right feature to the right audience.

Consumer targeting

Consumer targeting in simple words means choosing the right group of people who are most likely to be interested in a product. Earlier, online groups like Usenet showed that people who were very active in one topic cared less about other topics. This helped marketers focus on specific groups and target them better. When someone is deeply involved in an online activity, they pay close attention to related information, which influences their choices.

Online Targeting Types:

1. Deterministic Targeting: This is also called rules-based targeting. It works like "if a visitor does X, then show Y." For example, if someone buys burger buns, they may be shown cheese or ketchup. Online, it looks like "people who viewed this page also viewed." It is simple, real-time, and based on clear rules.

2. Non-Deterministic Targeting: Also known as self-learning targeting, this uses advanced analytics to study visitor behaviour. The system learns patterns automatically and makes decisions without fixed rules. It improves over time by analyzing customer actions and adjusting offers.

3. Predictive Targeting: This method uses business rules, segmentation, and advanced techniques like decision trees or neural networks. It predicts what a customer might do next based on their profile and past behaviour. It requires detailed customer data and is more costly but highly accurate.

4. Behavioural Targeting: This focuses on what customers actually do online. For example, if a visitor looks at a brand's products, they later see ads for that same brand. It uses browsing behavior to show relevant promotions, making ads more effective.

Features

1. Profile Visitors in Real Time: Websites can track visitors instantly and show them customized offers. For example, if someone looks at sports shoes, the site may suggest related products. This makes the shopping experience more personal and engaging.

2. Works with Google Analytics: Most targeting tools can connect with Google Analytics. This helps businesses analyze visitor behaviour and measure how effective their campaigns are. It ensures better decisions based on accurate data.

3. Collects Valuable Data: The main information collected includes cookies, IP addresses, clicked links, search keywords, and products viewed. This data helps businesses understand customer interests and improve marketing strategies.

Brand Positioning Online: Brand positioning means making a brand look different and more important than its competitors so that it stands out to the target audience. Traditional strategies usually focus on certain aspects like the product category, the brand's image, unique features, or the benefits it offers. This helps customers clearly see why one brand is better or more suitable than others.

1. Category Positioning: Brands can position themselves by focusing on a specific category. For example, a company may highlight itself as "the best sports shoe brand." This makes it clear where they stand in the market.

2. Image Positioning: Brands build a strong image to stand out. For instance, luxury brands create an image of exclusivity and prestige. A positive image helps customers connect emotionally with the brand.

3. Unique Product Feature: Brands highlight special features that competitors don't have. For example, a phone brand may promote its unique camera quality. This uniqueness makes customers choose them over others.

4. Benefit Positioning: Brands can position themselves by showing the benefits they provide. For example, a detergent brand may highlight "removes stains in one wash." Customers are attracted to clear benefits that solve their problems.

Display advertising means showing ads using rich visuals like images, banners, or videos to spread a brand's message. Its main goal is to build brand awareness and image by reaching large audiences, often through websites with heavy traffic. Ads can appear in traditional media like newspapers and TV or in digital formats online. Some display ads are **native**, blending naturally with the page content, while others like **banner ads** are more obvious and easy to spot.

Display Advertising Media

1. Print Media: Print media is the oldest form of display advertising, using newspapers, magazines, and pamphlets. The main goal is brand awareness, and the reach is measured by circulation — the number of readers. It is traditional but less engaging compared to digital or TV.

2. Television Advertising: TV ads use video content, which is more engaging than print. The reach is measured by the number of viewers watching the program. Television helps brands build strong awareness but is more expensive than print or digital.

3. Digital Advertising: Digital display ads appear on websites and mobile apps. The reach is measured by unique users and page views. Digital ads are powerful because they can target specific audiences and track performance in real time.

Google Ads tools

Google Ads and other digital marketing tools help businesses run and manage their campaigns more effectively. These tools allow marketers to create ads, test how well they work, and measure results quickly. Platforms like Facebook, Instagram, and Google Analytics make it easier to reach the right audience, track performance, and improve campaigns for better outcomes.

Five Common Digital Marketing Tools

1. Social Media Platforms: Platforms like Facebook, Instagram, and Snapchat help brands connect with audiences and create buzz. They offer special tools like Facebook Ads Manager to run and track ads. Social media management tools such as Buffer and Hootsuite make it easy to schedule posts and measure engagement.

