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**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES,  
BHUBANESWAR**



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# **DIGITAL MARKETING**

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**Prepared by :**

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3 <sup>rd</sup> Semester	18MBA303A	Digital Marketing	L-T-P 3-0-0	3 Credits	35 hrs
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#### Course Objective :

- To understand online consumer behavior and concept of cyber branding.
- To understand the technological importance of SEO
- How to create Google AdWords campaign, Social Media planning to get basic knowledge of Google analytics for measuring effect of digital marketing and getting insight into future trends that will affect future development of digital marketing.

#### Module – I :

**Basics of Digital Marketing :** Evolution of Digital Marketing, Digital – the next wave of marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence,

#### Module – II :

**Search Engine Marketing :** PPC and online marketing through social media, Social Media strategy, SEO techniques, On page and off page, Keyword advertising, Google web-master and analytics overview, Customer engagement, Affiliate Marketing & strategic partnership, CRM & CX in digital marketing – Email Marketing, Content strategies, consumer segmentation and positioning by online tools.

#### Module – III :

**Google Analytics, AdWords, Ad Sense :** Display advertising, different type of ad tools, remarketing, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, Mobile Marketing : Best practices of mobile marketing, types of mobile marketing.

#### Books :

- Using Google™ AdWords and AdSense, M. Miller, Que Publishers
- Digital Marketing –Kamat and Kamat-Himalaya
- Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- Digital Marketing, V. Ahuja, Oxford University Press
- Digital Marketing, S.Gupta, McGraw-Hill
- Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

**MODULE-I**

*Prepared by :*

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**DIGITAL MARKETING**

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. It refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps.

Digital marketing involves: The use of the internet or Electronic media to promote the company's products and services. Electronic devices like tablets, mobile phone, PC, and other digital mediums are used to market the products over the internet.

**EVOLUTION OF DIGITAL MARKETING**

Digital Marketing Strategies Focused on Increasing The Reach & Visibility of Your Business. Over the last decades, the marketing department has had to keep up with technological advancements. To keep up with these changes, the marketing professionals are using digital technologies to reach out to a large customer base. Businesses no longer use traditional marketing agencies to reach out to target customers. Introduction of the **internet, big data, and Smartphone** technologies have influenced marketing resulting in digital marketing using electronic devices .

**Marketing channels** like **Content Marketing, Social Media, Email Marketing and Mobile Marketing** are used to generate traffic for the business.

**HOW THE INTERNET HAS REVOLUTIONIZED DIGITAL MARKETING**

Digital marketing was introduced back in 1990 after the introduction of search engines which was commonly referred to as **Archie**. The web 1.0 platform enabled internet users to search for information over the web but couldn't share the information over the web. Back then, web indexing wasn't (Archie) much used since the web hadn't evolved.

In 1993, digital marketing achieved his first milestone through the introduction of clickable banners. Later **HotWired** Company purchased banner ads to advertise through the web. This marked the beginning of the online advertisement. In 1994, **Yahoo** established the first search engine and people started using the Yahoo search engine to look for information on the web. After a year of its launch, more people were using Yahoo to access information. Companies started optimizing their web

pages to increase their rank in the search engine. **Amazon** E-commerce site was established in 1994 whereas eBay site was established in 1995

Increased use of search engine optimization led to the launch of other search engines like **HotBot, Alexa, and LookSmart** in 1996. During this time, marketing professionals started using Search engine optimization, SEO to ensure their website content appears on the top results of the searched information. SEO techniques like keyword stuffing and backlinks were commonly used to increase site rankings.

In 1998, **Google** was established. This is another search engine Company and over the years, it has become the most popular search engine across the globe. Google started penalizing sites using backlinks and keyword stuffing to create traffic with the establishment of the Google. During the year, **Microsoft launched MSN** search engine msn whereas Yahoo introduced Yahoo web search. The year 2000, saw the wipeout of the smaller search engines. Many internet startup companies were also closed down. Businesses which took time in studying the market leverage on the use of the internet to improve their businesses.

**Google established AdWords** in 2000 to help marketers in advertising their products and services. The google ads became a major player in the digital marketing world and improved sales of businesses. **Web 2.0** was also established which opened many doors for digital marketing channels. Interactive websites were also established which enabled marketers to publish dynamic content and allow the target audience to interact with the site. 2001 led to the birth of the first mobile marketing campaigns. In 2002, the **LinkedIn** professional network was established to help business interact with other business associates and target audience. The Launch of MySpace social network site in 2003. After a year Gmail, Google Docs, and **Facebook** went live. The new sites opened doors for promoting companies' products and services online. Many companies took advantage of the new social network site to create awareness of their products and services. You Tube was launched in 2005 to fill the gap between creating and sharing videos. In 2006, the search engine traffic increased to 6.4 billion in a month. **Twitter** and Ms. Live Search were also launched. The Amazon's e-commerce sales also reached \$10 billion. In 2007, various web streaming services like **Hulu** were established. **Tumblr** social network was also established increasing the

number of channels digital marketers can use. iPhone Smartphone was also established by the Mobile Giant Apple leading to an increase in mobile marketing campaigns. To keep up with competition, Google launched real-time search engine results in 2009. **Google AdWords and AdSense** cost-per-click advertising techniques became more popular. The Google algorithm started to target ads based on customers search making it the most used digital marketing scheme.

The year 2010 saw the launch of WhatsApp and Google Buzz. In 2011, Google launched Google+ and Google Panda to facilitate page optimization. People connect and interact with each other through Google+. In 2012, companies increased their budget for social media marketing campaigns by 64%. Social media sites like Facebook and Myspace were commonly used by businesses to promote and engage the target audience. Yahoo acquired the Tumblr platform in 2013.

2014 saw the increased use of a smartphone in accessing the digital technology. More people downloaded Facebook messenger app to connect rather than using PC to access Facebook. More Facebook ads and LinkedIn were customized for mobile use. At the same year, Facebook also acquired WhatsApp mobile app.

In 2015, more digital technologies evolved. The Snapchat application launched its own discover feature to enable users to connect with more friends and followers. Facebook also introduced Instant articles as well as the launch of wearable tech.

Facebook, Instagram, Snapchat, You Tube, Twitter, and Reddit are the most commonly used social media networks in 2017 and 2018. There over 3 billion Facebook users daily and business leverage on the use of these sites to reach to a wide customer base.

The cookie technology has become a popular tool in digital marketing technology. Every website store some information about each user's browsing history. A cookie is a piece of code left in the user's browser once they visit a certain website. The cookie enables the website to remember certain information about the user based on the last time they visited the website. The recorded Cookies information play an important part in digital marketing as marketers use them to track users browsing habits.

### **Traditional versus Digital Marketing**

Digital Marketing is very different from traditional marketing in multiple ways. While traditional marketing is spray and pray, wherein a marketer spreads the message among many audiences and hopes that some will be in the market to buy the product, digital marketing can be targeted to specific audiences who have interest in the product and hence are already in the market to buy those products. There is a saying in mass media - 'Half of advertising is waste. But I don't know which half'. Digital overcomes this limitation of mass media as it eliminates wastage.

Digital marketing is about maximizing efficiency. Since it is possible to measure performance of digital marketing in real time, there is ample scope to tweak the campaigns and improve ROI. Marketers can do A/B testing to find the most effective messages, images, ads, targeting, and layout. In digital, there is always scope for improvement.

While mass media is priced on rate card basis for 10 second spot on TV or column centimeter for newspaper, digital is priced based on auction. Instead of fixed rate card, marketers bid in auction and price is determined based on bid as well as quality score. Hence, there is fair price discovery that happens in digital.

Digital marketing creates a level playing field for all marketers as it does not distinguish between small and large businesses. The entry barrier is low as one can engage in digital marketing even with little budget. The media rates are same for small as well as big businesses.

The cost of failure is low in digital marketing. Even if the campaign does not work, you will know immediately and can take corrective action. You may lose only a small amount if your plan fails. Hence, it is a smart strategy to be bit edgy and try new ideas and different mediums of digital marketing to check out what works for you and what does not.

Digital marketing is like walking in the fog. Visibility is there only for the first 10 meters. If you want more visibility, you must walk the first 10 meters to be able to see the next 10. Hence, instead of waiting for the perfect plan or blueprint, you should



start digital marketing and learn on the go. Instead of perfecting your strategy from day one, it is better to make 1 per cent improvement every day and at the end of the year you will have 365 per cent improvement.

In digital, you should go slowly; commit small resources to an idea or campaign or content. If it works then put more resources behind it. Hence, instead of firing cannon balls, you should fire gunshots in digital marketing and test the waters.

### **Differences between Traditional Marketing and Digital Marketing**

	<b>Traditional Marketing</b>	<b>Digital Marketing</b>
Type of Marketing	Structured and clear advertising campaigns, service hotlines	Unstructured and unclear Status updates, ad campaigns, blogs, posts, comments, social media, etc.
Direction of Communication	Unidirectional (one to many) Information spread by company (active) Consumers only listen (passive)	Multidirectional (many to many) Both company and consumers talk and listen (both active). Consumers can also create content, like or post.
Scheduling	Long-term Ad campaigns are planned both over and for a long period of time	Short-term Ad campaigns are not planned in detail but reactions to comments and requests given
Communication with Consumer	Private Communication only between company and consumer (via email, phone); discussion is kept secret	Public Reactions to comments are public; anyone can read and join a discussion
Availability	During working hours No direct support beyond regular working hours (9 to 6)	All the time (24 x 7) Constant readiness to respond to negative comments and consumer requests
Language	Formal, legally safe Official	Genuine, direct personal responses and short answers
Response time	Longer, even If somebody IS interested after seeing an ad in print or on TV they cannot see the additional information at that instant, they need longer time for gathering information about the product	Quickly, as soon as they see the ad, the consumers can click the link and can get more information so decision can be taken quickly

**Digital - the next wave of marketing**

Marketing is one of the industries which has experienced great transformation with the evolution of the digital era. Consumers spend most of their time browsing the internet to access the information they need and to shop online. Back then, businesses used to depend on television, print, radio, or billboards to promote their brands. However, we use cookies on this website to enhance your user experience. By clicking any link on this I Agree page you are giving your consent for us to set cookies. More info (<https://www.cioapplications.com/privacy-policy/>) digital trend today and is the best way to reach out to targeted customers. Digital marketing is not only in favor of marketers but is also helpful for consumers in many ways. Even small businesses can reach out to large customers depending on their budget and the method of marketing they choose. In fact, 77 percent of the U.S. small businesses invest in social media to increase their market and customer service according to data by SCORE, a U.S. nonprofit that helps small businesses to grow and achieve their goal. Data collection and analytics can help to create targeted marketing campaigns which help attract more customers toward businesses. Leveraging social media can not only help to sell the products, but consumers can also use it to exchange their experience about the product or services they buy online. It's the best opportunity for the marketers to create a user-friendly website for their businesses to engage the customers in conversations. Cost-effective means such as content marketing and search engine optimization can reach customers without having to spend on traditional advertising or marketing methods. Income predictability is high in digital marketing because while businesses are selling product or services to a client, they would have certain agreements about specific pricing and can expect a promised amount of money when the work is done.

**Innovation No. 1: Online Display Advertising**

Banner ads may sound like an antiquated way to get noticed, but actually display advertising is becoming much more interesting due to two important trends.

One such trend is better local ad targeting. Several companies, such as Local.com, LinkedIn and Facebook, have announced that they're getting into the local targeting game by offering geography-based advertising along with the standard demographic



or keyword targeting you'd expect. Local targeting is already prevalent in search engine marketing and it's good to know that display ads are heading in the same direction.

The other noticeable trend to get excited about is the movement toward ad pricing based on cost-per-action rather than cost-per-click. Paying for ads based on CPA means that you don't pay the publisher until you get the action you want from the ad. For example, if you want your online display ad to drive someone to an online store to buy the advertised product, you won't have to pay until someone actually clicks the ad and completes the purchase. Several companies--such as Hydra--have announced an emphasis on CPA tracking and billing.

### **How to get ready**

Get to know your acquisition costs on an intimate level. If cost-per-action advertising sounds attractive, you'll need to have a firm understanding of what you're willing to pay for each new customer or action your advertising obtains in order to know how to bid. If you're interested in the possibilities of targeted display advertising (and you're interested in getting sophisticated with your targeting) start building a profile of your best prospects and customers--including geography, demographic information and typical buying behavior. If you need help figuring out how to analyze your customers to get that information, online advertising company Ad Buyer offers a set of free audience profiling tools.

### **Innovation No. 2: Online Retail Promotions**

Selling physical goods has long been about driving traffic to your e-commerce store so prospective customers can see and buy your products. That trend seems destined for a giant turn in the opposite direction, because it won't be long before smaller retailers have the ability to sell more of their products on other highly targeted consumer websites. One such website is Milo.com, where the CEO announced the company's intention to enable anyone to search real-time availability and local product information on every product, on every shelf, in every local business in America.

Another outstanding innovation for online retail comes from Pixazza. Pixazza is changing the way consumers shop by allowing people to browse and buy products that appear in any photos. For example, let's say you're reading an article in an online entertainment magazine and you see a photo of Jennifer Lopez wearing earrings that are to-die-for. Getting yourself a similar pair is easier than ever; as you hover over the photo Pixazza recommends earrings at suggested prices far below what Jennifer Lopez probably paid for hers.

### **How to get ready**

It's time to get your inventory database in shape. Selling products on websites owned by other companies will likely require you to conform to their database and information technology standards. There's no need to get overly sophisticated here. If your company has the ability to publish real time inventory and product information to your own website, you probably already have enough technology to quickly enable a feed of that information to other online databases.

### **Innovation No. 3: Social Media Advertising**

Social media is arguably the most innovative internet tool to emerge since, well, the internet. There are definitely good reasons to advertise on social media sites (this includes your own fan pages and networks). The challenge for a small business is the same challenge facing any business: How do you get enough people to pay attention to your ads while they are busy uploading photos or conversing with friends?

There are a number of companies working to make social media advertising more engaging and even fun, and it won't be long before there are a plethora of choices for small budgets. At the show, NTB Media announced an interesting video advertising product with built-in games and quizzes to get people to pay attention and remember the content in the videos, and Fan Appz announced access to an integrated suite of social media applications designed to attract attention and engagement in exchange for a subscription of just \$50 per month.

### **How to get ready**

Test before you invest. Social media advertising is already accessible and affordable to small business, but affordability isn't the only reason to invest in a particular form of advertising. Don't invest in a new social media tool or advertising strategy until you are sure you have the ability and the time to track your results and compare them against other opportunities. As a small business, you can't afford to invest in everything. If you don't track and compare your results, you won't have the information you need to make budget-wise choices.

### **Innovation No. 4: Mobile Marketing**

Advertising and messaging to mobile phones is definitely a hot topic among marketers. In the past, most mobile marketing tools focused on only one aspect of mobile marketing, such as text-messaging, application development or mobile websites. Those tools are now converging as integrated solutions. One such company, 2ergo, recently announced plans to offer a comprehensive suite of marketing solutions that include SMS, MMS, e-mail and mobile websites. Be on the lookout for companies offering comprehensive mobile solutions priced for small businesses in the not-too-distant future.

### **How to get ready**

Make sure at least a portion of your website is designed to display and function properly on mobile devices--especially the pages that contain contact information for your business. If you have a location-based business, start making your communications more mobile friendly so people can respond to your offers and information while they are on-the-go. Sending text-messages and e-mails with mobile coupons and snack-sized bites of product information are great places to start. Also, social media users are more likely to become mobile savvy than the average internet user, so make sure you have a presence on the most common social sites.

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## **DIGITAL MARKETING STRATEGY**

In this section, we will examine some of the consumer behavior aspects that can help shape the digital marketing strategy.

## **1. The Consumer Decision Journey**

In today's world, consumers, even after the purchase, remain engaged and promote the purchased product amongst their friends, family or colleagues if they are satisfied with the product. The basic AIDA model of marketing applies to digital marketing too, for consumer decision process. AIDA is an acronym that stands for A-Awareness, I-Interest, D-Desire, A-Action. The consumer moves through successive stages in the buying process 7.

**Awareness** The consumer is aware of a brand, has heard of its name. The goal of the marketer at this stage is to get to the top of the mind recall. Awareness is the first step in the buying process and the most important. Without awareness, the consumer will not consider the brand for purchase. Digital marketing can play an important role in creating awareness and some channels of digital marketing are more apt for it. There is display advertising on websites, social media such as Facebook, LinkedIn and YouTube.

**Interest** It is not enough for a marketer that a consumer is aware of the brand. Consumers must be interested in the brand. They must want to know more about the brand, be intrigued by it. This is only known as 'consideration stage'. Consumers must consider the brand for purchase and it must be included in their consideration set. In the funnel model, 'interest' stage has large number of brands. Consumers consider the brands that they have heard about in traditional channels or on social media or have seen their friends using it. Interest can be sparked by running highly creative campaigns that break the clutter and stand out. Interesting posts highlighting the unique benefits of the brand can also spark interest. Highly emotional messaging can also create emotional connect triggering interest".

**Desire** New media makes it easy for consumers to evaluate the competing choices using inputs from reviewers, peers, retailers, influencers, specialists, marketer and competitors. Smart marketers assist consumers in the evaluation process by providing comparative analysis, economic value calculations, collecting feedback, reviews and ratings and guiding consumers to the channels which can help them in making

choices. De Beers, for example, educates consumers about what criteria to look for while selecting diamond. It emphasises on four Cs - Carat, Colour, Clarity and Cut. Some digital channels that are more apt for this stage are community forums, blogs and review rating sites. Based on evaluation of different brands, consumers develop preference for certain brands and they become part of the choice set. This set has much fewer numbers of brands than awareness set or consideration set.

**Action** In this stage, consumers purchase the product that they desire and prefer. This stage generates revenues for the brand and is the outcome every marketer desires. Having conveniently located retail outlets or online purchase facility will help the consumers in making the purchase. The website should have smooth navigation so that consumers can easily find products that they are looking for at the right price and at the right time. Consumers may drop off at any stage as they may not like the design of the site or it may be slow to load or they may not find the right variant of the product or may be seeking discounts or payment may not go through. Marketer must ensure that all hurdles are removed. In the digital marketing, marketers have a plethora of channels to choose from - search engines, websites, blogs, social networks, mobiles, applications, forums. Depending on the stage of the consumer buying cycle, marketers can choose the most appropriate channels.

Marketers have traditionally put more emphasis on 'desire' and 'action' stages of the journey. In this process, they end up allocating more resources for building awareness through advertising, incurring huge costs and encouraging purchase with retails promotions. Traditional AIDA model has only four stages as marketers have not given importance to post purchase but with the advent of digital marketing 'advocacy' stage has become important in influencing other consumers and building loyalty. Hence, it is the fifth stage in the consumer buying funnel.

**Advocacy** Consumers experience satisfaction or dissatisfaction after purchase. They may share their experience on social media and spread word of mouth. If consumers are highly satisfied, they may develop a bond with the brand and become loyal and purchase repeatedly or in larger quantities. They may purchase again without

undergoing all the stages of decision process. Social media is most apt for advocacy and word of mouth post purchase".

A study by eMarketer of the leading channels leveraged by CMOs in Europe and the US, by stages of customer experience, shows that unlike mass media, digital channels such as social media, email and website are good across different stages of the buying process. Whereas TV is good mostly for the awareness stage, social media is good for all stages. This is a huge strength of digital marketing as it is effective in creating awareness as well as developing preference and enabling purchase and triggering word of mouth.

## **2. The P-O-E-M Framework**

A good framework that can help you organise your digital marketing strategy is Paid, Owned, and Earned Media.

- **Paid media** : includes sponsored advertisements in different channels of digital marketing such as search engines, websites, Facebook, LinkedIn and Twitter. They include campaigns run through different platforms such as Google AdWords and Campaign Manager of Facebook, LinkedIn, and Twitter. It also includes campaigns run through ad networks or Demand Side Platforms (DSPs).
- **Owned media**: is like an asset of the company i.e., the company has the ownership of these media. It includes company's official website, microsite, and social media pages such as facebook page, LinkedIn page, YouTube channel and Twitter handle. It also includes mobile apps or blogs, and also the original content created by the company such as videos, images, infographics and posts.
- **Earned media**: is organic and unpaid. It includes publicity that is generated through recommendations and word of mouth. It also includes social media engagement such as likes, shares, comments, replies, retweets, favourites, etc. Earned media is generated by users and hence is more credible and has the



power to give exponential reach to the marketer. Earned media accrues only when users like the content and engage with it.

The combination of 'owned, earned, paid media' is regarded as one of the best practices in digital marketing. There should be a balance between all media and it should not be lopsided towards one. It means, as a brand, you should not focus only on one media and ignore others. For instance, it is not a good strategy to depend largely on paid ads and not focus on earned media. Focus is related to budget allocation. A simple thumb rule is to divide the budget equally between paid and owned/earned media. This is a best practice which means that you must allocate 50 per cent of your digital marketing budget to create content for your digital assets and getting engagement, and remaining 50 per cent on running paid ads. Though the owned and earned media are organic and hence more credible and provide higher quality traffic, they take longer time to show results. Hence, owned and earned media should be part of your long-term strategy.

Paid media, on the other hand, will increase your reach, impressions in the short term but once you stop running paid ads, you may not get repeated engagement or traction. Hence, the best practice is to strike a balance between long-term and short-term mediums. Moreover, while marketer may not have control on whether fans will engage with content or not organically, paid media guarantees certain reach and impressions. Typically, in India, marketers tend to focus more on paid media and less on investing in creating quality content; and budget is sometimes as high as 75 per cent for paid media. The distribution of budget is also a function of the stage of the brand in its lifecycle. If the brand is in the introduction stage, it needs more awareness which requires more reach and impressions and that too within a short period as the brand cannot wait for long to build awareness. Hence, more budget can be allocated at the introduction stage to paid media.

However, if the brand is already known and is in the maturity or growth stage, it will have steady stream of customers engaging and buying, and hence need not rely on paid ads to great extent. Thus, more budget can be allocated to owned/earned media to drive engagement and loyalty.

Another interesting aspect is the convergence of the three medium. Is Facebook a paid media or an owned media or an earned media? It is all three! The content that you create on Facebook is your owned media which becomes earned when it gets likes and shares, and when you make it sponsored, it becomes paid.

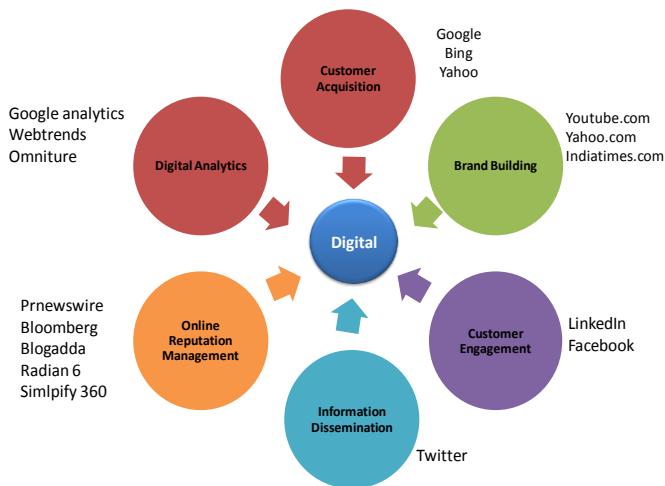
### **3. Segmenting and Customizing Messages**

One of the strengths of digital media is the enormous data that is collected about customers. This data enables rich segmentation based on geographic, demographic, psychographic and behavioral variables. Segmentation is dividing heterogeneous population into smaller homogenous groups which are similar in characteristics. The targeted segment should respond better to marketing stimuli than general population as the marketing mix will be more customized for the chosen segment. Hyperlocal targeting can be useful for local businesses and for retailers and outlets who wish to attract customers in the vicinity. Another popular method of targeting is behavioral, wherein the intent of the user is tapped based on online behavior to determine if the user is in the market to buy a product or not. Another upcoming method of targeting is your CRM data targeting, wherein you target database of leads or customers you have generated. These customers are more likely to purchase your brand as they have engaged with your brand in the past. An objective of targeting CRM data could be to cross-sell or upsell!. Marketers are hiring data providers to add layers of social media data and other demographic and geographic data to their CRM data to make it richer, thus enabling more customized messages. A new method of targeting which is gaining popularity is lookalike targeting. To reach out to more people, you target users who are like your best customers (your CRM data). Lookalike modeling is done using sophisticated algorithms to find similar users. Figure 1.6 lists the targeting methods used in digital marketing.

### **4. The Digital Landscape**

Digital marketing consists of different channels such as search engines, social media, mobile marketing, influencer marketing, Digital PR, etc. Search engine marketing done either through paid advertising or search engine optimization is good for

customer acquisition. You may be wondering why! This is because search engines capture the intent of the user, and hence are more of pull medium, thus getting higher click-through and conversion rates than other mediums. User is interested in finding out information about a product or service, and is hence typing a query on search engine. This user is more likely click and takes the desired action. The click-through rates of search engines are among the highest of all digital channels.



Popular portals and websites such as Yahoo!, India times and YouTube are very good for brand building. Do you know why? This is because the first step in brand building is creating awareness, these websites or mobile applications have millions of unique users and page views per month, and hence have huge reach. If you place banner ad on these websites then it will reach large number of users thus creating awareness, A standard banner ad is more like a push medium, unless it is remarketing to visitors of the website or doing behavioral targeting, improving.

Social media is very apt for customer engagement as it is about building a community and nurturing a bond with members. It is not so apt for generating sales or conversions as users do not come to social media to buy products or services but to engage with friends. Marketers sometimes are disappointed that they are not getting enough leads or conversions from social media. You must understand that each medium of digital marketing has its own unique strengths and characteristics, and hence marketing objectives must be aligned to each medium's unique characteristics.

Micro blogging platforms such as Twitter are apt for disseminating information rapidly. They are more about 'what's happening?' They are good for trending and for spreading word of mouth. This is because they are open networks where users can follow anyone without seeking any permission and one can view tweets of any other user even without following the user. The 140-character limit makes it easy for the user to share current events and happenings.

Another strategic area of digital marketing is 'online reputation management' (ORM) which is about listening and understanding consumer sentiments and proactively shaping the brand attitude. Many social listening tools are available such as Radian 6, Simplify 360 that identify the influencers, brand associations and sentiments. Another aspect of ORM is the Digital PR which is fast replacing the traditional PR. Many newswires have come up online where marketers can submit news for dissemination to different media and journalists. Influencer marketing is another important area as in digital world anybody can be an influencer. Identifying influencers, building relations and seeding content with them requires an understanding of the process.

Digital marketing generates lot of digital analytics and metrics. Measurability is one of the strengths of digital marketing. Looking at the metrics and improvising on your digital marketing strategy helps in improving the ROI. Many tools are available for digital analytics through which performance of each campaign can be measured and optimized.

## **DIGITAL MARKETING KEY DRIVERS**

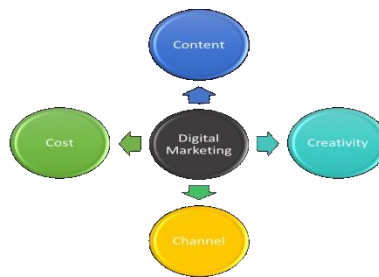
### **KEY DRIVERS OF DIGITAL MARKETING**

Marketers are familiar with the traditional 4Ps of marketing or the variables of the marketing mix. The marketing mix proposed in 1960 by McCarthy is a foundation model in marketing and has been defined as the “set of marketing tools that the firm uses to pursue its marketing objectives in the target” (Kotler 12th Ed). The marketing mix refers to four broad levels of marketing decision, namely :Product, Price, Promotion, and Place. In the 1990s, a model of 4Cs was proposed by Lauterborn as a more customer driven equivalent of the 4Ps. The 4Cs were Consumer (Product), Cost

(Price), Communication (Promotion) and Convenience(Place). Given that the digital consumer is wired, want it all and want it now in digital marketing, it makes sense to add a fifth”-”Participation” translating to a fifth C-Collaboration.

### **4Cs of Digital Marketing**

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices more and more, to accompany the 4Cs of classical marketing, Aditya Soni of Flipkart proposed Content, Cost, Channel and Creativity as the 4Cs. A fifth C viz Collaboration be added since Consumer 2.0 is constantly communicating and collaborating with one another.



Key Drivers of Digital Marketing- 4Cs

#### **i. Content**

Content is the real king in the digital world. Make sure that Content you create is worthy of “consumption” and “being shared” (in that order). Ease of consumption is a factor of how much intrigue you can create in the simplest manner possible which can be recreated easily. Ability to recreate your content is important - it allows consumers to talk about it and discuss it with others.

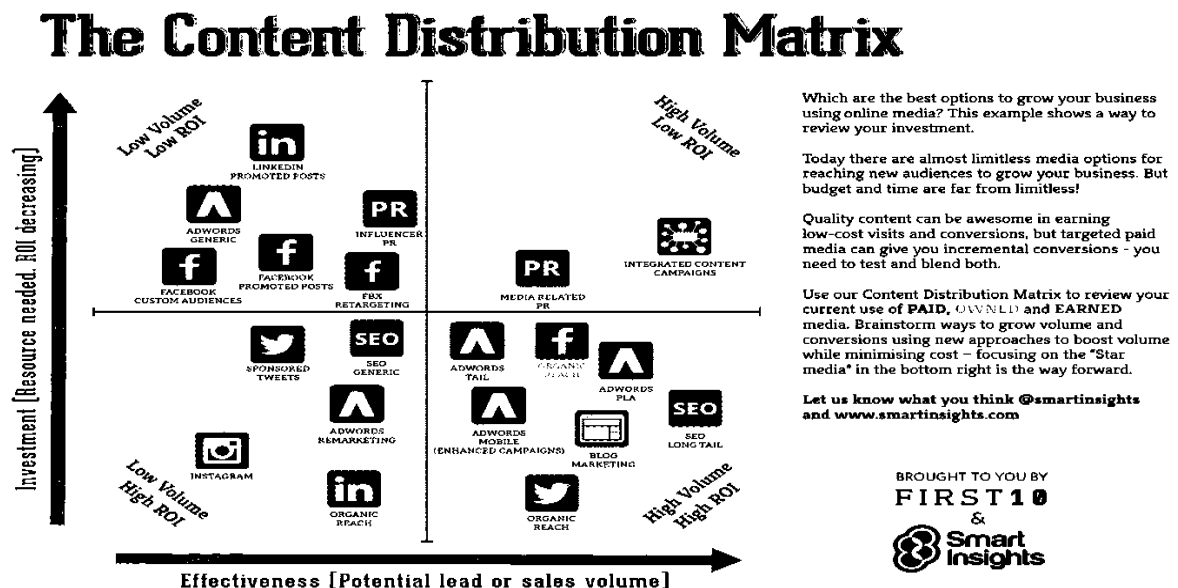
#### **ii. Cost**

Cost per Click. Cost per Mille. Cost per Install. Cost per Action. Cost per Lead. Cost per Day... Today’s digital advertising is filled with many different pricing options. A few years before, there only used to be two options: CPC (cost per click) & CPM (cost

per 1000 impressions). Now there are dozens. Pricing options have important implications on your budgeting strategy. While CPC, CPX seems to be gaining much popularity in the recent past traditional CPM pricing will never go away. Many campaigns are focused more on branding than ROI, in which impressions and reach are important measures of campaign success. However, progress is being made on alternatives and refinements to existing models, such as CPVM (cost-per-viewable-impression). Choose the right option by going back to your core marketing objective & make sure that you stick to your objective

### iii. Channel

There are in-numerous digital marketing channels out there. Having clarity of what channels needs to be used comes out with overall organizational / marketing objective. Below is “The Content Distribution Matrix” by Dave Chaffey which I stumbled upon surfing the internet. The info graphic is a ready reckoner for marketers to make prudent decision while deciding their channel mix.



Interestingly the matrix does not cover emailers. Personally, I would put them in High Volume, High ROI bracket. While you do this - make sure that your planning team is nimble and always have a plan B. A lot of times things do not go as per plan in the digital world, don't panic. Having a plan B is as important as having any plan. It not



only gives you comfort that you have something to fall back it also helps you triangulate your methodology in the first place. Invest time into getting two plans with equal ability to reach the common objective. This is where most marketers go wrong. GTM (Go To Market) strategy is primarily based on one plan and the fall back is never looked seriously. And when the time does come to fall back on something else, results are never up to the mark.

#### **iv. Creativity**

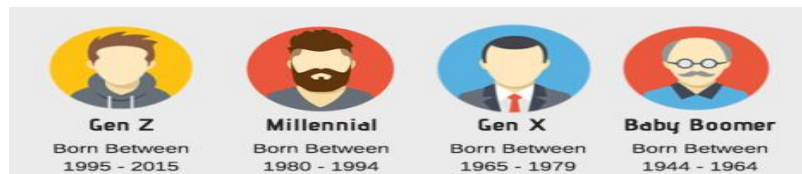
Perhaps the most difficult of the Cs. World of digital marketing is still nascent and every year amazing breakthrough ideas come & promise to revolutionize the ecosystem. Be creative not only in content you create for the audience but also be aware about the different creative ways of taking the same to them. Creativity is not restricted to design. Yes design is important, but also make sure that what you create is interesting, exciting and appealing. Every year the consumer is maturing and increasing the kind of content s/he is ready to consume on the internet. Therefore don't be presumptuous on what they will not be ready to consume. One more thing which is dramatically changing is the lower span of interest a consumer have for any content / advertisement on the internet. With so many avenues available to consume so much, if you don't get the interest in the first 30 sec. chances are you are not going to get it later. Interestingly though Content marketing has made rapid strides in the Indian Digital market. Blogs & Newsletter continue to be the most used channels while social media players like twitter and FB have also see a rise.

Lastly and by no means the least important, is the choice of Ad Formats. Video Ads, Banner Ads, Product Listing Ads, Related Content Ads, Contextual Ads, Re-targeting Ads are some of the major Ad formats. Be creative in your choices but do not make blunders. Be sure of the choices you make and why ? For eg. don't do Video Ads just because it is cool to do them nowadays. Similarly, don't presume that Banner Ads will always get the job done. Also critical to understand that Web and Mobile are different solutions supposed to be handled separately. While both are forms of digital - inventory size, ease of usage, time spend on each, reasons why consumer use them are

completely different. Invest in understanding this and make sure to treat them appropriately.

