

## DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

## III YEAR / V SEM

**CCW332 - DIGITAL MARKETING**

## UNIT 1 - INTRODUCTION TO ONLINE MARKET

**SYLLABUS:** Online Market space- Digital Marketing Strategy- Components - Opportunities for building Brand Website - Planning and Creation - Content Marketing.

**PART A****1. Define Digital marketing.**

The definition of digital marketing according to IDM (Institute of Direct and Digital Marketing) includes 'the management and execution of marketing using electronic media such as the web, email, interactive TV, wireless media in conjunction with digital data about customers characteristics and behavior.'

**2. Define marketing.**

According to Philip Kotler, Marketing is the set of human activities directed at facilitating and consummating exchanges. The American Marketing association defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

**3. What is e-commerce?**

E-commerce refers to any form of business transaction conducted online. The most popular example of e-commerce is online shopping, which is defined as buying and selling of goods via the internet on any device. However, e-commerce can also entail other types of activities, such as online auctions, payment gateways, online ticketing, and internet banking.

**4. What is meant by green marketing?**

Green marketing products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

**5. Define marketing management.**

The American Association of Marketing define marketing management as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services in order to create, exchange and satisfy individual and organizational objectives.

**6. Why has Digital Marketing grown to be this huge compared to offline marketing?**

In recent years, digital marketing has demonstrated immense power, and here are some of the most compelling reasons:

- Directly relates to customers' needs
- Good exposure to product outreach and analytics
- A more convenient approach to connect with people from all across the world
- Changes can be implemented almost immediately if needed

**7. Differentiate between direct marketing and branding.**

- Direct marketing aims to increase a company's revenue by creating demand. The use of stories in brand marketing allows you to connect with your audience on a much deeper level.
- Direct marketing has a direct impact on top-line revenue. Typically, a high level of urgency and priority is assigned. Brand marketing has a long-term impact on brand equity and serves as a barrier to market pressures. It's not urgent, but it's critical.
- Testing and measuring are often on the minds of direct marketers. Differentiation is something that brand marketers consider.
- Response, leads, conversion, and sales are the KPIs used in direct marketing. The focus of brand marketers is on KPIs like awareness, recognition, and engagement.

**8. List a few disadvantages of Digital Marketing.**

- Skills and training - Make sure your staff has the expertise and experience they need to properly deploy digital marketing. Tools, platforms, and trends change quickly, so being up to date is essential.
- Time-consuming - Duties like optimizing internet advertising campaigns and developing marketing content can consume a significant amount of time.
- High competition - While internet marketing allows you to access a global audience, it also puts you in direct rivalry with others worldwide. It can be challenging to stand out from the crowd and capture attention among the different messages offered by consumers online.
- Complaints and feedback - Any nasty comments or criticism of your brand might be seen by your target audience on social media and review sites. It might be challenging to provide excellent customer service online.

**9. List a few Digital Marketing trends for 2022-23.**

- Short DIY videos
- Telling a real story or example
- Audience focused content
- Personalized content
- Using AI in content
- Google Discover
- NFTs are used by marketers

**10. Which are some of the popular digital marketing tools?**

- Google Analytics
- Ahref
- Mailchimp
- Google Keyword Planner
- Kissmetrics
- Keyword Discovery
- SEMrush

- Buffer App
- AdEspresso

**11. How can you categorize Digital marketing?**

Digital marketing can be categorized into Inbound Marketing and Outbound Marketing.

- Inbound marketing pulls in interested customers, whereas outbound marketing doesn't care about interest.
- Consumer need is considered in inbound marketing, but in outbound marketing, it is done according to the product's needs.

**12. What are the four C's of Digital Marketing?**

Customer - The person who receives the message.

Content - The message that the customer sees is referred to as content.

Context - The message sent to the consumer.

Conversation - This is when you and your consumer have a conversation.

**13. How can you categorize Digital marketing?**

Inbound Marketing	Outbound Marketing
Pulls in interested costumers	Pushes regardless of interest
Written according to the consumer's needs	Written according to the product's needs
A part of content consumption	Disrupts content consumption
Natural habitat: blogs, social media, search, influencer marketing, opt-in emails.	Natural habitat: display ads, telemarketer scripts, magazines, TV ads, billboards.

**14. What are the different types of Digital Marketing?**

Different Digital Marketing aspects -

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- Email Marketing
- Social Media Marketing
- E-commerce Marketing

**15. What are the most effective ways to increase traffic to your website?**

The most popular and effective ways to increase traffic to your website are-

- Paid search
- Display advertising
- Content marketing
- Writing crisp headlines
- SEO activities
- Content optimization
- Targeting long-tail keywords
- Guest blogging
- Seeking referral traffic
- Posting content on LinkedIn
- Linking Internally
- Email marketing

**16. Define a responsive web design.**

Responsive web design makes web pages perform well on different devices like desktop, mobile, and tablet. It ensures that the user has a great viewing experience no matter what device they use to access your website. The practice of a responsive design consists of a mix of flexible layouts, images, grids, and the use of CSS media queries.

**17. What are the 3 ingredients of Digital Marketing?**

The 3 ingredients of Digital Marketing are-

- Traffic
- Insights
- Sale

**18. What are the skills needed for Digital Marketing?**

Digital Marketing is an amalgamation of innovation, creativity, and analytics; one should have a creative mind, data analysis skills, writing and editing skills, and technical skills to be a successful digital marketer.

**19. Define content marketing.**

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately to drive profitable customer action

**20. Differ Traditional Marketing Vs Digital Marketing**

Basis of difference	Traditional Marketing	Digital /Internet Marketing
1.Direction of communication	Uni-directional communication (company communicates with its customers about its products or services in on direction way)	Bi-directional communication (business can communicate with customers and customers can ask queries or make suggestions to business as well)
2.Medium of Communication	TV ad , bill board , news paper etc.	Social media websites, chats, apps and e-mail etc.

**21. Write the importance or advantages of digital marketing.**

1. Provides equal opportunity for all kinds of businesses
2. More cost effective than traditional marketing
3. Delivers better conversion
4. Helps to generate better revenues

**22. List the Benefits of Traditional Marketing.**

- You can easily reach your target local audience.
- The materials can be kept
- It's easy to understand

**PART B****1. Explain the concepts of online market space Or discuss the basic concepts of digital marketing.****Digital Marketing: Meaning, Scope and Importance**

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet.

Enter digital marketing — in other words, any form of marketing that exists online.

Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From the website itself to a business's online branding assets — digital advertising, email marketing, online brochures, and beyond — there's a spectrum of tactics that fall under the umbrella of "digital marketing."

The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal.

A content marketer, for example, can create a series of blog posts that serve to generate leads from a new ebook the business recently created. The company's social media marketer might then help promote these blog posts through paid and organic posts on the business's social media accounts. Perhaps the email marketer creates an email campaign to send those who download the ebook more information on the company.

**Scope and Importance**

Digital Marketing industry is booming not just in India but all parts of the world. The year 2016 took the industry by surprise with over 1.5 lakh job opportunities in the Digital Marketing domain. Well, the following was a bigger surprise when only the first quarter of 2017 marked for 8 lakh job opportunities.

The surveys conducted by several forums have predicted this number to grow with Digitalisation in the nation. Our Prime Minister has been actively promoting the idea of Digital India. PM Modi's digital India campaign gained massive popularity. The initiative of Government of India is aimed at providing easy services to its natives.

Now imagine when a nation's government is promoting the digital interaction, what do you think will be the Digital Marketing scope in that nation.

1. As a tool for communication
  - A. Digital marketing gives fair opportunities to all kinds of businesses
  - B. Digital Spending Up
  - C. The power of smart phone as game changer

- D. Consumer attention and online dominance
  - E. Data Explosion
  - F. Bright Future
2. As a career in marketing
- A. Digital marketing manager
  - B. Content writers
  - C. Content marketing managers
  - D. Inbound marketing manager
  - E. Social media marketing expert
  - F. SEO executive
  - G. Conversion rate optimizer
  - H. Copywriter
  - I. E-mail marketer
  - J. Web analytics executive

### **Importance of Digital marketing**

1. Provides equal opportunity for all kinds of businesses
2. More cost effective than traditional marketing
3. Delivers better conversion
4. Helps to generate better revenues
5. Facilitates interaction with targeted audiences
6. Caters the mobile consumers
7. Builds brand reputation
8. Influence customers to take favorable action via CTA
- 9.

### **Types of Digital marketing**

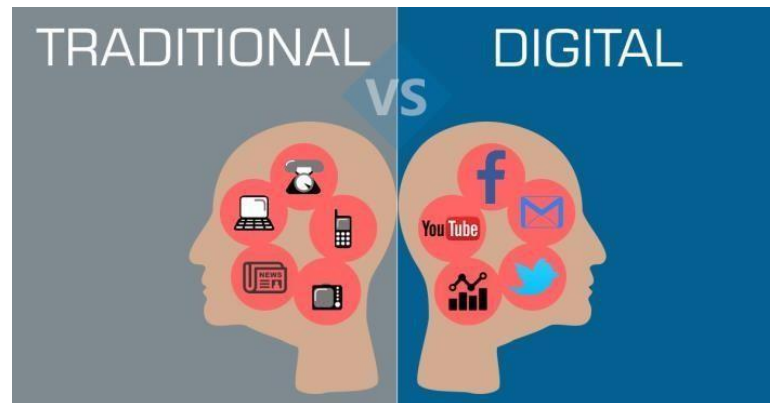
1. SEM(Search engine marketing)
2. SEO(Search engine optimization)
3. PPC(Pay Per click)
4. Content marketing
5. Email-marketing
6. Social media marketing
7. Affiliate marketing

## **2. How Digital marketing differ from traditional marketing?**

### **Traditional Marketing Vs Digital Marketing:**

The debate continues as to whether digital marketing is overpowering and surpassing traditional marketing or not. Many think that for the most part, digital marketing has taken over and traditional marketing barely exists, if at all. Recent occurrences such as the magazine giant, Newsweek switching to totally digital publications cause ripples throughout

the marketing arena. Over the last year or so traditional marketing had fallen nearly 160% while in the same time frame expenses for digital marketing increased over 14%. **Refer fig 1.1**



**Figure 1.1 - Traditional Vs Digital**

### **Traditional Marketing:**

The traditional way of marketing lets businesses market their products or administrations on print media, radio and TV commercials, bill boards, business cards, and in numerous other comparable ways where Internet or web-based social networking sites were not utilized for promoting. **Refer fig 1.2**

- However, traditional promoting approaches had constrained client reachability and extent of driving clients' purchasing conduct. In addition, traditional marketing methods were not quantifiable too.