2. Design Tools: Digital marketing needs attractive visuals for ads, blogs, and social posts. Tools like Canva and Photoshop allow even non-designers to create professional images. These tools make content more appealing and help grab customer attention.

3. Analytics Tools: Analytics tools track how well campaigns perform. Google Analytics measures website traffic, while Facebook Insights and Twitter Analytics show engagement on social media. Other tools like Periscope track conversions, sales, and user demographics to improve marketing decisions.

4. Content Marketing Tools: Tools like HubSpot and CoSchedule help in planning, creating, and managing content. They identify opportunities for blogs or social posts and ensure content resonates with audiences. These tools also help marketers stay consistent and impactful.

5. Email Marketing Tools: Email tools like MailChimp and Constant Contact help businesses send campaigns to customers. They allow marketers to build email lists, automate campaigns, and track performance. Emails encourage customers to engage more, sign up for events, or buy products.

Remarketing is a way to show ads again to people who already visited your website and looked at a product. For example, if you browse a TV on Flipkart and later visit another site, you'll see ads for that same TV. This reminds customers about the product and encourages them to buy. Simple remarketing uses pre-made ads, while dynamic remarketing shows customized ads by tracking product IDs and pulling details from a product catalog. In short, it's marketing your product repeatedly to interested customers to increase sales.

Display Advertising Terminology

1. Display Advertising: This is a type of digital advertising where ads appear on different websites, often in banner form. For example, you may see ads on a news site or shopping site. The main goal is to build awareness and promote a brand.

2. Above the Fold: This means the part of a webpage visible before scrolling down. Ads placed here are more likely to be seen quickly. The size of this area changes depending on the visitor's screen and resolution.

3. Behavioural Targeting: This uses data collected over time about user behaviour. It targets ads to people based on what they browse, click, or buy. It is specific and effective because it uses real customer habits.

4. Bounce Rate: Bounce rate shows the percentage of visitors who leave a site after viewing only one page. A high bounce rate means people are not exploring further, which may indicate poor engagement.

5. Call to Action: A call to action (CTA) tells users what to do next, like "Buy Now" or "Call Today." It is usually a button or link in the ad. CTAs guide customers toward taking action.

6. Click Through Rate: CTR measures how many people clicked on an ad compared to how many times it was shown. Formula: clicks ÷ impressions. A higher CTR means the ad is more engaging.

7. Conversion: A conversion happens when a user takes the desired action, like signing up for a newsletter or buying a product. It shows the success of a campaign.

8. Cookies: Cookies are small files stored on a user's computer. They save data like browsing history and help websites show personalized content or ads when the user returns.

9. Lead: A lead is a potential customer who shares contact information, often by filling out a form or subscribing. Leads are important for building future sales.

10. Lookalike Audience: This is a group of people similar to your existing customers. Targeting them increases chances of conversions because they share similar interests and behaviors.

11. Retargeting: Retargeting shows ads to people who already visited your site. It reminds them of your brand and encourages them to return and complete a purchase.

12. Impression: An impression is counted every time an ad is shown to a visitor. For example, if a page has four ads, one view of the page equals four impressions.

13. Pixel: A pixel is a small tracking code that collects cookie data. It helps track users and retarget them with ads based on their browsing behavior.

14. Optimization: Optimization means improving campaign performance. It uses automated or semi-automated methods to make ads more effective and reach the right audience.

15. CPM: CPM stands for cost-per-mille, meaning cost per 1,000 impressions. Advertisers pay a fixed amount for every 1,000 times their ad is shown.

16. CPC: CPC means cost-per-click. Advertisers pay each time someone clicks on their ad. It ensures payment only when users interact.

17. CPA/CPL: CPA (cost-per-action) or CPL (cost-per-lead) means advertisers pay when a specific action happens, like a sale or registration. It focuses on results rather than just clicks or views.

18. Ad Formats: Common formats include Banner (728x90), Rectangle (300x250), and Tower/Skyscraper (160x600). These are standard sizes used for display ads across websites.