## DIGITAL CONSUMER

### Digital Consumer & Communities



**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

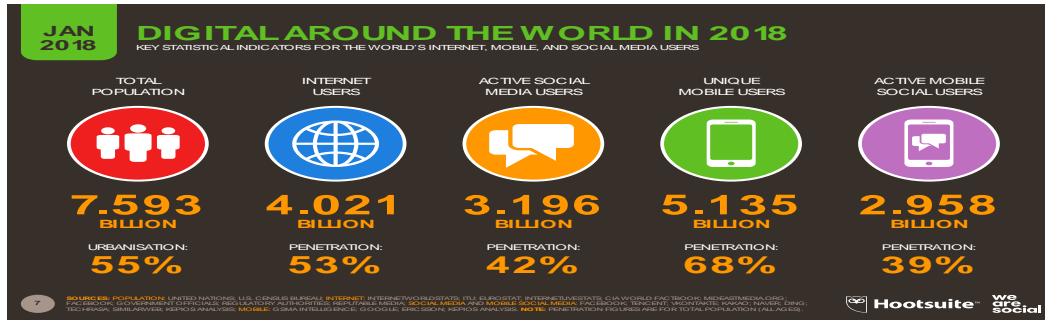
### Who are digital consumers?

People who use technology to buy and sell products and services are known as digital consumers. They are the same people who walk into your business, order on a telephone, or request for a discount. These are normal people like us. For instance, an internet user who is reading article from webpage.

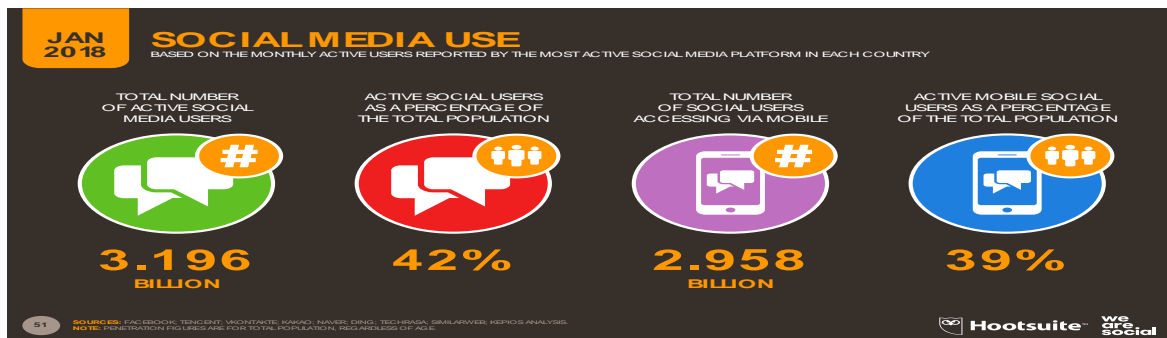
### On Line Shopping Pervasive



### Global Digital Snapshot



### *Social Media Use*



Given that online shopping is pervasive, it is important for us to understand who the digital consumer is. Like in all other spheres where updated editions are given progressive numerical numbers, current consumer can be called Consumer 2.0. The term Customer 2.0 came into being sometime in 2009 (Ryan & Jones, 2009). Consumer 2.0, who are encountered online, are the same people who walk into a store, call on the telephone, or order from mail order catalogue. They are doing exactly the same what people have been doing for many years—communicating with each other. The shift is that technology has enabled them to communicate faster, over distances, over mobile phones, and in non-grammatical texts and emojis. People talk to each other that they always have; however, they are not doing it in coffee shops or bistros talking to a few but doing it online with a few thousands, this is possible due to Web 2.0, as compared to static Web 1.0; Web 2.0 is an evolution in the way people are using technology.

Before we look at Consumer 2.0, the following snapshots will explain how this technology evolution has impacted the industry dynamics and consumerism.

Customer 2.0 is essentially a reflection of the shift in consumer consciousness being experienced across Generation X and Y. Customers 1.0 love to read magazines and papers. They are inclined to make brand choices on the back of traditional advertising, and they do not quite understand what this digital is all about. To them, tweeting is what birds do, though 2000 years ago a saint poet from Tamil Nadu, Thiruvalluvar wrote 1330 couplets in Tamil that were two liners on everyday virtues of an individual, approximating 160 word limit of Twitter (or the first recorded non digital Tweet)! Customers 1.0 expect to resolve product issue through the traditional avenues of phone and face-to-face customer support. Customers 1.0 tend to make decisions on word of mouth endorsements.

Customers 2.0 will tweet what they had for breakfast! Newspapers are growing ever-more defunct as the boom of online news and RSS functionality reaches epic proportions. They love viral content, and probably spend more time online than watching TV. Customers 2.0 expect companies to have an online presence, they prefer to shop online (for majority purchases), and they expect the e-commerce sites to be quick or they do not hesitate to migrate. Customer 2.0 seeks user review to inform brand choices, and is likely to spend time into researching potential products and purchase. Customers 2.0 are starting to expect a social media presence; they love innovation and reward innovative brands. Customer 2.0 expect these technological advances to become a part of their consumer experience (CX) . Technology is not treated as novel or new, they are just expected to be there. These consumers are called digital natives, a word coined by Marc Prensky in 2001. They have spent their entire lives surrounded by and using computers, videogames, digital music players, video cams, cell phones, and all the other toys and tools of digital age.

Digital immigrants: who are an older generation, not born into the digital world, but have, at some point in their lives, become fascinated by adopted many or most aspects of the new technology. They coexist with and will be, compared with digital natives. Since customers are getting harder to impress, digital native or digital immigrant, companies and products that have exposed customer to simple, streamlined user experiences designed from the ground for digital delivery, have succeeded in the

recent past (e.g Spotify, Uber), Establishment companies that build their offerings and processes on the top of, or alongside, more traditional channels often find it hard to meet the same standards.

## **THE NEED FOR DIGITAL ENGAGEMENT**

The pace of technology change is increasing exponentially and companies are finding it inevitable to use digital channels to create seamless and consistent engagement

1. Digital convenience 2. Consistent level of engagement from companies 3. Rate of technology adoption by Consumers. 4. Rate of adoption of digital infrastructure 5. The era of the plugged-in generation Y 6. Gen Y and invention of disruptive business models

Some significant developments in the field of digital engagement can be outlined follows:

### **Digital Channels and Convenience**

Digital technology has a unique proposal for consumers. The convenience over physical interactions and transactions is quite effective. The convenience of a one-click search and shopping experience saves a lot of time and energy spent on the physical shopping experience. This convenience is allowing companies to gather consumer specific data as the consumer registers himself in the virtual space. This consumer data is subsequently used by companies to gather and harness consumer engagement.

### **Consumer Engagement**

In an era of IMC (integrated marketing communications), companies are sensitive to the need to maintain a large degree of uniformity of the marketing message across dissimilar marketing media vehicles. This consistency of information across the offline and online domains enables companies to develop a relationship with the consumers by moving him up the attention-engagement continuum. Digitally savvy

companies have thoroughly integrated their presence across disparate channels to ensure consumer engagement.

### **Rate of Technology Adoption by Consumers**

The rate of technology adoption is very high, specifically for the 'early adopters' and 'early majority' from a marketing perspective. The surprise factor is the acceleration in rate of adoption of this new technology. While it took more than 70 years for telephones to reach 50% household penetration, compared with 28 years for radio and 10 years for Internet access, Google+, the new social media tool from Google, took only 16 days to reach 10 million users, compared with 780 days for Twitter and 852 days for Facebook. It is clear that the acceleration in this rate of technology adoption is huge.

### **Rate of Adoption of Digital Infrastructure**

The pace at which digital infrastructure is growing and being embraced by consumer is equally high. A more technology-enabled governmental development roadmap backed by a tech-savvy consumer population and with dimensions of technology firmly ingrained in their upbringing, is adopting the new infrastructure at a faster pace.

### **The Era of the Plugged-in Generation Y:**

The new generation (Gen Y) seems to be born with a technology background. Youngster can no longer understand a world without the Internet, which is so strongly woven into their everyday lives. The 'plugged-in' Gen Y is not intimidated with technology. It regards technology as a friend and a facilitator. With a lifestyle strongly woven around the new digital offerings, this generation has expectations that are different from earlier populations -- expectations for good shopping experiences, convenient digital transactions, one-click responses to their search queries, greater and constant connectivity, and faster collaboration. This is a generation that has spawned the dimension of peer-to-peer consumer networking and product advocacy. Online networks of loyal consumers are constantly motivating new consumers to adopt products and services.



### **Gen Y and Invention of Disruptive Business Models:**

Gen Y is subsequently responsible for ushering in new business models – models that are innovative, disruptive, and the creation of a population that is not afraid of taking risks. By bringing in new digital products, new communities, new ways of communication, and new Web business models for product proliferation, these youngsters are clearly changing the way business is done today.

### **GENERATION Y-EXPECTATIONS AND INFLUENCE**

This section explores the characteristics and personality of Gen Y, the challenges they pose for organizations, and their evolving expectations.

Organization that have succeeded in engaging with Gen Y know that, along with accelerating the adoption of new digital technology, this generation also poses additional challenges due to their evolving expectations. This Generation is best perceived not only as a uniform group but also as an evolving mind-set. The demands and expectations of this group are trending upwards an to older generation, which makes them all the more important to take note of. Generation Y, today, is the catalyst and the incubators of change, and each day their influence is growing in consumer and corporate environments implying that the organizations must learn to engage effectively now, or risk being eliminated from the game.

To attract this young generation, both as consumers and as employees, a company cannot just *look good* -it has to *be good*. This generation want it all, but above all, it seeks transparency.

It is no longer practical for organizations to state one thing and be another as the digital data trail provides this generation with the methods and tools to spread their opinion about a brand virally and with unimagined consequences. This has significant implications for brand reputation management and customer loyalty. This generation want to ensure that the organizations it engages with are genuine and not a hologram or mirage with a Marketing front' that belies their reality Authentic, direct, and personal engagements are even more important than advertising to reach this

generation. Above all, Generation Y is no longer content with the old corporate and political model. It demands transformational change, and where they cannot find it, they look to invent it themselves.

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

- **Collaborative, networked learning** : The average user spends 55 minutes a day on Facebook
- **fast, easy ,and fun communication** : Gen Y adults spend 15+hours a week on the Internet
- **Visible peer recommendations in decision making** : 80% of the consumers believe peer recommendations, but only 14 %trust advertisements
- **Immediate feedback** : 34%of bloggers post opinions about products and brands
- **Environmentally aware**: 96% of Gen Y want an environmentally aware workplace
- **Flexibility**: A total of 56% of Gen Y prefers to work flexibly and chooses when to work and 79%prefers to be mobile rather than static workers. Gen Y already represents over a quarter of the world's population and the proportion is growing.

Not only will the members of Gen Y be among the most powerful consumers in history; as they enter the workforce, their impact there will be equally impossible to ignore. They display the same lack of patience as employees as they show as consumers, and companies must address their evolving expectations to avoid high recruitment and churn costs. What is more, this generation has significant ideas and is willing to share them company-wide; They represent a useful resource every company should listen to.

## **NETIZENS: EXPECTATIONS AND INFLUENCE**

Michael Hauben, who coined the word in the early 1990s, defines netizens as the people across geographical boundaries who care about and actively work toward developing the internet for the benefit of the larger world.

Netizens are considered to be the true citizens of democracy because they want to be involved in the development of the internet. They see the world horizontally, not vertically. The content on the internet is created and shared by the people and for the people. But they believe in total democracy and not so much in governance. They embrace openness and sharing with others with no geographical boundaries.

There are 3.4 billion internet users-45 percent of the world's population, according to United Nations estimates. Not all of them can be considered netizens or citizens of the Internet. Forrester's Social Technographics segmentation can help explain why not all internet users deserve to be called netizens. According to the segmentation, there is a hierarchy of internet users, including inactives, spectators (people who watch and read online content), joiners (people who join and visit social media), collectors (people who add tags to webpages and use RSS feeds), critics (people who post ratings and comments online), and creators (people who create and publish online content). The collectors, critics, and creators best characterize the netizens- people who actively contribute to the internet and do not just consume on the internet.

Their role in influencing others is related to their desire to always be connected and to contribute. Netizens are social connectors. We know that netizens love to connect. They talk to one another, and information flows as they converse. Under anonymity, they have fewer risks and therefore are more confident when interacting with others and participating in online conversations. On the internet, their user-names and avatars are their identities.

There are many ways to socially connect on the internet. The most popular are social networking services and instant messaging apps such as Facebook, WhatsApp, QQ, Tumblr, Instagram, and LinkedIn. A relationship on those platforms usually starts as a one-to-one connection between two individuals who know and trust each other. This

initial connection will lead to a link between the two individuals' separate networks, creating a many-to-many connection. From the outside, online communities look like webs of strangers, but on the inside, they are webs of trusting friends. Since it is a many-to-many network built on one-to-one relationships, an internet community usually grows exponentially and becomes one of the strongest forms of community.

Netizens are also expressive evangelists. Not revealing their true identities, internet users can be very aggressive in expressing their opinions. The negative side of this is the emergence of cyberbullies, trolls, and haters on the internet. The positive side, however, is the emergence of brand evangelists. Netizens, unlike internet users in general, are more likely to be brand evangelists.

In the internet world, we know the f-factors: followers, fans, and friends. When they are passionate about and emotionally committed to a brand, netizens become the f-factors. They become evangelists or lovers, as opposed to haters, of the brand. Sometimes dormant, they often become active when they need to safeguard their favorite brand against cyberbullies, trolls, and haters.

Further, evangelists are also storytellers of the brand who spread the news about brands to their networks. They tell authentic stories from a customer's point of view—a role that advertising can never replace. As netizens who are more high-profile than other internet users, they yield a huge influence, often having a large number of their own followers, fans, and friends.

Netizens are also content contributors. They are called the internet citizens for a reason. Like good citizens contributing to their country, they contribute to the development of the internet. The work of netizens makes life easier for other internet users. With the use of tags, information on the internet is better organized and quality content becomes easier for others to search. By "voting" for websites, netizens recommend quality websites to others. With product ratings and reviews on the internet, other users can easily discover the best available choice.

The most important contribution, however, is to create new content, which can be in multiple formats: articles, whitepapers, e-books, infographics, graphic arts, games,

videos, and even movies. Independent authors write Web pages, blogs, and e-books. Independent musicians and movie makers create commercial hits by becoming YouTubers and creating content on the video-sharing platform.

With new content being created every second, the internet is becoming richer and more useful, which will benefit users and draw non-users to start using the internet. All these grow the netizen population as well as the value of the internet.

Growing exponentially on the basis of emotional and mutually beneficial connections, communities of netizens are the key to expand a brand's heart share. When it comes to communal word of mouth, netizens are the best amplifiers. A brand message will flow along social connections if it receives the netizens' seal of approval.

### **Additional**

## **SKILLS REQUIRED IN DIGITAL MARKETING**

Digital marketing is complex and requires different skill sets. It is impossible for one person to possess all the skills needed to be an effective digital marketer. Marketers should hence build a team which has all the requisite competencies. Some of them can be in-house (in employees) and some can be outsourced (digital agencies). We can use the following framework for skill sets II:

### **Think**

Digital marketing requires people who can think and conceptualize. They should be able to look at metrics and analyse the performance and optimise. They should have analytical skills and should be able to run campaigns on search, display and social media. They should be able to do A/B testing to know what works and what does not and optimise. They should be able to identify some strategic goals of digital marketing such as testing some product concepts or doing market research for consumer trends

### **Feel**

This is one of the most important skills in digital marketing. It is the ability to empathize with your customers by stepping into their shoes and understanding their

pain points. This skill will enable the digital marketer to identify the content strategy that will resonate with their target audiences. Members of the team possessing these skills will be actively involved in creating content strategy for websites, blogs, forums and social media. They should analyse the sentiments using listening tools so that they know the pulse of the market, the brand associations and the consumer engagement.

### **Act**

Digital marketing requires lot of execution. You need people who can understand the brand concept and the content strategy and create creative images and videos. These people should be graphic designers or be from institutes of design and know software for editing photos and videos. They should not only know how to use tools and software but should also be artistic and creative. They should also understand brand values and should be able to create images and videos that are aligned with the brand values.

## **1.6 DIGITAL MARKETING PLAN**

The head of digital marketing will have to prepare a digital marketing plan 13 which outlines the objectives, target audience profile, content strategy, channel strategy, budget and measurement. Let us have a look at each of the elements in detail.

### **1.6.1 Objectives**

The starting point is to identify the objectives of digital marketing. This can be split into branding and performance objectives. Both the goals can coexist. Some campaigns and activities may have the objective of increasing brand awareness and brand recall, whereas others may have the objective of increasing sales or leads or conversions. It is advisable to identify metrics for measurement of performance alongside objective setting. If the goal is branding then the metric would be recall. This may be measured by hiring a market research Itgency which may do an online or offline research for top of mind recall, etc. If the objective is performance, then measurement can be done through metrics such as CTR (click through rate), leads, conversions and CPA (cost per acquisition).



## **Buyer Personas**

- Next step is to identify multiple buyer personas. This should be based on analysis of past data and profile of your best customers and not based on hunch or assumptions. The more scientific it is, the more accurate it will be. Another important aspect is that you should develop multiple personas and not one. Rarely customers would be so homogenous that they can be categorised into one persona. The information that you need about your best customers can be categorised into three areas:
- Who You should identify the age, gender, location, job title, responsibility, education of your customers and make a pen profile.
- What You must deliberate what are the goals of your customers and their pain points that need to be resolved.
- What are their areas of interests, what are their passion points, what media do they consume, what are the touch points.
- Why Ultimately you must question why will they buy your product, what is your unique selling proposition, what is your elevator pitch, and how compelling it is to convince the customers to buy.
- You can get information to fill your buyer personas by examining the social media profiles of your customers. You can also get useful information from audience reports in Google Analytics that explains the geographic, demographic, device data of your audience.

## **Content**

You must prepare content strategy by analysing what worked in the past and what did not. You must analyse the performance of each of the content types such as video, image, infographics, eBooks, webinars, games, how to, trends and create more of the variety that performed better.

## **Channel**

As a part of channel strategy, how much would you invest in creating paid, owned, and earned content? In owned, will you have a website or a microsite? Which social

media pages or handles will you have and how will you prioritise? For earned media, will you participate in blogs or forum or question answer sites? What is your content strategy for getting engagement? Will you use contests or promotions or controversy or emotional appeal? For paid media, which platforms will you run campaigns on? Will you run campaigns on search engines or banner ads on websites or on Facebook, Twitter or LinkedIn?

### **Timelines**

You must prepare a month-wise calendar to record which activities will be done in which month. You must further break down content strategy, channel strategy, target audience week-wise so that there is a starting point to refer to.

### **Budget**

How much budget will you allocate to digital marketing? It depends upon what per cent of the marketing objectives will be met through digital. It also depends upon the industry and the role of marketing communications in marketing mix and the role of digital in marketing communications mix. For certain industries such as e-commerce, financial services, automobile and education, digital is very important and hence higher per cent may be allocated to it. How much budget will you allocate for paid campaigns across different medium? Hence, how much budget will you allocate as media cost? How much budget will you assign for content creation? How much budget will you allot for technology development cost such as developing website or a game?

### **Measurement**

The measurement metrics will be dependent upon the objective. If the objective is branding then measurement will involve recall, attitude and association studies. You may wish to hire a market research agency to do it either online or offline. If the campaign objective is performance then measurement is through CTR, leads, and conversions.

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## MODULE - II

**Search Engine Marketing :** PPC and online marketing through social media, Social Media strategy, SEO techniques, On page and off page, Keyword advertising, Google web-master and analytics overview, Customer engagement, Affiliate Marketing & strategic partnership, CRM & CX in digital marketing – Email Marketing, Content strategies, consumer segmentation and positioning by online tools.

## PAY PER CLICK (PPC)

- What is PAY PER CLICK Advertising?
- What are various forms of Pay Per Click .
- Why a business should choose Pay Per Click advertising?

Suppose , you are running a coaching institute and you want to advertise various course in the newspaper that has a circulation of suppose 1000 readers. Suppose you agree to Rs.100 and advertised the product. However, only 400 people actually saw you advertisement when it appeared Now tell me how much actually you will be charged. Will it be for 1000 readers or For 400 readers. Answer is very simple. The Advertising Model in off line media works on the basis of total reach not on the basis of actually views. So in this case , you will be charged on the basis of 1000 reader even your ad is seen by only 400 readers, Even if no one will see your advertisement, you will be charged with full amount. But the scenario is different in case of online advertising where most of the advertising models work on Pay Per Click that means you will be charged only , if someone clicks on your advertisement otherwise. You will not be charged for anything.

According to WordStrem.

**“PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked”** Here are few examples of PPC You can see ads appearing on Search Engines Results, YouTube Ads, Ads on various Websites, Ads on Social Media etc. More specifically, it’s a way of buying visits to your site, rather than attempting to “earn” those visits organically. 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

We already know that, any SERP has two types of results i.e Organic Results and In-Organic Results. To secure the high ranking in organic results you have to optimize your website to make it search engine friendly. In Digital marketing terminology, it is called Search Engine Optimization. We also know that securing high ranking in organic results is free of cost and you need not pay anything to the Google or other popular search engines in this regard. However, to secure the position in in-organic results is not free of cost and you have to pay the advertising fee to the Google or any search engine to place your advertising in the search engines’s inorganic results. But in this case, you will be only charged if someone clicks on your advertisement, otherwise you will not be charged for anything. That is why it is called Pay Per Click. The most important point here. Just paying the higher amount to the Google or any other search Engine does not guarantee that your ad will definitely appear in search results. No doubt, pricing

is the Important factor but there are other factors too that contribute to whether your ad will appear or not like keywords, Ad Quality, Quality of landing page, Bidding by competitors etc. We will discuss all these factors in a while. Moreover, Search engines are not the only place where searcher happens.

A search can happen at Google Map, it can happen at You Tube, it can happen in shopping etc. Ads can also appear there. So, these are also within the domain of Search engine marketing for search Engine Marketing there are Two very Important Platforms that being used worldwide and these platforms are Google Ads Bing Ads. Without any debate Google Ads is the leader in Search Engine Marketing as it has 92.34% share in the search engine market followed by Bing (2.64%) and Yahoo (1.81%) (Source: StatCounter, Aug,2019) . Even in our course, we will use Google ads Platform to learn about Search engine marketing campaign. I have discussed with you just the meaning of pay-per-click advertising along with the one but very important forms of pay-per-click advertising i.e. Search engine marketing. So I will continue my discussion on the rest of the forms of pay per click advertising in the next part.

### Display advertising

Just thinks for a while, do you think that our all prospects are coming to websites through Search Engines or all the time they are on search engines. Obviously No They may be on you tube, they be on blogs, they may be on different websites of their interest. Do don't you think we should target them their and show our advertisements in the forms of banner, animations or even in a text form. Yes, we should. So, this is nothing, it is call display advertising. Display advertising is the important from of PAY PER CLICK adverteng. Just thinks for a while, do you think that our all prospects are coming to websites through Search Engines or all the time they are on search engines. Obviously No They may be on you tube, they be on blogs, they may be on different websites of their interest. Do don't you think we should target them their and show our advertisements in the forms of banner, animations or even in a text form. Yes, we should. So, this is nothing , it is call display advertising **According to KASTARIA, Display advertising is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, + photographs, or other graphics. According to Google Ads, Display Ads help the advertiser to the reach people while they're browsing their favorite websites, watching YouTube video, checking their Gmail account, or using mobile devices and apps.** Similar to the Search Engine Marketing, Google Ads and Bing Ads are the most popular platforms of display advertising. In our course, we will learn how to use Google Ads to run display advertisements. Just wait for that. Next, we have social media as an important form of display advertising You will be surprised to notice that according the report released by McKinsey (2019). We as Indians are spending the highest amount of time on Social Media in the world. We spend about 17 hours per week on social media websites like Facebook, Twitter, Instagram, and others and it is a world record. It is happening all because of cheap android phones and easy access to 4G services. So, for marketers, social Media is the important destination to advertise their product or services because of it high penetration rate especially in India. Most of the advertising models of Social Media Advertising are based on Pay Per Click that means you will only pay if someone clicks on your ads. Going by the importance of social media , we will learn how to use Facebook , Twitter and LinkedIn for Pay PER Click Advertising in the respective modules.



### **Remarketing**

You might have noticed that while surfing the internet you start experience ads of those site that you visited previously Suppose, I want to book an air ticket from Chandigarh to Goa through Makemy trip and yet not finalized the booking. It is very strange to notice that ads of Make my trip start appearing on other websites as well where my purpose of visiting those sites is altogether different. From marketer's point of view, it is nothing but it is remarketing and very important form of PPC. We will learn about remarketing advertising with the help of Google Ads.

### **Shopping ads**

You must have noticed these types ads on Google search Page or on YouTube. These are nothing it is part of Google Shopping ads which are essentially a Pay Per Click Ads. Shopping ads helps the buyers to search for products quickly and easily on Google, According to Google Ads , Shopping ads allow seller to Control the product information and maintain the accuracy and freshness of the product information, so that customers find the relevant, current items they're looking for.

### **Why a business should choose Pay Per Click advertising?**

There are so many good reasons why a business should use the PPC ads to promote their product and services.

#### **Pay only, if someone clicks your Ad**

This is the whole essence of PPC campaigns that you will not be charged, if no one clicks on your ads. In other words pay for your ads if someone clicks. So this is a very cost effective in this way. If a prospect is really interested in your product only then he will click on your ad otherwise you will not pay for it. So there are high chances that only quality traffic will come to your website if targeted properly. So this is a win- win satiation for the business as they get visibility free of cost even few people are clicking on the ads.

#### **Control How to Spend on Ads**

Budgeting is important element of overall online marketing campaigns. Pay per click makes it very flexible. You have full control over your budgeting decision. For example, how much bid you want to make, How much amount per day you want to spend on ads. If you want to increase or decrease your bid amount you can easily do it.

#### **Target Your Audience Precisely**

Targeting the right audience is the key feature of PPC why advertisers love PPC campaigns. It is often said that ad has no meaning if it is not delivered to the right audience. In most of the PPC platforms there are bunch of settings which make it possible to target the right audience. For example, I want to target the audience on the basis of location that means I want to show my ad in a particular area. This

can be easily done from the location setting of the any PPC platforms. Similarly, if I want to show my advertisement to particular age groups it is possible with the help of PPC Campaign Settings.

### **The fastest way to bring the traffic**

You may spend months or years to bring traffic to your website by improving your search ranking in the organic results with the help of Search Engine Optimization strategy. However, You will find that the results of PPC campaign are very quick and fast. Designing a PPC campaign doesn't take much time. Once your campaign is live you can expect that within a few hours people will start visiting your website and chances of conversion increase with more traffic to the website. Very impressive!!!

### **High Return on Investment**

As we are discussing that you pay for clicks only. So it is very cost effective. In various PPC platforms, there is an inbuilt feature to optimize the ads. For example, we can increase or decrease the bid amount and the budget amount at any time to optimize the ads as lot of data is available with respect to advertisements in such platforms like Click Through rate, Average Cost Per Click etc.

### **Ad scheduling is Key to PPC**

Ad scheduling is very good feature of PPC campaigns. You need not to run your ads 24 hours a day on the internet. Based on your experience and the data retrieved from PPC platforms, you can easily schedule your ads by keeping in mind the audience's interaction with your ads. You can select a particular day/ days and a time frame on each day to show your ads. This feature is amazing and it will surely help you to reduce the cost of advertisement and to give the quality traffic to your website.

## **Online marketing through social media**

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

### **What Is Social Media Marketing?**

**Social media marketing**, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

### **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

The bigger and more engaged your audience is on social media networks, the easier it will be for you to achieve every other marketing goal on your list!

### **How to Choose the Best Social Media Platforms for Marketing**

Here's a brief overview about how to use social media for marketing according to each platform's unique user base and environment. Different social media marketing sites require different approaches, so develop a unique strategy tailored for each platform.

#### **Using Facebook for Social Media Marketing**

Facebook's casual, friendly environment requires an active social media marketing strategy. Start by creating a Facebook Business Fan Page. You will want to pay careful attention to layout, as the visual component is a key aspect of the Facebook experience.

Facebook is a place people go to relax and chat with friends, so keep your tone light and friendly. And remember, organic reach on Facebook can be extremely limited, so consider a cost-effective Facebook ad strategy, which can have a big impact on your organic Facebook presence as well!

#### **Using Twitter for Social Media Marketing**

Twitter is the social media marketing tool that lets you broadcast your updates across the web. Follow tweeters in your industry or related fields, and you should gain a steady stream of followers in return.

Mix up your official tweets about specials, discounts, and news with fun, brand-building tweets. Be sure to retweet when a customer has something nice to say about you, and don't forget to answer people's questions when possible. Using Twitter as a social media marketing tool revolves around dialog and communication, so be sure to interact as much as possible to nurture and build your following.

#### **Using LinkedIn for Social Media Marketing**

LinkedIn is one of the more professional social media marketing sites. LinkedIn Groups is a great venue for entering into a professional dialog with people in similar industries and provides a place to share content with like-minded individuals. It's also great for posting jobs and general employee networking.

Encourage customers or clients to give your business a recommendation on your LinkedIn profile. A recommendation makes your business appear more credible and reliable for new customers. Also browse the Questions section of LinkedIn; providing answers helps you get established as a thought leader and earns trust.

## Using YouTube for Social Media Marketing

YouTube is the number one place for creating and sharing video content, and it can also be an incredibly powerful social media marketing tool. Many businesses try to create video content with the aim of having their video “go viral,” but in reality those chances are pretty slim. Instead, focus on creating useful, instructive “how-to” videos. These how-to videos also have the added benefit of ranking on the video search results of Google, so don't under-estimate the power of video content!

## Social Media strategy

- Know the Importance of an effective Social media strategy
- Understanding the key component of Social media strategy
- Plan and execute a Social media strategy step by step

### INTRODUCTION

In this ever-advancing century of digital millennials, social media is playing a key role in both the success and failure of many organizations. There is hence an immense need of a sound social media strategy for every organization to succeed in this digital world.

### Why Social Media Strategy?

'If a sound social media strategy could make Barack Obama the President of United States, it could for sure help you excel at your business.'

In early 2007, Barack Obama was a little-known senator running for presidential elections against the democratic nominee and household name, Hillary Clinton, wife of the former president of the United States, Bill Clinton. But on 4 November 2008, Obama was the first African-American to win the United States Presidential Elections by nearly 200 electoral and 8.5 million popular votes. A major share of the credit for this remarkable success has to go to his efficient social media campaign. The key highlights of this campaign.

<b>E-mail</b>	<b>13 million people on the e-mail list received 7000 variations of more than one billion emails</b>
<b>Social Networks</b>	5 million friends on more than 15 social networking sites. Three million friends on Facebook alone
<b>Website</b>	8.5 million visitors to MyBarackObama.com (at peak)
<b>Video</b>	Nearly 2,000 official YouTube videos watched more than 80 million times, with 135,000 subscribers 442,000 user generated videos on YouTube
<b>Mobile</b>	Three million people signed up for the text messaging program

Each received 5-20 messages per month

### Phone Calls

Three million personal phone calls placed in the last

You must be curious as to what did Obama do to get such a social media success. He crafted and executed social media strategy well. Let us dive deep into what it means.

**The Internet Revolution:** According to the marketer's report, nearly one-third of the world's population has used social media regularly in 2016. In India, the number of social media users was 206.5 million in 2016, as shown in Figure 4.1. Along with the increasing number of users and advancing technology, the number of social media platforms and messaging applications are also increasing day by day. With people present in such large numbers, social media provides ample marketing opportunities to companies to reach out to the right people at the right time.

### Social Media Users and Internet Penetration Worldwide

#### 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:

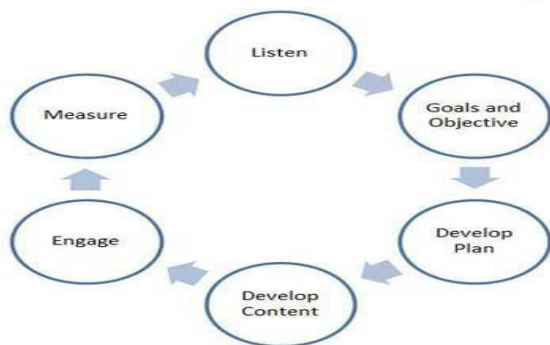
- Customer engagement
- Brand building
- Lead generation and conversions

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

According to an emarketer' study, the most important objectives of social media are generating engagement, brand awareness, and leads, as shown in Figure 4.2. This indicates that marketers consider

social media as more effective for engagement and loyalty than for generating sales and revenues.



### HOW TO BUILD A SUCCESSFUL STRATEGY

Social media strategy can be best formulated with the help of the social media strategy cycle. Each step in the cycle is further explained with the help of examples in this section.

## Listen

Most people do not listen with the intent to understand; they listen with the intent to reply.' These lines by Stephen R. Covey applies to both life and social media. Listening is an important skill, which is often overridden by one's perception. In the light of social media strategy, listening is the art of discovering valuable insights from people's public expressions all over the Internet. But, organizations often set social media goals as per their individual perceptions and fail to listen to what their stakeholders have to say. This leads to setting up of misleading goals for social media campaigns and these faulty goals will further creep into the social media strategy cycle.

Listening refers to the various platforms on the Internet through which one could listen to the voice of the customer. An active cross-platform and holistic listening is the key to success. Cross-platform listening is the art of listening to and understanding the audience; it is about peeking into their lives and deriving valuable insights. Holistic listening is the art of listening to the market and industry trends in general and not being too and specific. The differences between just 'listening' and 'cross-platform and holistic listening' is given below

Differences between Listening and Cross Platform and Holistic Listening

Listening	Cross-Platform and Holistic Listening
Look at brand specific trends.	Look at market trends and overall industry activity.
Derive insights from social media posts.	Derive insights from social media posts, images, blog posts and comments trends, organic search and customer bios, and profiles
Examine only online content.	Examine online content and also offline behaviour through various studies and experiments.

### 1. Examples of Listening

**a. Paytm Karo Paytm** was launched in 2010 by One97 Communications as a mobile and DTH recharge platform. Later, with the growing market demand, in 2014, it launched the mobile wallet and in one year grew to 23 million wallets. Though this is considerable growth, most of the customer base was largely confined to the metropolitan cities. The huge market in Tier-I and Tier-2 cities still remained untapped.