There are many facets of traditional marketing and examples might include tangible items such as business cards, print ads in newspapers or magazines. It can also include posters, commercials on TV and radio, billboards and brochures. Traditional marketing is anything except digital means to brand your product or logo.

- Another overlooked means of traditional marketing is when people find a particular business through a referral or a network and eventually you build a rapport with them.
- Because of its longevity, people are accustomed to traditional marketing. Finding ads in magazines and newspapers, or reading billboards are still familiar activities and people still do them all the time.
- Most of the time, traditional marketing is reaching only a local audience even though it is not limited to one.
- There are some aspects where traditional marketing wins over the online advertising battle, which include Target Local Audience, Materials are for keeps, More personal and Simpler process.
- One of the primary disadvantages of traditional marketing is that the results are not easily measured, and in many cases cannot be measured at all.
- In most cases, traditional marketing is also more costly than digital marketing. And perhaps the biggest disadvantage today is that traditional marketing is static which means there is no way to interact with the audience. It's more
- like you are throwing information in front of people and hoping that they decide to take action



**Figure 1.2 - Traditional Marketing**

### **Digital Marketing:**

Digital Marketing can be understood as a well-targeted, conversion-oriented, quantifiable, and interactive marketing of products or services by utilizing digital innovation to achieve the customers, and transform them into clients in a sustainable fashion. The whole concept and functionalities of Digital Marketing are more competent, effective, result-oriented and measurable, which make it very different from traditional marketing.

- Digital or online marketing is the marketing mode of the global village. It is only obvious that the era of the internet will have its influence in every realm of life.
- The world of digital marketing continues to evolve and as long as technology continues to advance, digital marketing will as well.
- Examples of digital marketing include things like websites, social media mentions, YouTube videos, and banner ads. Specifically, digital marketing is similar to traditional advertising, but using digital devices.
- However, digital marketing is considered a form of inbound marketing and its goal is for people to find you. Businesses put content (or ads) out for individuals to find.
- People may conduct an organic online search, a paid search, find your business on a social network or by reading content that has been published online such as a blog or an article. The more they see you or your content, the more familiar they will become with your brand and they will eventually develop a trust and a rapport with you through this online presence.
- One benefit to using digital marketing is that the results are much easier to measure; and another is that a digital campaign can reach an infinite audience. It is also possible to tailor a digital campaign to reach a local audience but it can also be used on the web and reach the entire globe when appropriate.
- Digital marketing is also a very interactive means of reaching an audience since it makes use of social outlets. There can be plenty of direct contact between the audience and the business which means that the business can get some very valuable consumer feedback.
- Benefits of Digital Marketing over Traditional Marketing include reduced cost, real time result, brand Development, non-intrusive, higher exposure, higher engagement, Quicker publicity, Non interruptive, Good For All Stages Of Fields, Easy analytics and Strategy Refinement.
- One of the disadvantages to using digital media marketing strategies is that it can take some time to realize measurable success. **Refer fig 1.3**





Figure 1.3 - Digital Marketing

**Differences between Traditional Marketing & Digital Marketing:**

Traditional Marketing	Digital Marketing
1. Communication is unidirectional in traditional marketing, which means, an organization communicates about its services with its audiences.	1. Communication is bidirectional in Digital Marketing as businesses can communicate with customers and customers can ask queries or make suggestions to businesses as well.
2. Medium of communication in traditional marketing is generally phone calls, emails, and letters.	2. Medium of communication is more powerful and involves social media websites, chats, apps and Email.
3. Campaign in Traditional marketing takes more time as designing, preparing, and launching are involved.	3. Digital marketing campaigns can be developed quite rapidly and with digital tools, channelizing Digital Marketing campaigns is easier.
4. It is best for reaching local audience.	4. It is very effective for reaching global audiences.
5. It is almost impossible to measure the effectiveness of a traditional marketing campaign.	5. Digital Marketing lets you measure the effectiveness of a digital marketing campaign through analytics.

Table 1.1 - Traditional Vs Digital marketing

**3. Discuss the characteristics of digital marketing.**

**Characteristics of Digital Marketing:**

We are living in the digital age today. Outdated marketing won't help you get profits you desire for. Digital Marketing is a necessity today of almost every business. There is no way around it. The way you dedicated a lot of your time and effort to making your product, similarly it is important to invest in a complete digital strategy to launch and show your

product or services to your targeted audience and continually improve your brand presence online.

Make sure that you evaluate all your options so you get aware of your digital marketing platforms and whether or not you're really boosting the potential of your marketing campaign. When done correctly, this can help you stand out from the crowd and get succeed.

Digital Marketing is a great way of increasing brand awareness, customer engagement and long-term loyalty and generating a short-term boost in sales, despite the fact that every digital marketing campaign is different in their own ways, the reality is that many of them are built on common basics and a few key elements. Successful Digital Marketing Campaign requires a lot of time following through analytics and data to find insights. But, as we have analyzed which characteristics successful campaigns share to help you.

**1. Get a Quality Company Website:**

What was a novelty a mere decade ago is a critical requirement today. A business website is a pseudo B2B portal, allowing businesses and customers from around the world to connect with you. A business website is similar to your Company brochure, available 24×7, and projects you as a professional outfit.

**2. Social Media Presence:**

The biggest achievement of this digital era has been the ease with which people have learnt to communicate- Social Media websites like Facebook, Twitter, Google+, Pinterest, YouTube etc. are the latest methods to communicate across wide demographics of age, taste and culture. By actively promoting your company on these social media, you are getting the world to talk about you.

**3. Blogging and Forums:**

Here is a powerful axiom- 'Content is King'. Produce powerful, genuine and compelling content as part of your Company blog. Be a regular on relevant forums and discussion panels. Learn the art of connecting your business themes into the content that you produce. In time, your content will stand up to be the biggest promoter of your brand.

**4. List your business on the three biggest listing services:**

Register your business on 'Google Places'- this allows your business to feature on Google searches and be listed on Google Maps. Other business databases that you must be part of include 'Yahoo! Local' and Microsoft's 'Bing'. Joining these services is free; setting up an account takes very limited time and the far reach of these services translates to free promotion for your business.

**5. Email Marketing:**

In recent times, bulk emailing isn't a very favored promotional concept. However, if done well, and with good intentions, email marketing could be a powerful tool in your Company's online promotional arsenal. Personalized emails speak directly to the target audience, helps you get an immediate response and can aid in the opening of a line of communication with your prospective customer base. It's free and fast promotion- with an impactful feedback.

**6. A Dedicated Digital Marketing Expert:**

If you aren't sure about pulling off a good promotional job individually, maybe it's a

good idea to hire an innovative, enthusiastic Digital Marketing Consultant to handle your Company's online promotional strategy. This action will allow you to be on top of your promotional ideas while employing a professional to implement concepts that drive towards your expected results.

#### 4. Discuss the market place online marketing.

##### **Market Place:**

The market place for an organization includes interaction between all the elements of the micro-environment. There are five forces which impact organization in the marketplace. The impact of internet on the five forces is as follows: **Refer fig 1.4**

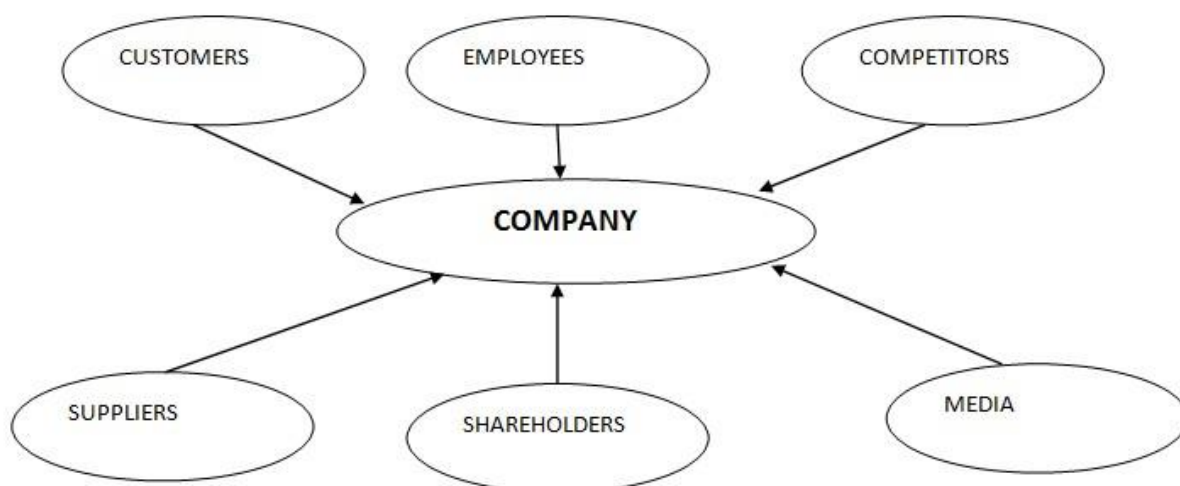
**Bargaining Power of Customers:** with the advent of the internet, customers have wider choices of products than before. The increase in competition has reduced the price level as customer demand more transparency in operations. Thus, the bargaining power of customers has increased.