TYPES OF DISPLAY ADS AND FORMAT

Types of Display Ads (Based on Format)

1. Image Ads: These are the most basic ads with static images. They don't move or change and simply show a product or service visually. They are simple, clear, and widely used for brand awareness.

2. Rich Media Ads: Rich media ads include interactive elements like animations, GIFs, or hover effects. For example, a page peel ad reveals content when clicked. These ads engage users more than static images.

3. Video Ads: Video ads embed short videos within the ad space. They are popular on platforms like YouTube and are highly effective because moving visuals grab attention quickly.

Types of Display Ads (Based on Size)

4. Medium Rectangle: This is the most popular ad size, used on both desktop and mobile. It measures 300x250 pixels and can include text, images, or animations. It balances visibility and space well.

5. Large Rectangle: Slightly bigger than the medium rectangle, this size is 336x280 pixels. It is available only on desktop and allows more space for communication.

6. Leaderboard: Placed at the top of a webpage, this ad is 728x90 pixels. It is common on news sites and forums, ensuring high visibility since it appears before the main content.

7. Half Page: This is a large ad covering most of the webpage, sized at 300x600 pixels. It offers rich engagement and is available only on desktop.

8. Large Mobile Banner: This ad is designed for mobile devices, sized at 320x100 pixels. It is bigger than the standard mobile banner (320x50), making it more noticeable.

9. Skinning/Takeover: In this format, one advertiser takes over all ad spaces on a page. For example, all ads on a news site may show Samsung products. It is also called a "roadblock" and ensures maximum brand visibility.

Important Ad Terminology / Buying Models

1. Cost per Click (CPC): CPC means advertisers pay only when someone clicks on their ad. It is mainly used to drive traffic to a website. This model is less risky because you don't pay unless users interact with the ad.

2. Cost per Mille (CPM): CPM means cost per thousand impressions. Advertisers pay for every 1,000 times their ad is shown, regardless of clicks. It is mainly used for brand awareness and helps reach a wide audience.

3. CPC vs CPM: CTR (Click Through Rate) decides which model is better. If CTR is high, CPM may work because people are clicking anyway. If CTR is low, CPC is better since you only pay when someone clicks. Effective CPC (eCPC) can be calculated from CPM to compare costs.

4. Cost per Lead (CPL): CPL means advertisers pay when they get a lead, like a sign-up, subscription, or brochure download. Leads are small steps before a purchase. The goal is to collect leads and nurture them into future customers.

5. Cost per Acquisition (CPA): CPA means advertisers pay only when a customer actually buys a product or service. It is risk-free because payment happens only after a sale. Though more expensive, it ensures real conversions and is widely used for online transactions.

6. Fixed Cost / Sponsorship: In this model, advertisers pay a fixed daily cost regardless of impressions or clicks. Premium placements like YouTube homepage banners often use this. Sponsorship means supporting a website or property, with logo presence and ad inventory included in the package.

Ad placement technique: Ad placement means choosing the exact spot where an ad will appear. It can be as big as the whole website or as small as one specific ad box. Advertisers use this to make sure their ads reach the right people.

1. System-Created Placements: In Google AdSense, every website in the network is automatically available for ads. Advertisers can target these sites, and their ads may show anywhere on the page. This gives wide reach but less control over the exact position.

2. Publisher-Defined Placements: Website owners (publishers) can create their own custom ad placements. They group ad units by topic, format, or location on the page. Advertisers targeting these placements will only appear in those selected spots.

Placement Targeting: Placement targeting means advertisers choose exactly where their ads will appear. It can be the whole website or just a part of it, like the sports section or the top of the page. This gives advertisers control over where their ads are shown.

Personalized Advertising: Personalized advertising (earlier called interest-based advertising) shows ads based on user interests, browsing history, and demographics. For example, if someone is a sports enthusiast, they may see sports-related ads even on non-sports websites.

Placement vs Personalized Advertising

Placement targeting shows ads on specific sites or pages, regardless of who the visitor is. Personalized advertising shows ads to specific people based on their interests and data. For example, a football seller can use placement targeting to show ads on football sites, and personalized targeting to show ads to sports fans even on general sites.