**i. The Listening Exercise** Market research showed that for the Tier-I and Tier-2 city customers, the world of online payments was becoming confusing. There were too many online payment options such as Net Banking, Debit Card, Credit Card, PayUMoney, Visa Pay, and Airtel Money. The normal customer was not able to keep up with the emerging technology and their multiple options.

ii. Strategy and Results Paytm decided not to approach customers as one more payment method of the same kind. They wanted to shift the perception to a new frame of reference, i.e. to a new currency. The company wanted its customers to accept Paytm cash as an alternative to and better form of currency, as shown in

So, to bring about this change in people's perception, the ad commercials showed everyday situations like struggling with an auto drivers for change. An integrated media approach covering television commercials, radio advertisements, and social media platforms helped in reaching out to the masses and gave the campaign a mass appeal. As a result, in just 10 months, the number of Paytm wallets increased from 23 million to 105 million and Paytm became the most trusted brand in the category.

**b. Kissanpur** Hindustan Unilever's Kissan Tomato Ketchup, which markets itself, as made from 100 per cent real tomatoes often faces competition from locally-made cheaper and low-quality products. Kissan had to figure out a way to outweigh its competitors and create a brand differentiator for itself.

i. Listening Exercise On further analysing the voice of the customer, the company found that consumers, in general, judged the quality of ketchup based on the quality of tomatoes it is made from. They thought that ketchup is made from pumpkin and other cheap ingredients. In addition to that, people also thought that the better the quality of tomatoes, lesser is the need to add artificial ingredients to enhance its taste, colour, and quality. The Kissanpur Campaign was born out of this perception among its customers. Kissan decided to find a way out to communicate to the customers the quality of the tomatoes it uses.

ii. Strategy and Results Kissan came out with the unique concept of 'Grow what you eat. Eat what you grow.' As Figure 4.5 shows, the company tweaked its ketchup bottle a bit to accommodate tomato seeds in every bottle. Further, a fictitious farmland named Kissanpur was created, and all its customers (especially mothers along with their children) were encouraged to sow these seeds and grow tomato plants. Also, everyone was encouraged to interact and share their progress through the website- [www.kissanpur.com](http://www.kissanpur.com).

## **2. Tools to Listen**

Social media listening tools simplify the listening process. They provide a quick and an effective way to collect, process and analyze the huge amounts of data generated.

**a. Google Alerts** Google Alerts is a free content change detection and notification service. The website is [www.google.co.in/alerts](http://www.google.co.in/alerts). Once the search term(s) are defined, any new content found or change recognized related to the defined search term is notified via e-mail. The new content found could be blogs, news articles, scientific papers, etc.

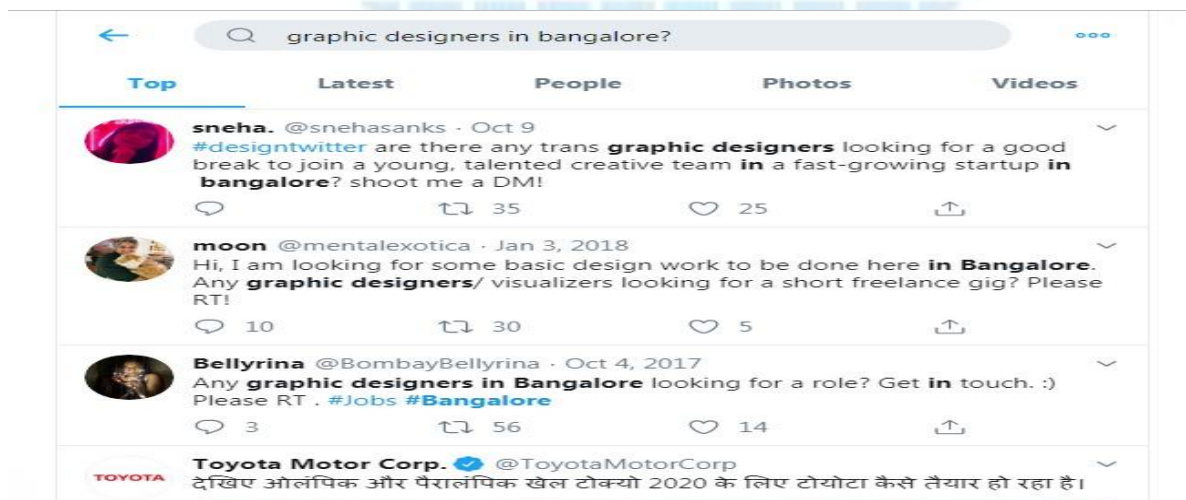
For example, in below figure the search term is set to 'social media marketing'. The user receives an alert email about the latest news, articles about the topic. The email frequency and other aspects can be customised as per the user's requirement.



**b. Google Trends** Google Trends is a web facility which shows how often a term is searched, relative to the total search volume. This helps the social media marketer to understand the trends in general and also the industry-specific trends in particular. For example, if one is working in the education industry and would like to compare the popularity of Engineering, MBBS, and MBA degrees, Google Trends could be put to use, as shown in figure.

**c. Twitter Search** Twitter is a powerful media of expression for the public. With over 500 million tweets everyday, it is a powerhouse of opinion and information. Filtering and finding the right data from this huge stack of information can easily be done through the Twitter Advanced Search feature. This feature can be used to generate leads, know the sentiment around the brand, reach out to dissatisfied customers, etc. For example, a freelance graphic designer based out of Bengaluru is looking for prospective clients. Setting up a Twitter search with the query, 'graphic designers in Bangalore?' will give the results, as shown in From the image above, it can be seen that there are three prospective clients with whom the advertiser could get in touch. Thus Twitter search is a free and an effective way to find leads.

**d. Social Mention** Social Mention is an online media search engine that searches the user-generated content such as blogs, videos, comments, news articles, social media posts, etc., and derives meaningful insights useful to the social media marketer. This search can further be filtered based on various aspects using the advanced search feature. For example, one can set up a search for any keyword. Four metrics are noteworthy here. They are-(i) strength, (ii) sentiment, (iii) passion, and (iv) reach. They have been discussed in detail in the following section:



i. Strength - Strength is the likelihood that the keyword is being discussed on social media.

ii. Sentiment - It is the ratio of positive to negative mentions on social media. For example, 4: 1 ratio implies that for every four positive mentions, there is 1 negative mention.

iii. Passion - It is the measure of the likelihood that individuals talking about the keyword will repeatedly talk about it. For example, the passion score of 30 per cent indicates that considerably fewer people

repeatedly talk about the keyword i.e., every mention about keyword on social media are by a different user.

iv. Reach - Reach is the measure of the range of influence. The reach of 61 per cent implies that out of every 100 mentions, 61 mentions are by 61 unique users.

## **Goal Setting**

Based on the results of the listening exercise, one can generally arrive at a set of positive and negative sentiments prevailing about their brand in the market. The goals should be set to strengthen the positive notions about the brand further and eliminate any negative views. Also, in specific cases, goal setting may involve bringing in new perceptions about the brand among the various stakeholders. At times, goal setting may also include brand repositioning.

### **Exhibit**

#### **TataNano**

#### **(Goal Setting for Brand Repositioning)**

##### **Background**

Initially, Tata Nano was perceived as the 'cheapest car'. Further, as the organisation realised that this was a hindrance to sales, it tried to reposition the car as a 'fashionable car' and as a 'car for the youth'. The campaign was given a further boost on the International Youth Day. Tata Nano took an opportunity to represent the sentiment of the younger generation through a social media campaign that stood for the true spirit of the youth.

##### **Execution and Results**

A series of graffiti-based posters with youth-centric slogans were created. These posters hit hard on the aspect that youth are often underestimated. As a result, in a single day, Tata Nano's daily organic reach rose over 57 per cent above the average reach of the month.

## **Strategy**

After defining a set of goals to achieve, let us further see how to develop a strategy to achieve those goals. The strategy consists of three main parts-(i) content strategy, (ii) target group, and (iii) platform. Let us discuss them in detail in this section.

### **1. Content Strategy**



Content strategy forms the heart and soul of social media marketing. It is the art of creating valuable content for the target audience. An ideal content strategy is one, which receives 'word-of-mouth publicity' (earned media) from key influencers in the industry. This is only possible when the content is really compelling. The only way to do this successfully is to create content which satisfies the following three criteria and is at the intersection of them, as shown in Figure 4.12. The criteria are that the content should:

- match with the vision and mission of the organization
- be unique to the organization
- resonate with the audience's interests



The international shipping company 'Maersk Line' crafted a unique story about transporting a giraffe named Nakuru. This story gained immense attention and became viral.

**a. 70/20/10 Content Approach :** 70/20/10 approach is a simple framework which will help to craft a balanced content strategy. Having the same kind of content always may not be appealing to the audience. On the other hand, always trying to experiment with the new type of content may be risky and may not be practically feasible. The 70/20/10 approach tries to solve this paradox and helps to strike a balance in terms of the type of the content developed. According to this approach, the content developed should be of three variants in different proportions. The three variants are as follows:

- Low-Risk Content - This should constitute about 70 per cent of the content. It should mostly have everyday content mostly for customer engagement.
- Medium-Risk Content - About 20 per cent of the content should be medium-risk content i.e., innovative, it should create deep involvement and help attain scale.

iii. High-Risk Content - The high-risk content should constitute about 10 per cent of the content and must be used to create expectations upfront. It has equal chances of success and failure, and each of them should be looked from a learning perspective.

### Exhibit

Let us understand this better with the help of an example of YouMart, an online grocery startup.

#### 70 per cent Content

Everyday content such as the nutritional values of vegetables, promotions, discounts and other customer engagement content.



#### 20 per cent Content

This is the innovative content which may be a contest, as shown in Figure



## 10 per cent Content

This is completely new and unexpected content.

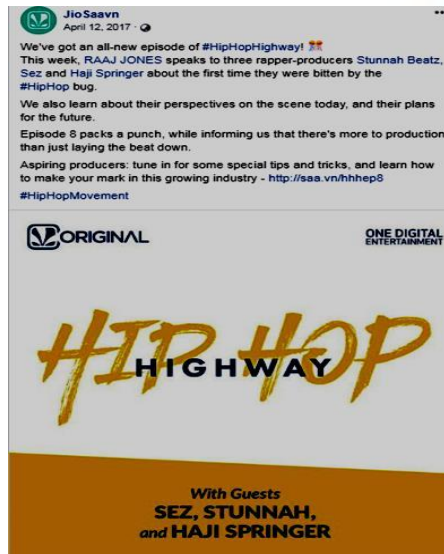
For example, Mr. Shah Rukh Khan, the brand ambassador of Big Basket, paying a surprise visit to the customer's house to deliver their grocery.

Other outstanding examples of 70/20/10 content strategy are as follows:

## 70 per cent Content

### Saavn - Music App

For a music streaming application such as Saavn, 70 per cent of the content would consist of posts promoting various music shows available on the application, as shown in Figure 4.15.



## 20 per cent Content

### Micromax Unite Anthem, Background and Context

On account of the 68th Independence Day of India, Micromax released the 'Roobaroo Micromax Unite Anthem on YouTube, urging the citizens to rise above diversity of languages. The song was a remake of a famous song by A.R. Rahman and brought together 10 artists, singing one song in nine languages. This song was part of the Unite Campaign to promote the Micromax Unite handset with support for 21 regional languages.

It received huge acclaim on various social media platforms. Furthermore, when it was released, the music video was an instant YouTube hit and was featured on the homepage. By 16 October 2016, it received 1,358,910 views on YouTube, and was featured in Business Standard, ScoopWhoop, Story Pick, BuzzFeed, etc.

## 10 per cent Content

### Red Bull Stratos - Space Jump

**Background** Red Bull is an Austrian energy drink company and has created a global market for energy drinks. The brand has become synonymous with irreverence and adventure. The company sponsors motor racing teams and football clubs in many countries to complement its sponsorship of athletes in extreme sports. It does a lot of on-ground events and does not believe in traditional advertising. Red Bull Stratos was one such extreme activity sponsored by Red Bull. It was a space diving project, which involved Australian skydiver Felix Baumgartner. The diver attempted a free fall at supersonic speeds, i.e. faster than the speed of sound. The entire jump was streamed live, and 8 million people viewed it.

### Result

The campaign received 216,000 likes, 29,000 shares and 10,000 comments in just 40 minutes. The monthly distribution of Red Bulletin, the international men's active lifestyle magazine, reached 2.5 million just because of this feat. This activity resonated with the brand personality of Red Bull and further built its image. But since its high risk it can also backfire. In general, a few other points to be noted in terms of the content strategy are as follows:

### b. 50-50 Content

As a rule of thumb, not more than 50 per cent of the content must be brand related. The other 50 per cent should be non-branded and should be a mix of humour, entertainment, monthly themes, seasonal themes, product updates, current affairs, etc.

### c. Brand Mnemonic

A mnemonic is a learning technique that aids memory. They are strong communication tools which help in quick brand association and brand recall. Also, these mnemonics help in defining the brand character and building the brand image. Brand mnemonics may include logos, taglines, brand mascots, etc. Some of the examples are as follows:

**i. Marlboro** Marlboro's brand mnemonic is a cowboy in American countryside that depicts a world existing in the American psyche and whose values are freedom, ruggedness and individualism. The viewers thus perceive the brand Marlboro as free, rugged, and individualistic. Marlboro uses this brand mnemonic in its social media and marketing communication.

**ii. McDonald's** The famous McDonald's clown with yellow clothes and red hair is Ronald McDonald, the brand mascot of McDonald's. Most of us identify the clown and immediately relate it to McDonald's and perceive it as joyful, funny and happy.

#### d. Engagement Ladder

The customer interaction can range from tactical to strategic. The varying levels of interaction with the organisation are structurally defined using the social media engagement ladder. Figure represents the engagement ladder. Further, each step is explained.

**i. Ratings and Reviews** The ideal customer is not one who buys in big volumes but one who posts ratings and reviews as they could influence hundreds of other people. For example, every time someone buys a product on its website, Amazon asks them to rate the product, which takes a few seconds. Further, it slowly increases the level of engagement by asking the customer to write a review, which takes a few minutes. Ratings and reviews form an important part of a brand's after sales strategy.

**ii. Discussions** The next step in engagement is to involve the customers more actively in discussions. This is done through the creation of a question-and-answer platform within the website or through a blog. Often, experts may also step in to answer customer queries. This is again done by Amazon on their website. One can post queries regarding the product on the product page. Also, Home Depot Ask is another example. Home Depot has created a community of users to help each other.

**iii. Ideas** At times, companies crowd source ideas. Through this mode of engagement, companies get to know the pulse of the customer and can plan their research and development activities accordingly. One such example is Dell's Ideastorm. It uses suggestion boxes to generate ideas on how to improve business and develop new products. Dell has earned \$10 million revenues by converting Ideastorm ideas into reality.

**iv. Advertisements** Organizations can involve their audience in the creation of the advertisement. This helps to develop an emotional connect with the advertisement. For example, Chrysler supplied graphics, music, photos, and video clips and asked the audience to make an ad. The best ads would be part of the Super Bowl commercials. Kraft Foods also crowdsourced advertisements.

**v. Brands** Brands can engage customers even before the product launch. It can help in creating initial buzz and emotional connect with the product. One such example is of the Boeing Dreamliner. Boeing asked the community of passengers to name the 787 who called it Dreamliner with around 500,000 votes cast online from 160 countries.

**vi. Products** The highest level of customer engagement is by making the customer an integral part of product development. Through this, the customers' interest in the product rises as they are involved in the development process. For example, Peugeot invited the online audience to submit new car designs, attracting 4 million page views. Further, the company built a prototype and asked software developers to put it into a video game.

#### 2. Target Group

Clearly defining and targeting a specific set of the audience will help one promote the most relevant aspects of their business to each set of audience. These sets of the audience may be the general public, employees, customers, opinion leaders, investors, etc. The content strategy should be different for



different target audiences. The content that will appeal to customers is very different from the content that will appeal to opinion leaders or general public. For example, Table 4.3 shows the interests of various sets of audiences. Marketers often fail in social media because they do not segment target audiences and do not customize the content according to the target audiences.

Table 4.3 Content Mapped to Target Audience

Audience	Interests
Customers	Product benefits, product features, discounts, price, delivery, warranty, data about sales figures, etc.
Opinion Leaders	Industry insights, forecasts, new product development, innovations, comparative study, trends, analyst reports, etc.
General Public	Humour, entertainment, CSR activity, community engagement, etc.

Further, answering the following questions while formulating the social media strategy might help in identifying the right target group:

- Who are the best or most profitable clients?
- Which group of customers makes up the bulk of the business?
- What do all these customers have in common?

Next, asking questions about the various demographic and psychographic factors will help in targeting people based on their interests. For example,

- What are the age range and median age?
- Is the group primarily male or female?
- Are they urban dwellers or suburbanites?
- Are they highly educated?
- What are their special interests or hobbies?
- What is their income range?

To sum it up, the concept of one recipe for all does not work in the world of social media marketing.

### 3. Platform

Different target groups are present in different concentrations on various social media platforms. It is essential to reach out to the chosen target group on the right platform, else all the efforts and spending may be in vain. For example, if the target audience is opinion leaders, Twitter may be the platform of

choice; if the target audience is general public, Facebook may be apt choice; and for a B2B company targeting customers, LinkedIn may be more relevant.

Moreover, the mood of the audience on various platforms is also an important factor to be considered. For example, an investor might be active on both 'Facebook' and 'LinkedIn'. But, in general, people are more entertainment oriented while surfing through Facebook and business oriented while scrolling through LinkedIn. Thus, the chances of conversion of a post targeted at attracting investments may be higher on LinkedIn than on Facebook.

Further, in the case of psychographic targeting, the youth could be targeted on the latest social media platforms like Snapchat and Instagram, whereas the elderly population could be targeted on Facebook and Twitter.

## **Implementation**

Planning only solves half the problem, it is implementation which is the key to success. In the case of social media, implementation consists of two parts-(i) timely posts, and (ii) reaction checks

### **1. Timely Posts**

Analytics must be used to identify the right time to post. The content should be scheduled at apt and regular intervals. This schedule may include the date, time, theme of the post, person/team responsible, etc. This activity is better done with the help of scheduling tools. The most commonly used tools are-(i) Buffer, and (ii) TweetDeck.

**a. Buffer** Buffer ([www.buffer.com](http://www.buffer.com)) is a tool for managing and scheduling the social media activities across various social media platforms. It also helps to drive traffic and increase fan engagement by publishing content at best possible time, as shown in Figure 4.18. It has a 14-day free trial version and a paid version.

**b. TweetDeck:** TweetDeck ([www.tweetdeck.twitter.com](http://www.tweetdeck.twitter.com)) is a dashboard application for effective management of multiple twitter accounts. It can also be used for scheduling tweets. Also, it can be used to track real-time conversations the advertiser or their organisation is interested in. Further, even without the help of all these tools, social media posts can simply be scheduled with the help of a calendar. This calendar can have basic details such as:

- Theme of the post
- The person/team responsible
- Post title
- Submission date
- Posting date and time
- Link to post

A sample calendar for scheduling social media posts is shown in Figure 4.19.



## 2. Reaction Checks

In social media marketing, reaction checks fall under the category of crisis management. At times, although well-planned, some social media posts may backfire. In order to avoid excessive damage, the audience's reaction to every post should be assessed. This is better explained with the help of the following example.

Consider the OLA cabs' You Tube ad campaign video titled 'Micro Stories: Too Expensive to take Girlfriend Out on a Date?'

This video faced huge backlash on twitter, as the audience perceived it as sexist and demeaning the independence of women. OLA cabs were quick to respond, and immediately took off the ad and could minimize the damage caused.

## Measure

Measurement of social media performance is still evolving. There is no 1 fixed method for assessing success/failure and different companies use different methods.

A better approach would be to define the measurement metrics right at the beginning while deciding the campaign goals. This is better explained in Table 4.4 through hypothetical examples.

Goal Defined Metrics

Goal Outline	Goal Defined as Measurable Metrics
Increase the brand reach	Achieve 100 brand mentions through retweets, Get 50
Recruit through employee referrals	Receive 100 employee referrals.
Get customer feedback about a product / Get customer inputs for a new product R&D	Get the survey form filled by 1000 prospective customers. [

The campaign will be considered a success if the target of meeting a certain goal (defined as a measurable metric) is achieved. Some of the most widely used social media metrics to measure the performance of a

campaign are:

- **Conversation Rate** - Number of comments/reach
- **Amplification Rate** - Number of shares or retweets/reach
- **Applause Rate** - Number of likes or favorites/reach

Calculating these three metrics will help in measuring the activity of the fans. These can further be calculated on page level and post level. While the page-level analysis gives the overall picture of the social media engagement with the fan page, the post-level analysis helps in understanding the performance of each post. The post-level analysis also helps in knowing which kind of posts work and which do not.

Apart from these, there are two more derived metrics to evaluate the social media performance-

(i) engagement rate, and (ii) economic value.

### **1. Engagement Rate**

Engagement rate is the sum of likes, comments, and shares as a percentage of reach. Thus, engagement rate can be expressed using the following formula:

$$\text{Engagement Rate} = \frac{\text{Total Interactions (e.g., Likes + Shares + Comments on FB post)}}{\text{Total Reach (Number of people who viewed the post)}}$$

Weights can be given to different types of engagement (for example four to share, two to comment and one to like) to calculate weighted score and that can be divided by reach to arrive at an engagement rate. At times, while comparing the engagement rates of various competitors, we do not have the data about the denominator (Total Reach) in the above formula. In such cases, either we calculate weighted average engagement score per post or we calculate the average number of likes per post, the average number of comments per post, and the average number of shares or retweets per post. Alternatively, we can use the total number of fans instead of total reach in the denominator.

$$\text{Engagement Rate} = \frac{\text{Total Interactions (e.g., Likes + Shares + Comments on FB post)}}{\text{Total Fans (Number of people who viewed the post)}}$$

### **2. Economic Value**

It refers to the economic value per visitor from social media considering both macro and micro conversion. Thus economic value can be expressed as:

$$\text{Economic Value} = \text{Short-term Revenue} + \text{Long-term Revenue}$$

In this formula:

**Short-term Revenue** is the revenue generated due to macro conversions i.e., conversions which lead to an immediate revenue generation activity. This, in general, includes activities such as the immediate purchase of a product.

**Long-term Revenue** is the revenue generated due to micro conversions, i.e. conversions which lead to a revenue generation not immediately, but in the long term. This includes activities such as subscribing to

the monthly newsletter, requesting for a quotation, etc. These acts may lead to the purchase of the product/service in the long term. Table outlines the differences between short-term and long-term revenues.

Table Short-term and Long-term revenue

Short-term Revenue	Long-term Revenue
Macro Conversions	Micro Conversions
When someone pre-orders the phone.	When someone goes through the brochure or subscribes for an alert when the phone is ready for sale.

Further, the economic value per lead generated from social media can be measured by calculating the economic value of conversions as a percentage of the total social media leads. This can be expressed as:

$$\text{Value per lead generated} = \frac{\text{Total value of conversions}}{\text{Total Number of Leads}}$$

Here, the total value of conversions is calculated as the product of a number of conversions and the value of each conversion.

Moreover, the value per lead generated can be calculated separately for each platform, and the values obtained for different platforms could be used to see which platform has higher value per lead. For example,

$$\text{Value per lead generated from Facebook (Vf)} = \frac{\text{Total value of conversions from Facebook}}{\text{Total Number of Leads from Facebook}}$$

Similarly, value per lead generated for other platforms such as Twitter (Vt), LinkedIn (Vl), Instagram (Vi) could be calculated, and these values (Vf, Vt, Vl, Vi) can be compared to check for the platform with the highest value per lead.

## **Improve**

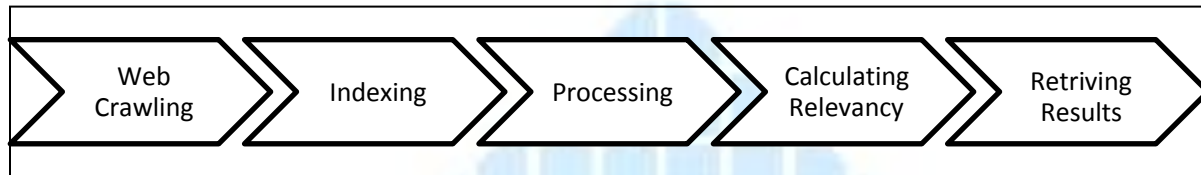
Once the results are measured and compared with the goals, the next focus should be on restructuring the strategy to meet the goals. If the goals are met, then, the listening exercise should be repeated to establish new goals and a new campaign to meet these goals.

Thus, the social media strategy cycle is completed. At any point in time, an organisation's social media team should be actively performing any one of the steps. It is a continuous process, and there is always scope for improvement. Organisations may even at times in parallel execute multiple campaigns on different platforms.

## Search engine techniques, on page and off page

A search engine is a program designed to retrieve or search information on the web. The search results are usually displayed in a line of results on pages known as search engine results page (**SERP**). When a user enters search query, search engines display both organic and paid search results. **Organic results are natural and unpaid, whereas paid results are sponsored for which advertisers must pay to display their webpage link when users do a search.**

### How Search Engines Work



How search engines work

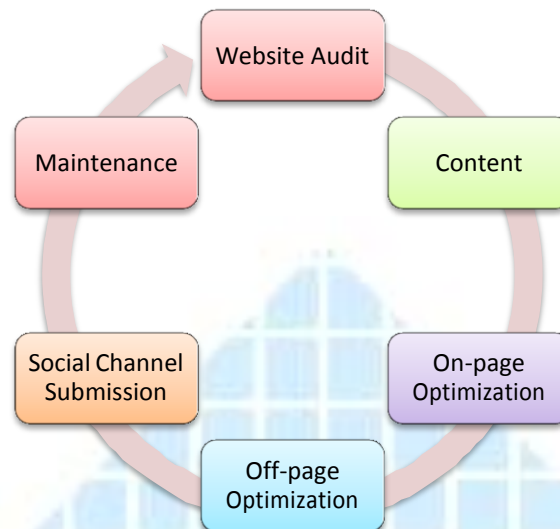
The process starts with web crawling, which refers to looking for the content available on the web. Websites are crawled by automated bots or spiders or crawlers that are software programs that visit each webpage. How will crawlers know which domains to visit? Crawlers get information about registered domain names and their IP addresses from Internet Corporation for Assigned Names and Numbers (ICANN), which is a non-profit organization responsible for assigning unique identifiers such as domain names and IP addresses for the entire Internet. Crawling is done periodically depending on the frequency that webmaster requests as websites keep updating their content.

Search engines then take all the data that has been crawled and place it in massive datacenters with thousands of petabytes worth of drives. Thereafter, search engines indexes the data, which is a classification of pages into categories, by identifying the keywords that best describe the page and assigning the page to keywords. Indexing involves many concepts from linguistics, cognitive psychology, mathematics, and computer science. Using those concepts, search engines have developed capabilities to index media files such as video, audio, and graphics along with the text. When a search request comes, the search engine processes it i.e., compares the search query with the indexed pages in the database. Since more than one page will contain the search query, so the search engine starts calculating the relevance of each of the pages in its index to the query. The last step in the processes is retrieving the pages with highest relevance score on top of the search results and displaying them in the browser.

### CONCEPT OF SEARCH ENGINE OPTIMISATION (SEO)

Search engine optimization is the process of influencing the visibility of a website or a webpage so that it appears higher up in the organic search results. The purpose of doing SEO is to establish a web presence and get discovered, so that one gets quality traffic that generates leads and revenues for the business to grow.

## SEO PHASES



The process of doing SEO involves multiple steps as given in above Figure. The starting point is audit so that the marketer knows where the company stands and can identify goals. After doing the reality check, efforts to follow best practices of search engines must begin. The first step is to make sure that original, relevant, high quality content is there and is discoverable by the search engines by following practices such as submitting a site map or a robot.txt file. Subsequently on-page optimization has to be done which is the easy part as it is to be done on the WebPages and hence is within the control of the marketer. Thereafter, off-page optimization, which involves backlinks, need to be done. This is the difficult part of SEO. Subsequently, social submission must be done across social media channels to increase the reach and get interaction of users. Thereafter, regular maintenance of the website must be done so that it does not fall behind others in SEO.

### A. Website Audit

The SEO process begins when businesses conduct an audit for a reality check so that they know where they stand. There are many free resources available on the Internet for doing an overall audit such as seositecheckup.com, smallseotools.com, majesticseo.com. They give a score out of 100, which gives a quick and easily understandable assessment of site performance on SEO. The target should be to get a score above 80. Some of the main elements of SEO audit are:

- i. **Keyword Position** - For important keywords, what is the position of a website in SERP? <http://smallseotools.com/keyword-position/> is an excellent free resource for finding out keyword position.
- ii. **Sitemap** - Sitemap shows the architecture of the site to search engines such as category and deeper pages and hence facilitates crawling and indexing by search engines. <http://seositecheckup.com/tools/sitemap-test> is a free tool, which helps us to know whether sitemap exists for a site or not. One can also check out their sitemap on [www.example.com/sitemap.xml](http://www.example.com/sitemap.xml).



**iii. Browser, Operating Systems, Devices Compatibility** - It is important to check if the website is compatible with different browsers, operating systems, and screen sizes. It is possible that a website may function well on Chrome but not on Internet Explorer or vice versa; or works on desktop but not on mobile devices. There are hundreds of screen sizes available in market and websites should be checked for their responsiveness.

**iv. Backlink Checker** - Search engines use backlinks as an indicator of the authority of the site. They check out how many backlinks are coming from which domains and what is the authority of those domains.

**iv. Domain Authority** - Many free tools give domain authority of the site based on backlinks which indicate the likelihood of a website coming high in SERP.

**vi. Keyword Cloud** - Which keywords appear more often and have greater density on the website? Are they the right keywords?

**vii. Speed Audit** - Website loading speed is one of the important aspects of user experience. A good benchmark is two seconds. Many users close the site if it takes more than three seconds to load. Two popular tools for measuring site speed are Google Page Insights and Pingdom. They give the score out of 100; a score of 85 and above indicates good performance.

Mentioned here are only key elements of an audit. Apart from them, several other aspects are there in overall SEO checkup that will be discussed in subsequent sections. This audit will help in identifying strengths and weaknesses of the website and hence give actionable insights.

## **B. Content**

Content refers to all the information contained in any webpage. The page content can be displayed in the form of text, hyperlinks, images, audio, animation, or videos. Text has advantages of speed, accessibility, and mobile responsiveness. It also has faster download capabilities from the server than images. This is because, text takes less space on the server than images. Although, the search engines have a limited ability to understand images, animation, audio and video, these forms attract users. In these cases, to determine page content search engines, it is important to use file names or Alt (alternate) tag that will be covered later in the chapter.

Content should be unique, fresh, original, and should add value to the target audience. Offering quality content not only attracts visitors but also attracts other websites to link to the brand's site thus enhancing their authority. Improving the content on one's website should be a priority, regardless of the website type. Several tools are available to check for plagiarism. [www.duplichecker.com](http://www.duplichecker.com) provides a plagiarism checker and conducts quality check of web contents including proofreading and editing. [smallseotools.com/plagiarism-checker/](http://smallseotools.com/plagiarism-checker/) is another plagiarism checker tool to make sure that content is original and unique.

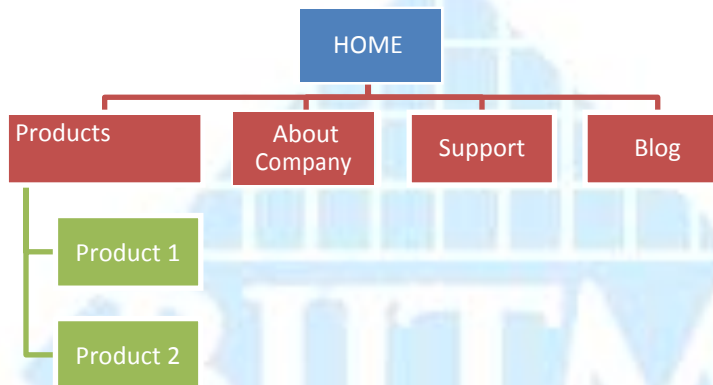
### **1. Robots.txt**

After writing good content, it is important to ensure that it is crawled and indexed. Robots.txt file is a text file that helps to regulate web robot behavior and search engine indexing. It must be stored at the

'root' (location) of any website. In most cases, robots file with parameter 'no index' is used to restrict crawling and indexation. It indicates those parts of a website that publisher does not want the crawlers to access and display in SERP. It includes unimportant script, images, or style files that are called resource file's. Robot.txt file is used to block such files so that the server does not waste crawl budget (defined as number of URLs bot can and wants to crawl) in unnecessary files of the website.

## 2. Sitemaps

A sitemap is an archive of every page in your website. One can visualise their website as a tree with home page as the trunk and category pages as branches and product pages as sub branches, as shown in Figure



Crawlers may come and crawl only the home page (trunk) and few category pages (branches) and go away as they may not know that deeper pages (branches and sub branches) exist. To avoid this situation, it is best to create a sitemap and submit it to 'Google Search Console' so that search engines know all the URLs of the site. The sitemaps can be generated from tools in either XML or HTML (Hypertext Markup Language) format. XML format is used for indexing by spiders. Apart from list of URLs it also has metadata about importance of URL, frequency of changes, its relationship with other pages. HTML is for users and usually one will find sitemap link in the footer section of the website. When it is clicked, it redirects to a page that has all URLs of webpages. For example, if a customer is unable to find a product page on the site then you can locate it with the help of sitemap. If there are a lot of web pages on the website then one can put links to major categories. An ideal way to put the sitemap is on the root location as [www.example.com/sitemap.xml](http://www.example.com/sitemap.xml) and not like [www.example.com! .. ../sitemap.xml](http://www.example.com!..../sitemap.xml). An example of a sitemap in xml format is given in Figure





An example of BIITM website sitemap .Google search console is a free service provided for webmasters such that they can monitor the crawl and indexing status of the website and optimize the visibility of the site in search results. It acts as an interface between Google and webmaster where webmasters get notifications about any crawl errors. The sitemap must be submitted to Google through the search console.

## C. ON-PAGE OPTIMISATION

There are several on page factors that affect search engine rankings. These are discussed as follows:

**Technical Elements** :A good SEO roadmap is built on a strong technical foundation. Unless the core technical components of the website are in place, all other SEO efforts will go in vain. Important elements are:

- **1.Site Performance**

Site performance is about the page speed, which is described by the time it takes to load. It is tough to hold a visitor on a website when the webpage does not load within few seconds. The benchmark should be 2 seconds. Slow websites tend to have higher bounce rates and lower average time per visit on the page. A slow webpage will require more time and hence will reduce the crawl budget.

There are many tactics to improve site performance such as:

**i. Enable compressions** - by minifying HTML, CSS, JavaScript Here, minifying refers to the removal of all unnecessary characters from the source code without changing its actual functionality. Ideally HTML, CSS, and JavaScript larger than 150 bytes need to be compressed on the server.