**Bargaining Power of Suppliers:** again, with wider choice due to the internet. The bargaining power of the supplier has gone down

**Threats of substitute:** the internet has enabled quicker introduction of products and services. The organization must carefully observe the introduction of substitute in the market as to avoid losing market share.

**Barriers to entry:** the internet has substantially reduced establishment costs, especially in the services industry. Therefore, organization has to carefully observe the movement of the new entrants in the market.

**Competition:** the internet has started the trend of faster commoditization of products. Thus companies need to find new ways through which it can differentiate itself from competition.



**Figure 1.4 - Market place of company**

## 5. Explain the Process and steps in digital marketing.

### Digital Marketing Process

#### 1. Developing Mission Statement

That is the Organizational Mission Statement to be matched up with Marketing

#### 2. Situational Analysis

Identify the Problems and work on getting solutions.

In order to achieve business goals, let me just brief you about the above chart. Identify the problem and Research

The marketer can identify the problem and research by asking people's opinion about what they actually need.

Here surveys come into the picture where you take suggestions from the people and delivered the solutions (product/Services).

#### 3. Marketing Strategy and Marketing Mix

Developing the Alternatives plan

After going through the surveys and analyzing the needs of the customers and then one can develop the alternatives plans. Once you Developed the alternatives plans, The next step is to carefully analyze every alternative and select the best possible alternative plan among them.

Marketing Mix which includes product Development, Pricing, Promotion, Place and Distribution Analyze and selects the Best alternative Plan.

#### 4. Implementation and Control

- Implement the plan: Once you select the best plan you can start implementing the plan.

Review/Measure: Once you have implemented the plan and now you can start measuring the success/failure

### Steps

#### 1. Research

- In the research stage, all the necessary information related either to the product(s)/service(s) or the target audience/market is collected, and the information collected during the research stage is used for making decisions. This information is very helpful in strategizing the marketing campaign. Following information are collected during this stage:
  - About the brand/business/organization.
  - About the target audience/target market.
  - About the product/service being promoted.
  - About the market, a competition to promote product/services and to stand out among the existing brands.

## 2. Create

- In this stage, the information collected in the research stage is analyzed and strategized to create the marketing campaign. The campaign is created as per the goals and objectives of the organization and the as per the vision of the stakeholders, how they want their product to be advertised on different platforms.
- This step covers the branding strategy, content strategy, etc. The goal is to reach maximum customers and to generate maximum revenue at the same time.

## 3. Promote

Once the marketing campaign is created and strategized, the marketing team starts working on promoting the product(s)/service(s). There are various digital platforms for promoting a brand, product(s)/service(s) like:

- Search Engines (Google, Bing, Yahoo, Etc.)
- Display Networks
- Social Media
- E-Mail and Affiliate Marketing
- E-Commerce Websites and Other Marketing Portals

## 4. Analyze

- Now comes the analyzing stage in which the results and outcomes of the marketing campaign are analyzed. The results or the outcome from various promotion channels are collected and analyzed for generating the business reports in terms of sales and revenue. This analysis helps to identify the grey areas and helps the marketing team to improve those areas and to prepare for future marketing. Google Analytics is one of the most popular analytics tools used for the analysis and basically it helps to identify the target audience response, behavior of the consumers and the data collected helps to convert the potential leads into business.

## 6. Discuss Digital Marketing Types Explained through REAN Marketing Engagement Framework.

To explain digital marketing types, we first need to develop an understanding of the historic marketing funnel models and use one of them as a base to explain how different digital marketing types cater to each of the marketing funnel stages of that model. A marketing funnel model also referred to as a 'purchase funnel,' 'customer funnel,' or 'sales funnel' aims to put a structure to explain how a marketer or consumer goes through the various stages of marketing and consumption to finally purchase any product or service online.

### Explanation of Marketing and Consumer Funnel Stages

'Marketing Funnel' as consists of four REAN model stages (including the additional added stage of Plan) which can be described as:

**(a) Plan:** Develop marketing plan, content strategy, and branding material which would be used to conduct marketing across the following funnel stages.

(b) **Reach:** Involves the set of activities to raise prospect's attention to marketer's brand product or service. (This is the stage where prospects are created.)

(c) **Engage:** The gradual, typically multi-channel set of activities needed to engage the prospects developed during the 'Reach' stage (This is the stage where leads are generated.)

(d) **Activate:** The activities needed for prospects to take the actions marketers want them to take. (This is the stage which relates to final converts or those who purchase.)

(e) **Nurture:** The activities needed to nurture the customer relationship created in the activation stage. (This is the stage which relates to creation of loyalists.)

### **Interaction Points of Marketing and Consumer Funnel Stages**

- (a) Interaction Point A (PLAN-INTENT)
- (b) Interaction Point B (REACH-AWARENESS)
- (c) Interaction Point C (ENGAGE-INTEREST)
- (d) Interaction Point D (ACTIVATE-ACTION)
- (e) Interaction Point E (NURTURE-FOLLOW)

## **7. Discuss the applications and benefits of digital marketing.**

Digital marketing has become indispensable for almost all types of businesses, organizations, and, if we dare say, to even individuals. There is not a day in present times, when we at a personal, professional or societal level do not interact or are not affected by digital marketing. From the time we open WhatsApp in the morning to check messages from our social groups to the time we hit the first search on Google, to looking at the latest scoreboard on our smartphone cricketing app, we are interacting with digital media applications and being affected by digital marketing all the while.

The key **applications** for marketers utilizing digital marketing channels and platforms would include:

(a) **Enhancement of revenues:** The most pertinent application of all business models is the potential to increase revenue beyond present numbers and digital does so in multiple ways. From top-branded product manufacturers to local small and medium businesses, all are embracing the power of digital to get enhanced revenues and move from just a physical sales model to an omnipresent sales channel where the biggest orders can come in at times and from locations not even known to the marketing manager.

(b) **Brand presence amplification:** Marketing done only across traditional channels is typically time consuming and requires a large effort to gather new prospect base. Digital marketing helps reach out to newer target segments in a much lesser time-span and amplify brand presence multiple times over.

(c) **Support information-seeking and customer validation exercise:** Digital marketing's biggest application for marketers is its impact across multiple channels to support the customer gather information, compare competing products, and validate his purchase decision through comments and thoughts from multiple online sources which he was not able to gather in the physical world.

(d) **Develop customized forms of consumption (like applications and social pages for targeted communities):** One of the most interesting aspect of digital application is towards creation of targeted low-cost apps, social media pages, and curated articles on interest blogs

and platforms, which provide a way to not only personalize information but also how it is accessed with utmost ease by the target segment in which the marketer wants to engage.

**(e) Mixing multiple digital channels and online-offline media:** With newer innovations like integration of Twitter with e-commerce companies to place orders in e-carts by inclusion of special hashtags in their tweets, marketers are utilizing multiple digital media platforms and integrating online-offline media to help customers complete the purchase cycle, on whichever medium, channel or platform they are present. These growing integrations we believe will impact even the most physical of industries like agriculture and healthcare in ways never thought of before.

**(f) Instant response generation mechanism to negative customer feedback:** We have seen a lot of instances wherein brands have not only been able to identify when customers are not feeling good about certain products and experiences on offer but have also been able to avert huge losses and save face in the outcry of key issues important to them both on the product and brand side. In some instances, digital media has even led to companies take back stocks worth millions of their wares to maintain customer trust and brand integrity.

### **Benefits of digital marketing**

There are multiple such applications which we have seen across industries and client interactions on digital platforms which can be shared here. We would be going through a lot more examples in the book as we move forward to chapters which detail each media and the use of technology towards making digital media such a huge part of the marketing mix these days. Key benefits of digital marketing include:

- (a) Provides a level-playing field be it a small or large business
- (b) Much cheaper to run campaigns, collaborate, and analyze insights
- (c) Helps to reach out to customers in real time based on their latest actions
- (d) Easier to measure effectiveness of a campaign or a marketing message
- (e) Viral effect includes ability of a strong concept to reach the mass market instantly
- (f) Provides greater engagement with the use of imagery, content, information, customer support, and personalization
- (g) Utilizes multiple technologies and collaborative platforms available to harness the power of big data and internet reach
- (h) Acts as a medium to understand customer segments and their actions better
- (i) Helps understand customer intent across multi-channel platforms
- (j) Utilizes the power of social networks to reach out to multiple users in a trusted environment
- (k) Integrates traditional campaigns to extend the reach of branding to its longest possible tail
- (l) Change marketing messaging based upon latest feedback or acceptance to campaigns
- (m) Make collaboration, feedback, and continued engagement with the brand possible in online-offline mode

### **8. Explain the concepts of digital marketing strategy.**

Why you need a digital marketing strategy?

The simple answer: because without one you'll miss opportunities and lose business. Formulating a digital marketing strategy will help you to make informed decisions about your venture into the digital marketing arena and ensure that your efforts are focused on the elements of digital marketing that are most relevant to your business. It's a crucial first step towards understanding how the constantly evolving digital marketplace relates to you and how it affects the relationship between your business or brand and your customers and

prospects.