How to Measure Digital Marketing ROI

1. Conversion Rate: Conversion rate shows how many visitors take the desired action, like buying a product or signing up. You should check conversion rates by channel (social, email, search) and by device (desktop, mobile). If one channel or device converts better, you can invest more there to improve ROI.

2. Cost Per Lead (CPL): CPL tells you how much money you spend to get one lead. It is calculated by dividing campaign cost by the number of leads generated. If the cost per lead is higher than the profit you make from closing those leads, ROI is negative and needs adjustment.

3. Lead Close Rate: This shows the percentage of leads that actually turn into sales. Tracking this helps you know how effective your campaigns are. If close rates are low, you may need to improve your sales process or adjust your marketing strategy.

4. Cost Per Acquisition (CPA): CPA measures how much it costs to get one paying customer. If acquiring a customer costs more than the revenue they bring, ROI is negative. Lowering CPA by optimizing campaigns ensures better profitability.

5. Average Order Value (AOV): AOV shows the average amount customers spend per order. It is calculated by dividing total revenue by total orders. Increasing AOV through upselling or better user experience can boost revenue without needing more customers.

6. Customer Lifetime Value (CLV): CLV measures how much a customer spends over their entire relationship with your brand. Even if initial acquisition costs seem high, long-term spending can make ROI positive. This metric helps you see the bigger picture of customer value.

ROI Using Digital Marketing Tactics

1. Email Marketing ROI: For email campaigns, ROI is measured using metrics like open rate (how many people opened the email), click-through rate (how many clicked links), bounce rate (emails not delivered), unsubscribe rate, conversions, and leads acquired. These show how effective your emails are in engaging and converting customers.

2. Social Media ROI: On social media, ROI is tracked through engagement rates (likes, shares, comments), clicks, conversions, leads acquired, and growth in followers. These metrics show how well your brand connects with audiences and whether social campaigns drive real results.

3. Landing Page ROI: Landing pages are measured by traffic, unique visitors, returning visitors, total page views, time spent on page, actions taken, and conversions. These metrics show how effective the page is at holding attention and encouraging users to take the desired action.

4. Blog ROI: Blogs are measured by traffic, clicks, time spent on page, unique visitors, returning visitors, actions taken, and conversions. These metrics show how well your content attracts readers, keeps them engaged, and drives them toward becoming customers.

How to Improve Your Digital Marketing ROI

1. Identify Clear Goals: The first step is to set clear goals before starting a campaign. Vague goals like "increase awareness" don't help much. Instead, use SMART goals — specific, measurable, achievable, relevant, and time-bound. Clear goals make it easier to measure ROI correctly.

2. Use Relevant KPIs: Once goals are set, choose KPIs (Key Performance Indicators) that match them. KPIs are the metrics that show progress. For example, SEO KPIs may be rankings and traffic, while email KPIs may be open rates and clicks. Without KPIs, you cannot track success properly.

3. Test Campaign Elements: Testing helps improve performance and discover new insights. A/B testing compares two versions of one element, like headlines or images, to see which works better. Testing should be done for emails, social posts, landing pages, and ads to find the most effective approach.

4. Seize Opportunities for Improvement: Tracking data is not enough — you must act on insights. Look for trends, such as certain age groups preferring mobile devices. Adjust campaigns to target these opportunities, like tailoring mobile ads for younger audiences. Continuous improvement ensures better ROI over time.

What is mobile marketing?

Mobile marketing is a way of reaching people through their smartphones and tablets. It uses channels like emails, SMS, push notifications, in-app ads, and QR codes to connect with users. Because phones are always with people, businesses can send personalized messages, target ads by location or time, and create interactive formats that engage specific audiences more effectively than older marketing methods.

Why use mobile marketing?

Mobile marketing is used because mobile phones are everywhere, making them one of the most effective platforms for reaching people. Most adults own a mobile device, and smartphones are widely used for games, movies, and social media, which creates many marketing opportunities. In developing countries, phones are the main way to access the internet, while in developed countries, people use smartphones more than desktops, making mobile marketing essential for businesses.

What is in-app mobile marketing?

In-app mobile marketing means showing ads directly inside mobile apps, which is very effective since people spend most of their time on smartphones using apps. Advertisers use platforms like Google AdMob, Facebook, or networks like Tapjoy to place these ads, and app developers add special codes (SDKs) to display them. A common type is in-game marketing, where ads appear inside mobile games. This method is cost-efficient and helps brands reach users in a more engaging way.