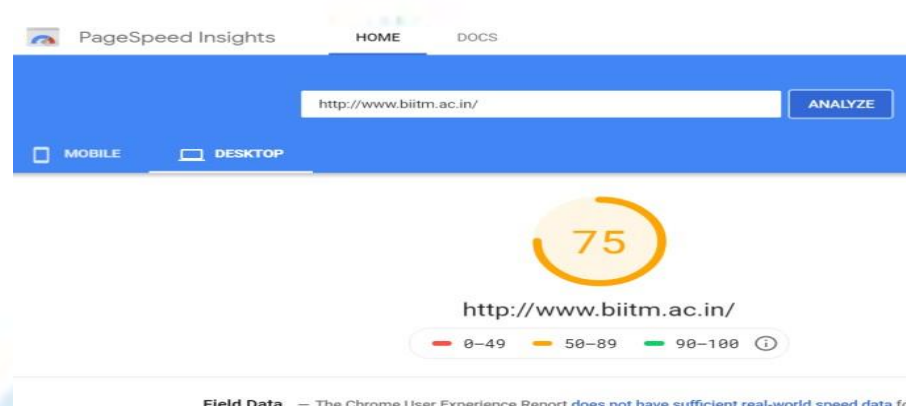
**ii. Compress Images** - Generally, image uploads on the web are different from what users see when images are captured with a camera or created using image editor tools like Photoshop. The captured images are usually large in size and high in resolution and if they are uploaded on the server and added to any webpage in its original form, then the user may experience a long waiting time for the webpage to load. A good practice would be to compress images to reduce their size yet maintaining reasonable quality so that the page loads faster and the image does not get blurred on the browser. Some available tools are: Adobe Photoshop (Paid Software), [www.reduceimages.com](http://www.reduceimages.com) and [www.imageoptimiser.net](http://www.imageoptimiser.net) (available online and are free)

**iii. Reduce redirects** - Redirect is a way to send users to a different URL from the one they initially requested the browser to open. It is also known as URL forward. When visitor experiences redirections over the website, there is a waiting time for HTTP Request-Response cycle to finish. Reducing these redirects can help to improve site performance.

### Suggested Tool/s

<https://developers.google.com/speed/pagespeed/insights/>

Page load speed is one of the most important aspects of user experience. Page Speed Insights gives the detailed report about the time taken by different elements of the webpage such as image, text, CSS to load. It gives a score ranging from 0 to 100 points. It is important to score high; and a score of 85 or above shows that the webpage is performing well. Google page speed snippet is given in Figure 10.8 which explains Page Speed Insights.

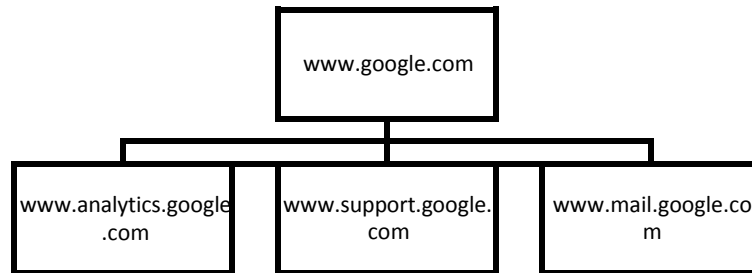


**Domains:** Domain names are Internet addresses of websites. Domains have extensions such as .com, .in, .org, etc. for example, www.example.com. They are purchased from registrars such as GoDaddy or BigRock who get authorization of selling available domains by ICANN. There are few points that one needs to keep in mind while registering any domain.

**i. Domain Name Memorability:** There are many domain names available but selecting one is a difficult task. A domain name should be short, catchy, and easy to remember, spell, and type. One can conduct an informal survey by giving a few options to people and later see which ones are the most memorable. Some of the most memorable brands such as eBay, Yahoo!, Expedia, Wikipedia, Google, etc., have created their word. These domains are single word domain names that people remember so well. If brands cannot find single word domain name suitable for their business, then they can opt for 2- to 3- words long domain name but they should avoid buying long and confusing domain name because people may forget it easily. The test of easy name is that one should be able to pronounce it over the telephone and the other person should be able to spell it correctly.

**ii. Keyword-Rich Domains:** Having one's keywords in their domain name can increase the Click Through Rates. It also gives users an idea about the business. Earlier, keyword rich domain name would contribute in SEO but overtime its importance has decreased for SEO.

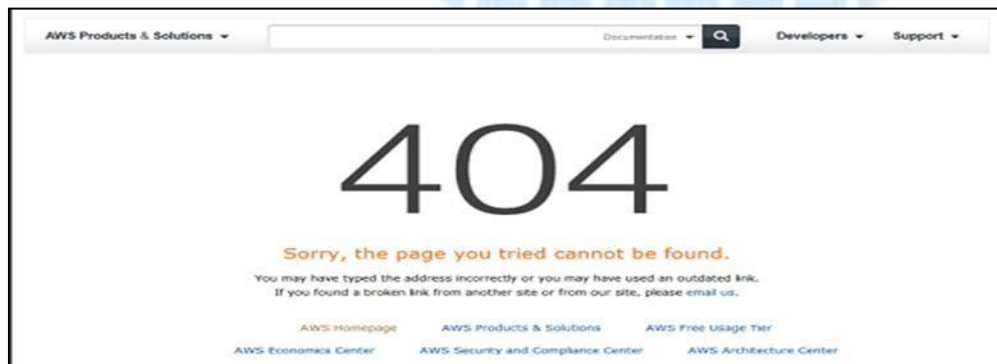
**Sub-domains:** Subdomains (second-level) are part of domains (top-level) that are free to create under any domain that a webmaster could access. For example, in www.blog.example.com, blog is a subdomain. www.google.com is the domain and sub-domain is www.analytics.google.com, as shown in



However, it is recommended that webmasters place link-worthy content in subfolders instead of subdomains-[www.example.com/blogs](http://www.example.com/blogs) instead of [www.blogs.example.com](http://www.blogs.example.com)-as authority and link juice are easily shared if it is a subfolder then if its sub domain.

**404/500 Errors** '404 error' is an error message that appears when the webpage that user is trying to reach could not be found on the server. When any webpage that the user is trying to access is not available on that website server, then the URL is redirected automatically to the 404 error page. It is important to setup the 404 error page to give visitors navigational options to let them stay on to the website. This 404 error page ideally should have a link back to the website's root page and could also provide some popular content on your website. As shown in Figure 10.10, a typical 404 error page contains the following:

- User notification that page does not exist
- Search box
- Homepage link



Another error that one can encounter is the '500 error'. These errors are internal server errors which are shown when any unexpected conditions occur. The server here could not be more specific on why the problem has occurred and solution of it. This error can occur due to server's hardware or a software code issue. The publisher should avoid the 500 error as it gives a bad impression to the visitor as well as the search engine. When 500 errors occur, the user can refresh the webpage, clear the browser's cache or they can even try deleting browser's cookies.

- **HTML Tags**

HTML is a markup language commonly used to create web pages by using different tags so that web browsers can read the code and process them to display on one's screen. It provides a means to create structured webpages that browsers can understand. Meta tags are written to describe a page's content and does not appear on the front end to users. It only exists in HTML and usually is in the <head> scope.

**1. Meta Tags:** Meta Title - While creating any HTML document, one often indicates page titles using title tag on their webpage. This page title is visible on the browser tab. A title tag describes the topic of any webpage. It is denoted by '<title>' and should be placed within the scope of '<head>' tag of any HTML webpage. Ideally, there should be a unique title for each page on any website. When the search engine displays any website or webpage, it uses page titles in the snippet

**Meta Keywords:** [How a Meta Keyword Plays a Small but Important Role ...](#)    
**Meta keywords**, or tags, are additional copy included in the HTML of your website . They help

Therefore, it is recommended to always use short and informative titles. If a title is too long, the search engine will show only a portion of it in the search result. The three dots '...' at the end of the title indicates that the page title is longer than the space meant for the search result, which is of 60 characters, and search engines have clipped the title.

**ii. Meta Keywords** - Meta keywords are used to define the content of a webpage by providing a bunch of keywords or tags specific to that webpage's content. Most search engines (Google and Yahoo) penalize for abusing its use. Best practice is to use keywords in all HTML and meta tags such as title, description, Alt tags, anchor text, and URL.

**iii. Meta Description** - Meta description is used to describe a webpage that gives search engines a summary of that page. It can be written in a sentence or two or even in paragraphs if needed. The Meta description is important as search engines may use them as snippets of one's webpages on search result page. Ideally, it should be within ISO-character limit to fit in the A snippet. Search engines may choose to use a relevant section of one's webpage's text if it matches the user's query. In case search engine cannot find a good selection of text to use in the snippet, page description would be used.

## 2. Heading Tags

Heading tags help to define page structure and allow users to scan a page quickly to find what they are looking for. A good practice would be to start a page with 'H 1' and then followed by other heading tags depending on the content. There are total six heading tags used, as shown below

<b>Meta Description</b>	→	<code>&lt;html&gt;</code> <code>&lt;head&gt;</code> <code>&lt;meta name= "description" content=" Get started learning all about SEO. Review basics of search engine optimization, ranking factors &amp; more."&gt;</code>
<b>Meta Keywords</b>	→	<code>&lt;meta name="keywords" content="seo , search engine, search engine optimization, learn SEO, digital marketing"&gt;</code>
<b>Title Tag</b>	→	<code>&lt;title&gt;What is Search Engine Optimization? &lt;/title&gt;</code>

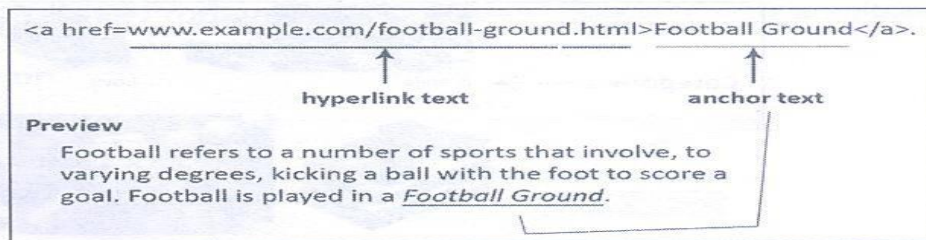
  

	<code>&lt;head&gt;</code>
	<code>&lt;body&gt;</code>
Heading Tags	→ <code>&lt;h1&gt;This is heading 1 &lt;/h1&gt;</code>
	<code>&lt;h2&gt;This is heading 2&lt;/h2&gt;</code>
	<code>&lt;h3&gt;This is heading 3&lt;/h3&gt;</code>
	<code>&lt;h4&gt;This is heading 4&lt;/h4&gt;</code>
	<code>&lt;h5&gt;This is heading 5&lt;/h5&gt;</code>
	→ <code>&lt;h6&gt;This is heading 6&lt;/h6&gt;</code>
	<code>&lt;/body&gt;</code>
	<code>&lt;/html&gt;</code>

## 3. Anchor Tag -Anchor text

i. **Anchor text** is the highlighted hypertext link that can be either internal website link or external source. Appropriate anchor text helps the reader to learn content associations. For search engines, link relevancy is one of the factors that determine the webpage rank. Let us understand this using an example given in If a webpage has content about football, and has the anchor text-'football ground'-, and the landing page is an article about football ground, then it is an appropriate use of anchor text. Best practice is to use rich keywords in anchor text, which is related to the content of the landing page so that user can anticipate the nature of the landing page. The content around anchor text is also important and should signify the theme to which anchor text belongs naturally. It is not a good practice to use anchor text such as 'click here'.





**ii. Image/video Optimization** - In a webpage, the Alt attribute provides image-related information. Alt basically stands for alternate, where we describe an image in a textual form. Every image should have a distinct file name and associated text of image in the Alt attribute that would allow specifying which image is for what. It also helps visitors who cannot access image. In the case of inaccessibility, screen reader would be able to identify corresponding Alt text and speak text mentioned in Alt attribute. To help search engine to understand the context of used image, we must use the Alt tag.

HTML Syntax: `<imgsrc=www.example.com/ling.jpg alt='image alt tag'>`

Search engines have capabilities to search images based upon the query that is entered in the search bar. For example, when a user searches 'chocolates' in Google image search, Google offers many generic images along with the groupings at the top, as shown in Figure 10.16-brands, love, wallpaper, etc. How does Google know that this image of chocolate is for 'love' whereas the other is for 'brands'? Search engines know this because of the Alt attributes given in the images. Hence if one wants their images to be discovered, they must use Alt tags. Not only for search engines, must Alt tags be used even for social media such as YouTube, Pinterest, Flickr, Vimeo as it will enable the content to be discovered. All details about the image such as 'Title', 'Description', and 'Keywords' should be given while uploading. In future, more image and video results will be shown in SERP. Hence, Alt tags will enable image and video content to come in SERP. Also, if competition is high for top positions for text-based content, then marketers can try to gain visibility in SERP in the form of image and video content.

### Schema.org

Schema.org is a community activity that aims at promoting schemas for structured data over the web for websites. Many search engines have collaborated in this movement. A schema is a micro data type that allows search engines to search for a webpage data easily. It works by adding some codes directly into your HTML code. Many types of categories are commonly used for the schema, such as movies, products, TV episodes, events, and local business.



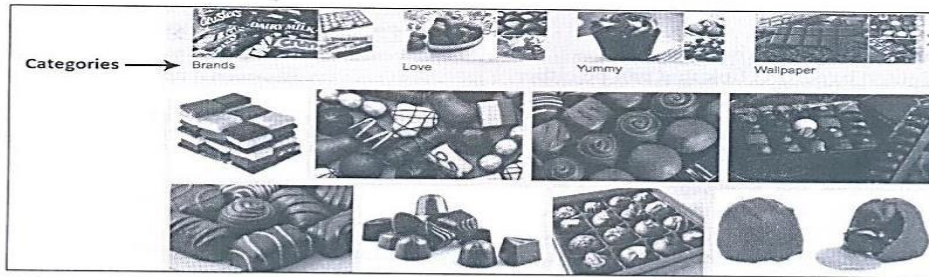


FIGURE 10.16 Image optimisation\*

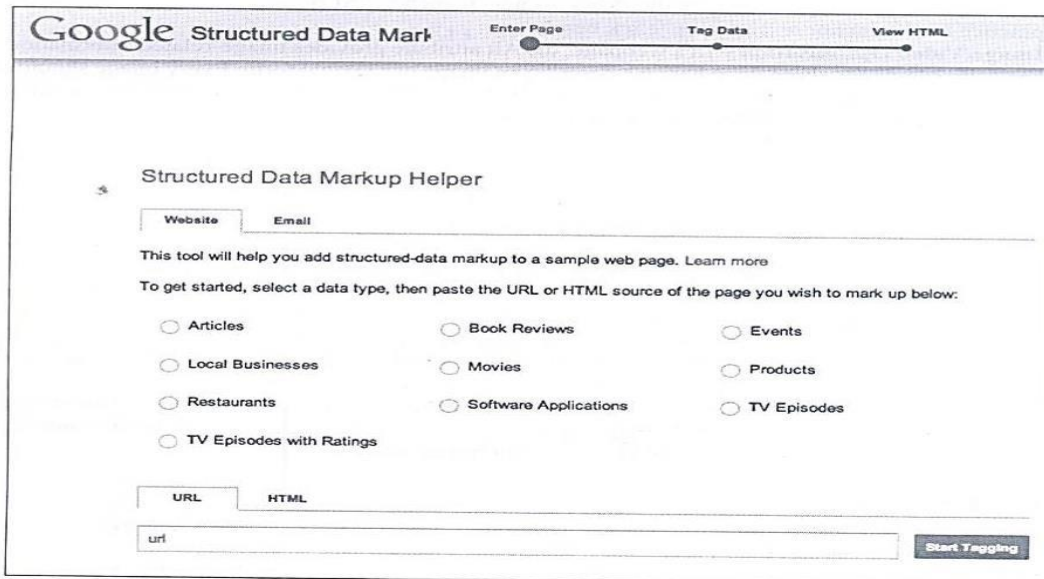


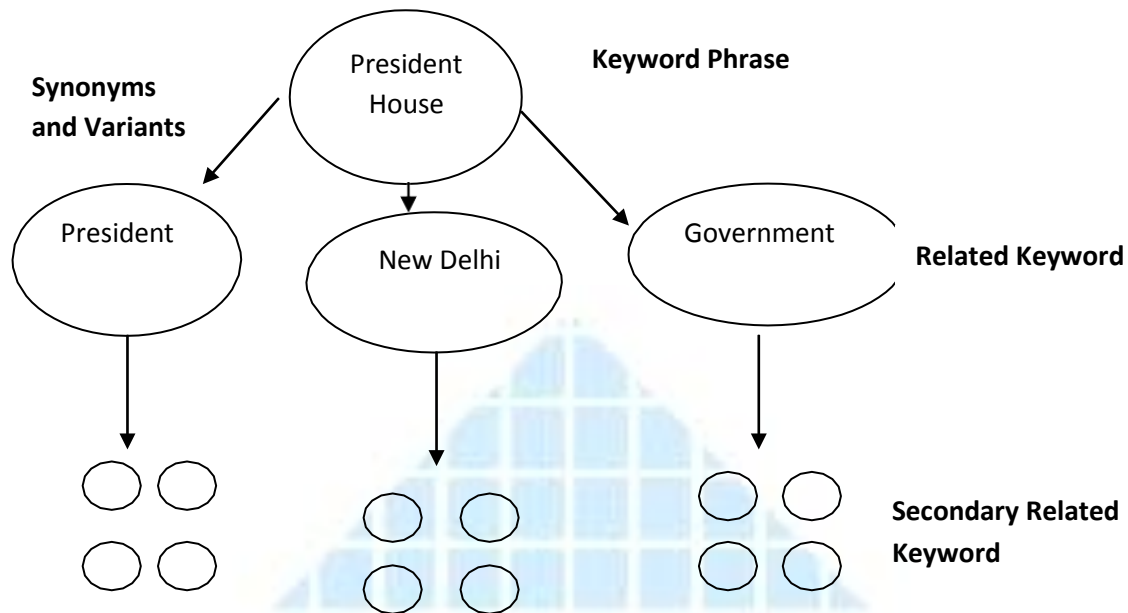
FIGURE 10.17 Schema step 1<sup>xi</sup>

Courtesy: IIMB and IIMB logo are registered trademarks of IIMB, used with permission. Google and Google logo are registered trademarks of Google Inc., used with permission.

## • Keywords

In the content, keywords are words and phrases that make it possible for users to find any website by using search engines. While writing any content, one should focus on building a theme out of the content, which is formed through relationships between concepts and groups of keywords. Closely related keyword phrases strengthen the topicality of any webpage. So, one should build content related to a theme as search engines can naturally extract entities from those WebPages. Use of synonyms and related keywords help search engines to learn better about the webpage. This idea can be best understood by using an example, as shown in Figure

Suppose one decides to write a webpage about the President House, then the keyword that they will want to optimize for will be 'President House'. In the content, one should not only have the keyword, 'President House' but also related keywords such as 'President', 'New Delhi', 'Government', and secondary keywords such as 'Pranab Mukherjee', 'Abdul Kalam', etc. These keywords together will build the concept of the page and help in SEO.



### • Choice of Keywords

A thorough research needs to be done for choosing the right keywords for optimizing the website. One must talk to the users of the website and observe their search behavior. Here is a short list of research tools that can help in selecting the keywords:

- Moz keyword explorer
- Google AdWords keyword planner tool
- Google suggest
- Keyword cloud of competitors
- Google trends
- Microsoft Bing ads intelligence
- Wordtracker's keyword demand
- Related search suggestions on search engines

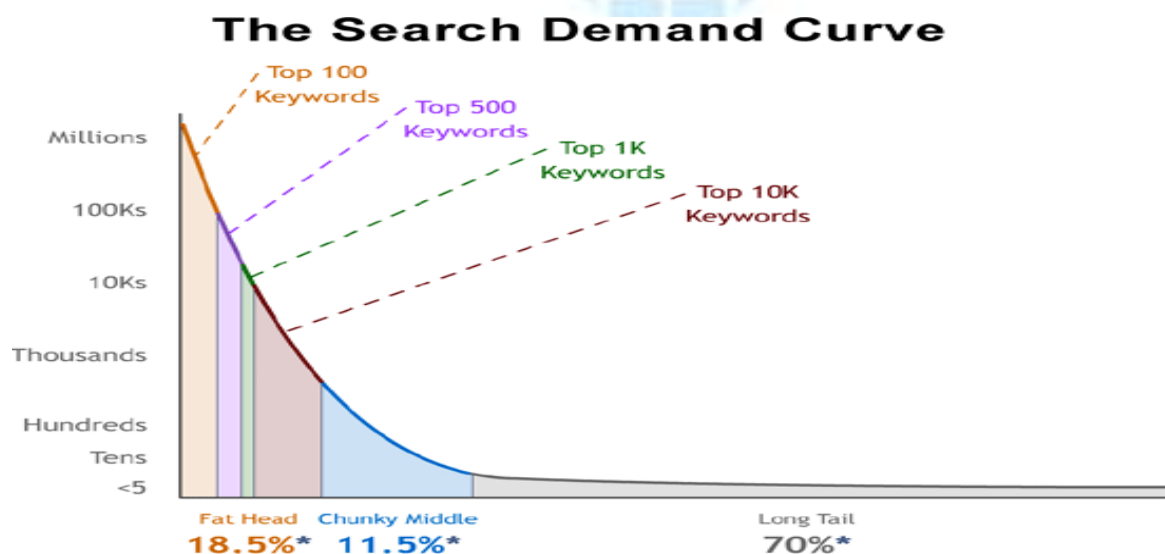
The above tools will not only help in discovering keywords, but also to priorities them. Additionally, one may even know the search volumes corresponding to that keyword. While choosing keywords, the following should be kept in mind:

- The words people would search for to find the product or service
- Keyword tags on competitors' websites by viewing their page source on right click
- The website's keyword cloud
- Think from the users' perspective rather than having an inwardly focused approach
- Problems that a brand's prospective customers may be trying to solve with their product or service

**1. Long Tail and Short Tail Keywords:** The web is made up of short tail and long tail keyword searches. Short tail keywords are very few and each one has millions of monthly search volume. They are typically generic or category keywords. Most keywords are the long tail ones, which have longer phrases, and each of them has only a few hundreds of monthly search volume. In Figure, the high number of keywords having few searches appears like a long tail, and hence the term. What do you think are the tradeoffs between long tail and short tail keywords? Long tail keywords are specific brand or product related queries. They lead to more conversion, but less traffic as few people would search for them. On the other hand, short tail will result in high traffic, but conversions will be low as user queries are generic. The competition will be more intense for short tail keywords as they are industry keywords. Market leaders will target short tail keywords whereas new entrants or smaller players may start with long tail keywords. As the company grows, SEO strategy should evolve from long tail keywords to short tail keywords. According to research by the company-Hitwise, there are millions of searches made using short tail keywords. But in reality, these popular short tail keywords make up less than 30 per cent of the searches performed in search engines. The remaining 70 per cent are made using long tail keywords.

To understand the concept better, let us take an example of the keyword-'Smartphone'-which is very generic and hence short tail, as shown in Figure. A more specific keyword would be '4G Smartphone' and even more specific would be a brand keyword such as 'Motorola 4G Smartphone'. Even more particular would be product/model keyword such as 'Motorola G plus 4G Smartphone'.

Another strategy that can be used for identifying keywords is to identify modifiers that can be used in conjunction with keywords to arrive at a group of keywords. For example, for an e-commerce website which sells online grocery, the keyword modifiers could be 'category', 'brand', 'buy', 'online', and 'discounts'. Hence, for the product 'rice', the keywords could be-'buy rice online', 'discounts on rice', 'online basmati rice', 'buy bas mati rice', 'Kohinoor Rice online', etc. Keywords must be identified for each page on the website including home page, category pages, and product pages.



**2. Keyword Density** Keyword density is the frequency of a keyword that appears on a webpage. This is calculated in terms of percentage compared to the total number of words on that page. Keyword density of the word is 2 per cent if it is repeated two times in a 100 word of a webpage. Abnormally high keyword density can be considered as a search engine spam where the website will be devalued and then appear lower down in organic search results. Keyword density ideally should be between 0.5 to 2.5 percent, but principally, content should be written naturally by thinking about the readers instead of search engines.

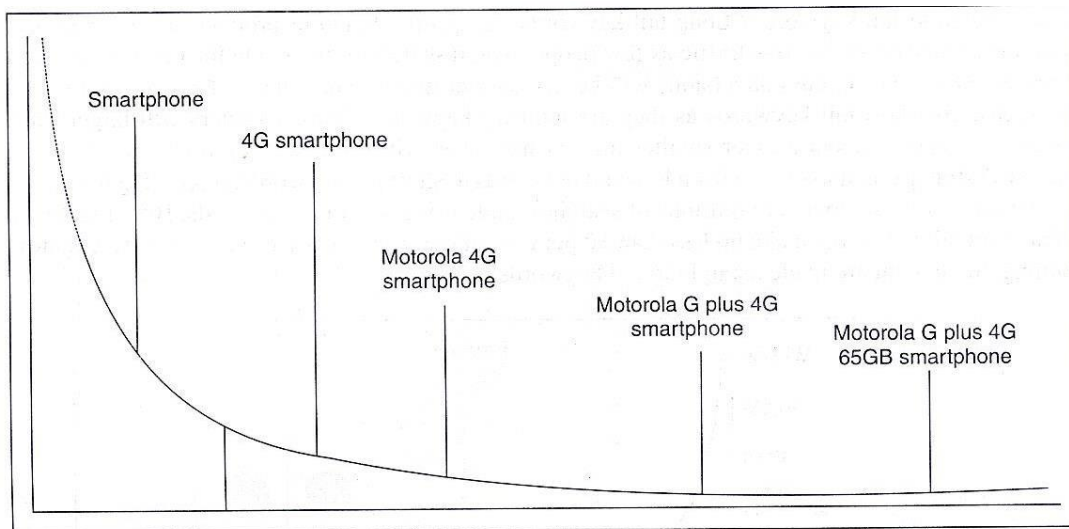


FIGURE 10.24 Long tail keyword search<sup>xviii</sup>

**3. Number of Keywords** Research has shown that most domains rank high for only very few keywords. There are only very few domains that rank high for many keywords. In Table 10.1, a study by Moz indicates that only 722 sub-domains ranked high for more than 100,000 keywords. Hence ongoing SEO strategy should be to broaden the pool of keywords for which website should rank high.

Table 10.1 Number of Domains ranking for Number of keywords<sup>xix</sup>

Number of times seen in top 20 rankings of 40 million Google US SERPs	Number of sub-domains
1	9,947,070
2-10	9,502,927
11-50	3,045,119
51-100	502,121
101-500	463,392
501-1,000	66,244
1,001-10,000	66,493
10,001-50,000	6,408
50,001-100,000	777
100,000-50,000,000	722

**3. Number of Keywords** Research has shown that most domains rank high for only very few keywords. There are only very few domains that rank high for many keywords. In Table 10.1, a study by

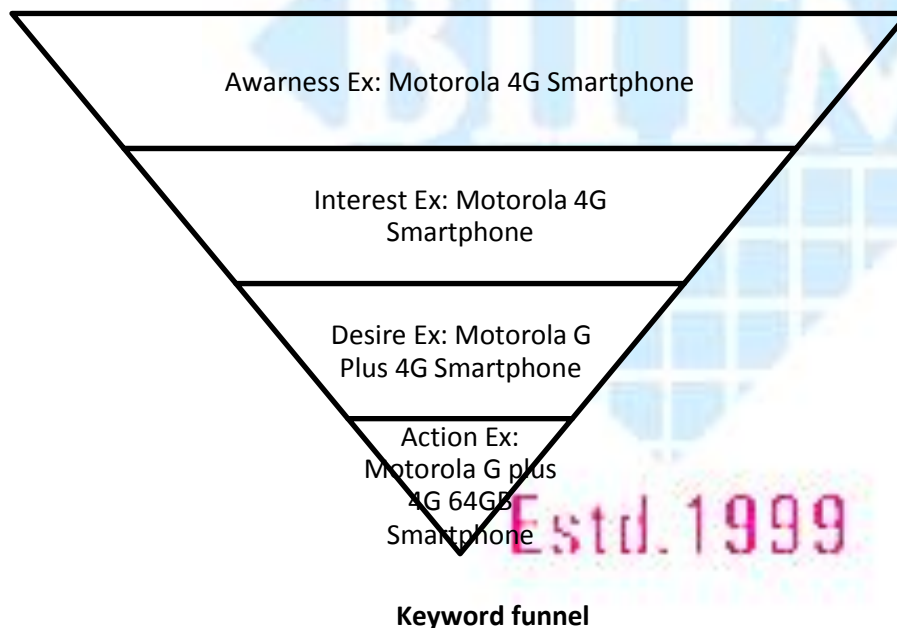


Moz indicates that only 722 sub-domains ranked high for more than 100,000 keywords. Hence ongoing SEO strategy should be to broaden the pool of keywords for which website should rank high. Table 10.1 Number of Domains ranking for Number of keywords

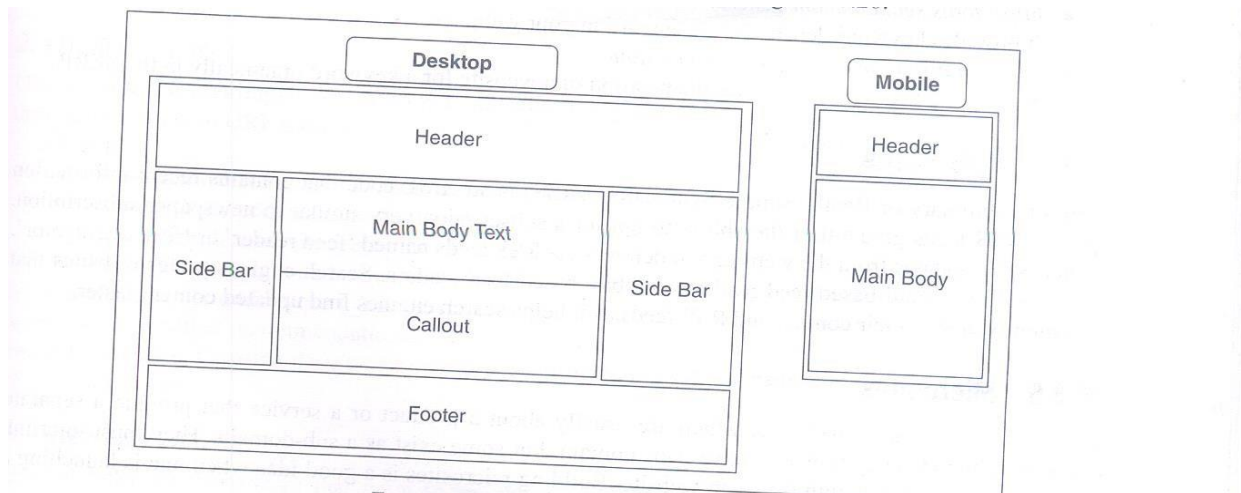
**4. Keyword Funnel:** Keywords correspond to stages of the buying funnel, as shown in Figure 10.25. Broad category keywords indicate customers are at initial stages of the buying process, whereas brand- and product- specific keywords indicate consumers are at the action stage of the funnel. The keywords corresponding to initial stages of the funnel will be the short tail and will have high traffic volume and more competition but less conversion. On the other hand, keywords corresponding to lower stages of the funnel will be the long tail and have less traffic and hence less competition but more conversion. Market leader will focus on the upper funnel to grow the business by driving traffic. A new entrant in a competitive industry with entrenched players or a niche player will focus on the lower funnel. But as the company grows, it should move from optimizing for keywords at lower stages of the funnel to keywords at higher stages of the funnel to drive business growth.

Awareness

Ex- Smartphone, 4G Smartphone



**5. Page Segmentation** Keywords appearing in main body section have greater weight in SEO than keywords appearing in header or footer or sidebars of the webpage, as shown in Figure



**6. Synonyms** As shown in Figure, it is a better strategy is to use natural variants and synonyms instead of using only one keyword, so that search engines can understand what the page is all about. It also helps for words that have multiple meanings. For example, 'plant' can be a 'factory' as well as 'vegetation'. By using natural variant 'shrub', search engines know a page is about vegetation and not factory.

It is also good to give related resources and hyperlinks so that search engines know clearly what the page is all about.

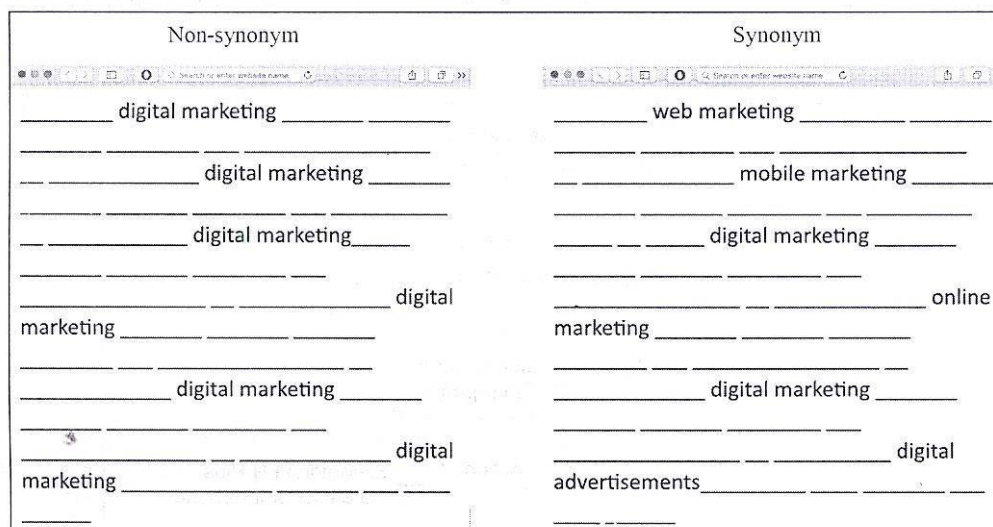


FIGURE 10.27 Synonyms<sup>xxi</sup>

### Suggested Tools

(a) <http://tools.seobook.com/generalkeyword-densify/> It provides keyword density for a keyword in your webpage.



(b) [www.smallseotools.com/keyword-position/](http://www.smallseotools.com/keyword-position/) Keyword position /tool provides the position of a website for a keyword organically in the SERP.

**RSS Feeds**: Rich Site Summary or Really Simple Syndication (RSS) is an XML code that contains recent information updates. RSS feeds give a user the ability to opt for a subscription very similar to newspaper subscription. It fetches the updates from the website and delivers via RSS feeds named 'feed reader' or 'feed aggregator'. It may be in an email-based feed reader or mobile-based feed readers. Search engines prefer websites that consistently update their content and RSS feeds as it helps search engines find updated content faster.