- It doesn't matter what business you're in; it's a fairly safe bet that an increasing number of your target market rely on digital technology every day to research, evaluate and purchase the products and services they consume.
- Without a coherent strategy of engagement and retention through digital channels your business is at best missing a golden opportunity and at worst could be left behind, watching your competitors pull away across an ever-widening digital divide.
- Unlike conventional forms of mass media marketing, the internet is unique in its capacity to both broaden the scope of your marketing reach and narrow its focus at the same time.
- Using digital channels you can transcend traditional constraints like geography and time zones to connect with a much wider audience. At the same time, digital technology allows you to hone your marketing message with laser-like precision to target very specific niche segments within that wider market. Implemented effectively, it can be an incredibly powerful combination.
- It's often stated that the internet puts consumers in control as never before. But it's also important to remember that the internet also delivers an unprecedented suite of tools, techniques and tactics that allow marketers to reach out and engage with those same consumers. The marketing landscape has never been more challenging, dynamic and diverse.
- And therein lies the crux of our need for a cohesive digital marketing strategy. If you're going to harness the power of digital marketing to drive your online business to dizzying new heights, you need a thorough understanding of your market, how your customers are using digital technology, and how your business can best utilize that same technology to build enduring and mutually rewarding relationships with them.
- As digital channels continue to broaden the scope available to us as marketers, so they add to the potential complexity of any digital marketing campaign. Having a clearly defined strategy will help to keep you focused, ensure that your marketing activities are always aligned with your business goals and, crucially, ensure that you're targeting the right people.

### **Defining your Digital Marketing Strategy:**

Once you've decided that you do, in fact, need to pursue some form of digital marketing, the next step is actually to sit down and define your strategy. Unfortunately there is no 'one size fits all' strategic panacea here. We don't have a magic recipe to ensure your digital marketing success, and neither does anybody else. Basically every business needs to 'bake' its own unique strategy based on its own particular set of circumstances. While the available ingredients are the same, the resulting strategies can be radically different.

If you sell apples to local grocers by the truckload, your strategy will bear little resemblance to that of a company selling downloadable e-books and reports on financial trading, which will in turn be very different to the strategy adopted by a sports clothing manufacturer who wants to cut out the retailer and sell directly to consumers over the web. Different products, different markets, different needs – different solutions. What it ultimately boils down to is this: the best people to define your digital marketing strategy, curiously enough, are the people who best know your business.

### **Laying strong digital foundations:**

The good news is that you've almost certainly already started the process of defining your digital marketing strategy. Probably been thinking about digital marketing in the context of



your business, about what your competitors are doing online and why, about how your customers and prospects are integrating digital technology into their lives, and about how you can best exploit these new and exciting digital channels to foster longer, more productive relationships with them. These are the components that will form the foundation of your digital marketing strategy:

- **Know your business:** Is your business ready to embrace digital marketing? Are your products or services suited to online promotion? Do you have the right technology, skills and infrastructure in place? How will digital marketing fit into your existing business processes, do those processes need to change, and are you and your staff ready to accommodate those changes?
- **Know the competition:** Who are your main competitors in the digital marketplace? Are they the same as your offline competitors? What are they doing right (emulate them), what are they doing wrong (learn from them), what aren't they doing at all (is there an opportunity there for you?) and how can you differentiate your online offering from theirs? Remember, competition in the digital world can come from just around the corner or from right around the globe. The same technologies that allow you to reach out to a broader geographical market also allow others to reach into your local market. When you venture online you're entering a global game, so don't limit your analysis to local competition.
- **Know your customers:** Who are your customers and what do they want from you? Are you going to be servicing the same customer base online, or are you fishing for business from a completely new demographic? How do the customers you're targeting use digital technology, and how can you harness that knowledge to engage in a productive and ongoing relationship with them?
- **Know what you want to achieve:** If you don't know where you're going, there's a pretty fair chance you'll never get there. What do you want to get out of digital marketing? Setting clear, measurable and achievable goals is a key part of your digital marketing strategy. Are you looking to generate online sales, create a source of targeted sales leads, improve your brand awareness among online communities, all of the above or perhaps something completely different? Your goals are the yardsticks against which you can measure the progress of your digital marketing campaigns.
- **Know how you're doing:** The beauty of digital marketing is that, compared to many forms of advertising, results are so much more measurable. You can track everything that happens online and compare your progress against predefined goals and key performance indicators (KPIs). How is your digital campaign progressing? Are certain digital channels delivering more traffic than others? Why is that? What about conversion rates? How much of that increased traffic results in tangible value to your business? Measure, tweak, refine, re-measure. Digital marketing is an ongoing and iterative process.

The process of formally defining your digital marketing strategy forces you to sit down and analyze the market in which you're operating with a critical eye, and to really think about the different components of your business and how digital marketing can help you to achieve your business goals. Don't get down in the technical details – remember, digital marketing is about people communicating with other people; the technology is just the bit in the middle that helps it to happen. Your strategy should provide you with a high-level framework – a bird's-eye view of the digital marketing landscape with your business centre stage

**Understanding Digital Consumers:****The Digital Consumer revealed**

The first thing to realize about digital consumers is that there's basically no such thing. The customers and prospects you encounter online are the very same people who walk into your store every day, call you on the telephone, or order something from your mail-order catalogue. There's nothing dark, sinister or mysterious about them. They're people – like everybody else. 'There is no great mystery about how [digital consumers] think and what they want', maintains interactive marketing expert.

These consumers are doing exactly what people have been doing for thousands of years – communicating with each other. The fact that technology is enabling them to communicate with each other faster, over distance, over mobiles and in 3D worlds is being perceived as something dangerous, unique and extraordinary, something that needs to be controlled and pinned down. People talk to each other – they always have.

**Making the Web their own**

Consumers, whatever their 'flavour', don't care about the way marketers define what they do. Concepts like above the line, through the line, below the line, digital, traditional, experiential, linear, analogue, mobile, direct, indirect or any other 'box' we care to slip our marketing endeavours into are completely meaningless to them.

All consumers care about is the experience – how the marketing available to them can enhance the experience and help them to make more informed decisions. People are the single most important element in any form of marketing. That's just as true in the digital space as it is in any other sphere of the discipline. As a marketer you need to understand people and their behaviour – and here's where the notion of the digital consumer does carry some weight, because consumer behaviour is changing, and it's changing because of the pervasive, evocative and enabling nature of digital technology.

Digital marketing allows us to build uniquely tailored ongoing relationships with individual customers. Marketing in the digital age has been transformed into a process of dialogue, as much about listening as it is about telling.

**I don't know you and you don't know me**

Perceived anonymity is another online trait that can have a profound effect on consumer behaviour. It liberates consumers from the social shackles that bind them in the real world; online they are free to do and say as they please with scant regard for the social propriety that holds sway in 'real life'. In a bricks-and-mortar store shoppers will wait patiently for service, and will often endure a less-than-flawless shopping experience to get what they want. Online they won't; they demand instant gratification and a flawless customer experience. You have to deliver, first time, every time. If you fail to engage, retain and fulfill their expectations on demand, they're gone, vanishing into the ether of cyberspace as quickly as they came, the only trace a fleeting, solitary record left on your web server's log file.

**Key traits of the Online Consumer**

Well, there's something about the immediacy and anonymity of the digital experience that has a similar effect on people. It's always risky to generalize and make assumptions about

people – especially in a field as dynamic and fast moving as this one. The only real way to know your market intimately is to conduct original research within your particular target group. That said, a lot of research work has been done (and continues to be done) on the behavioural traits of online consumers, and a broad consensus has emerged around the key characteristics that epitomize digital consumers:

**Digital consumers are increasingly comfortable with the medium:** Many online consumers have been using the internet for several years at this stage – and, while the user demographic is still skewed in favour of younger people, even older users are becoming increasingly web savvy. As people become more comfortable with the medium they use it more efficiently and effectively, which means they don't hang around for long: your content needs to deliver what they want, and it needs to deliver quickly.

**They want it all, and they want it now:** In the digital world, where everything happens at a million miles per hour, consumers have grown accustomed to getting their information on demand from multiple sources simultaneously. Their time is a precious commodity, so they want information in a format that they can scan for relevance before investing time in examining the detail. Designers and marketers need to accommodate this desire for 'scannability' and instant gratification when constructing their online offering.

**They're in control:** The web is no passive medium. Users are in control – in the Web 2.0 world more than ever before. Fail to grasp that simple fact and your target audience won't just fail to engage with you, but they will actively disengage. We need to tailor our marketing to be user-centric, elective or permission based, and offer a real value proposition to the consumer to garner positive results.

**They're fickle:** The transparency and immediacy of the internet don't eradicate the concept of brand or vendor loyalty, but they do erode it. Building trust in a brand is still a crucial element of digital marketing, but today's consumers have the power to compare and contrast competing brands literally at their fingertips. How does your value proposition stack up against the competition around the country and across the globe? Your brand identity may be valuable, but if your overall value proposition doesn't stack up you'll lose out.

**They're vocal:** Online consumers talk to each other – a lot. Through peer reviews, blogs, social networks, online forums and communities they're telling each other about their positive online experiences – and the negative ones. From a marketing perspective this is something of a double-edged sword – harness the positive aspects and you have incredible viral potential to propagate your message; get it wrong, and you could just as easily be on the receiving end of an uncomfortable online backlash.