What is SMS mobile marketing?

SMS mobile marketing is one of the oldest forms of mobile advertising, where businesses send promotional messages directly to people's phones. It works by collecting phone numbers and sending SMS for offers, events, or updates. Even today, it's very effective because most people open these messages quickly, leading to high engagement and conversions. It's widely used across the world, especially in regions where smartphones are less common, since SMS works on all mobile devices.

What are push notifications?

Push notifications are short messages that pop up on mobile devices from apps, even when the app isn't open. They are mainly used to remind users about updates, promotions, or new features. For businesses, push notifications are powerful because they keep users engaged and help prevent them from forgetting about the app. Studies show they can greatly improve customer retention, making people more likely to keep using the app over time.

What are QR codes?

QR codes are special barcodes that can be scanned with a phone camera to open a web link. In mobile marketing, they connect ofline and online worlds — for example, a store can print QR codes on receipts to link customers to online offers, or marketers can place them in public spaces for interactive campaigns. They are easy to track and spark curiosity, but not everyone uses them, so their reach is smaller compared to other strategies.

What are mobile search ads?

Mobile search ads are ads shown on search engines like Google, but designed specifically for mobile devices. They appear when people search for related products or services on their phones and often include features like **click-to-call** or **click-to-install** buttons. These ads can also use location services to show nearby businesses, making them more relevant and effective for mobile users.

Mobile Marketing Best Practices

1. Keep Audience in Mind: Always design mobile marketing strategies based on your audience. What works on social media may not work in mobile games. Understanding where your users spend time helps you create campaigns that fit their habits and interests.

2. Be Concise: Smartphone screens are small, and users have many distractions. Your message should be short, clear, and direct. Give users a strong reason to engage quickly, without wasting their time.

3. Optimize Websites for Mobile: Websites designed for desktops often look cluttered on mobile. Create mobile-friendly versions that are easy to use on smartphones. This ensures users can browse smoothly and interact with your brand on the go.

4. Adopt Multiple Strategies: There are many mobile marketing methods, such as SMS, in-app ads, and social media. Don't rely on just one approach. Experiment with different strategies to see which works best for your brand and audience.

5. Benchmark Results: Track how users respond to your mobile campaigns. Measure conversions, engagement, and retention rates. Comparing results over time helps you improve ROI and refine your strategies for better performance.

Different Types of Mobile Marketing

1. SMS Marketing: This is one of the oldest mobile marketing methods. Brands send text messages directly to the phone numbers of potential customers. It is simple, direct, and effective for reaching people instantly.

2. MMS Marketing: MMS stands for Multimedia Messaging Service. Instead of plain text, it sends slideshows of images, audio, video, and text. This makes messages more engaging and allows rich content to be shared with users.

3. Push Notifications: Push notifications are short messages sent by apps to users' phones, even when the app is not open. They are cheaper than SMS for long-term use and help brands stay connected with customers in real time.

4. App-Based Marketing: This uses mobile apps to reach customers. Since people spend a lot of time on apps, brands use platforms like Google Play or Facebook ads inside apps. These ads blend naturally with app content and engage users directly.

5. In-Game Mobile Marketing: Ads are shown inside mobile games, such as banners, pop-ups, or video ads during gameplay. Games like Pokémon Go show how powerful this method can be, as it reaches users while they are highly engaged.

6. Location-Based Marketing: This sends ads based on where users are located. For example, a pizza shop in South Mumbai can target only people nearby instead of the whole city. It makes ads more relevant and useful.

7. Mobile Search Ads: These ads appear when users search on mobile devices using engines like Google or Bing. They often include extensions like click-to-call, making it easy for users to connect directly with businesses.

8. QR Codes: QR codes are scannable images that take users to a specific website or app. They are often used in mobile gaming or promotions. By scanning with a phone camera, users quickly access linked content.

9. Mobile Image Ads: These are simple image-based ads placed on websites or apps. They can appear in headers, footers, or as pop-ups. Visual ads are effective because they grab attention quickly on small mobile screens.