**Microsites**: Microsites are auxiliary websites, which are usually about a product or a service that provide a separate entity for a brand. They typically have their domain, but some exist as a sub-domain. They must interlink between each other and with the main website. Building microsites is a good idea when one is launching a specific campaign that somehow does not fit into the main website or they have enough resources to do SEO over a long period of time for the microsite. Sometimes, marketers create a microsite with the objective of dominating the SERP. However, search engines do not prefer to show multiple results from the same domain in SERP. Hence, it is better to add additional content on the main website and build one awesome site which has high domain authority instead of building many mediocre sites. The company Panasonic can be an apt example for understanding microsites. They have dedicated website for mobile phones, air conditioner, cameras, and recipes.

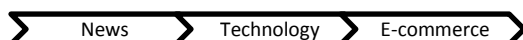
## **Site Structure**

A site structure/ helps us in understanding how the website is set up and how individual subpages are hyperlinked. Crawlers should be able to find them quickly. A landing page should refer to all important subpages. There are some elements to site structure that we will learn in the following section.

### **1. Breadcrumbs**

A breadcrumb is a list of internal links in a hierarchical form that allows users to quickly navigate back to a previous node or section in any website. Text in breadcrumb is clickable in nature in order to improve the user's experience while they are viewing information on any website. Usually, the first node is the root section like 'News', as shown in Figure 10.28. It is always suggested to use breadcrumbs as it allows visitors to understand the structure of the website and directly navigate from one page to another without having to follow a linear path. It may also lead to more number of page visits.

**News|Sport|Comment| Culture| Business| Money| Life & style| Travel**



**E-commerce**

Sample website breadcrumb

## 2. Optimize URLs

URLs create the first impression in users mind about the webpage before they visit the page. Familiar and descriptive words in URL motivate users to click. It is recommended to use hyphens (-) to separate words.

Example:

- [www.example.com/OnPageOptimisation.html](http://www.example.com/OnPageOptimisation.html)
- [www.example.com/on-page-Optimisation.html](http://www.example.com/on-page-Optimisation.html)
- [www.example.com/onpageOptimisation.html](http://www.example.com/onpageOptimisation.html)

The third example mentioned is the most difficult to understand for both users and search engines. Hyphen(-) is preferred over underscore U as search engines take the hyphen (-) as two words but underscore (\_) as one word. Another recommendation is the use of words in URLs instead of numbers to make the website easier to navigate. Creating descriptive categories and filenames for WebPages also leads to better crawling by search engines.

## 3. Internal Linking

Internal links are those links that point to another page on the same domain, and are used for internal navigation purposes. There are three major reasons why one should do internal linking-(i) internal links provide visitors with further reading options, (ii) it helps to improve the brand's search engine ranking as internal linking in categories, or articles help search engines to crawl to their website better, and (iii) they help in spreading ranking power around the website. Internal linking is mostly useful for establishing website architecture and spreading ranking power (often termed as link juice). Let us understand ranking power with an example of a website that has many products. Example of an optimal website structure. The home page is linked with the main category, and main categories have individual product pages. It shows a clear structure that search engines and users both can understand. Let us say 'wall clock' generates 50 per cent of profits. The website has a logical structure, but it is not going to be good for the business. The reason is that the 'wall clock' page that generates 50 per cent of revenue is buried deep into the site.

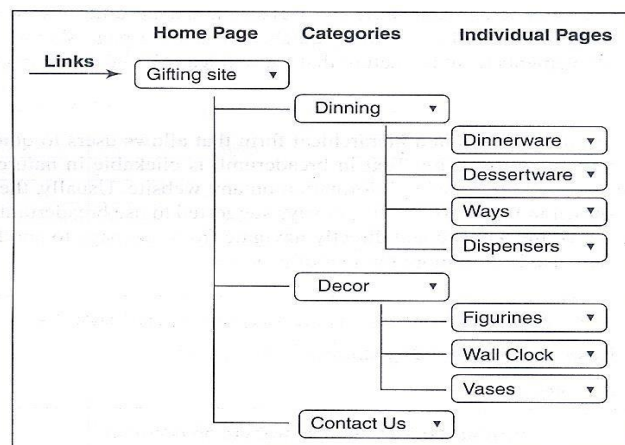


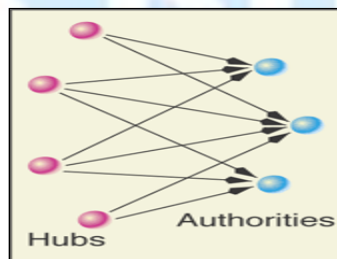
FIGURE 10.29 Internal linking (a)<sup>xxii</sup>

## D.OFF-PAGE OPTIMISATION

Initially, SEO was mainly on-page. But since it was under control of webmasters, some started abusing it by stuffing keywords. Hence, search engines introduced the concept of off-page optimization which includes activities done outside of the webpage that help in its ranking. Publishers do not directly control those platforms where the activities are done. Off-page optimization gives a fair idea of how other websites perceive a website.

### • Authority and Hubs

The most important objective of off-page activities is to build the 'authority' of the website. The concept of authority has been borrowed from academia. The quality of a scholarly paper is judged by how many citations (references) the paper has. The more the number of reference papers and the higher the quality of those papers, the higher would be the authority of the paper in question. Similarly the more the number of sites hyperlinking and the higher the quality of these sites, the higher would be the authority of the website under consideration. 'Authority' is a website that is linked to by many websites and a 'hub' is a website that links to many websites, as shown in fig



**Suggested tool**

[www.smallseotools.com/domain-authority-checker](http://www.smallseotools.com/domain-authority-checker).

It gives a score out of 100 which predicts how well the website will rank on search engines.

### **Authority through a Sociological Lens**

In sociology, 'Authority' is decided by the number of referrals an individual has as well as the quality of his referees. Individuals will try to either understand authority based on- (i) personal experience (Rieh&Belkin, 1998), or (ii) how much they trust another person's opinions (Muller, 1989). Based on these evaluations of individuals, an 'authority' is thought to be knowledgeable in that subject. Authority grants not only membership to a group, but also credibility within a group.

Let us look at an everyday scenario. A, B, and C are members of a class--a group of otherwise unrelated individuals. A is thought to be the authority on physics in the class. B must decide whether to take C as her partner in a science competition. B will make this decision based on how she thinks C is in Science. B's evaluation of C's abilities will depend on-(i) an average score for C's abilities based on all of Band C's

shared experiences relevant to this context (ii) what A thinks of C's abilities, (iii) what does everybody else think of C dependent on who these people are, (iv) an objective measure of C's abilities, such as scores from a test. Now, how much weight each of these elements has on B's final evaluation of C will depend on B herself. From this description, we can make the following observations-(i) an objective measure of C's ability might be most desirable; (ii) in the absence of this, the valuations of others are useful; (iii) higher the standing of the recommenders, more the weight of their evaluations, here, A is an authority and his recommendation would be more valuable than any of the others in the class, (iv) the number of people evaluating C has an impact on B's final evaluation of C. In general, then, when there are enough community members evaluating one another (hubs), a ranked authority list (indicating authority) can be created for every attribute of every member of this community. Thus, larger the group, the more accurate the evaluations (considering every evaluation is objective). This is the essential idea of rankings and authority.

- **Backlink**

Backlinks is a process of getting hyperlinks not owned by a brand, from external pages that are to link to a webpage of their website. Backlinks will help in building the authority of the website. Each link to a webpage is counted as a vote for that page and page with most votes win. Link represents an 'editorial endorsement' of a web document. Building backlinks is the most important and challenging activity in SEO. Not all the backlinks would help one to improve their search engine rank; only quality backlink will. High-quality backlink comes from high-quality websites that are trustworthy. Some examples are Wikipedia, BBC, The Hindu, Information Week, etc.

**Source Diversity** :Source Diversity is to have backlinks from different trustworthy websites instead of having backlinks from just a few websites. For example, if 100 backlinks are coming to a site it is better to have 100 backlinks from 100 different domains rather than all 100 backlinks from a single domain.

**Source Independence** :Another thing to remember is source independence. If all the backlinks are coming from one's microsites or blogs, then they will not get any SEO advantage as the source is not independent or unbiased, as they are owned by the brand only.

- **Blog Posts/Commenting**

Blogs are informational websites displayed in a reverse chronological order. Many businesses have blogs as it provides a platform for creating content which is broader in scope than website. Since content is the most vital aspect in SEO, a blog can positively boost one's search engine ranking. Customers can also comment in blogs of others and leave their link that can serve as a backlink. Some blogs use 'dofollow' links in the comments section.

### **Press Release**

A press release is a way to spread organizational news and information to the news media. It can be recent updates, new product announcements, etc. Nowadays, a lot of PR has shifted online. There are wires such as Bloomberg, PRNewswire, Press Trust of India (PTI) etc., which carry press releases, some



for free some for payment, and journalist can source from them. Press releases fructify when journalists pick these stories from wires and publish them on newspaper sites. There may be a backlink from these sites to the company's site, which will boost their SEO. However, if the backlink is there on the press release, which has been submitted to a wire and is not carried by any news site then there is not much SEO advantage as Google considers link in press release to be an unnatural link.

- **Directories/Classifieds**

Directories are like a database that has a list of websites in defined categories. Directory submissions were very popular earlier, and webmasters used to submit website URL with other details such as type of business, etc., to directories. Some directories such as Dmoz and Yahoo! Directory had 95 per cent rejection rate and long waiting period for review. In fact, Yahoo! Directory was like a search engine where users could find websites related to a category. It was used to improve your authority, but with the algorithmic updates of search engines, it does not affect SEO much nowadays unless directories are very reputed.

There are three types of directories submissions:

**Paid or Featured Web Listing** - These are premium web listings where one must pay the directory administrator to list their website.

**Free or Regular Web Listing** - As the name suggests, it is free to submit one's website link, but there is no guarantee for getting approval from the directory administrator.

**Reciprocal Web Listing** - One must put the link to the directory into their website, and then directory administrator will approve their link.

Classified sites and listing sites such as Just Dial, IndiaMART, Alibaba will also give a backlink if they do not do 'no follow'.

- **Forums**

Forums, on the other hand, are member communities who share the same interest and are willing to discuss problems or topics that help fellow members. Posting relevant and interesting comments on authoritative forums can help to get organic traffic as well as give a backlink if one puts their link. The objective of participating in the forums should be to add value to the community and hyperlink should be inserted only when it will increase the value as some users may wish to visit the landing page for more details. Some forums or question answer sites such as Quora are becoming increasingly important in India and come high in SERP. It is advisable to participate in forums and give relevant and credible responses and comments.

- **Article Promotion and Syndication**

Many article databases which are focused on niche areas also exist. One must identify them, submit their articles and place an Author Bio at the end with a link back to their website. It will help in getting backlink as well as increase in website traffic.

Syndication is when the same content is posted on more than two different websites. This content is either the whole article or part of it. It is recommended to syndicate to websites that are of higher authority than one's website which will give them reputation and visibility benefits. Businesses do not want to syndicate all their content as this will lead to duplicity, and nothing unique will be there on their website. Some sites suitable for syndication are bookmarking sites such as Digg, Reddit.

- **Unnatural Links**

Search engines categorise some links as unnatural links and hence do not give any SEO advantage for them. These links are:

- Paid links
- Giving Free product to blogger in exchange for them writing about it
- Reciprocal linking-two sites decide for quid pro quo and link to each other
- Large number of guest posting backlinks
- Advertisements on other sites with backlinks
- Links in press releases
- Low-quality directory or bookmark sites backlinks
- Links embedded in widgets distributed across sites such as coupon sites running a promotion for a brand in exchange for a widget on the footer of the brand site
- Links in footer of site' Site designed by www.xxx.com' Spiders would not crawl links in following situations:
  - Links in hard-to-parse JavaScript
  - Links in flash, java, or other plug-ins
  - Links in power point and PDF files
  - Links in frames and iframes
  - Links on pages with hundreds of links
  - Links pointing to pages blocked by the meta robots tag, rel='No follow', or robots.txt

Hence these aforementioned links should be avoided.

## **E. SOCIAL MEDIA REACH**

Social media is becoming increasingly important in SEO. Search engines consider social signals such as like, share, and retweet as a form of user feedback. Content that is engaging and getting organic traction is considered good quality by search engines. It is important to do cross posting of the content on social media so that you can drive some traffic from social media to your website. Similarly, it is a good idea to



put social buttons on one's website so that users can share and like. Shares can form backlinks, which would further help in search engine ranking.

### **Video Creation And Submission**

Marketers create videos as they are a richer format. But, mostly they upload the videos without optimising them for search and discoverability. One must do the following for video optimisation:

i. **Rich Snippets** - Creating rich snippets are like conveying the whole video in a single thumbnail, as shown in Figure 10.33. It is tough to do that, but they have a higher CTR than standard organic search results.

ii. **Video Title** - Intuitive, engaging title captures the attention on the first glance.

iii. **Optimising description** of video with appropriate keywords that will allow search engines to index it and rank higher. One's description may contain web link of your website so that if the viewer wants more information about your product or services, they can always find more details in website.

iv. **Transcripts** - Many of the videos one watches do not have transcripts and these videos lose their chances of getting visibility in organic search results. Search engines can read the transcripts of the video and look at keyword phrases to learn about it. This can help in improving one's visibility in organic search results.

v. **Length** - Length is a very important factor in video submissions. According to Wista's statistics, shorter videos are better for getting people to watch the entire video. So, the longer the video, the fewer people will watch the whole video. But it again depends on the case-to-case basis. YouTube is the world's most popular video channel followed by Dailymotion and Vevo.

vi. **Embedding Options** - One can give users the access to code so that they can embed the businesses video on their website. This helps in gaining valuable backlinks and boosts one's ranking in search engine. YouTube the most popular video streaming website gives option to user to embed. This code can be pasted in your webpage code, as shown in Figure 10.34 .

vii. **Informational not Promotional**- The conversions are seen more when the videos are informational rather than just promotional.

viii. **Target specific** - Keywords in the description and other tags would help in discoverability, as shown

## **E. MAINTENANCE**

SEO is not a one-time task as search engine algorithms constantly change. Moreover, SEO must be done on a regular basis for new content that is posted. Also, if SEO is stopped, then the website will start falling behind, and competitors will catch up. To maintain one's web presence and stay at the top of SERPs, one must regularly do SEO.

## SEO Tactics

### 1. Black Hat SEO

Spamdexing, search engine poisoning, web spam are some commonly known names of black hat SEO. When someone deliberately manipulates indexes of a search engine to improve the ranking of webpages, then we can call that as usage of black hat SEO. Search engine obviously discourages such practices; hence, we should avoid using them. It involves several techniques such as:

- **Keyword Stuffing** - Keyword stuffing is a technique in which a webpage is loaded with keywords unnecessarily in the meta tags or in content to obtain a rank on search engines. It may lead to a website being penalized by search engines.

#### Example of keyword stuffing:

'If Rajasthani turban is what a customer is looking for; then they are definitely in the right place to buy Rajasthan turban. When it comes to Rajasthani turban, one will not find a higher quality selection of Rajasthani turban anywhere! Our Rajasthani turban experts know how to pick only the best material from the bunch, and we sell this premium-limited stock Rajasthani turban right here for you to enjoy Rajasthani turban. We guarantee you will come crawling back to buy our Rajasthani turban.'

**Cookie stuffing** - It comes under illegal affiliate marketing technique which involves placing an affiliate third party tracking cookie from an entirely different website on the visitors' browser without their knowledge. If the user later visits the target website and makes a purchase, the cookie stuffer will be paid a commission. Because the stuffer has not driven traffic from his site to the target site, this technique is illegitimate and can even steal commissions of genuine affiliate marketers as fraudulent cookies may overwrite their cookies.

**Hidden text/links** - Text can be hidden in several ways such that it is visible to the search engines but not users. An example is white text on white background, using CSS to position text off-screen, setting the font size to 0, hiding the link by linking only one small character such as hyphen.

Within the code when someone uses comment tags to hide keywords, links, or content then it also comes under hidden text/link practice. Comment tags are used by developers to give some clues to other coders. They are present in the source code but are not visible on the webpage. But if they are misused to hide keywords or links then it is a malpractice.

Apart from comments tag, <noframes> tag, or hidden inputs in forms are also used to hide keywords or links.

Example:

```
<body>
```

```
<p>Hello World</p>
```

`<p style='display: none'> Best Rajasthani turban in India,`

Turban of Rajasthan, Rajasthani turban in Bangalore, Red colour

Rajasthani turban, Turban

`</body>`

The attribute 'display: none' is like a catalyst used in HTML code. It prevents the content put inside the tag to appear on the browser but it is present in the source code.

**Cloaking** - This technique is an attempt to mislead search engines regarding the content served. Delivering content based on IP address does this. When a user is identified as a search engine based on IP address, a different webpage is served; and when the user is identified as a human, then a different page is served. Hence, while the user may see pornographic content, search engines may see non-pornographic content.

**Gateway Pages** - These are also called as doorway pages, and are designed to create fake pages that are stuffed with content, and are optimized for 1 or 2 keywords that further links to another landing page. The end user or visitor will never be able to see the doorway pages as they are automatically redirected.

**Mirror Site** - It is the process of creating multiple websites with similar content, and design hosted on different domains is called site mirroring. It is done to drive traffic to the main site and get backlinks. Search engines consider this as duplicate content and can penalize the site.

**Blog Comment Spam** - The spammer to get backlinks writes a certain script which targets few specific websites. Because of the script, comments appear on multiple websites promoting some content with malicious URL that possibly contains a virus

**Social Networking Spam** - It refers to unwanted spam content appearing on social networking sites that have user-generated content such as comments, updates, etc. It can be done using fake accounts to send bulk messages or hate speeches, fraudulent reviews, malicious links, etc. When there is a huge number of postings and messages on social networking websites, it is social spam.

**Link Farms** - Link farms are a group of websites that hyperlinked to each other. They are formed with the sole objective of getting backlinks and thus improving search engine ranking.

**Cybersquatting** - It is an act of registering and using an Internet domain name, especially well-known company or brand names with an intention to earn profit from the goodwill of some other company.

## 2. White Hat SEO

White Hat SEO refers to following search engines rules and policies for doing SEO and adopting optimization strategies and tactics with a focus on human audience and not search engines. A comparison between black hat and white hat SEO technique is given in Table. A Comparative Chart between Black Hat and White Hat SEO Techniques

	<b>Black Hat SEO Technique</b>	<b>White Hat SEO Technique</b>
<b>Off-page factor</b>	Hidden text Duplicate content	Titles and meta data Quality content
<b>On-page factor</b>	Doorway pages or gateway pages	Guest blogging
<b>Links</b>	Page swapping Link farming	Link Building Quality backlinks
<b>Content</b>	Keyword stuffing	Relevant keywords

## Keyword advertising

The rise of keyword advertising has been one of the most significant online developments .Small, clickable text-based ads being organizations significant volume of revenue. These keyword ads drive traffic to a company's website and in a typical pay-per- click model, organizations pay only when a particular keyword has been clicked. This has emphasized the need for appropriate keyword management.

### Keyword value

Keyword ads influence billions of website visits .They also establishes a benchmark for the value of traffic from all sources. Traffic is relatively cheap if it can be generated for less than the prevailing keyword price in that sector, and should be refocused if the price is higher than this rate .Traffic cost places a burden on a website managers and usability experts to ensure their sites are sufficiently productive to justify the visit cost.

A keyword only has value if it leads some viewers to click and visit a site and some fraction of those visitors to converts to a desired action. Keyword value is driven strongly by competition. Although the specifics differ between major search engines, keyword ads are priced by a continuous auction process.

Even if a keyword is extremely valuable to an advertiser, if no other firm bid, its price will be low. However, if there are a number of firms competing for the keyword, the price can be bid up to levels that become unprofitable for some advertisers. Prices can change minute by minute, as new bidders enter and current bidders enter and current bidders change their offers.

## Google web-master and analytics overview

If you're a website owner, digital marketer or online business owner, you've probably heard of **Webmaster Tools**. Over the years, Google Webmaster Tools has become an essential tool in the savvy SEO marketer's utility belt because of its broad applications.

### What is Webmaster Tools? / What is Google Search Console?

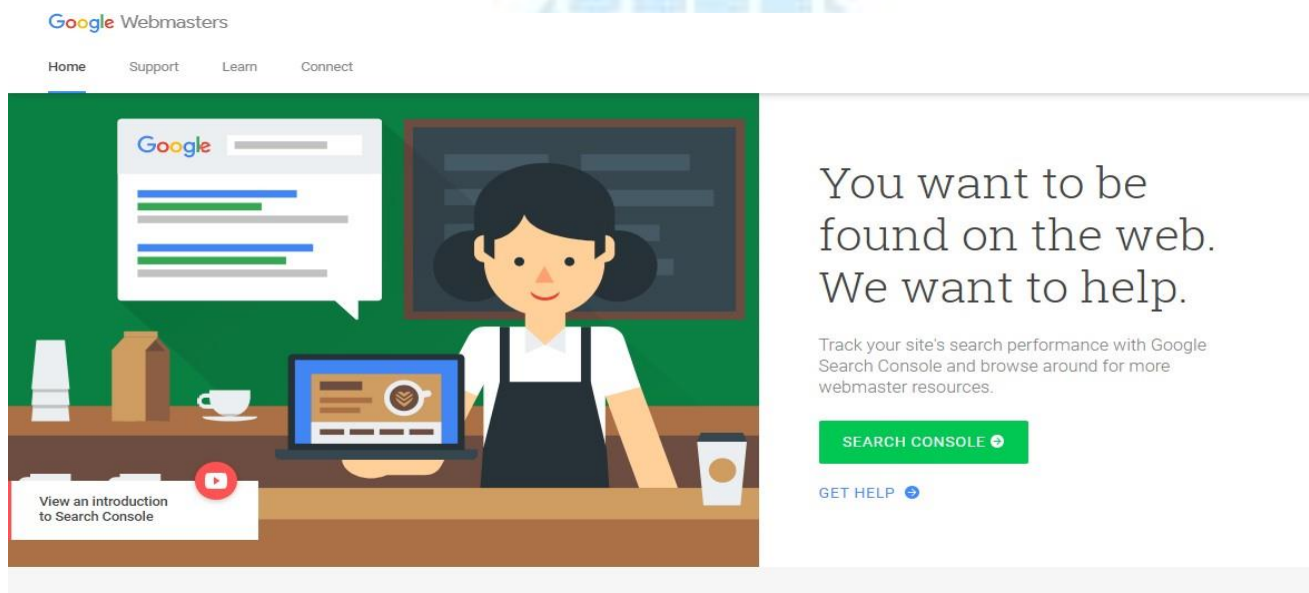
Google Webmaster Tools, also known as Google Search Console is a collection of free web utilities to help website owners ensure their site is Google-friendly. This set of Google Web Tools have many useful

applications, such as getting data about incoming search traffic, requesting Google to crawl and index the website, viewing crawl error reports and many more.

### Why use Webmaster Tools?

One of the tool's top applications is that it allows webmasters to make sure that their websites and pages are crawled and processed for Google Indexing. Error reports enable them to discover issues that might prevent their site from doing well in Google search. Webmaster Tools also comes with a set of Google Search Tools which gives data on what keywords are ranking on Google and what domains are linking to the given website.

### Add Your Website To Google Webmaster



To start using Webmaster Tools, you first **need to sign in** with your Google Account and then **add a Website Property** to the tool. If you have an Android app, you can add it there as well. Once you've added your website, you need to verify your ownership of it.

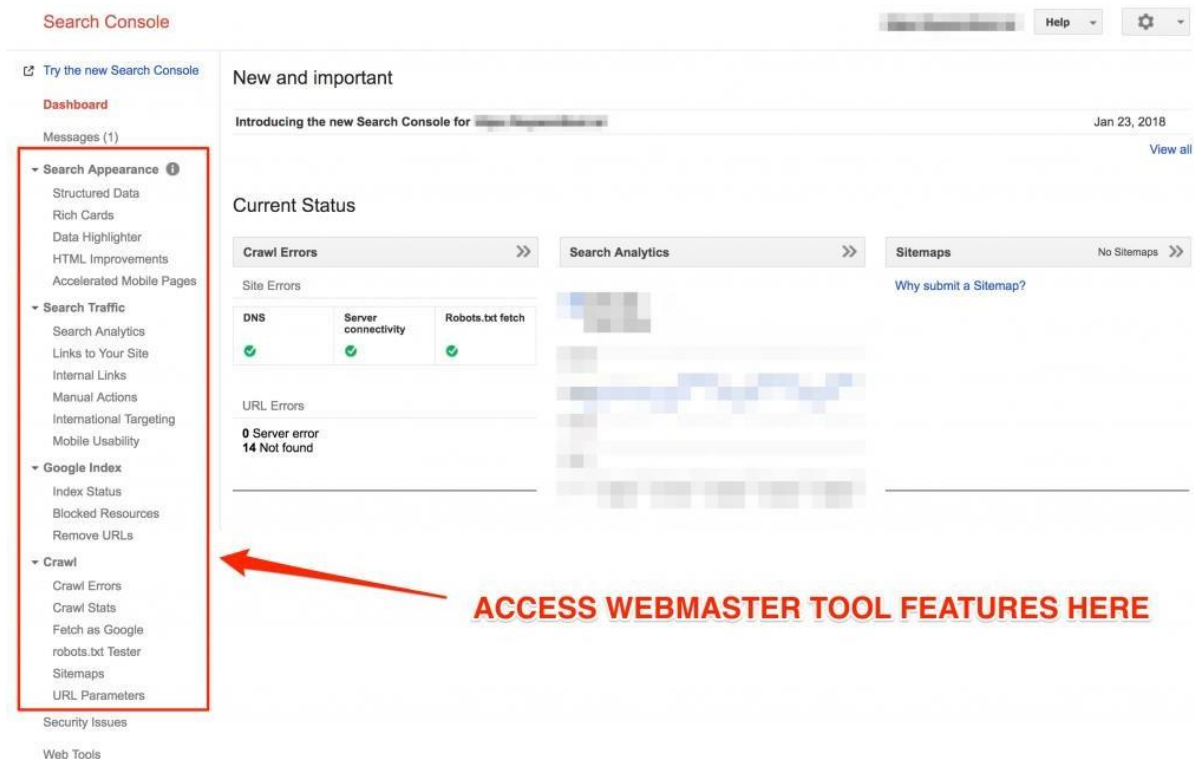
### Google Site Verification

There are multiple ways to verify your website on Google Webmaster Tools. Instructions for verifying your website property.

Once you've verified your site, congratulations! You now have access to some powerful tools to help keep your website Google-friendly. Lets now look at some of the Google tool's key features.



## Google Webmaster Tools Features



### 1) Search Appearance

The Search Appearance tab contains a set of tools to help you optimize the appearance of your website on Google's Search Results. For example, you can use the **Data Highlighter** to help Google understand your site's data and display it as snippets on the search results page.

The **HTML improvements** tab will alert you if there are any content issues with your website. You can think of this section as Google Web Developer tools to help programmers construct and format your website in a Google-friendly way.

### 2) Crawl

The Crawl tab gives you vital information on any crawl errors or blocked pages that your website might have. Some of the features in this tab include testing and submitting your sitemaps to Google, testing your robots.txt file, as well as fetching and rendering your website.

Submitting a sitemap is used to let Google know if you've made a major change to your website like adding/removing pages **in bulk** so they can crawl it accordingly. By using these tools, a webmaster can ensure that the site can and will be crawled by Google without any problems.



### 3) Google Index

The **Google Index** tab monitors the number of website pages indexed by Google. You can see how the number of pages indexed changes over time as well as the number of URLs blocked from indexing by your robots.txt file.

You can use the Remove URLs section to exclude specific URLs from Google's search results (on a temporary basis). Here you can also see what pages were removed from Google index automatically. For example, if you removed a page from your website and this change got detected by Google's crawlers. You can re-include removed URLs into Google index using this tool if you wish to.

### 4) Search Traffic

The Search Traffic tab is one of the most useful free tools for SEO and keyword research purposes. In Search Analytics tab, you can see what queries people search for on Google when they visit your website. You can filter the metrics by clicks, impressions, CTR, and position (average position on Google).

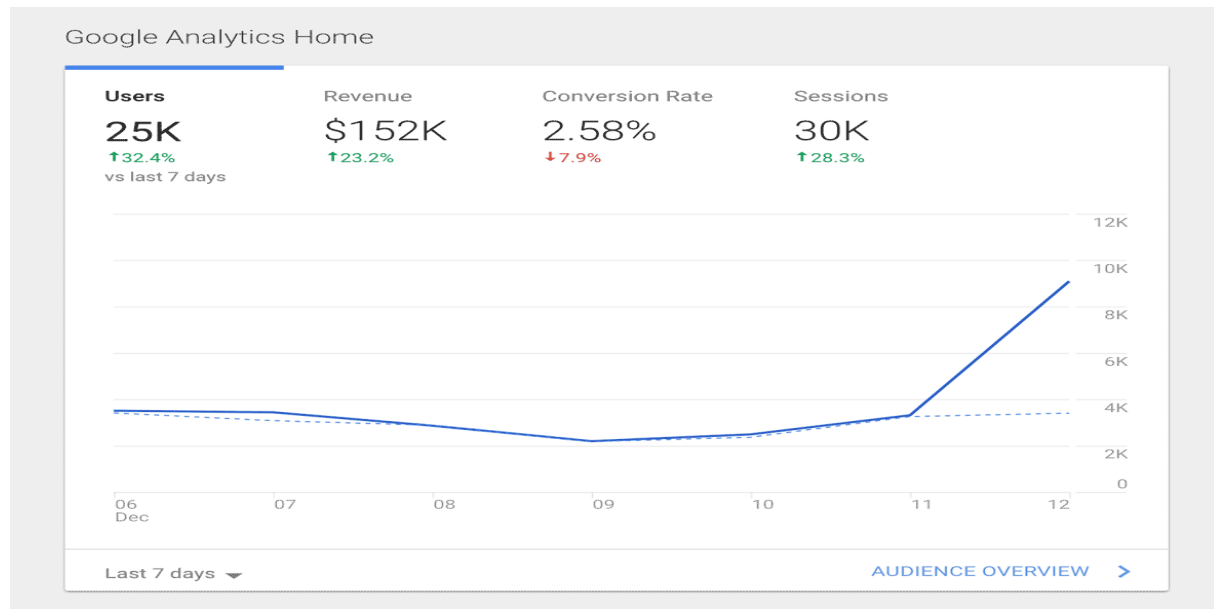
You can also see which pages are receiving the most clicks or which country or device type is sending you the most clicks.

Links to Your Site tab can show you **which websites link to you the most**, what are your most linked content as well as the anchor text of those links. In the next section, we'll look at how we can use these features for SEO purposes.

## What is Google Analytics?

Google Analytics is a free tracking and statistics software that gives you vital insights on how visitors find your site, what they do when they get there, and other important information on the health of your business: such as eCommerce and lead conversions.

This overview of Google Analytics is designed to introduce you to the major areas of Google Analytics and help you get started viewing your site visitor stats quickly.



## What Does Google Analytics Do?

Google Analytics offers information about user behavior that can be critical for your business. There are many reasons here's are some of its benefits:

- Measure your website's performance
- See if your marketing efforts are working
- Which type of content to create or products to list on your website
- Divide users into different segments (like age, gender, country, device, etc.)
- Optimize website pages to boost conversions

## How to Use Google Analytics?

### Create a Google Analytics Account and Add a Tracking Code

The first thing you'll need to do is create a Google Analytics account and add a tracking code your website. You can follow our easy guide on setting up a Google Analytics account and how to add it to your WordPress website to get started.

So, what the heck is a tracking code?