## 9. Discuss ASCOR digital marketing framework.

For any type of company to move into digital marketing, be it a traditional firm with more physical products and services mix or one that has transformed itself to a large degree to tweak its products for the internet generation, there needs to be an underlying framework which helps to map the process and its progress. To help large and SMB firms, as well as individual marketers, we have devised a methodical phase-wise plan which we call the 'ASCOR' Digital Marketing Framework where ASCOR is an acronym standing for the five phases: **Refer fig 1.5**

- (a) Assessment phase
- (b) Strategy phase
- (c) Channel and communication plan
- (d) Digital marketing operations
- (e) Refinement phase

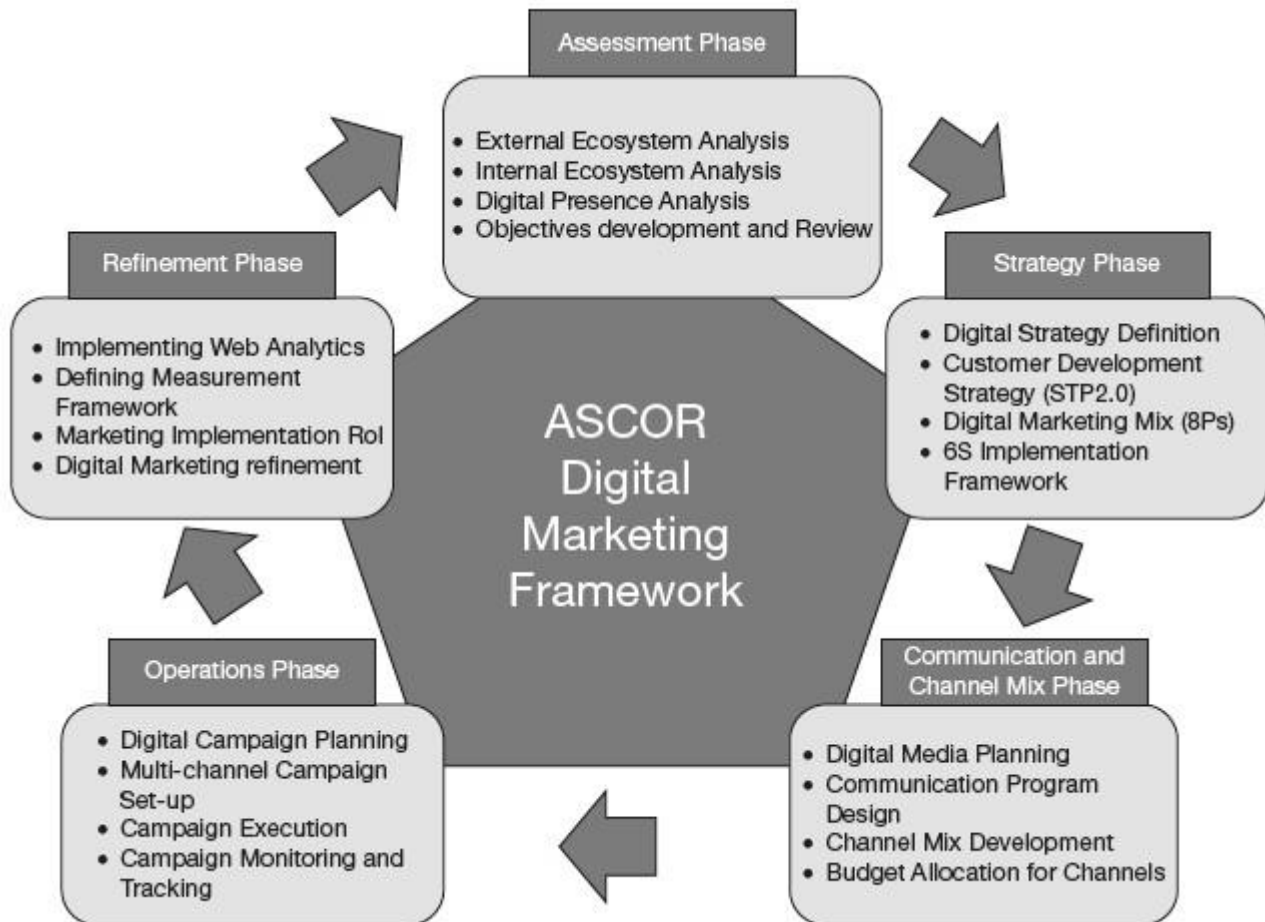


Figure 1.5 - ASCOR Framework

## 10. Explain the components (types) of digital marketing.

With a good understanding into marketing and customer models, we are now in a position to understand better the key digital marketing types (as mentioned in the earlier section) which form the underlying basis for all digital marketing activities: **Refer fig 1.6**

- Intent-based marketing (search marketing)
- Brand marketing (display/digital advertising)
- Content marketing (website, blog, native content)
- Community-based marketing (social media, business communities)
- Partner marketing (affiliate marketing, sponsorships, PR)
- Communication channel marketing (e-mail, messaging, SMS)
- Platform-based marketing (mobile, video, out-of-home, media platforms (surface), kiosks, in-apps)

Digital Marketing Type	Explanation
(a) Intent-based marketing	Marketing through messages placed in conjunction with information obtained on search engine queries
(b) Brand marketing	Utilizing advertising across websites and digital media formats for marketing
(c) Content marketing	Using story-based elements to share marketing messages in a targeted fashion
(d) Community-based marketing	Utilizing social communities, networks, and platforms to conduct marketing
(e) Partner marketing	Includes involvement of affiliates, third party sites for marketing; also includes sponsorship and PR activities
(f) Communication channel marketing	Involves marketing on all communication lead platforms; this is a more recent and upcoming digital marketing area
(g) Platform-based marketing	Using new platforms and digitized traditional platforms to integrate marketing in the device and medium itself



Figure 1.6 – Digital marketing types

## 11. List and explain the advantages and disadvantages of traditional marketing

### Benefits of Traditional Marketing (Advantages)

**You can easily reach your target local audience.** For example, a radio ad might play in one location: your city or region. Or mailbox flyers will go to households in a select number of suburbs.

**The materials can be kept.** The audience can have a hard copy of materials of which they can read or browse through over and over again.

**It's easy to understand.** It can be easily understood by most people because they are already exposed to this kind of strategy.

### The Downside to Traditional Marketing (Disadvantages)

**There is very little interaction between the medium used and the customers.** It is more of providing information to the public that the brand exists with the hope of these people patronizing the brand.

**Print or radio advertisements can be very costly.** Printing materials can be expensive and you need to hire people to distribute these.

**Results on this marketing strategy cannot easily be measured.** Was the campaign successful?

### Benefits of Digital Marketing

- ✓ You can target a local audience, but also an international one
- ✓ Your audience can choose how they want to receive your content
- ✓ Interaction with your audience is possible
- ✓ Digital marketing is cost-efficient
- ✓ Data and results are easily recorded
- ✓ Level playing field
- ✓ Real time results
- ✓ Brand Development
- ✓ Viral

## 12. Discuss the marketing mix (7P's) in online context.

- **Products/Services:** How can you develop your products or services?
- **Prices/Fees:** How can we change our pricing model?
- **Place/Access:** What new distribution options are there for customers to experience our product, e.g. online, in-store, mobile etc.
- **Promotion:** How can we add to or substitute the combination within paid, owned and earned media channels?
- **Physical Evidence:** How we reassure our customers, e.g. impressive buildings, well-trained staff, great website?
- **People:** Who are our people and are there skills gaps?
- **Partners:** Are we seeking new partners and managing existing partners well?

### **13. Explain the Opportunities for building Brand Website.**

#### **Building Website/Blog using CMS WordPress**

Creating an online presence for a business or professional portfolio can be done quickly and simply through a content management system (CMS) like WordPress. Large enterprises and small businesses alike need ways to publish content. The key is working with a user-friendly CMS that makes it possible for almost anyone from newbies to experts to construct web pages. Using these templates makes it easy to create a basic web page then swap in a logo, change the color palette, or alter the font to fit your brand and needs.

When you're getting started with WordPress, you need to decide whether you'll use WordPress.com or WordPress.org. They're both free, but WordPress.com is an all-in-one service that generates the HTML script for the site in addition to the domain name and hosting services. While it is a one-stop-shop for people wanting to build a webpage, there are numerous limitations you'll face if you want to customize many aspects of your site. WordPress.org, on the other hand, allows you to download the script for free, then manipulate that script as you please on your site, with your own domain name and web hosting. This is also known as a self-hosted site.

Here, you'll learn how easy it is to set up a WordPress self-hosted website for your home business. This CMS can be managed from almost any computer that is connected to the internet. Knowledge of basic HTML coding is helpful, but not necessary with WordPress. You can learn as you go, then add more options and plugins as you grow accustomed to the standard features.

#### **Choose and Buy Your Domain Name**

Selecting a business domain name is a vital part of the presence and marketing associated with your business. Ideally, this should be a ".com" that includes your business name. Web hosting services like Wix and Hostinger might offer to provide a domain (some will provide one for free), but most experts suggest keeping your domain name and hosting services separate to ensure you have ownership and control over your domain.

#### **Sign up for Web Hosting**

Although there are free options, your best bet is to go with a paid host to ensure quality and control. There are many affordable web hosts to choose from. Since you want to install WordPress, ensure that the host offers the WordPress script in its library. WordPress is a popular service, so most include it. Whatever web hosting service you choose will likely offer tiered options. You don't need to feel pressured to opt for the more advanced options. You can start with a basic plan and scale up as needed.

#### **Connect Your Domain and Web Host Services**

After you sign up for hosting, you'll receive account login information and the address of your host's nameservers (two series of numbers). Copy the nameserver information, and then head to your domain registrar and add the nameserver info to your domain name. This tells the domain registrar where (which host) the domain should point to. Once these two aspects of your website sync up, then you're ready to start building.

## **Install WordPress**

Gone are the days when you had to download the script from the WordPress site and then upload it to your host. Most hosts offer a quick install option through their script library. Log into your host account (i.e., cPanel) and find the WordPress script (if you're unsure where this is in your cPanel, ask your host). Click on "Install" and indicate where you want the script to install.