It is a code through which Google Analytics knows it must track your website visitors and any action they perform. It's made up of a programming language called JavaScript and looks something like this:

## Website Tracking

### Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-89829119-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-89829119-1');
</script>
```



You don't need to understand the contents of the code, but you might like to know how it all works.

When a user visits your website, Google Analytics will drop a cookie on the user's browser. Cookies are small files that contain information about the user's activities.

Using these cookies, Google Analytics will know how a user behaves on your website and then collects this information to show you different reports.

## Using Google Analytics Reports

Once you've created an account and added the tracking code, it's time to see what can you do with Google Analytics.

As you start, you'll arrive at Google Analytics home. It gives you a quick overview of how your website is performing.



For instance, you can see:

- **Users:** how many visitors came to your website (in the past 7 days)
- **Sessions:** how many interactions a visitor makes with your website in a time frame (usually 30 minutes) like viewing a page, clicking a link, or purchasing a product
- **Bounce Rate:** how many visitors hit the back button or closed your website without performing a single interaction (it's calculated through a formula)

- **Session Duration:** how much average time a visitor spends on the website
- **Active Users right now:** how many active users are currently active on your website

On the left-hand side panel, you'll see options to different reports. Each of these reports will tell you how a user interacts and behaves with your website.



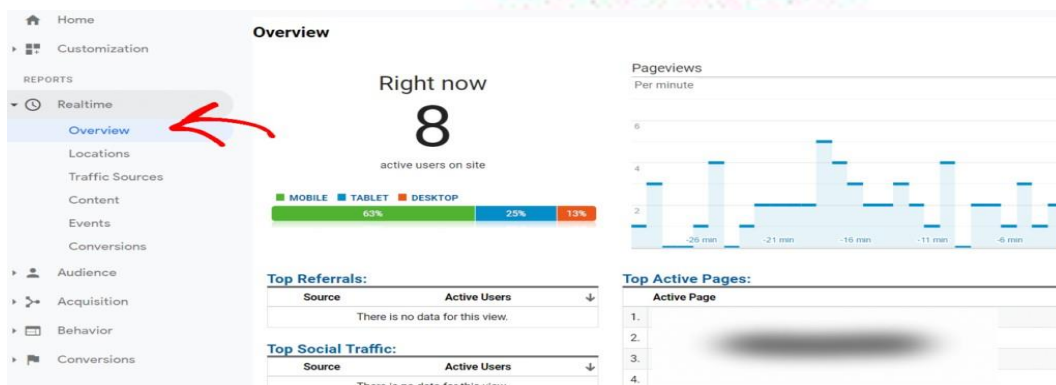
You'll see five reporting options in Google Analytics:

- Real-time
- Audience
- Acquisition
- Behavior
- Conversions

Let's take a look at each of these reports, what they track, and how you can use them.

## Real-time Report

The real-time report shows the number of users on your website right now. This is where you go to see real-time activity on your website. Under Overview, you can see the top active pages of your website, how many visitors are on these pages in real-time, and the country they are from.

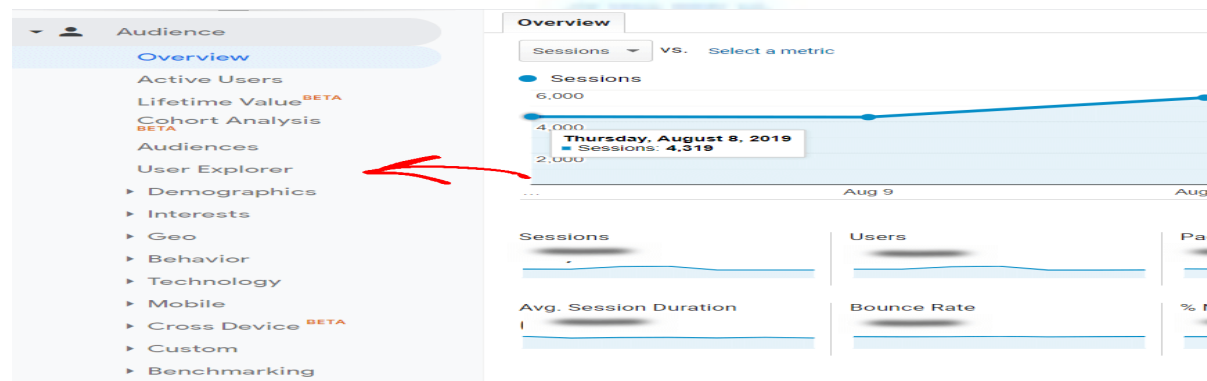


Real-time reports are great for measuring the performance of a recent campaign that you're running, like a sale, free giveaway, or promoting content on social media.

The overview report will show all the important information. But you can use more options like traffic sources, content, event, and location to get more details about your website's real-time performance.

## Audience Report

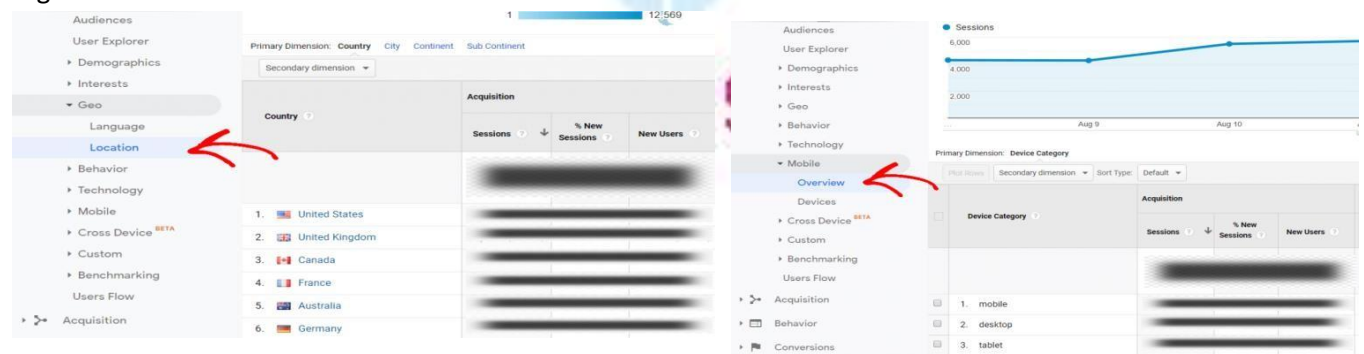
Audience report in Google Analytics breaks down your website traffic. If you want to know the age of your visitors or the device they are using to view your website, you can head over to the audience section.



As you can see on the left-hand side panel, there are more reports under audience report in Google Analytics. Most of these reports are easy to read, and you can use the data as per your needs.

For instance, you can use the Demographics report to check the age and gender of your visitors.

And if you select the Geo report, it will show you the countries that drive the most traffic. This way, you can customize your products, create content, and optimize your landing pages for visitors from different regions.

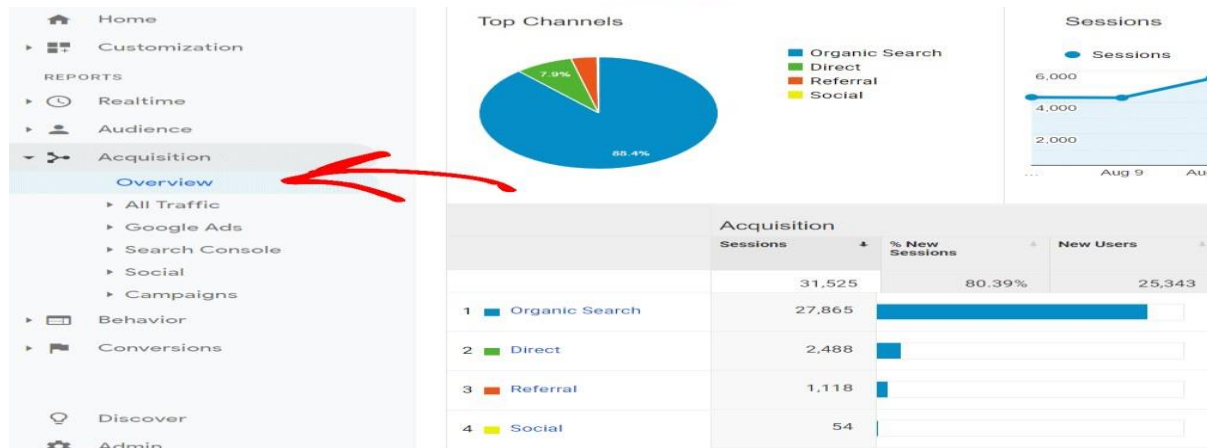


## Acquisition Report

As you are getting started with Google Analytics, Acquisition reports are extremely useful. It'll tell you how the traffic reaches your website.

Google Analytics will divide your web traffic into four categories:

- Organic Search: it's the traffic that comes from search engines like Google or Bing
- Direct: this is the traffic that arrives when someone types in your website's URL, opens your website through a bookmark or when Google cannot recognize the traffic source
- Referral: it's the traffic that comes from any source other than search engines, such as a link on another website or a YouTube video
- Social: this is the traffic that arrives from social media platforms like Facebook or Twitter



If you want more detail, you can dig deep in Acquisition report to find traffic sources.

For instance, if you want to know which search engine is bringing in the most organic traffic, select Acquisition >> All Traffic >> Source/Medium. It will show exactly how many visitors come from which search engine.

## Behavior Report

When it comes to finding out what your visitors are doing on your website, you need to look at the Behavior report in Google Analytics. In its Overview, it will show you a quick snapshot of your visitors' behavior:

- Pageviews: the total number of pages viewed by your visitors
- Unique pageviews: when an individual user has viewed a certain page at least once on your website
- Average Time on Page: it's the average amount of time a visitor spends viewing a web page on your website
- Bounce Rate: the percentage of visitors that only view a single page and leave without interacting with it
- Percentage Exit: it tells you how often visitors exit your website's page (or set of pages)



Besides these metrics, you can also see the top-performing pages of your website.



You can go a step further and find out your user's behavior by looking at the Behavior Flow report.

It gives you a complete picture of your visitor's journey. You can see the page from where your visitor enters the website and from where he or she exits.

Next, you can view the Site Content report to see how different content types or pages perform.

## Conversion Report

Finally, we're on to the last report offered by Google Analytics, **Conversion**. As the name suggests, it tells you how your website's conversion rate is performing.

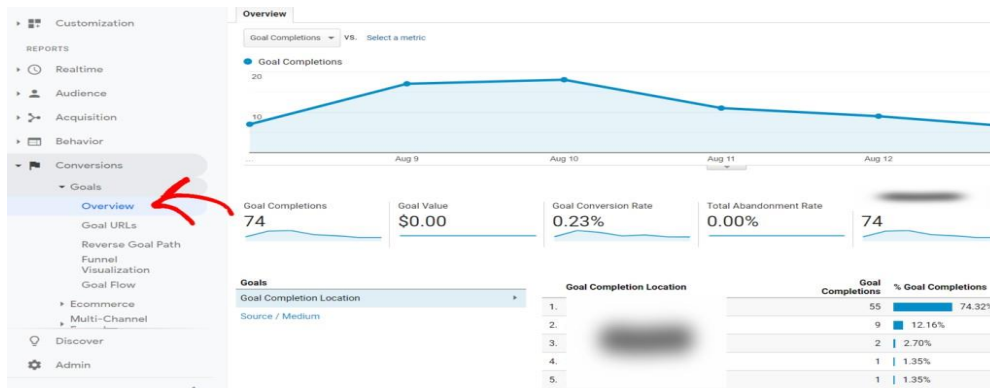
### What is conversion rate?

Conversion rate is simply any activity completed by a visitor. It can be downloading a video, buying a product, or subscribing to your newsletter to grow your email list.

As a beginner, we'll keep this section short as it requires advance setups, like creating a goal in Google Analytics or setting up ecommerce tracking.

But to understand how Google Analytics works, we'll give you an overview of two reports that might be useful to you, Goals and Ecommerce.

Under **Goals**, you can go to **Overview** and see the total goal completions on your website, like visitors purchasing a hat. It also shows you the location where goals are completed the most.



And if you're running an online store, then Ecommerce section is important for you. It shows individual product performance, sales performance, order size, and time of purchase. All these metrics can help you improve your online store and boost conversions.

## Customer engagement

In an era of IMC, companies are sensitive to the need to maintain a substantial degree of uniformity of the marketing message across disparate marketing media vehicles. This consistency of information across the offline and online domain enable companies to develop a relationship with the consumers by moving him up the attention engagement continuum. Digitally savvy companies have thoroughly integrated their presence across disparate channels to ensure consumer engagement.

## Affiliate marketing and strategic partnership

This was popularly known as 'referral marketing' in the good old days. Companies would pay referral fees to agents, employees, customers, and anyone who would give reference of potential buyers or send customers to their shops by giving reference.

Affiliate marketing, in the form that we know today, was pioneered by William j Tobin. He had a company called PC flowers and gifts. The company started the first referral program in the year 1989. But, the popularity of referral marketing increase when Amazon launched the associates program in 1996. It was made more popular by commission junction and click bank, which launched affiliate networks. It is an intermediary between affiliates and companies selling products and services.

Today the size of affiliate marketing business has crossed \$5 billion. Apart from Amazon, flipkart, snapdeal, and paytm, smaller companies have also started affiliate marketing programs to increase their reach of customer. It has become an effective tool both for attracting new customers as well as retaining the existing customers. In developed markets like USA and EUROPE companies are getting 10 to 20 percent of their business through affiliate networks.

The goal of using an affiliate marketer is to increase sales which is be a win-win solution for the merchant and the affiliate.

## **Definition**

Investopedia gives the definition, “it is an advertising model where a company pays compensation to third-party publishers to generate traffic or leads to the company’s products and services. The third-party publishers are referred to as affiliates and the commission fee incentivizes them to find ways to promote the company.”

## **TYPES OF AFFILIATE MARKETING PROGRAMS**

**1- Content affiliates:** affiliates in this category run content sites and monetize their sites traffic, by sending users to advertiser’s pages via banners or text links. These sites can either be general interest sites, in which case they target high volumes of traffic, or niche content sites, in which case the traffic volume is not as high, but the conversion rate is much higher, providing the selected affiliate program is related to the content site.

**2- PPC (Pay-Per-Click):** PPC affiliates use their PPC advertising experience or knowledge in order to send users directly to advertisers’ websites, usually via Google Adwords, but also via facebook and other search engines. This type of affiliate marketing entails a relatively high, risk, as affiliates pay users on a per click basis, but only receives payment from the network once a sale or lead has been completed.

**3- Social media affiliates:** The rise of social media and community sites like facebook and twitter have lead to the creation of a new type of affiliate, who sends users via his/her account on social media websites. Affiliates in this category don’t rely on their sites’ users, but on their circle of friends, followers, members of various social media accounts like facebook pages, twitter accounts, boards on pinterest etc.

**4- Email/Newsletter affiliates:-** These affiliates own database of user emails, to which they regularly send out offers and suggestions via newsletter. As with any communication via email, it is crucial that the respective regulation and best practice is followed, i.e., all emails have been collected legally and all users have proactively requested to receive email from the affiliate. Newsletter usually contains offers and other promotions.

**5- Shopping service affiliates:-** affiliates in this category include websites that have been created in order to offer a specific service designed to help and promoted online purchases. Examples of sites of this type are price comparison websites, meta search engine, review sites, aggregators etc. in reality monetization of these sites comes from the content itself, as users are redirected to retailers sites in order to complete their purchase.

**6- Price comparison affiliates:** - it sites take the requirement details from your side and then returns results based on your requirement. They are usually sorted by popularity, price, or key features. The user can then lock on his/her selection based on the information, all presented in one place.

**7- Coupon/cashback sites:-** A cashback website is a type of reward website that pays its members a percents of money earned when they purchased goods and services via its affiliates link. When a customer makes a purchase online instate of visiting the retailer directly, they may choose to follow a link from a cashback website to generate a monetary reward when buying products or services.

## **AFFILIATE NETWORKS**

Affiliate network or affiliate brokers act as mediators between affiliates and merchant websites with affiliate program. They track all activity arrange all payment, and help affiliate set up the necessary likes on their website. Additionally, affiliate network helps recruit affiliate by including an online merchant's affiliate program in their directory. Different affiliate networks offer different extra features, but most have a help centre and a place affiliates and merchants can go to view reports of their traffic.

Affiliate networks are a real convenience for prospective affiliates because they present a wide variety of affiliate program in one central location. They make it much easier to find a good program that is appropriate for your site.

In return for the convenience they provide, affiliate networks take a cut of each transaction. Typically, a network takes somewhere around 20 percent of the commission.

There are all sorts of affiliates, from top websites to small personal pages. Basically, any website can join an affiliate program, and if they choose well, they can make some money off it.

Some sites, such as memo link, my points, are just big collections of affiliate programs. These sites join a variety of pay- per-click or pay-per-lead program and then pay their visitors a fraction of the commission on each click or reward them with prizes.

## **AFFILIATE PROGRAM PAYMENT**

There are three basic types of affiliate program payment arrangements.

1- **pay- per- sale**( also called cost- per- sale):- Amazon.com's affiliate program is an example of a pay-per-sale arrangement. In this arrangement, the merchant site pays an affiliate when the affiliate sends them a customer who purchases something. Some merchant websites, like Amazon.com, pay the affiliate a percentage of the sale and others pay a fixed amount per sale.

2- **pay-per-click** (cost-per-click):- In these programs, the merchant site pays the affiliate based on the number of visitors who click on the link to come to the merchant's site. They don't have to buy anything, and it doesn't matter to the affiliate what a visitor does once he gets to the merchant's site.

3- **pay-per-lead** (cost-per-lead):- companies with these programs pay their affiliates based on the number of visitors they refers who sign up as leads. This simply means the visitors fills out some requested information at the merchant site, which the merchant site may use as a sales lead or sell to another company as a sales lead.

There are a number of other arrangements as well, a company could set up an affiliate program based on any action that would benefits them, and they pay their affiliates bases on the number of customers the affiliates send them who perform that action.

## **HOW TO BECOME AN AFFILIATE**

If you are interested in getting involved in affiliate programs, the first thing you have to do is decide whether you want to become an affiliate, want to acquire affiliates, or both. If you run an e-commerce site and would like to increase your sales, you might want to start your own affiliate program. If you run a small content site as a hobby and would simply like to bring in a little money to cover production costs, joining a few programs as an affiliate would be a good option. Your best option depends on what aspects to affiliate programs could best serve your site and how much you are willing to spend.

Becoming a affiliate is relatively easy. Go to an affiliate network site and fill out an online applications to become a member. The application will ask for some personal information and information on your sites and will have you agree to a service agreement. Most affiliate networks are completely free for affiliates.

## **AFFILIATE LINKING METHODS**

An affiliate can link to a merchant site in a number of ways. The best link choice depends on the nature of the affiliate and the nature of the merchant. Each kind of link is specially suited for particular purposes. Common types of links includes:-

- Text links
- Banner links
- Search box
- Link to the home page
- Product specific link
- Storefronts
- Co-branding
- Registration

## **THE FUTURE OF AFFILIATE MARKETING**

The terms of an affiliate marketing program are set by the company wanting to advertise. Early on, companies were largely paying cost-per-click or cost-per-mille on banner advertisement. As the technology evolved, the focus turned to commissions on actual sales or qualified leads. The early



affiliate marketing programs were vulnerable to fraud because clicks could be generated by software, as could impressions.

Now, most affiliate programs have strict terms and conditions on how the lead is to generated. There are also certain methods that are outright banned, such as installing adware or spyware that redirect all search queries for a product to an affiliates page.

Over the past few years, affiliate program have grown enormously in popularity, taking many interesting forms. For many websites that don't deal much in e-commerce themselves, functioning as an affiliate is a good way to partipate in e-commerce.

## **CRM & CX in digital marketing**

### **What is CRM**

Customer relationship management (CRM) applications and strategies are critical to the success of a modern business. The term CRM ostensibly refers to a set of applications that firms use to manage customer data, analyze customer interactions, receive the most relevant customer data in real-time, and use this data to update and improve customer relationship strategies as and when a firm receives the data. CRM systems and applications are designed to broadly compile customer data across multiple different channels of communication including emails, phone, social media, websites, live chat, and direct email.

CRMs are designed to provide team members tasked with bettering customer relations with comprehensive data such as personal information, key preferences, purchase history, keyword patterns, interests, concerns, and other forms of relevant data. CRM applications have massively improved a firm's ability to interact and respond with its customers.

### **CRM is vital to e-commerce**

Specifically, a customer would look up something on Amazon. Amazon's CRM would remember this and re-display this information to the user when the user is using Facebook and Twitter, send emails about the same to the user, and suggest the recommendation when the user revisits Amazon. The value CRM brings to brand is important as an increasing number of customers are always on and always connected. As online shopping on mobiles continues to rise, we can only expect the number of digitally influenced sales to increase.

### **CRM allows you to target digital marketing services**

With the data firms glean from CRM applications, they can engage in digital marketing that specifically targets individuals with great precision. By understanding what makes a customer or a prospective customer, businesses are able to figure out the best possible way to target their users. Based on an individual's browsing history and social media preferences, the individual is presented with information in a different manner than his or her contemporaries.

By offering a personalized and targeted approach, businesses can improve their image in the eyes of their customers. The right CRM tool could often be the difference between success and failure for your business.

### **CRM is incredibly cost-effective for businesses**

Probably the best aspect about CRMs is that they are incredibly cost-effective. The right set of CRM tools will reduce the manual load on staff members, require next-to-no paperwork to deal with customer data, and allow businesses to use fewer resources to meet their needs. CRMs will undoubtedly be an expensive investment at the onset, especially for a new business, but its benefits are clear for all to see.

CRMs minimize wasteful expenditure and make the entire digital marketing process a far more nuanced and thoughtful landscape. It allows firms to determine what type of customer relationships and interactions must be prioritized at any given level in order to maximize a firm's sales and growth potential level

### **What is CX**

Digital customer experience management is understanding how people interact with your brand online. Organizations today must find a way to create emotional connections with their users on their mobile devices, let their customers provide feedback, and respond to those issues.

### **Where Do You Start with Digital CX?**

When building out your CX program, mapping the customer journey is critical. This includes identifying key moments of truth— moments of consumer brand interaction that shape brand perception and loyalty. As we become increasingly digital, many of these key moments of truth are happening online. In a recent study conducted by Qualtrics, more than 65% of customers said that their experience on the website or app would be at least a “very important” factor in their willingness to recommend a brand.

### **These Days Digital Also Means Mobile**

Within digital, mobile specifically is an inherent part of today's digital experience. Global mobile and tablet internet usage exceeded desktop use for the first time in 2016 and we also see that 82% of consumers turn to mobile to help make a product decision. Consumers are also turning more to digital for support, with web or mobile self-service support usage outranking speaking with an agent over the phone (Forrester, 2016). It is abundantly clear that these digital moments, across platforms (mobile, tablet, or desktop) are shaping essential KPIs that will ultimately inform the path to purchase, as well as retention. A mobile-first mindset as part of your CX program design and management is more important than ever.

Many organizations look at the digital experience as a singular event, when really the digital experience itself consists of many different journeys that determine if the overall customer experience was positive. For example, was it a consumer coming to buy something that caused the positive interaction, or a consumer coming to get support? Did the brand interaction inform the purchase decision at that

moment, or was the visitor simply conducting their own competitive comparison or price shopping exercise?

In order to diagnose, gain actionable insight, and fix digital experiences on your website, an effective program design will include the following steps:

### **1. DIVE DEEP INTO THE KEY JOURNEYS TO GAIN ACTIONABLE INSIGHTS**

The key to getting personal insights is asking the right questions at the right moment. Dive deep into certain touch points to see where your customers are enjoying the experience or getting stuck. For customers who have shopped with you in multiple environments (desktop, in-app, in the physical store), look for persistent pain points across their experiences. These are likely your brand promoters and you want to keep them happy.

### **2. PROVIDE USERS A WAY TO PROVIDE FEEDBACK**

With any digital customer journey, you won't get the design completely right at first, so it's important to give your users a place to easily provide feedback in order to improve their experience. This can be in the form of an always present feedback tab, like the one we have on Qualtrics.com or a website chat function. The data is invaluable to improve the customer journey and when you implement their feedback, customers know that you care. Recovering from a misstep in the customer journey starts with asking for feedback.

### **3. TRACK AND DIAGNOSE POTENTIAL HIGH-LEVEL PROBLEMS WITHIN YOUR SITE OR APP EXPERIENCE**

During this stage of your customer experience program, your goal is to figure out which journeys are common and diagnose the broad problems within them. You should also find out what is resonating with your audience so you can keep that on the journey. Here you'll capture high-level metrics like the goal of the app visitor, and the likelihood of the visitor to recommend or return to your site. You'll want to establish baseline metrics so you can measure and assess trends over time.

## **Email-marketing**

1. What is email-marketing?
2. What are various types of emails used in e-mail marketing?
3. How email marketing is impacting business's performance?

What is email-marketing?

### **Email-marketing**

"Promoting the products and services through email". Moreover, it is not limited to promotion of the products and services; it can also be used for building relations with the customers and to reach out the potential customers. Further, email marketing helps businesses to keep their customer informed about various events and transactions.

Let's have a look at a few statistics about e-mail marketing to understand the opportunities of and significance of email and email-marketing.

### **Extensive use of emails.**

The total number of email users, in the year 2017 was 3.7 billion and it is further projected to grow in the year 2022 to 4.3 billion users (Statista, 2018). It is clear that half of the world population is using email and it is a good opportunity to include email marketing in overall promotion portfolio.

### **Large number of email sent on daily basis**

Have you ever thought how many mails are being sent and received on daily basis throughout the world? The number is amazing. In the year 2017, 269 billion mails were sent and received on each day and this number will further grow to 333 billion daily mails in 2022 (Statista, 2018). There is no doubt that over a period of time numbers of new ways of communication have emerged. However, email marketing is continuously growing and remained popular choice of marketers.

### **High return on investment**

The question is always asked about the return on investment in email marketing. You will be happy to know that According to DMA, 2018 for every \$1 you spend on email marketing, you may expect return of \$32 which seems to be very impressive!!!!

### **Driver of business growth**

Customer acquisition and retention is the important element of customer management for all types of businesses. According to Emarsys, (2018), 81% of small business enterprises rely on email as their primary channel to acquire the customers. There is no doubt that social media platforms, organics search, paid search etc are playing very significant role in the overall marketing process. However, when it comes to customer acquisition, email marketing tops the chart because of its direct reach and impact.

### **Open Rate of Welcome mails is very High**

To assess the success of email marketing strategy, open rate is very vital metric that shows how frequently, your customers are opening the mail. Have you ever thought how many people open the emails? Let us talk of statistics. According to GetResponse, 2017, the average open rate of email is 20.81%. You will be surprised to note that, Average open rate of welcome email is 82%. With such a high open rate of welcome emails, it offers good opportunity to collect and leverage the relevant information from the customers.

### **Personalization is the Key to email marketing:**

As previously mentioned open rate of email is 20.81%. However, personalized emails can impact the open rate up to great extent. According to Yes Lifecycle Marketing, (2017) email with personalized subject line generates 50 % more open rate. Therefore, email marketing will work with more success when, personalized mails by including the name of recipient in the mail.

### **Abandoned Cart Emails can do wonder for you**

An abandoned cart mail is a follow up mail sent to the someone who adds items to carts and left the site without making purchases. You might have noticed that sometimes customers browse the site extensively, put some items in the cart and exit from the site without completing the checkout process that may be detrimental to the business performance. A business can, regain the lost customers by sending them abandoned cart mails to them. According to Omnisend (2018), by sending three abandoned cart mails results in 69% more orders than a single mail?

### **Interactive Emails increase the engagement**

We discussed the relevance of engagement in one the modules in the beginning of the course. Email sent to prospects or customers creates engagement by offering more interactive content in the mails. Statistics shows that just adding video to the email can increase the click rate by 300% (Martech Advisor's 2017). Inserting sliders, Gifs, collapsible menus increase the Interactivity of emails

### **Customers are eager to listen from brand**

Do our customers really want to listen to us? Interesting statistics says YES. According to (Statista 2017) 49 % of customers said that they would like to receive promotional mail from their favorite brands weekly. With this statistics, it is evident that your customers would like to listen from you and you need not to worry of sending frequent mails to your customers.

### **Mobile Audience is accessible through emails**

With the increased penetration of smart phones, marketers are always looking for ways to reach mobile users. There cannot be better way of reaching them out through emails as according to IBM (2018) , 49 % of all emails are opened using mobile phones. By looking at the statistics, it is clear that email marketing always stood in the test of time. If you really wants to acquire the customers and wants to build the long term relations with them, you cannot ignore the email marketing

### **Types of emails for Marketing**

After understanding the, significance of email marketing with the help of statistics, this is time to talk more about email marketing, various objectives and types of mails. As you know, promotion is not the only purpose of email marketing.

There are three types of email from marketing purpose perspective. And these are

- 1. Transactional**
- 2. Relational**
- 3. Promotional**

#### **Transactional Purposes**



Transactional purposes are set to facilitate the transactions with the customers. For this purpose transactional e-mails are used. There are various forms or types of Transactional mails. Let us discuss them.

- **Order Confirmations:** Order confirmation e-mails are sent immediately after successful order placement. Example: order confirmation mail received from Amazon. The open rate of such emails is very high as every customer is interested in knowing the details of the order. Moreover, such mails assure customer that everything is according to the order that a customer has placed. Most of the brands don't make any attempt to optimize order confirmation mails.

But look at the strategy of Amazon what they do to optimize the Order confirmation mails. Amazon is also recommending us Top few products based on his/her interest or the products that I previously purchased. It will surely help the brand to use order confirmations for future mails.

- **Purchase Receipts**

Purchased receipts emails are just like order confirmation mails. Such emails present details of your orders. The open rate of emails is very high. These mails can also be leveraged for growth purpose.

- **Shipping Notices**

Shipping mails really excite customers. These mails are sent when items are shipped to the customers. A customer can track the delivery status of the items by using tracking link embed in the mails. Here is the template of shipping mail.

Although, the purpose such mails is to update the delivery status. However, these mails can be leveraged to increase the traffic to website or to the social profiles like this one.

- **Account Creation**

These mails are sent when a new account registration or account is created for shopping purpose with login credentials of the customer. Here is an example. Although, there is nothing to leverage in case of such mails but customers may be asked to go for social sharing

- **Return Confirmation**

Nothing technical, return confirmation mails are sent, when a customer request to return the items purchased because of whatsoever reason. Such mails can also be used to offer discount, deals, and coupons to regain the customer. Moreover, you may also promote other products based on the browsing history of the customer.

- **Password Reminders/ Reset emails**

Most of the password reset mails contain nothing but a link to reset password.

- **Unsubscribe Confirmations.**

These mails are usually sent in an automated mode when someone unsubscribes the services. There is not much to do with such mails. However, you may ask the customer for reasons of unsubscribing. It may help you in managing the future customers.

- **Relational Mails**

The second type of mail category is relational mails. Relational mails play a very significant role in engaging the customers and to build the long term relationship with them. For this purpose different types of mails are used. Let me give you the overview of such types of mails.

- **Welcome mail**

I think we all must have received this type of mail at least once in the last few days. This type of email is sent immediately to the new contact automatically. This mail introduces the subscriber to the brand and explains the benefits of being in the contact list

- **Gated Content Delivery**

You must have noticed that sometime if we want to download free book, brochure, and any other free information we have to pay price for that either in the form of exchanging our email ID or social sharing. The content that you will download is called gated content. Usually an automated mail is sent having a link to download the content. Though this mail seem to be transaction one but there is a lot of scope to use this mail creatively

- **Sending newsletters or Blog Articles**

Every blog writer aims that subscribers of his blog should receive the alert of new articles when it got published automatically. This is done by sending automatic mails to the subscribers. Here is an example this type of mail.

- **Confirmation of Webinar or Event Mail**

Again it is very common type of mail, which is usually sent to confirm the date and time of the event or webinars. This type of mail is both transactional and relational mail. As a transactional mail, you have to confirm the date and time to enable the subscriber to make the schedule. As a relational mail, you have to optimize the mail in such a way that they will opt for your services and will be with you in the future as well as your customer.

- **Promotional Emails**

Promotional mails are powerful tool to acquire the new customers as According to Direct Marketing Statistics 66% of consumers have made a purchase online as a direct result of an email marketing message.

- **Promotional Content**

Every day, we receive promotional mails having promotional content of products/ services/ events etc. A promotional content may be defined as a content that is perceived as valuable to the audience and it generates sales for brands sending promotional content. This is my personal Gmail account. And you can see various Promotional mails are there, Let me open this one. Yes, it contains promotional content about various products of the company.

- **Sale Announcement emails**

Sales announcements are sent to the existing or potential customers from time to time by the brands. These mails plays significant role in engaging the customers than any other mail. To improve the open rate the subject line of sales announcement mails should be very catchy

- **New Product Release**

The role of email marketers is to take the new subscribers through the customer journey from the stranger to partner. New product release mails are sent to both existing as well potential customers. You may leverage such mails by offering discounts, deals and first time buyer coupons similarly; there can be other promotional mails such as Webinar Announcements, Event Announcements, Trial Offer, and Upgrade Offers.

### **Various platforms that are being used by email marketers.**

#### **Constant Contact:**

First, we have Constant Contact bulk mails sender that you can use for email marketing purpose. This is a premium platform. However, you can use it for free of cost for one month.

Let us have a look at few features of this platform It supports drag and drop editing that mean various elements of email like images, links, fields, videos can be added to ,ail format by just dragging and dropping.

According to the official website, it helps in driving more sales in a less period with automatic systems. Further, it supports ecommerce e-mail marketing where you can acquires new customers, engage them, and segment the customers on the basis of some pre defines criteria .

By using this platform, you can manage the contacts easily like you can directly upload excel files, data from sales force or any other source.

**Get Response:** Get response is popular email marketing. But it offers you many more features just than email marketing. According the website of get response it has more than 350,000 Business users as on date and is further growing. It has some very good unique features like designing of landing pages, setting of webinars and auto funnel. This platform has the power to integrate with most of the popular apps like Wordpres, Facebook ,Paypal etc.

**MailChimp:** MailChimp, a simple and very effective tool of email marketing is primarily used by bloggers and small websites because of its free plans. The popularity of this platform can be seen from the statistics provided on its website that over 1 billion emails are sent per day using this platform. This platform has all advance features that are essential for email marketing like email automation, landing pages, integrations, social media ads etc.

Under free plan, you can add up to 2000 subscribers and send 10000 mails per month. Most of the blogger and small business are using this platform because of its cost effectiveness.

**AWeber:** AWeber is another very popular tool for email marketing almost for the 18 years in the market. It has all important features starting from basic to advance. You will get access to drag and drop email editor, pre designed email templates, Email automation, Split testing, Auto responder, and integration to various platforms.

### **Drip**

Drip is the fast growing email platform specially designs for bloggers, marketers and ecommerce websites. This tool is often called intelligent marketing automation as it does so many things for you like collection of customer data, personalization, engagement and optimization. This platform is suitable for those businesses who sell lot many products and wants to create complex marketing sequence. The good thing about this platform is that its starter plan up to 100 subscribers and unlimited mails is free for ever.