## **Using WordPress Plug-ins**

After installing WordPress, the first thing every beginner needs to learn is how to install a WordPress plugin.

A WordPress plugin is essentially a bit of code that "plugs in" to your self-hosted WordPress site. In human terms, that means a WordPress plugin is something that adds new functionality to your WordPress site or extends existing functionality on your site.

One of the benefits of WordPress is that enterprising developers have written tens of thousands of WordPress plugins that you can add to your site.

In simple words, WordPress plugins are like apps for your WordPress website. They allow you to add new features to WordPress like a contact form, slideshow, shopping cart, and more.

There are thousands of free and paid plugins available for WordPress. In this step by step guide, we will show you how to install a WordPress plugin.

Plugins can make everything from small tweaks to massive changes to your site. For example, some plugins can even turn your WordPress site into a fully functioning eCommerce store, social network, or forum.

Or, they can also add smaller features like an Instagram feed. Some WordPress plugins don't even have front-facing effects. For example, you can install plugins to improve your site's performance or help it rank better in search engines like Google.

## **Domain Names, Webhosting Web Browsers**

A domain name is your website name. A domain name is the address where Internet users can access your website. A domain name is used for finding and identifying computers on the Internet. Computers use IP addresses, which are a series of number. However, it is difficult for humans to remember strings of numbers. Because of this, domain names were developed and used to identify entities on the Internet rather than using IP addresses.

A domain name refers to the URL people type in a web browser's address bar to access your site. In other words, domain names offer a convenient way for people to access websites.

Without it, they would have to use a numerical label assigned to every website and server on the internet, also known as an IP address.

Generally, domain names are comprised of two main parts a second-level domain (SLD) and a top-level domain (TLD). Second-level domains usually consist of words or phrases, while top-level domains are the predetermined extensions that follow.

For example, in the case of google.com, the second-level domain is google, and .com is the TLD.



To get a domain name for your website, you need to register it first. Domain registration is the process of reserving a name on the internet for a certain period. Usually, you need to renew the license once per year, but you can pay up in advance for up to 10 years for the domain to be registered under your name.

A domain name can be any combination of letters and numbers, and it can be used in combination of the various domain name extensions, such as .com, .net and more.

The domain name must be registered before you can use it. Every domain name is unique. No two websites can have the same domain name.

The price of a domain name typically runs between \$15-25 per year.

## Web Browsers

A web browser is a software program that allows a user to locate, access, and display web pages. In common usage, a web browser is usually shortened to "browser." Browsers are used primarily for displaying and accessing websites on the internet, as well as other content created using languages such as Hypertext Markup Language (HTML) and Extensible Markup Language (XML).

Browsers translate web pages and websites delivered using Hypertext Transfer Protocol (HTTP) into human-readable content. They also have the ability to display other protocols and prefixes, such as secure HTTP (HTTPS), File Transfer Protocol (FTP), email handling (mailto:), and files (file:). In addition, most browsers also support external plug-ins required to display active content, such as in-page video, audio and game content.

A variety of web browsers are available with different features, and are designed to run on different operating systems. Common browsers include Internet Explorer from Microsoft, Firefox from Mozilla, Google Chrome, Safari from Apple, and Opera. All major browsers have mobile versions that are lightweight versions for accessing the web on mobile devices.

Web browsers date back to the late 1980s when an English scientist, Tim Berners-Lee, first developed the ideas that led to the World Wide Web (WWW). This consisted of a series of pages created using the HTML language and joined or linked together with pointers called hyperlinks. Following this was the need for a program that could access and display the HTML pages correctly the browser.

In 1993, a new browser known as Mosaic was developed, which soon gained widespread usage due to its graphical-interface capability. Marc Andreessen, a member of the Mosaic development team, left in 1994 to develop his own commercial browser based on Mosaic. He called it Netscape Navigator, and it quickly captured over 90 percent of the nascent browser market. It soon faced stiff competition in 1995 from Microsoft's Internet Explorer, which was freely bundled with Windows 95 (and later versions of Windows). It was pointless to buy Navigator when Internet Explorer was free, and as a result, Navigator (and Netscape) were driven into the ground. But while Mosaic and Netscape are no longer around, the age of the browser was launched and continues to this day, as more and more applications move to the web.

## Webhosting

The term “web hosting” usually refers to the server that host your website or the hosting company that rent that server space to you.

Web hosting services allow you to publish the website on the internet. In other words, hosting providers will rent a portion of their web server to store your website’s files and data.

Whenever someone types in your website’s domain name, your web hosting provider will be responsible for sending its content to the visitor.

Web hosts also provide beginner-friendly tools for all users so that you can manage the website with little to no technical skills. Besides, a hosting provider usually offers customer support, server maintenance, and website builders to help users create and maintain their site.

In addition to storing website files, a web host protects the server and your website files from malicious attacks.

Some web hosting companies, such as Hostinger, also provide domain registration to help you create a website even quicker and more efficiently.

That said, it is essential to do thorough research before choosing a hosting company. There are a few factors you need to consider, including:

- User-friendliness.
- Server speed and uptime.
- Pricing and plans.
- Customer service.

## Types of websites. Keywords

Some Website Types

### **Business Website**

A business website is a website designed to represent the identity of a business on the Internet.

There are many reasons why a business might want to be visible on the Internet, including public perception of its size, sophistication, modernity, connectedness, customer service and reliability and typically to encourage enquiries from potential customers or partners.

### **eCommerce Website**

An eCommerce website is a website people can directly buy products from. You’ve probably used a number of eCommerce websites before, most big brands and plenty of smaller ones have one. Any website that includes a shopping cart and a way for you to provide credit card information to make a purchase falls into this category.

### **Brochure and Catalogue websites**

A brochure website is a website designed to display a business's products and services to view online. It will typically include testimonials, case studies, appropriate images and video.

A brochure website is simpler than a catalogue website as it does not need to list a large number of different products, but simply serves as an attractively-presented online advertisement for the business, showing where it is located, how to make contact, and in general terms what products or services it offers. A brochure website can be quite simple and consist of a single page (though usually at least five pages), whereas a catalogue website will tend to have dozens or hundreds of pages representing different product ranges and individual products.

### **Entertainment Website**

If you think about your internet browsing habits, you can probably think of a few websites that you visit purely for entertainment purposes. They could be humor websites like The Netflix, or just websites with fun or interesting content like BuzzFeed.

### **Non-profit websites**

A non-profit website is one that represents a not-for-profit organisation such as a medical research charity, an overseas aid charity, or a heritage charity.

While many other types of website are technically not for profit, including educational websites representing public and some private schools, the term non-profit websites tends to be used about charitable organisations other than schools and colleges.

### **Portfolio Website**

Portfolio websites are sites devoted to showing examples of past work. Service providers who want to show potential clients the quality of the work they provide can use a portfolio website to collect some of the best samples of past work they've done. This type of website is simpler to build than a business website and more focused on a particular task: collecting work samples.

### **Educational websites**

An educational website in its narrowest definition is one representing an educational institution such as a traditional school, college or university. It may also represent a private education provider such as a tutor, or a virtual college offering online and distance-based courses.

### **Media Website**

Media websites collect news stories or other reporting. There's some overlap here with entertainment websites, but media websites are more likely to include reported pieces in addition to or instead of content meant purely for entertainment. This category includes sites like the Washington Post website, Slate, and Inc.

## **Business directory websites**

A business directory website is one that gathers together data on many different businesses in one place. Such websites have traditionally been useful places to advertise on and have also served as valuable sources of free links to business websites, although increasingly such links, being free to obtain, have been downgraded in value by search engines such as Google when it assesses the authority of a domain based on inbound links.

Some business directories are national and cover all fields of business; others are local but still cover all fields; while still others are specific to certain areas of business, and these are sometimes national but also sometimes international.

## **Keywords**

### **Short-tail keyword**

As the name suggested, short-tail keywords are short keywords (surprise!) that are made up of three words or less. Sometimes they are also called the head keyword. Short-tail keywords have a huge amount of search volume but are also highly competitive. For the audiences, they use short-tail keywords when they are at the very first step of researching for stuff. That's why it's very difficult to pinpoint the clear search intent for short-tail keywords. They tend to be all around the place.

### **Mid-Tail Keywords**

The mid-tail keywords are a compromise and try to balance between the high-ranking short-tail keywords and the traffic-generating long-tail keywords. For example, if a short-tail keyword is "bread" and the long-tail keyword is "buy bread in Connecticut", the mid-tail keyword will simply be "buy bread". Usually, these keywords are aimed at those who are looking for information but aren't quite ready to follow through with the search results.

### **Long-tail keyword**

Long-tail keywords consist of more than 3 words. They are also usually much more specific than short-tail keywords.

They have a much lower search volume compared to a short-tail keyword. But they make it up by being much less competitive.

The most important thing you have to know with a long-tail keyword is you can easily pinpoint the search intent.

### **Long-Term Evergreen Keywords**

"Evergreen" simply means something that is long-term and sustainable. Content that doesn't become irrelevant with time is known as evergreen content. Similarly, keywords related to such content are known as evergreen keywords.

For example, an article on "10 DIY Ways to Make Your Own Soap" will not become obsolete anytime in the foreseeable future. And thus, the keyword "Make DIY Soaps" will not become obsolete either.

### **Short-term fresh keyword**

When you think about fresh keywords, you need to think about something that is hyped recently.

An example of fresh keywords is The Avengers: Infinity War. (When I'm writing this post that movie just hit the theatres. But I'd imagine that that's old news for you, so try to imagine this with any newest blockbusters.)

### **Customer Defining Keywords**

Every business has a target audience, and a good business always knows its customer types. Customer defining keywords are the types of keywords that define your customers or at least identify how your customers define themselves. For example, an art gallery would use terms like "artist" or "art connoisseur" as a keyword as that most aptly describes people who will be interested in their business.

SEO isn't just about featuring in searches. It also includes defining your customers and thus targeting the right people. Only by understanding this can one build a business that answers the needs of the customers rather than trying to find a customer who may or may not need your services.

### **Product defining keyword**

These are the keywords that explain and describe your product. Searchers searching for a product defining keyword is looking for something very specific. And you can either be exactly what they want or not at all. When searchers go for product defining keyword they are already at the early stage of purchasing.

### **Geo-Targeting Keywords**

These are words that focus on a particular location. These types of keywords lead to results that are localized, leading to local businesses and local content.

Localized searches are gaining momentum every day, and even Google is throwing more weight at such searches. Most websites happen to have a local flavor to them. And almost all businesses are localized to an extent geo-targeting keywords are just feeding the current need.

### **Competitor Keywords**

As the name suggests, competitor keywords are the keywords your competing companies use to achieve search listings. This type of keyword uncovers the words and phrases that drive traffic to your competitor's website. This helps you understand your audience's true interests and generate content accordingly

**14. Explain the concepts of planning and creation of website design.****Planning website design****1. Point of sale**

Is this your only point of sale or is it to compliment a brick-and-mortar shop?

This question is mostly to do with stock and POS systems. If you have a physical shop with inventory shared between the website and the shop, the systems need to 'talk' to each other so inventory on your site is always accurate. This will affect the platform and systems integrated.

**2. Photos**

Product photos are an essential part of an online shop. If you only have a few items to sell, a one off professional photo shoot will be enough but if you update stock regularly, invest in a good camera and a photo box, so all photos are consistent and look professional.

Remember – white background photos will work best with most websites.

**3. Delivery / Postage:**

How will you package and post your goods? can they be posted or must be delivered door to door?

Are you restricted by delivery locations (state, country)?

How much will it cost you to package / post deliver? will you charge a fee?

These are important questions to ask as this will need to be set up as part of your online shop. If you are not set up for delivery, you cannot start selling online!

**4. Terms**

Terms, exchange, refunds – these are issues that you will need to consider before launching your online shop.

In most cases you will be able to use a template document provided by the platform (for example Shopify has some excellent examples) but if your terms are a bit more complex you might want a lawyer to review and draft a document for you

**5. Payment**

Are you set up to receive online payments? There are many options available they vary in cost. The platform you use will also affect the decision.

For example, Squarespace only works with STRIPE and PayPal & Shopify works with a wider selection. Do your research and compare benefits and fees.

**6. Processing**

How do you want to communicate to customers once they purchased?

Most system offer an automated email confirmation and you can change the text / look of these emails. You can also send a confirmation once package left or send a customer survey

after. There are many options and it will be a good idea to take note once you come across a shopping experience you like. Everything matters and effects the overall customer experience.

## **7. Time**

Maintaining an active online shop takes time!

If you are expecting a few orders a day, take into account handling and processing orders, posting orders, and handling customer enquiries

### **Understanding site user Requirement**

The first step in developing any eCommerce application is to interview the user base to generate a list of features to be included in the application. This comprises the important input for defining the capabilities of the application.

There are two sets of users of shopping cart applications: site administrators and end users who purchase items using their Web browsers. After interviewing end users and administrators, application requirements such as the following may be generated.

### **End User Requirements**

End user features that facilitate the enjoyment of Internet shopping might include the following:

- Users should be able to use the eCommerce application from any Web browser supporting HTML 3.2 (or later) and cookies.
- Visitors new to the site should be able to register by themselves. Users will be differentiated by unique user identifiers.
- Transactions should be secure. That is, a basic authentication mechanism must be built into the application to prevent unauthorized persons from making transactions on a user's behalf. Secure socket layers (SSL) or other encryption mechanisms are typically used to thwart the access of sensitive information (such as credit card numbers) sent to the server by Web browsers.
- Site visitors should be able to purchase goods or services via the electronic store.
- Users should be able to view a complete list of specified items available through the site.
- Users should be able to search for items by related attributes. For example, visitors might search for CDs by artist, album title and/or genre or search for books by author, title and/or ISBN number.
- Site visitors should be able to search the database using relevant keywords to identify items of interest.
- Users should be able to select items of interest and add them to their shopping carts for future purchase.
- Visitors should be able to modify the quantities of items in and/or delete items from their shopping carts before checkout.
- All selected items should be shipped to the user following purchase.
- Users should be able to view the status of items they have ordered.
- Large numbers of users should be able to use the application simultaneously.
- The performance of the application should not degrade with an increase in the number of goods or services offered.

## **Site Design and Structure**

A Web page's structural elements are the basic parts that Internet users often expect to see when they visit a website. Understanding the location and purpose of the main structures can help you relay information about your small business and products or services in ways that attract visitors and retain their interest.

### **Page Header**

The header is the area that runs horizontally across the top of a page and is commonly the same on most every page in the site. It helps make a website visually identifiable to visitors. Similar to a letter heading or letterhead at the top of stationery, the page header displays information about the person or company controlling the website via title text, logo, background images, tagline or a combination of these elements. Other elements often placed in the header include a site-search box, shopping cart link, site-access link and navigation tools.

### **Navigation Tools**

Web-page navigation tools are located in several areas outside of the header including the right or left sides, center or bottom of the page. They offer page-to- page navigation or instant jump to the top of the current page. Designs feature text- or image-based one-click links organized standalone or in tab, drop-down or pop- up menu and list layouts. Some sites also feature breadcrumb trails — links to every page you would visit to reach the current page organized left-to-right on a horizontal line in the header or top center of the page in the order of your movement through the site, if you were to follow the site's organizational hierarchy.

### **Sidebar Columns**

Sidebar columns, also known as sidebars, run vertically along the left or right side of Web pages. They usually provide primary or secondary site-navigation links and information you want to emphasize such as contact details or important updates about the site operator or the topic of the site. Other elements often placed in sidebars include personal or partner advertising, a site search box and search filter tools. Sidebars usually display information as an unbroken column or a column divided into sections or boxes.

### **Primary Content**

The primary content area on a page is traditionally located to the left or right of a sidebar or between two sidebars. It provides main page information you want a visitor to focus on. The primary content area features a main title and content formatted into concise text paragraphs, images, videos or combination elements divided by spaces or subheadings. It also often features elements previously mentioned such as a breadcrumb trail and jump navigation links, as well as update information such as content publication or update dates and links to websites relevant to the content or that you think would interest visitors.

### **Page Footer**

The footer runs horizontally across the bottom of pages. It provides navigation links visitors might find useful, as well as details about a page or website such as a logo, copyright date, website operator's name, page author name, legal statements and links to the site terms of use and privacy policies. Other elements often placed in the footer include links to the site operator's contact page or email address, job postings page, feedback-form page, support page and frequently asked questions page.



## Developing and Testing Content

Usability research helps organizations understand user needs, identify potential issues, and generate ideas for improvement. While usability testing is often used to evaluate a website's user interface (UI), this method is also invaluable for discovering the best way to present information on your website. By paying attention to how people read, interpret, and access content, you gain a greater understanding of how to communicate, structure, and format information.

It's great when sites have good navigation. But too often we see the user experience fail at the content level: People can navigate to the content but don't understand it. Analysis shows that people often use websites to collect, compare, and choose products or services. Have users evaluate your digital copy so that articles and information match their needs and expectations. People read online content differently than printed material.

The usability study methodologies for evaluating UI versus content are fairly similar. However, there are nuances to the methodologies that are worth considering when the primary goal of the usability study is evaluating digital copy.

### Tips for Testing Content on Websites

- ✓ Avoid recruiting proxy users
- ✓ Be aware of the limitations of unmoderated studies
- ✓ Give tasks that are tailored for each individual
- ✓ Remember, there is no right answer
- ✓ Set expectations for time allocations
- ✓ Get comfortable with silence

## 15. Discuss the concepts of content marketing in detail

### **Useful content should be at the core of your marketing**

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action

### **Content Marketing**

Advertising uses the content to describe the business, brand, and business reputation. The content can be in various forms such as news, webpages, videos, white papers, infographics, podcasts, blogs, case studies, and photographs.

Content is what is sold or accessed on the Internet. Content developers create the content to provide the information to the viewers. It can be in the form of text, graphics, and animation.

Content marketing refers to the approach of creating and sharing of informative, relevant, valuable, and consistent content to convert a group of audience into customers and retain them. Content marketing is non-interruptive way of marketing.

Good content helps customers become more knowledgeable about the product or service and make better buying judgment

### Goals of Content Marketing

The goals of content marketing are as follows:

- **Brand Awareness:** It marks the presence of your brand.
- **Sale:** It boosts lead generation at quicker pace.
- **Customer-Vendor Relationship Building:** It helps in creating engagement between buyer and the company.
- **Customer Retention:** Pleasing content attracts customers and helps one in retaining him.

### Types Of Content

Let us see what each type of content gives –

#### **News**

They contain news about new product release, updates on products, etc. For example, news of releasing new mobile handset on website of NDTV gadgets.

#### **Webpages**

SEO webpages can hold the content in the best possible way and sell the content. Videos

They say, video is the second-best thing to pursue a viewer in person. Creating crisp and compact videos can bring good market at doorstep. Promote your business videos across multiple channels, and ensure that your videos are optimized for mobile viewing, as an increasing number of users view them from their mobile devices

#### **Infographics**

These are long, vertical graphics or columns that include graphs, charts, statistics, and other information. Infographics makes use of the fact that 90% information transmitted to human brain is visual, which makes people perceive it faster than text.