Similarly, there are other email marketing platforms: SendInBlue, ConvertKit, Keap, MailerLite, Active Campaign.

## **CONTENT STRATEGIES**

### **What Is Content Strategy?**

Content strategy refers to the management of pretty much any tangible media that you create and own: written, visual, downloadable ... you name it. It is the piece of your marketing plan that continuously demonstrates who you are and the expertise you bring to your industry.

You might've heard how important content creation is to the growth of your business, but as you'll see throughout this post, it needs to have a well-planned purpose. When you develop a content strategy, there are some key things to consider:

### **Whom you're Creating Content For**

Who's the target audience for this content? For how many audiences are you creating content? Just as your business might have more than one type of customer, your content strategy can cater to more than one type of reader or viewer.

Using a variety of content types and channels will help you deliver different content to each type of audience you have in mind and engage everyone your company does business with.

## **The Problem it's Going to Solve for that Audience**

Ideally, your product or service solves a problem you know your audience has. By the same token, your content coaches and educates your audience through this problem as they begin to identify and address it.

A sound content strategy supports people on both sides of your product: those who are still figuring out what their main challenges are, and those who are already using your product to overcome these challenges. Your content reinforces the solution(s) you're offering and makes your customers more qualified users of your product.

## **What Makes You Unique**

Your competitors likely have a similar product as yours, which means your potential customers need to know what makes yours better -- or, at least, different. This is where content comes in. In order to prove why you're worth buying from, you need to prove why you're worth listening to.

## **The Content Formats You'll Focus On**

What forms will your content take? Infographics? Videos? Blog posts? Having identified the topics you want to take a position on, you'll need to determine which formats to budget for so you can best express that position.

## **The Channels Where It'll Be Published**

Just as you can create content in different formats, you'll also have different channels you can publish to. Channels can include owned properties, such as your website and blog; and social media properties, such as Facebook and Twitter. We'll talk more about social media content strategy in the step-by-step guide later in this article.

## **How You'll Manage Creation and Publication**

Figuring out how you'll create and publish all your content can be a daunting task. It's important for a content strategy to know who's creating what, where it's being published, and when it's going live.

Today's content strategies prevent clutter by managing content from a *topic* standpoint. When planning a content calendar around topics, you can easily visualize your company's message and assert yourself as an authority in your market over time. Learn more about topics in content strategy in the video below.



## **How to Create a Content Marketing Strategy**

### **1. Define your goal.**

What's your aim for developing a content marketing plan? Why do you want to produce content and create a content marketing plan? Know your goals before you begin planning, and you'll have an easier time determining what's best for your strategy. (Want help figuring out the right goals? Download this goal planning template.)

### **2. Conduct persona research.**

To develop a successful plan, you need to clearly define your content's target audience -- also known as your buyer persona. This is especially important for those who are starting out or are new to marketing. By knowing your target audience, you can produce more relevant and valuable content that they'll want to read and convert on. If you're an experienced marketer, your target may have changed. Do you want to target a new group of people or expand your current target market? Do you want to keep the same target audience? Revisiting your audience parameters by conducting market research each year is crucial to growing your audience.

### **3. Run a content audit.**

Most people start out with blog posts, but if you want to venture out and try producing other content pieces, consider which ones you want to make. For instance, if you've been doing weekly blog posts for the past year, creating an ebook that distills all your blog posts into one ultimate guide would be a one way to offer information in a different format. We'll go over several different types of content you can use further down on the list.

If you've been in business for a while, review your content marketing efforts and the results from it in the last year. Figure out what you can do differently in the upcoming year and set new goals to reach. (Pro tip: Now is a great time to align your team's goals with the rest of your organization's goals.)

### **4. Choose a content management system.**

Have a system in place where you can manage your content. A few vital parts of content management include content creation, content publication, and content analytics.

## **Consumer segmentation, targeting and positioning using online tools**

### **INTRODUCTION**

Companies spend a lot of time in engaging the consumer in the virtual domain and building participatory environments. Now, the companies need to be able to harness this consumer engagement participation. This is done by understanding what the consumer is stating online and segmenting the consumer on the basis of his demographic profile, psychographic preference, thoughts, and comments.

Following the process of segmentation, the companies can build consumer profiles. These profiles help companies in the following ways:

- Targeting consumers separately to achieve greater conversion; and
- Building brand positioning

The consumers have shown their willingness to purchase online. Companies that are able to modify their processes and invest their marketing resources and align their messages to suit the online consumers, who are more interested in a targeted campaign, will benefit the most.

### **KNOWLEDGE DISCOVERY AND DATA MINING**

It is the non-trivial process of identifying valid, novel, potentially useful and ultimately understandable patterns from large collections of data. Data mining is concerned with the actual extraction of knowledge from data. The web captures several aspects of human endeavors and provides a fertile ground for data mining, which is playing an important role in meeting the challenges of the intelligent web. Gaining insight into the consumer thought process, enables prediction of consumer behavior, creating segments of consumers, identifying consumers at the risk of churn, analyzing responses to campaigns, and retention strategies.

Data mining applications perform the analysis and extract relevant consumer information. Knowledge discovery and data mining is an interdisciplinary area focusing on methodologies for extracting useful knowledge from data for business intelligence.

The ongoing rapid growth of online data due to the internet and the widespread use of databases have created an immense need for KDD methodologies.

Consumer profiling is one of the major areas of the applications of data mining for knowledge-based marketing. This is of relevance because consumer behavioral data are a more valuable source of information than consumer demographic data. Sentiment mining is one such data-mining technique.

## **DIFFERENT METHODS FOR CONSUMER SEGMENTATION**

There are several ways to segment consumers. Segmentation can be done on the basis of their behavioral characteristics, demographic, and psychographic information, social status, or even benefit segmentation. The following section explores various ways of segmenting and targeting online consumers.

- **Consumer segmentation:-**
  - **Geographic**
  - **Demographic**
  - **Behavioral**
  - **Psychological**
  - **Benefit**

Efficiency and significance of marketing activities change according to the market segmentation. The traditional marketing segmentation methods have to be adapted to the online domain as the market structure changes.

### **GEOGRAPHICAL SEGMENTATION**

Internet- penetration and internet-usage rates of the consumers in a specific geographical location will become the basis of geographic segmentation. In addition, the internet-usage trends, purchasing patterns and preferences of consumers, and response to change in technology across a geographical location in a specific product category will be significant.

### **DEMOGRAPHIC SEGMENTATION**

This refers to market segmentation based on demographic variables such as age, gender, family size, family life cycle, income, occupation, religion, ethnicity, race, and nationality. Demographic factors are the most common criteria for dividing the market into groups of customers, which are as follows:-

- Most of the demands and needs show a significant change in the effect of demographic change.
- These variables are much easier to measure than other variables.
- Demographic data of online consumers is easily available from their online profile.

### **BEHAVIOURAL SEGMENTATION**

Customer behavioral segmentations based on usage time, situation, loyalty helps to divide the consumer population into different groups. Associated factors are occasion, expected benefits, user characteristics etc.

## **PSYCHOGRAPHIC SEGMENTATION**

Here, customer would be divided into different groups based on their lifestyle, personality, interest, expected benefits, and consumer personality traits. These consequently influence needs, desires, and shopping behavior, including choice of media usage, activities and interests, and eventually consumer buying patterns.

### **Consumer segmentation in the virtual space**

There are several automated tools available to organization for consumer segmentation in the virtual space. For Facebook, a tool such as micro-strategy, social intelligence, stresses on the need to build facebook applications, to aid an organization's consumer segmentation efforts.

Two important observations are as follows:-

- Facebook page provide news and dialog with consumers but cannot be targeted.
- Facebook advertising allows targeted messages but offers very limited dialogue.

## **FACEBOOK AND DATABASE MANAGEMENT**

Facebook collects a wide range of data. This information pertains to understanding the following:-

- Consumer demographics
- Page likes
- User activity
- Users reach and influence through network information

Companies can make use of analytical applications such as Micro strategy wisdom which can be used to deliver valuable insights about an organization's facebook app users.

## **BENEFITS**

- The tool allows organizations to choose from hundreds of segmentation criteria. Once a company has decided on the segmentation criteria and psychographic profiles, the company can divide the potential consumer base into homogeneous groups.
- Analysis of these segments by investigating and understanding the details can enable companies to personalize the App experience or marketing campaigns for individually defined segments.

## **POPULARITY OF BRAND PAGES**

The heat map visualization helps organizations to identify pages 'liked' by a population segment. Each page is organized into its facebook category, with size and colour code according to the number of fans and an affinity index score. Hence, companies can find what pages are most popular with their facebook

fans. More importantly, they can use the 'affinity index' to find how much more popular some pages are with a segment compared to the entire fan population.

## **CONSUMER PSYCHOGRAPHIC PROFILES AND CONSUMER SEGMENTATION**

Segmentation tools provide complete libraries of psychographics profiles. These libraries can be used by companies to profile consumers. Companies can assign psychographic profiles to their app users based on demographics, activities, and page-like interests.

Some examples of psychographics profiling are as follows:-

Basic communicators	Consumers that use the internet mainly to communicate via e-mail
Lurking shoppers	Consumers that employ the internet to navigate and to shop heavily
Social thrivers	Consumers that exploit more the internet interactive features to interact socially, by means of chatting, blogging, video streaming and downloading.

## **BENEFIT SEGMENTATION**

It provides a valuable window into the mind of the consumer by addressing the question: what does the web offer consumers and what do consumers seek from the web? Convenience in shopping is one of the most obvious advantages. Similarly, the ease with which information can be accessed can also become a strong point of the online environment.

## **Consumer targeting**

Past research studies have explored the usage of the Usenet on the internet as a marketing tool. The Usenet was a collection of online groups which were typically theme based. The accuracy in the identification of possible target segments made Usenet a very attractive proposition for marketers. It was observed that readers of specific news groups tended to be highly involved with the topics of the news group. Significantly, researchers also found that people who were absorbed in one news group demonstrated a low involvement in the activities of another news group. This subsequently enabled marketers to believe in the potential of online product and brand groups, which could be used for consumer segmentation and targeting.

Involvement implies momentarily diverting all our resources to the achievement of a specific activity. When an individual is involved in a particular online activity, he/she wants to see the completion of the



activity and is affected by all the information floating in that environment, which impacts the activity in question.

Garnering high involvement of consumers for specific online product groups could result in the development of superior online targeting practices.

### **ONLINE TARGETING**

- Predictive targeting
- Deterministic targeting
- Non- deterministic targeting

### **ONLINE TARGETING**

Mass marketing was proven ineffective since a majority of targeted consumers may not be interested in an advertised product. Mass marketing is very expensive and since only a small percentage of targeted consumers may be interested in the products, this mode of marketing and advertising is very cost ineffective. This creates the base for effective consumer targeting.

The likelihood of the consumer response forms the basis for the marketer's targeting efforts. As per Suresh vittal's research on applying customer value to online targeting strategy, forrester , 2009, consumer targeting in the online would can be classified into three types:

### **DETERMINISTIC TARGETING**

It is also known as rules-based targeting , this is the most commonly used approach and takes the form of 'if visitor performs the following actions, then offer x, y, or z'. or, even simpler,' if visitor belongs to segment A, then offer product x'.

### **MARKETING IMPLICATION**

In an offline scenario, this would employ offering specific products to consumers at the point of sales. For instance offer cheese and ketchup to a consumer who has purchased burger buns. In an online scenario, this would imply throwing up information such as people who viewed this page also viewed.

Typically, deterministic targeting implies that not only do consumers receive promotional information at the time of a purchase, based on their purchase behavior, but also the marketers and advertisers can push the consumers in an effectively real-time manner, specifically in the context of retailer for FMCG products.

Hence, organization can make changes and optimize their promotional campaigns accordingly.

### **NON- DETERMINISTIC TARGETING**

In addition known as self learning, this is when a decision system applies advanced analytics to train a model and apply it to making decision based on visitors behavior.

## **PREDICTIVE TARGETING**

This takes the second approach further and applies business rules, constraints, preexisting segmentation, and analytical techniques such as decision trees and neural networks to drive the targeting process. Not surprisingly this approach also required the most complete profile of the customer. What is not often discussed is the cost associated with each approach.

## **MARKETING IMPLICATION**

What market must recognize is that the act of targeting is not 'free' and has a cost associated with it. This cost is made up of system costs, data costs, analytical costs, and experience costs. Of these costs, the hardest to assess is the experience costs, that is, the cost of presenting an offer to a customer and the subsequent reaction and impact on future value. Companies also invest in response modeling where consumer response are used to drive organizational actions. For instance, if a consumer positively interacts with an organization or likes the company-generated content, his future actions can be predicted based on the degree of his affinity to the organization.

## **BEHAVIOURAL TARGETING**

Another technique that is proving to be an effective targeting methodology for consumers visiting online stores is behavioral targeting. For instance, during a visit to an organization online store, a consumer may have viewed items from a particular brand and the behavioral targeting tool may then use that information to show those consumers corresponding banner advertisements depicting information on the same brand he had viewed earlier.

## **FEATURES**

- Profile visitors to a company website in real time in order to provide them with customized offering.
- Most of the tools can work in synchronization with Google analytics.
- Primary information of value includes data pertaining to cookies, consumer IP addresses, links clicked by the consumer, keywords used for search, products clicked on etc.

## **BRAND POSITIONING ONLINE**

Brand positioning is about differentiating a brand to stand out before a target audience by demonstrating it as more significant than the competing brands. Traditional positioning strategies are based on one of the several variables such as the following:-

- Category
- Image
- Unique product feature
- Benefit



## MODULE - III

Google Analytics, AdWords, Ad Sense : Display advertising, different type of ad tools, remarketing, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, Mobile Marketing : Best practices of mobile marketing, types of mobile marketing.

## **DISPLAY ADVERTISING**

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### **CONCEPT OF DISPLAY ADVERTISING**

Display advertising refers to the act of communicating the advertising message using visually rich media. The main objective of display advertising is to build brand image. The first step in building brand image is to create awareness. Display advertising is very powerful in creating awareness as it is a push medium, and hence can be shown on websites with huge traffic to reach maximum users. The mode of communication may be through traditional media or digital media. Traditional media includes print (newspapers, magazines, pamphlets, journals, etc.) and television.

Display ads can be either native or non-native. In native/ advertising, the ad content and outlook is native to the environment of the page on which it is being displayed. Unlike banner (display) ads which are easily identifiable and differentiable, native ads are not easily differentiable as they blend well with the content of the page, its environment and context.

### **Display Advertising Media**

Do you know that ads on TV and print are also a form of display advertising? The most important objective of display advertising is awareness and brand building. For awareness, the most important requirement is 'Reach'. The metrics for measuring the reach is different in different mediums of display advertising (Figure 2.2). Each of these modes has its own set of pros and cons. For this chapter, our interest lies in the online mode.

### **Print Media**

Print media is the most traditional mode of communication and has been there for several years. The metric for measuring the reach in print media is the circulation or number of readers. Figure 2.3 is an example of display advertising in the print media.

### **Television**

Television advertising has video content and has better engagement rates than the print media. The metric for measuring the reach in TV is the number of viewers.

### **Digital**

Display advertisements include ads served both via mobile and website. The metric for measuring the reach in digital is unique users and page views. Figure 2.4 is an example of display advertising in digital media.

### **Unique Users**

Unique users are distinct individual users who have visited a particular site. This number is tracked based on either the cookie ID of the browser or the IP address of the device from which a user browses the website. Whenever someone opens a website for the first time, a cookie is stored in the browser of

the device they are using. From then on, no matter how many ever times they open the website during a period from the same browser and device, they will not be counted as a new unique user.

### Page Views

Whenever an individual visits a new page on a website, it is considered as a page view. This visit may be by a repeat audience or by a first-time visitor to the website. For example, consider that you opened Yahoo for the first time in your device. The figures show the unique visitors count and page views count. Let us assume that you are the only person visiting the Yahoo website, then initial unique visitors count = 0 and page views count = 0.

**Page 1** The first time you open a page on Yahoo (It could be homepage or any other page) on your device, the unique visitors count = 1 and page views count = 1.

At this stage, a cookie from Yahoo is stored in the browser of your device (Figure 2.5).

**Page 2** Now, if you click on any link on this page and it redirects you to another page on Yahoo as shown in Figure 2.6, then the unique visitors count = 1 and Page Views Count = 2.

Here, the unique visitors count remains the same because the cookie from Yahoo is already stored in your browser when you visited Page 1. But, the page views count increases to 2 because you visited a different page.

**Page 3** From Page 2, if you jump to the News section of Yahoo, then the unique visitors count = 1 and the page views count = 3. Even in this case, the unique visitors count remains the same, but the page views count increases by 1 because you visited a new page from the same browser and the device

### Page Views versus Unique Visitors

Page Views and Unique Visitors both are equally important for the long-term growth of any website. If asked to choose one, you should choose based on the type of website you are running, your digital marketing goals for the moment and the phase in which your company is. If you are a publisher or a blog and in the phase of increasing your revenue, then Page Views are more important as they contribute towards more ads being displayed to the audience and in turn generate revenue. On the other hand, if you are a product company and looking for brand building, and then Unique Visitors are important for you because, no matter which page the user visits, you just want to create awareness about your brand.

The sources of such data are third party companies such as com Score which have a panel of more than two million users in India who agree to get their online behavior tracked in exchange for some freebies. This data is then extrapolated for different customer segments

Website	Total Unique Visitors (000)	Total Pages Viewed (MM)	Average Page per Visitor	Total Minutes (MM)
Youtube.com	34,299	2,165	63	3,094



Facebook.com	53,498	15,562	291	11,855
Yahoo! sites	40,106	2,725	15	2,615
Yahoo! India Homepages	23,768	258	11	228
Yahoo! Mail	20,598	1,492	72	1,359
Yahoo! Cricket	3,800	42	11	28
Times of India	12,140	156	13	131
Times of India- Cricket	759	4	5	3
Economics Times	4,552	55	12	72
Gaana.com	2,787	57	21	55
Zigwheels.com	2,208	12	12	8
Indian Railway	11,761	481	54	297
LinkedIn	9,079	232	26	171
Flipkart.com	8,149	154	19	107

### Google Ads tools

When it comes to digital marketing, few things are as important as the tools digital marketers rely on to get their jobs done. These include everything from social media platforms like Facebook and Instagram to analytics tools like Google Analytics. Allowing marketers to create, test and measure the performance of their campaigns, digital marketing tools ensure that marketers can launch and test campaigns quickly and effectively.

five common digital marketing tools.

**1. Social media platforms:** A common part of any integrated marketing strategy, social media platforms like **Facebook**, **Instagram** and Snapchat are a great way for marketers to engage with their audiences and generate buzz around their brand. In addition to the standard features these platforms offer, there are also some features that are designed specifically for marketing. These include Facebook Ads Manager, which allows marketers to run ads and track ad performance. As an added bonus, social media management tools like Buffer and Hootsuite also integrate well with these platforms, making it easy to schedule social posts and measure engagement.

### 2. Design tools

Another key part of digital marketing is design and this is especially common when it comes to creating ads and content like social media posts and blog posts. Because digital marketing is such a design heavy field, doing it effectively wouldn't be possible without design tools like **Canva** and **Photoshop**, programs that allow those without extensive graphic design skills to add dynamic images to their content.

3. **Analytics tools:** Another set of helpful tools for digital marketers are analytics tools. These include everything from **Google Analytics** (designed to track stats for web traffic to a particular site) to social media analytics tools like **Facebook Insights** and **Twitter Analytics** which provide metrics related to engagement and help marketers optimize their campaigns. For measuring stats on the backend of a site (particularly related to conversions, sales and user demographics), there are also tools like **Periscope** that track user data, site searches and conversion metrics.

4. **Content marketing tools:** For marketers who are more focused on content marketing, tools like **CoSchedule** and **Hubspot** are a big help when it comes to content creation and curation. They can help marketers identify content opportunities and craft engaging blog and social media posts that will resonate with their audience. And since Buffer also offers the ability to see what fans are talking about on social media, that content is almost guaranteed to be impactful and to generate attention for a specific event or news story.

5. **Email marketing tools:** The final sets of tools in a digital marketer's toolbox are email marketing marketing tools. These help marketers create email campaigns that amplify their content and encourage their users to become more engaged with their brand — taking additional steps like signing up for events and buying products. Common email marketing tools include email marketing platforms like **MailChimp** and **Constant Contact** which allow marketers to build email lists and automate their email campaigns. These platforms also provide analytics for every email campaign, making testing and optimization quick and easy.

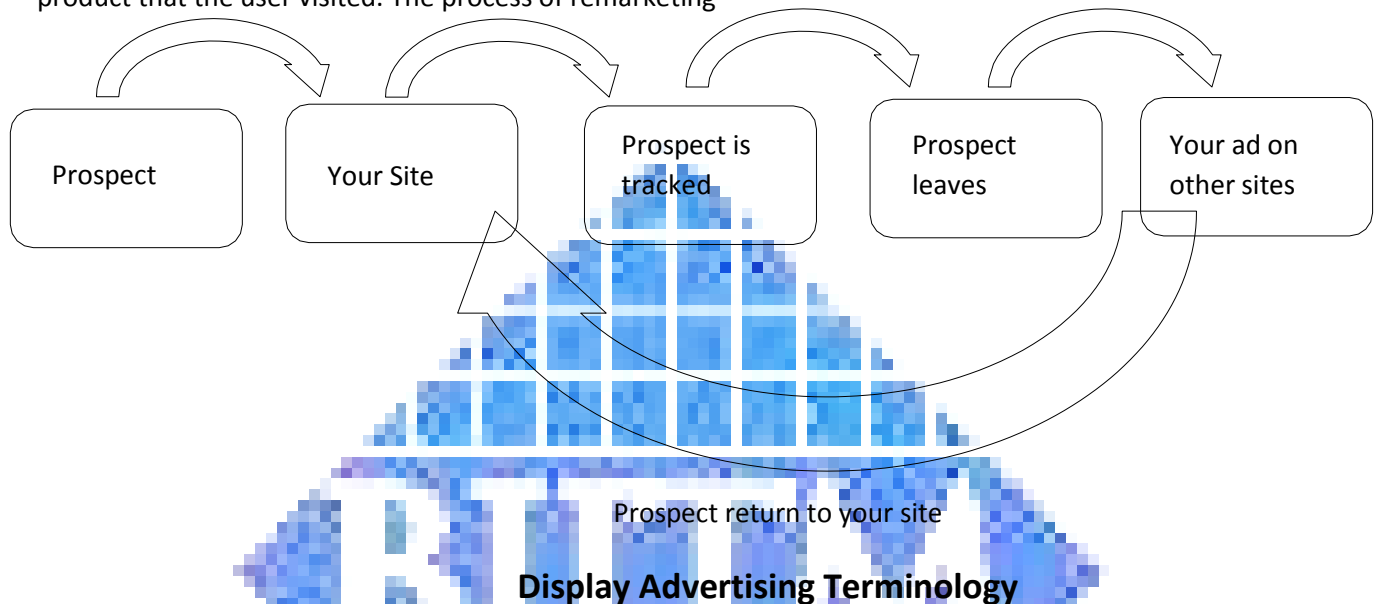
## Remarketing

Once a visitor visits your website and views a product, the visitor is tracked. Later, if the visitor leave your site and visit any other site in the network ( aggregator of publishers) they are tracked and shown a relevant ad about your product on the other site. It is similar to Facebook Dynamics Advert.

For example consider you visit Flipkart and browse through a particular model of TV. Later, you exit Flipkart and visit some other website. Now, are shown ads on the new website you visit, about the TV you browse through in Flipkart. This entire process is called remarketing i.e., marketing your product again and again to your highly prospective customer. Remarketing helps you remind your customers about your brand and the product and tries to convert them into sale. One is simple remarketing in which the creative shown is prepared beforehand and is static.

In this case, you must copy paste the remarketing code on the source code of your website so that the cookie IDs of the visitors to the website can be tracked. Then, you must create an audience list for specific pages of the website such as those who abandoned the cart or visited specific pages of the site and then ads will be shown to them. You can also do dynamic remarketing in which different code must be pasted in source code of website so that it appears on all pages of website. The code has an additional variable known as 'Product ID'. Additionally, you must upload product catalogue in CSV format which also has a variable known as 'Product ID'. When a user visit a product page, the product ID

is captured and dynamically data from catalogue is pulled to create a customized as showing the same product that the user visited. The process of remarketing



## Display Advertising Terminology

**Display Advertising:** A form of digital advertising where your ads are shown on various websites, like a local news site or shopping site, typically in a banner form.

**Above the Fold:** This term is actually derived from the print advertising industry. It describes the area of a web page that is visible before the website visitor scrolls down the page. Note: There is no set pixel size for the fold; it will vary depending on the visitor's screen size and resolution.

**Behavioral Targeting:** This category of targeting comes from existing data gathered over long periods of time and large categories of sites and volumes of users. This type of targeting is specific and effective and uses existing knowledge to target the right users online.

**Bounce Rate:** The percentage of visitors to a particular website who navigate away from the site after viewing only one page, triggering only a single request to the Analytics server.

**Call to Action:** An option often embedded in advertising that explains how to respond to an opt-in for a particular promotion or mobile initiative. For example, a button on your display ad that tells prospects to "Call Now!"

**Click through Rate:** The number of times a click is made on a banner divided by the total number of impressions (CTR formula = number of users who clicked on ad/number of times the ad was delivered).

**Conversion:** When launching a campaign, advertisers select a specific action or set of actions they want audiences to take. Each time an audience member takes this action it is counted as a conversion. Conversions include actions such as signing up for a newsletter or making a purchase on a website.

**Cookies:** Cookies are small files that are stored on a user's computer designed to hold a small amount of data specific to a particular client and website and can be accessed either by the web server or the client computer. This allows the server to deliver a page tailored to a particular user, or the page itself can contain some script that recognizes the data in the cookie and can then carry information from one visit to the website (or related site) to the next.

**Lead:** A potential customer. A lead is someone who has given you his or her contact information, often by signing up for a newsletter or filling out a form to download content.

**Lookalike Audience:** A set audience you can target that is similar to your existing customers, which can help improve conversion rates.

**Retargeting:** A form of marketing used to find previous website visitors by using display banner ads to lead visitors back to the website. This allows marketers to target users who have already been to your site and have experience with your brand or service.

**Impression:** An impression is “served” every time one visitor sees a single advertisement. So, if there are four ads on a page, there are four ad impressions recorded each time someone views the page.

**Pixel:** Refers to the tracking code that collects cookies of the user’s browser so that the user can be tracked and retargeted with banner ads.

**Optimization:** A method of improving campaign performance through automated and/or semi-automated means.

**CPM (cost-per-milli):** From the Latin meaning one thousand. Literally, the amount paid for every 1,000 qualifying impressions served.

**CPC (cost-per-click):** Yes, you guessed it – this would be the amount paid every time someone clicks on an advertisement.

**CPA (cost-per-action) or CPL (cost-per-lead):** “Action” or “Lead” can be used interchangeably and mean exactly that; some type of action or lead resulted from the display of the ad such as a sale or registration obtained.

**Banner/Leaderboard, Rectangle, Tower/Skyscraper:** These terms refer to standard ad units. Banner (728X90), Rectangle (300X250) and Tower (160X600).

## **TYPES OF DISPLAY ADS AND FORMAT**

Display ads can be classified into different types based on two factors, namely size and format.

### **1. Format**

Based on format, display ads can be grouped into three categories as follows:

#### **Image Ads**

Image ads contain static images related to your product or service. They have no effects and are the most standard format of advertising.

#### **Rich Media Ads**

Rich media ads include other interactive media elements such as animations, GIFs or other dynamic aspects which change upon user interaction. For example, ads which you can interact with as you hover on them or scroll down.

A classic example of a rich media ad is a page peel ad, where in, when you click on the slightly peeled off part on the top right, the ad appears as the page peels off completely.

### **Video Ads**

Video ads are those in which a video is embedded in the ad. This format of advertising is extensively used in YouTube. It is highly effective and is gaining immense popularity in the advertising world.

## **2. Display Ad Size**

Display ads are put up in various sizes" based on the availability of space on the website. The most popular, top performing and standardized ad sizes are described in this section.

### **Medium Rectangle**

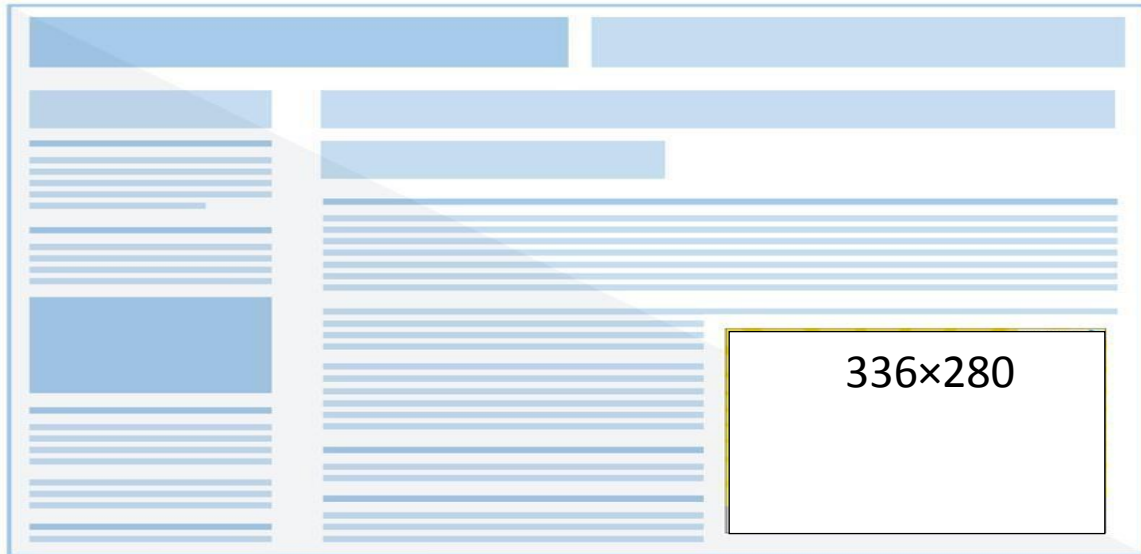
Available both in the desktop and mobile platform, the medium rectangle ad is the most popular display ad. The content could include text, images or other animations. The ad size is 300 (width) x 250 (height) pixels.



### **Large Rectangle**

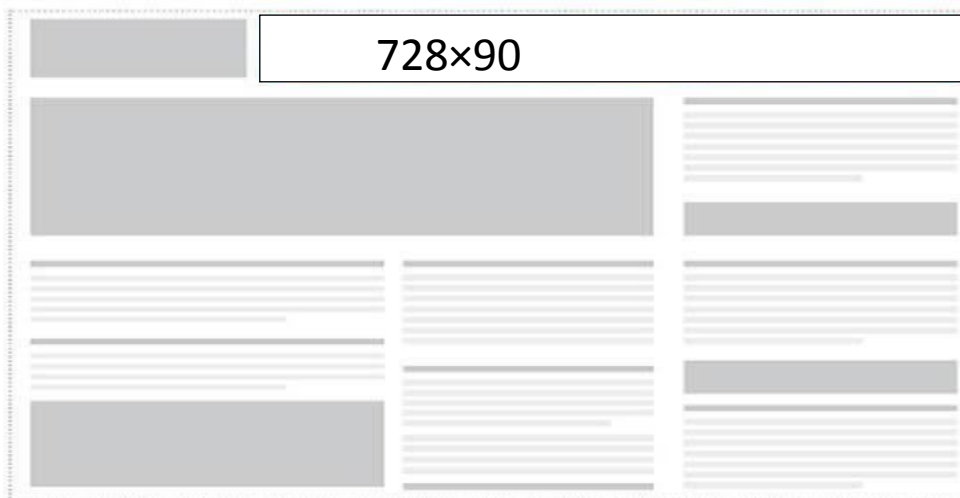
Large rectangle has more ad space when compared to the medium rectangle and thus can be used to communicate better. This ad is only available in the desktop mode. The standard size of large rectangle is 336 x 280 pixels





### Leaderboard

This ad is generally placed above the main content at the top of the page. It is available only on the desktop mode and is generally found in portals, news sites, forums. The standard size for this ad is 728 x 90 pixels



### Half Page

This is the biggest of all and covers most part of the webpage. It provides ample space to the advertisers to communicate their message and provide rich engagement. Available only in the desktop mode, the half-page ad is increasingly gaining traction and has a size of 300 x 600 pixel



Large mobile banner

### Large Mobile Banner

As the name suggests, this ad is only available on mobile, and is larger than the standard mobile ad which is 320 x 50 pixels. The standard size for this ad is 320 x 100 pixels

### Large Format Ads

These ads cover a large part of the screen. They may expand on hovering. They are also called 'expandables'

### Skinning/Takeover

In these ads, one advertiser takes all the ad spaces on a page. Figure 2.14 shows four ads and all four are of Samsung Galaxy Note 3. It is also called Roadblock which is popular in newspaper advertising too. The objective is to ensure that users do not miss the ad and get exposed to the brand.



### Important ad terminology/ BUYING MODELS

There are mainly four different pricing models for display ads. The user has to carefully decide which model is most appropriate for him/her based on the campaign goals.

### **1. Cost per click (CPC)**

Cost per click (CPC) is the amount the users are willing to pay for a click on their ads. CPC is used solely to drive traffic to the advertiser's website. They are comparatively less risky because, as an advertiser you only must pay when someone clicks on your ad.

### **2. Cost per milli (CPM)**

Cost per milli, also known as the cost per thousand impressions, is the amount the advertiser must pay for every thousand impressions served. The CPM model is mainly used for brand building purposes. It ensures your ad reaches a wide range of audience but does not necessarily drive traffic to your website. This model is preferred by publishers as they get paid irrespective of clicks and enables better cash flow projections for them.

### **3. CPC versus CPM**

CTR is an important factor to be considered in order to determine the better of the two: CPC and CPM. If you have a high CTR, simply displaying your ads on a website might suffice for you because the audiences are clicking on ads. On the contrary, if people are not clicking on your ads and you have a low CTR even after continuous efforts, then you may consider the CPC model.

You can also calculate effective CPC even if you are bidding on CPM model and then compare. Let us take an example here. Let us assume that for a publisher the CPM rates are Rs.80 and CPC is Rs.8. The average CTR of display ads is 0.2 per cent. Considering the average CTR, the number of clicks from 1000 impressions will be 2 ( $1000 \times 0.2$  per cent). If you buy on CPM then for 1000 impressions you get two clicks. Hence effective CPC (eCPC) is Rs.40 which is much higher than the CPC of Rs.8. Hence, the marketer will be better off buying on CPC in this case than on CPM and the publisher would prefer to sell on CPM.

### **4. Cost per Lead (CPL)**

CPL is the amount you pay as an advertiser for acquiring a lead. Lead is an intermediate action before final purchase. It is a micro conversion. It could be a sign up, download of a brochure, subscription, etc. The objective of the marketer is to acquire leads and nurture them through continuous engagement for conversions later.

### **5. Cost per Acquisition (CPA)**

Cost per Acquisition (CPA) is the amount you pay, as an advertiser for acquiring a customer who buys your product or service. It typically means the cost of customer acquisition. This model is mainly used to drive online transactions and is risk free as you only pay when the user buys. The bid price is comparatively higher when compared to the other models. Whereas, the CPM and CPC

models may have some suggested bids from the network (such as GDN), the challenge for the marketer is to estimate the target CPA.

eCPA may be calculated when bidding on CPC and that can be used to arrive at target CPA. Let us take an example here. Assume 100 people click on your ad and land on your website. Assume that out of 100 people, 10 people fill a lead form and out of them 1 user buys. Assume that CPC is Rs.20. What will be the target CPL and target CPA? The total cost in this case is Rs.2000 (100 x Rs.20) and eCPL is Rs.200 and eCPA is Rs.2000. Thus marketer can now have a target CPL of less than Rs.200 and it will be a more cost efficient model than the current CPC of Rs.20. Similarly marketer can have a target CPA of less than Rs.2000 and it will be more cost efficient than the current CPC of Rs.20.

## 6. Fixed Cost/Sponsorship

In this model, you pay the fixed cost per day irrespective of number of impressions. Some premium ad placements such as YouTube home page banner ads are sold on fixed cost model. A related model is sponsorship. You can sponsor a website or a property, wherein you have logo presence and some ad inventory as a part of the package deal.

### Ad placement technique

An ad placement is a specific group of ad units on which an advertiser can choose to place their ads using placement targeting. Ad placements can be as broad as an entire website or as specific as a single ad unit. Placements are made visible to advertisers in two ways:

- **Placements automatically created by our system.** Each publisher website in the AdSense network is automatically made available to advertisers as a placement where they can target their ads. When advertisers target this type of placement, their ads may appear anywhere on the website.
- **Placements defined by publishers.** You have the ability to define your own ad placements using your custom channels. You choose how to group together specific ad units on your site that you want advertisers to be able to target. Common ways of grouping ad units into custom channels are by topic, ad format, or location on a page. When advertisers target publisher-defined ad placements, their ads may only appear in the specific ad units the publisher has selected.

### How do we make an ad placement?

You can create a custom channel that is also a targetable ad placement by following these steps:

- Sign in to your **AdSense** account.
- Click **Ads**.
- Click **Custom channels**.
- Click the name of the channel you'd like to make targetable. Or, click **New custom channel**.
- In the "Targeting" section, check the box.

- Enter the requested details:
  - **Ads appear on:** Note where ads in this placement appear on your site -- on the homepage, or on other types of pages.
  - **Ad location:** Select the location on the page where ads in this placement appear. For example, you might make a placement featuring ads in the top right of your pages.
  - **Description:** Advertisers will see the name and description, so provide an accurate and informative summary that will represent your site well.
  - **Site language:** The primary language of your site content.
- **Click Save.** Advertisers will soon see your ad placement among the available places on which to display their ads.

## Edit custom channel

Name	<input type="text" value="Homepage"/>
Ad units	<div> <div>Homepage - 728*90</div> <div>add</div> </div>
Targeting ?	<input checked="" type="checkbox"/> Show this custom channel to advertisers as a ta
<div> <div>External name ?</div> <div>Ads appear on ?</div> <div>Ad location</div> <div>Description</div> <div>Site language</div> </div> <div> <div>These fields will be shown to advertisers</div> <div>yoursite.com &gt;&gt;</div> <div><input type="text"/></div> <div>e.g. Sports articles; Electronics homepage</div> <div>Multiple locations</div> <div><input type="text"/></div> <div>English</div> </div>	
<div> <div>Save</div> <div>Cancel</div> </div>	

- A couple of things to keep in mind:
  - If you have a custom channel that spans multiple sites, advertisers will see it split up into multiple ad placements by site.
  - If you edit the channel name later, you'll lose any existing advertiser bids for that placement.
  - Placement targeted advertising will only appear on your content pages.



**About placement targeting:** One of the ways ads are targeted to AdSense publisher websites is through placement targeting. Placement targeting allows Google Ads advertisers to choose specific ad placements where they'd like their ads to appear. An ad placement can be an entire website or a specific sub-set of ad units within that site, such as only ad units on a site's sports pages or all ad units at the top of the page.

Advertisers find ad placements in several ways, including by listing websites where they'd like to advertise or by searching for placements that match the themes and topics they'd like to target.

If your site is part of the AdSense network, it should automatically be visible to advertisers as an available ad placement when they search for themes or topics related to the content of your site. You can also define your own ad placements using specific sub-sets of ad units on your site.

**About personalized advertising:** Personalized advertising (formerly known as interest-based advertising) enables advertisers to reach users based on their interests and demographics (e.g., "sports enthusiasts"), as well as other information described here.

Personalized advertising should help monetize your website more efficiently, increase value for advertisers, and provide a better experience for users.

**Personalized advertising vs. placement-targeted advertising:** Advertisers use placement targeting to display ads on specific sites and pages in the AdSense network. Placement-targeted ads reach users visiting specific sites, independent of their interests or demographics.

Personalized advertising (formerly known as interest-based advertising) on the other hand, reaches users based on their Google Account, the sites they've browsed and/or the interests and demographics associated with them. For example, an advertiser selling footballs could reach customers through both types of advertising. They could use placement-targeted advertising to display their ads on specific football-related sites, and personalized advertising to display ads to users in the sports interest category on sites without content specific to football.

## **\*\*Important Ad Terminology (Very Important)**

### **1. Impression:**

This is used to be a more appropriate, which means how many times a user saw your ad or banner or any online advertisement. Each time your ad has been viewed count as an impression

### **2. CTR (Click Through Rate):**

How many users that saw your ad have clicked on it too and visited your website or landing page. The Click Through Rate is calculated as Clicks / Impressions.

Example: Let's say your ad reached 100 impressions, and 10 users also clicked on the ad, it means your CTR is 10%.

**3. Conversion:**

Once a user saw your ad, clicked on it and visited your website or any landing page and does any action like buying of any product or registers or downloads depending upon the which action has been considered as a conversion for that campaign, a conversion is calculated.

**4. Call for(to) Action**

It's the most important for the user to take any action. Call for Action is what drives the users to interact with your campaign. Depending on the goals that the advertiser set for the campaign, the Call for Action may be: Request a quote, download a brochure, sign up for a newsletter, and of course- buy a product or book a room online.

**5. CPL ( Cost per Lead) / CPA (Cost per Acquisition)**

It's the cost of spending on clicks/conversion. Example: Let's say your ad drew 100 clicks at 100\$, and you achieved 10 Conversions, then you CPL / CPA is 10\$. The lower the CPL/CPA value means good is the conversion rate.

**6. ROI (Return on Investment)**

The best example to understand ROI is : Let's say you are promoting your restaurant and the Call for Action is booking an online reservation for dinner. You already know that your profit from every guest is 10\$. In that case, if the CPA is 8\$, which means you spent 8\$ advertising money to get a reservation, then your ROI is positive because you have 2\$ profit on every reservation.

**7. CPM (Cost per mille)**

Commonly used measurement in advertising!!

CPM is also called as CPT i.e cost per thousand, which means we need to pay the cost on every 1000 impressions. Example: If CPM is \$ 5, it means the cost of 1000 impression is \$ 5.

**8. CPC (Cost per click)**

Just like CPM, CPC is also a measurement used in online advertising; the only difference is this cost is based on clicks and not impressions. If any user is shown the Ad but he doesn't click on it their won't be any cost effect as the cost is based on clicks only. Example: If CPC is \$ 5, it means every click costs \$5 so 20 clicks then it will cost us \$100.

\* Also, consider a campaign where payment is based on impressions, not clicks. Impressions are sold for \$10 CPM with a click through rate (CTR) of 2%.

$1000 \text{ impressions} \times 2\% \text{ CTR} = 20 \text{ click-throughs}$

$\$10 \text{ CPM} / 20 \text{ click-throughs} = \$0.50 \text{ per click.}$

**9. CPA (Cost per acquisition)**

It's another word for cost per action and is used interchangeably with this term. CPA measures the advertiser's per conversion cost from start to finish, from the inclusion to the search engine results to creating interesting landing pages that grab the attention of the visitor. This means cost per acquisition measures **how much it costs in advertising to convert one person from a visitor to a client for the company.** Action can be different for different campaigns, like for some registration is set as a

conversion and for some the buying of any product i.e when a user reaches the 'Thank you page' or maybe downloading anything from the client's page.

#### **10. CPE (Cost per Engagement)**

A new measure of performance in online advertising. After CPM, CPC, and CPA we have this CPE which has no relation with impression but only with the engagement i.e when any user engages with the brand content. This measure actually differentiates between quantity and quality.

**Engagement** can be defined as a user interacting with an ad in any number of ways, including viewing, sharing, voting, commenting, reviewing, playing a game, etc.

CPE campaigns are mainly video campaigns as it initiates used to engage with the creative.

#### **11. CPL (Cost per Lead)**

A lead is an initiative in an action. It is usually a free registration or filling of the form on the creative like mobile number, email Id or name, etc. Once the user fills the detail, a lead is counted!

#### **12. Ad Dimension**

The size of a creative measured in pixels. e.g. 728×90 ; 300×250 ; 160×600 etc.

#### **13. Ad Space**

The space on a Web page reserved to display advertising.

#### **14. Banner**

An online advertisement in the form of a graphic image that typically runs across the top or bottom of a Web page, in the margin, or other space reserved for ads. i.e the Ad Space on the respective web pages.

#### **15. Pop-Under**

A window that launches automatically behind the current browser window. It is a type of advertisement like expandable, video Ads are also the type of advertisement.

#### **16. Pop-Up**

A window that launches automatically in front of the current browser window.

#### **17. Affiliates**

A type of advertising system based on the CPA payment method whereby websites run advertiser's banners for free but get paid on any sales or registrations that result from visitors that click on the banner.

### **18. Agency**

An organization that provides a variety of ad services for advertisers, including helping them design creative and locate the best place to run their advertising campaign. Today there is the number of agencies in the market, e.g Exponential, Zedo, Eye Blaster etc..

### **19. Cookies**

Cookies are small files that are sent from a web server to the local user's computer to store information unique to that user. Often used by advertisers to keep track of the number and frequency of advertisements that have been shown to a visitor or by sites to help them determine the number of unique visitors. Cookies can also be used to target advertising, such as targeting advertising based on an individual's user profile on a site.

### **20. Geo targeting**

Geo targeting is the practice of targeting ads to web users based on their physical location , e.g. If i want to show to Ad only to US citizen i can target the Geo only to the US so no other user at a different location can see the Ad .

### **21. Interstitial**

An particular type of advertisement that loads between web pages, requiring a user to look at it before getting to the page they meant to go to. It is one of the closest things on the Internet to television commercials.

### **22. Post Click Tracking – PCT**

This is used to track if a user performs an action after clicking on a banner, such as completing a registration page or purchasing an item. It is done with the use of a cookie placed in the browser that is read by a tracking pixel on a page (such as an order confirmation page or a "thank you for signing up" page).

### **23. RON Run of network (RON)**

means a banner will run on all the network i.e it has the potential to appear on any page of any site that is part of an ad network. This type of buy is not targeted to any specific choice, it tends to be the least expensive type of advertisement that can be purchased. Custom targeting is quite costly than RON.

#### 24. Leaderboard

Leaderboard is a standard size of an online banner ( advertisement ) of size (w) 729 x (h) 90 (in pixels).

#### 25. MPU ( Mid page Unit )

MPU (Mid Page Unit) or medium rectangle is a banner (advertisement) size of (w) 300 x (h) 250 (in pixels).

#### 26. Skyscraper

Ad Dimension 120×600. Commonly used on the side of pages.

27. ATF – “Above the fold” of a web page.

28. BTF – “Below the fold” of a web page.

#### 29. Insertion Order

It's a formal contract binding between both the buyer and seller of inventory.

#### 30. Ad Tags

HTML code produced by your ad server that displays the corresponding creatives.

#### 31. Pacing

Pacing is how fast the purchased impressions are delivered , like if the pacing is AGGRESSIVE , it means the impressions are to be delivered in a fast pace while if the pacing is GOVERNED , it means the impressions are to be delivered in some pattern and also in slow mode.

32. Out-clause- Out-clause is the amount of time you have to cancel an insertion order.

### How to Measure Digital Marketing ROI

Determining your digital marketing ROI isn't as easy as just looking at how much money different campaigns bring in and then comparing it to the cost.

Not all campaigns have an end goal of conversion.

Some campaigns are meant to build awareness. While others try to get customers into the marketing funnel.

Ultimately, how to measure digital marketing ROI will depend on what your unique goals are. There is so much data available to you on Google Analytics that it might make your head spin.



That's why we've put together a list of the most common digital marketing metrics used to help you measure ROI:

## 1. Conversion Rate

Conversion rate is one of the most popular metrics used to track return on investment over time. If the goal of your marketing campaigns is to convert, then conversion metrics will tell you how well you are accomplishing this goal.

This then tells you what you are doing well and where you can allocate your resources for better results and improved return on investment.

When it comes to conversion rates, there are a couple of things that you'll want to look for.

One of these is *conversion rates by channel*. Knowing where your traffic is coming from is only half the battle.

You also want to look at which channels are converting the best. If you find that some of your channels convert better than others, then you may want to invest more in these channels to help improve ROI.



You should also look at conversion rates by device.

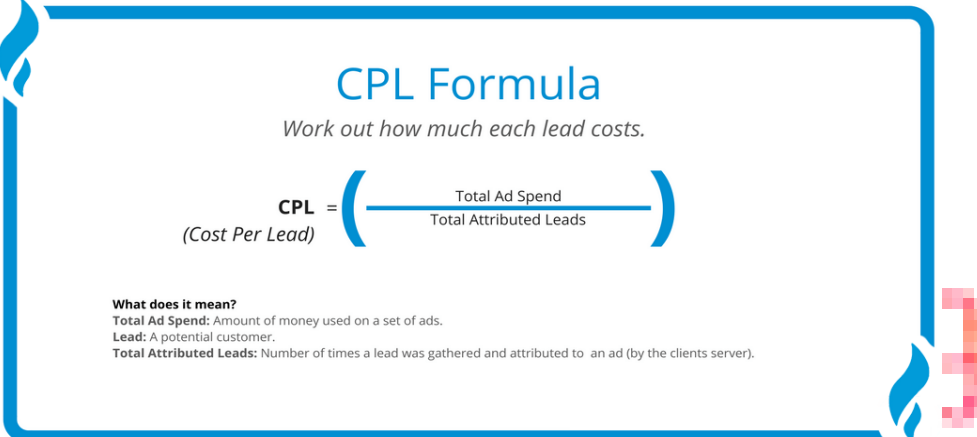
If you find that one device has less than stellar conversion performance but high traffic rates, then it's time to reevaluate your campaigns for that device.

For example, mobile often brings in a lot of traffic. But many brands have a difficult time converting mobile users. When you see this trend for your own business, then it's time to start re-thinking your mobile digital marketing campaigns.

Mobile Device Info ?	Acquisition			Behavior			Conversions	Goal 7: Contact C
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Contact Conversion (Goal 7 Conversion Rate) ?	Contact Conversion (Goal 7 Completions) ?
	34,663 % of Total: 25.09% (138,143)	33,305 % of Total: 25.50% (130,612)	43,779 % of Total: 25.47% (171,916)	85.21% Avg for View: 84.01% (1.42%)	1.27 Avg for View: 1.33 (-4.57%)	00:01:06 Avg for View: 00:01:13 (-8.58%)	0.55% Avg for View: 0.42% (32.00%)	240 % of Total: 33.61% (714)
1. Apple iPhone	15,240 (44.07%)	14,625 (43.91%)	18,880 (43.13%)	86.41%	1.24	00:00:54	0.68%	129 (53.75%)
2. Apple iPad	1,626 (4.70%)	1,539 (4.62%)	2,132 (4.87%)	85.32%	1.33	00:01:06	0.66%	14 (5.83%)
3. Samsung SM-N950U Galaxy Note8	208 (0.60%)	203 (0.61%)	253 (0.58%)	77.08%	1.52	00:01:40	2.77%	7 (2.92%)
4. (not set)	1,484 (4.29%)	1,421 (4.27%)	1,781 (4.07%)	83.27%	1.31	00:01:09	0.28%	5 (2.08%)
5. Infinix Note 3	13 (0.04%)	13 (0.04%)	24 (0.05%)	75.00%	1.42	00:03:37	12.50%	3 (1.25%)
6. Samsung SM-G935V Galaxy S7 Edge	39 (0.11%)	37 (0.11%)	57 (0.13%)	78.95%	1.68	00:01:20	5.26%	3 (1.25%)

## 2. Cost Per Lead

If the goal of your digital marketing campaign is to collect new leads for your sales team to close, then you need to measure how much you are paying for each new lead. This will help you determine what your return on investment is for that particular campaign.



### CPL Formula

Work out how much each lead costs.

$$\text{CPL} = \left( \frac{\text{Total Ad Spend}}{\text{Total Attributed Leads}} \right)$$

(Cost Per Lead)

**What does it mean?**  
**Total Ad Spend:** Amount of money used on a set of ads.  
**Lead:** A potential customer.  
**Total Attributed Leads:** Number of times a lead was gathered and attributed to an ad (by the clients server).

To calculate cost per lead, divide total ad or campaign spend by the total number of leads attributed to that campaign. If you find that the cost of each lead is more than what you can produce when closing these leads, then you are not getting a positive return on investment.

## 3. Lead Close Rate

It's also important to monitor your lead close rate. This is something you may already be doing on your own. But there's a good chance that this information isn't being integrated into the online analytics you collect.

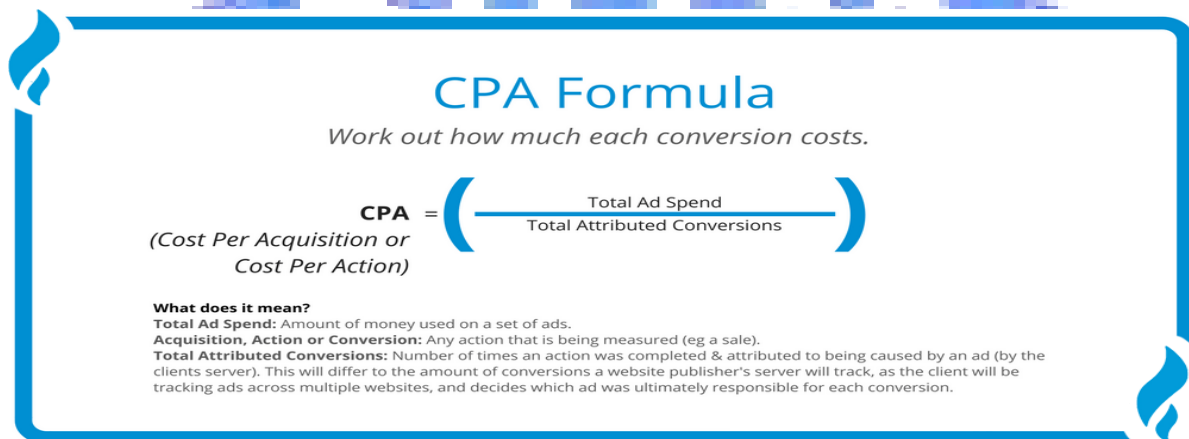
Keeping an eye on your lead close rate gives you a better idea of how effective your digital marketing campaigns really are, which contributes to your return on investment.

Check your lead close rate against the leads that are being generated. This will help you understand how profitable each of your marketing campaigns are.

You can also use this information as a benchmark for new digital marketing campaigns. If you find that new campaigns are closing leads at a lower than average rate, it may be time to make some adjustments.

And if you have a sales person or a business development manager, then you should also keep an eye on this metric. This ratio will help you evaluate whether they are effective in what they are doing. It tells you the percentage of the leads they get that actually converts to sales. Although there are other things that could determine their effectiveness in their work, this lead close metric is definitely one of them.

#### 4. Cost Per Acquisition



**CPA Formula**  
*Work out how much each conversion costs.*

$$\text{CPA} = \left( \frac{\text{Total Ad Spend}}{\text{Total Attributed Conversions}} \right)$$

*(Cost Per Acquisition or Cost Per Action)*

**What does it mean?**  
**Total Ad Spend:** Amount of money used on a set of ads.  
**Acquisition, Action or Conversion:** Any action that is being measured (eg a sale).  
**Total Attributed Conversions:** Number of times an action was completed & attributed to being caused by an ad (by the client's server). This will differ to the amount of conversions a website publisher's server will track, as the client will be tracking ads across multiple websites, and decides which ad was ultimately responsible for each conversion.

Knowing how much it costs to acquire a new sale helps you better understand your return on investment. If you are spending more to acquire a customer than they actually bring in to your company, you have a negative return on investment. This suggests that you need to revisit your marketing campaigns and find ways to lower your cost per acquisition.

#### 5. Average Order Value

Average order value (AOV) is another important metric that can help you better understand your digital marketing ROI. This metric tracks the average dollar amount that's spent when a customer places an order. To calculate AOV, you'll divide the total revenue by the number of orders.

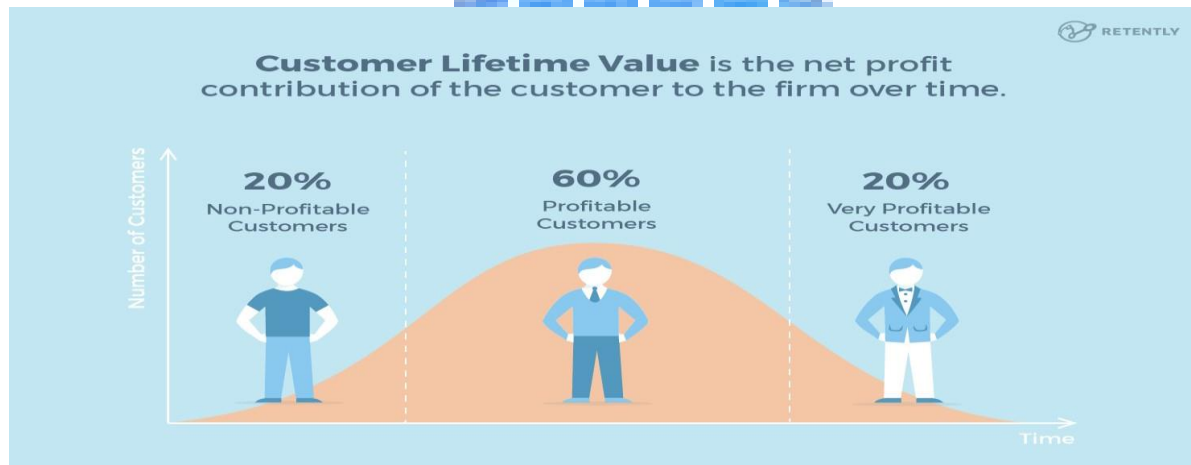
While every business wants to see the number of orders increase over time, it's also valuable to pay attention to the average value of each order. Being able to increase the average value of an order by even a small percentage can result in thousands of dollars of new revenue!

Improving AOV is often as simple as providing a better user experience or more effectively showcasing up-sell or cross-sell opportunities.

## 6. Customer Lifetime Value

Customer lifetime value is a vital measurement for understanding your digital marketing ROI. This metric tells you what the average consumer will spend over their lifetime as a customer.

Though initial customer acquisition costs are important, using this metric as well will allow you to get a better understanding of a customer's overall value.



For example, let's say that it costs you \$100 to acquire a customer. And that customer makes an initial purchase of \$100. At first glance, this doesn't provide you with a positive ROI. However, if this same customer spends \$100 every month for the foreseeable future, then the initial \$100 investment was well worth it.

When you look at the long-term profit that you can stand to gain from a customer, it gives you a new perspective on initial acquisition costs and your ROI.

## ROI Using Digital Marketing Tactics

Above are some general metrics that you can use to measure the ROI of your marketing campaigns. However, it's important to note that the metrics you use to measure your campaigns will ultimately depend on which tactics you are using in your campaigns.

The metrics that you use to measure email marketing ROI are not the same as those you might use for social media.

Remember, the metrics that you use to measure ROI on different marketing channels will depend on your goals and objectives.

With that in mind, here is a quick list of metrics that you can use to measure digital marketing ROI based on the tactics you use:

- **Email** – Open rate, click-through rate, bounce rate, unsubscribe rate, conversions, and leads acquired.
- **Social Media** – Engagement rates, clicks and click-through rate, conversions, leads acquired, and new fans or followers.
- **Landing Pages** – Traffic, unique visitors, returning visitors, total page views, time spent on page, actions taken, and conversions.
- **Blogs** – Traffic, clicks, time spent on page, unique visitors, returning visitors, actions taken, and conversions.

## How to Improve Your Digital Marketing ROI

### 1. Clearly identify your goals early on.

As we mentioned above in the ROI measurement section, you need to know what the goals of your campaign are before you can begin to measure digital marketing ROI. If your goals are unclear, then there's a good chance that you might not be using the right metrics to track your ROI.

The first step in measuring and improving your digital marketing return on investment is identifying clear goals that allow you to achieve objective results.

Avoid vague and loosely defined goals such as “increase awareness” or “create more conversions.” Instead, make sure that your goals are SMART – specific, measurable, achievable, relevant, and time bound.



### 2. Use KPIs that are directly related to your goals.

Once you have clearly defined goals and objectives in place, you need to make sure that you're choosing KPIs that align with these goals. KPIs, or key performance indicators, are the key metrics or ways that you measure your progress toward these goals. KPIs for SEO will be different than KPIs for email marketing or social. If you don't have KPIs in place, you have no way of knowing how close you are to reaching these goals.



## What are Key Performance Indicators?

### What they are:

- Quantifiable/measurable and actionable
- Measure factors that are critical to the success of the organization
- Tied to business goals and targets
- Limited to 5-8 key metrics
- Applied consistently throughout the company

### What they are not:

- Metrics that are vague or unclear
- "Nice-to-know's" or metrics that are not actionable
- Reports (e.g., top search engines, top keywords)
- Exhaustive set of metrics
- Refutable

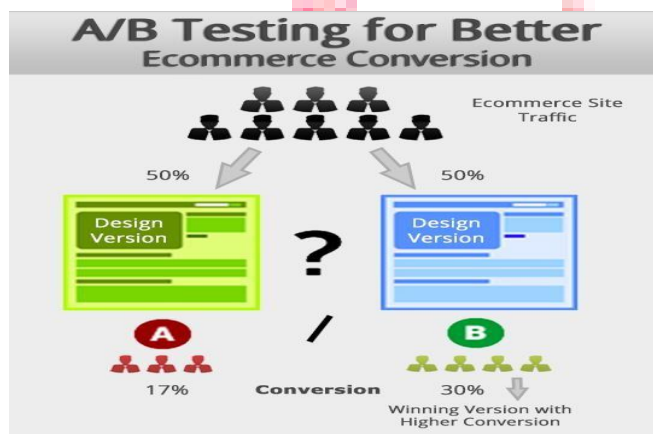
© Adobe

### 3. Test different targeting, offers, frequency, and messaging.

Testing is a vital part of improving your digital marketing ROI. Not only does it help you improve the performance of individual digital marketing campaigns, but it can also help you discover new insights that can be applied to your broader digital marketing strategy.

The only way to know for sure which elements of your digital marketing campaigns are impacting your success is to test them. You can run A/B tests on different aspects of your digital marketing campaigns to see which elements provide better results. From email marketing to social media content to PPC ads, every element of your campaigns can benefit from thorough testing.

When you perform an A/B test, you should only choose one element of your campaign to test. **For example**, if you're testing a landing page, you might start with the headline. Change the copy for the headline in one test version and keep the other the same. Then, test each one to see which performs the best.



1999

#### **4. Identify and seize important opportunities for improvement.**

It's not just enough to track your chosen metrics over time. If you really want to improve ROI, you've got to adjust your campaigns based on what you find. The data itself is not the most important part of your digital marketing campaign measurements. It's the vital insights that you gain by looking at and analyzing this data that will help you grow your brand.

Once you've done some experimenting and have continued to track measurements over time, you will start to notice some trends or areas of opportunity. It's imperative that you seize these opportunities to improve. Perform new tests based on what you find to continuously find new ways to make your campaigns even better than before.

For example, let's say that you are using conversions by device as one of your metrics. In measuring this metric over time, you find that certain demographics of your population, such as younger age groups, prefer using mobile devices. If you want to improve ROI by boosting conversions on these devices, you might consider tailoring your messaging and offers on mobile campaigns to appeal to this segment of your target population.

#### **What is mobile marketing?**

As the term implies, mobile marketing is a technique where advertisers deliver communications to users via smartphones and tablets. As simple as that description sounds, mobile marketing encompasses a broad range of delivery channels including email, SMS messaging, push notifications, in-app advertising, QR codes, and many more.

Thanks to the prevalence and accessibility of today's smartphones, mobile marketing has a higher potential to target specific audiences than perhaps any prior marketing discipline. Advertisers can deliver personalized messaging, deploy ads based on time of day or location, and design interactive ad formats that effectively engage specific demographics.

#### **Why use mobile marketing?**

Mobile phones are so globally ubiquitous that you'd be hard-pressed to find a more effective marketing platform. The overwhelming majority of adult populations worldwide own some kind of mobile device, while the global median for smartphone ownership is 43%. Customers use mobile devices to play games, watch movies, and communicate via social media — all fertile ground for marketing opportunities.

The significance of mobile devices is even higher in emerging economies, where cell phones have become the easiest method of gaining internet access. Meanwhile, in the developed world, the volume of online content accessed using smartphones has eclipsed traditional platforms such as desktop computers.

## **What is in-app mobile marketing?**

In-app mobile marketing — sometimes referred to as app-based marketing — refers to the deployment of advertisements directly within an app itself. Since over 90% of time spent on smartphones is used to view apps, this is perhaps the most effective and cost-efficient marketing technique available to advertisers today.

The easiest way to deploy in-app marketing is through one of the titans of the mobile advertising space, namely Google's AdMob or Facebook, or through a specialized in-app advertising network like Tapjoy. In order to monetize their apps, developers often integrate ad network SDKs that display ads when certain conditions are met. Some app publishers like Facebook even use Promoted Post services that seamlessly integrate ads into news feeds across all devices.

One important variant of in-app mobile marketing is in-game marketing, where advertisements are deployed directly within a mobile game. While there are certain ad formats and deployment considerations when delivering messaging to gaming audiences, marketing SDKs function in fairly similar ways to in-app mobile marketing on a technical level.

## **What is SMS mobile marketing?**

SMS mobile marketing is the earliest form of the technique, first implemented when SMS and shortcodes launched in the early 2000s. It requires advertisers to obtain or capture mobile phone numbers and directly communicate with users via SMS messaging services. SMS mobile marketing can refer to both inbound marketing strategies for lead generation, and outbound strategies to communicate promotions and events.

While SMS mobile marketing has been overshadowed by in-app advertising, it still remains a powerful strategy. On average, SMS marketing ads have a 98% open rate, a 45% conversion rate, and are typically read within three minutes of deployment. That makes it an impressively effective strategy for rapid engagement with a large volume of potential customers.

More importantly, SMS mobile marketing is widely used internationally, especially in regions like Europe and Southeast Asia. This broad reach is largely thanks to compatibility with non-smartphone cellular devices. SMS marketing is more strictly regulated than other marketing channels, but tends to benefit from having clearly defined best practices that are standardized through cellular carriers.

## **What are push notifications?**

Push notifications are a type of message displayed on mobile devices by third-party apps that aren't currently running. These notifications serve a variety of purposes, most commonly to inform users of incoming messages from social media apps. From a marketing perspective, push notifications are an ideal format for keeping users in the loop about new promotions or app features.

Above all else, the primary driver behind push notifications is customer retention. It's easy for users to install and forget about an app, but push notifications let publishers and advertisers continue to communicate once the app is closed. Studies consistently show that push notifications can increase 90-day user retention from 3x to 10x depending on the effectiveness of your messaging.

## What are QR codes?

QR codes are a type of matrix barcode that can be scanned by a mobile camera, usually activating a web link in the process. In mobile marketing, this allows advertisers to combine physical and digital marketing techniques by displaying QR codes in the real world. For example, a retail chain could place unique QR codes on receipts to link a customer's online and offline identities, or, a viral marketer might leave codes in public places as part of an augmented-reality game.

In the hands of mobile marketers, QR codes are unique tools that appeal to human curiosity can be placed anywhere, and are easy to track. Unfortunately, QR codes are also not as intuitive as other marketing strategies on this list, and tend to be used by a smaller subset of mobile users. That said, QR codes can be useful when deployed effectively, and are especially popular in regions like China.

## What are mobile search ads?

Mobile search ads are standard search engine advertisements that are indexed and optimized for mobile devices. They can be displayed through a web page or search engine like Google, and typically integrate with smartphones to use features like "click to call".

When search ads are optimized to match Google's search interface, they have a higher chance of appearing when users search for related products or services on their mobile devices. Depending on the advertised business, a smartphone's location service can also narrow down the search to relevant local companies. Google search ads can also feature a click-to-call button or click-to-install button as a call to action for your customers.

## What are some mobile marketing best practices?

**Always keep your audience in mind.** A mobile marketing strategy that's effective on social media won't necessarily carry over to mobile games.

**Be concise.** Smartphones have limited screen space for deploying your message, and there are literally thousands of things users could do instead of viewing your ad. Get straight to the point, and give them a reason to engage with you.

**Optimize websites for mobile devices.** Much like our last point, transferring desktop-optimized web pages to mobile devices usually means your marketing efforts are lost to clutter and noise. Design mobile-specific versions of your sites that are optimized for on-the-go smartphone users, and build your marketing campaign around them.

**Adopt multiple marketing strategies.** There are many mobile marketing strategies available to advertisers in 2019. Don't be afraid to experiment with models that show potential and reflect your brand.

**Benchmark your results.** Keep track of how users interact with each of your mobile marketing strategies. Follow conversion, retention, and engagement metrics to maximize your ROI.

Mobile marketing is a far more complicated field today than it was in 2000, but there are also far more ways to engage with your audience than ever before. By adopting the strategies listed above, your business will be well underway to expanding your reach across a variety of active channels.

## **Different types of mobile marketing**

The different types of mobile marketing are:

- SMS marketing
- MMS marketing
- Push notifications
- App-based marketing
- In-game mobile marketing
- Location-based marketing
- Mobile search ads
- QR codes Mobile image

### **SMS Marketing**

SMS marketing is one of the oldest forms of mobile marketing in this you send messages using phone numbers of your potential buyers.

### **MMS Marketing**

Multimedia messaging service (MMS) it's one of the oldest forms of mobile marketing. In this mobile media marketing is done by sending a timed slideshow of images, text, audio, and video. in this form, you can send both mobiles terminated and receive mobile originated rich content through MMS A2P person to person.

### **Push notifications**

Push notifications are another important mobile marketing tool. It helps brands to communicate those messages to the potential buyers in a simple and effective way. This method is cheaper compared to SMS marketing if used for a longer period but for short-term it may be expensive.

### **App-based marketing**

Today it is a known fact that people daily engage with their mobile apps. Daily huge number of apps are being downloaded on mobile devices. The most popular and market leader is Google app



store. As per the reports, it is clear that Android smartphones are the winner. As far as the download of the mobile app is concerned. This gives us great potential for direct engagement and targeting the right customers and generating revenue. One another successful example of Mobile app based marketing is Facebook. Facebook mobile promoted ad post is integrated so seamlessly with their feeds is that it is difficult to recognize them as any kind of distractions.

### In-game mobile marketing

All types of age group people like to play games on their mobile devices. The huge success of Pokémon Go is the latest example. This is a significant platform to engage with our target audience directly. Different types of advertisements can be displayed while playing the game such as banner pop up image advertisement video ads at the beginning in between or at the end of the game.

### Location-based marketing

Marketing messages are sent to the website visitors depending on the geographical presence of the people. For example, a pizza outlet based in South Mumbai may wish to put ads for that specific location only and need not market the whole of Mumbai region.

### Search Advertising

These are given as extra add-on extensions such as click2call; search advertising mainly used by the search engines such Google, Microsoft and MSN etc.

### QR codes

QR codes are mainly used for Mobile gaming sites. QR codes are scanned by the users through their mobile camera and are taken to the site at which the QR code is linked.

### Mobile image

Images are used as an important tool of mobile marketing; advertisements are placed at different places on the website such as header footer or as a pop-up of images.