#### **Podcasts**

They are digital files available in the form of episodes, which can be downloaded on the PC. They can come in various formats such as audio, video, e-Pub, and pdf. It allows people to subscribe and it can prove as a powerful medium to communicate a range of ideas, products, and information to audience. The businesses engaged in podcasting are – IBM, Oracle, Yarn Craft, etc.

#### **Blogs**

Business blogs deliver excellent content marketing. Blogs are required for a business to survive in the race of content marketing.

#### **Case Studies**

Case studies are detailed studies pertaining to a particular problem, action, individual, organization, event, or action, existing at a specific place at a given time. They encourage content marketing to build trust in the product and in turn business.

#### **Photographs**

A picture speaks a thousand words. Pleasant and relevant pictures can stand as a good content for content marketing and boosts the business.

Content marketing is good for your bottom line — and your customers

Specifically, there are four key reasons – and benefits – for enterprises to use content marketing:

- Increased sales
- Cost savings
- Better customers who have more loyalty
- Content as a profit center

### **Content is the present – and future – of marketing**

Go back and read the content marketing definition one more time, but this time remove the relevant and valuable. That's the difference between content marketing and the other informational garbage you get from companies trying to sell you "stuff." Companies send us information all the time – it's just that most of the time it's not very relevant or valuable (can you say spam?). That's what makes content marketing so intriguing in today's environment of thousands of marketing messages per person per day

### **Marketing is impossible without great content**

Regardless of what type of marketing tactics you use, content marketing should be part of your process, not something separate. Quality content is part of all forms of marketing:

- **Social media marketing:** Content marketing strategy comes before your social media strategy.
- **SEO:** Search engines reward businesses that publish quality, consistent content.
- **PR:** Successful PR strategies should address issues readers care about, not their business.
- **PPC:** For PPC to work, you need great content behind it.
- **Inbound marketing:** Content is key to driving inbound traffic and leads.

Content strategy: Content strategy is part of most content marketing strategies

### **5 Benefits of Content Marketing**

What specific benefits do these top effective content types bring to the table? Let's take a look at a few of the reasons so many marketers rely on high-quality content:

- More online visibility
- More leads
- More authority
- More customer engagement
- More budget

### **5 Steps to Create an Effective Content Marketing Strategy**

1. Set Content Marketing Goals
2. Identify and Describe Your Target Audience
3. Choose the Right Content Formats and Channels
4. Create a Content Marketing Calendar
5. Create a Content Distribution Plan

**UNIT II****SEARCH ENGINE OPTIMISATION**

Search Engine optimization - Keyword Strategy- SEO Strategy - SEO success factors -On-Page Techniques - Off-Page Techniques. Search Engine Marketing- How Search Engine works- SEM components- PPC advertising -Display Advertisement

**PART - A****1. Define Search engine optimization.**

Search engine optimization (SEO) refers to techniques that help your website rank higher in organic (or “natural”) search results, thus making your website more visible to people who are looking for your product or service via search engines.

**2. Define crawling.**

Process of fetching all the web pages linked to a website. This task is performed by a software called a crawler or a spider (or Google bot, in case of Google).

**3. Define indexing.**

Process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords

**4. Define processing.**

When a search request comes, the search engine processes it, i.e., it compares the search string in the search request with the indexed pages in the database

**5. Define calculating relevancy.**

It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.

**6. Define retrieving results.**

The last step in search engine activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser

**7. What are the types of SEO?**

**On-Page SEO** - It includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page, etc.

**Off-Page SEO** - It includes link building, increasing link popularity by submitting open directories, search engines, link exchange, etc.

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## 8. What are the SEO techniques?

- **White Hat SEO** - Techniques that search engines recommend as part of a good design.
- **Black Hat SEO** - Techniques that search engines do not approve and attempt to minimize the effect. These techniques are also known as spamdexing.

## 9. What are SEO strategy elements?

1. Developing Customer Personas for SEO
2. Understanding Search Intent and Transactionality
3. Applying the Hub & Spoke Model
4. Assigning appropriate Page Types to SEO Keywords
5. Creating the Best SEO Content

## 10. What are three types of meta tags?

- I. Meta Title:** It is the title tag which is also your page title. It appears on the title bar of the browser window in search engine result pages.
- II. Meta Description Tag:** It is the summary of the information contained in your page. It is displayed below the URL of your page when your URL appears on the search engine result pages in response to the search query made by a user.
- III. Meta Keywords tag:** This meta tag contains all of your key keywords related to the content of your page.

## 11. What are the benefits of PPC?

- Optimized PPC is cost-effective
- Your ad will be displayed on the first results page when someone searches for a related term
- More exposure and brand visibility as targeted traffic is directed to your site
- You can run multiple ad campaigns for each keyword

## 12. What are the types of display advertising?

- Banner ads
- Rich media

- 
- Video ads
  - Interstitial ads

### **13. Define animations.**

- Display ads that feature animations can use components of video, audio and text to gain readers' attention and are effective for promoting brand messages, products and services.
- These elements also give you the ability to use animated display ads as long-form advertisements that explore complex or deep explanations about a specific product, service, process or challenge.

### **14. Define infographics.**

- Infographics represent a type of display ad that features graphics and text to educate audiences about a specific topic, idea or offering.
- For instance, a pharmaceutical company's advertising strategies might include infographics to engage with, educate and build rapport with its customer markets.

### **15. Difference between PPC and SEM.**

- ❖ When we talk about campaign management, we typically refer to paid search marketing (PSM) and not SEO, as the concepts of campaign management and bidding apply only to PSM.
- ❖ For the same reason, we would first cover the concepts of PSM in this and next two sections and concepts of SEO would be discussed in the last section of this part of the chapter. Although we have clarified the difference between PSM and SEM (with PSM being a subset), we generally refer to PSM as SEM, since that is the most commonly applied terminology used for search PPC campaigns.
- ❖ Thus, SEM and SEO are the two acronyms we would use going forward for paid search and optimization for search.

### **16. What are the advantages and disadvantages of display advertising?**

#### **ADVANTAGES:**

- Helps build brand awareness.
- Provides targeting opportunities.
- Enables to track results.

#### **DISADVANTAGES:**

- Low conversion rates.
- Lack of reputation management
- Banner blindness.
- Ad blockers.

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### **17. What is lightbox display ads?**

- Lightbox display ads are a special display ad Google developed some time ago.
- These display ads are similar to expandable display ads where users on a website must interact with the ad for it to initiate into full-screen content.
- Unlike traditional expanding ads, though, Lightbox ads can include a combination of video, audio, text, animations and other elements that boost engagement with online audiences.

### **18. What is pop-up displays?**

- Pop-up display ads use a pop-up content feature most commonly on websites to encourage users to learn about offerings, sign up for services or purchase products from a business or brand.
- Pop-ups usually appear on a website as a small, square box that motivates users to take a specific action.
- For example, a brand that provides online services to its customers may use pop-ups on its website to engage with and encourage potential customers to learn more about its offerings with an email subscription.

### **19. What is google shopping?**

- Google Shopping is another excellent example of a PPC channel. It runs through Google Ads and can be used by retailers to get their products in front of interested shoppers. Since Google is the most used search engine, having your products shown as part of the search engine results page (SERP) can hugely increase visibility, impressions, and help drive traffic to your website.
- On Google Shopping, advertisers place bids to secure the best possible spot on the Shopping carousel, with the first spot being the most highly sought-after. The reason is that 65% of shoppers click the first ad on the Google Shopping carousel regardless of price, perhaps due to beliefs it's from the highest quality retailer or sold at the best price available.

### **20. What are analysis of search volume and competitors?**

It focuses widely on extra keywords competitively and fewer keywords competitively, particularly for viewers. A person needs a brand to display as keywords competitively further draw potential clients. Brandlabz is the best digital marketing company in Kochi to evaluate search volume and competitiveness for firms to draw potential clients.

### **21. How does a Search Engine Work?**

- Crawling
- Indexing
- Processing
- Calculating Relevancy
- Retrieving Results

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## 22. What are the Advantages of SEM?

SEM is generally considered to be one of the earliest approaches that digital marketers take while thinking of spending their budgets online.

- This is not only because of their effectiveness or low upfront cost to begin with, but also because they are one of the more non-obtrusive forms of marketing when compared to display advertising or direct marketing.

## 23. What are the SEM components and their types?

### Types:

- ❖ Pay-per-click advertising
- ❖ SEO or search engine optimization
- ❖ Social media marketing
- ❖ Impressive ad copy
- ❖ Web analytics
- ❖ Build Google Advertisement

## 24. Define PPC advertising.

PPC or pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on. It's essentially a method of 'buying' visits to your site, in addition to driving website visits organically.

## 25. What are the Benefits PPC?

PPC has many advantages that will benefit your business, including the following:

- ❖ Optimised PPC is cost-effective
- ❖ Your ad will be displayed on the first results page when someone searches for a related term
- ❖ More exposure and brand visibility as targeted traffic is directed to your site
- ❖ You can run multiple ad campaigns for each keyword
- ❖ It results in higher click-through rates (CTR), more conversions, and increased sales revenue

## 26. Define Display advertising.

- ❖ Display advertising is the process of promoting a product using an online paid ad placed on relevant social media accounts and third-party platforms. These ads include text, images, or videos and encourage site visitors to go to a landing page and take a certain desired action or buy a product



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## 27. What are the types of Ads?

- Banner ads
- Native ads
- Animations
- Interactive content
- Video content

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## PART - B

### 1. Explain in Detail about Search engine optimization and Optimization Process.

#### SEO:

Search engine optimization (SEO) refers to techniques that help your website rank higher in organic (or “natural”) search results are shown in fig 2.1, thus making your website more visible to people who are looking for your product or service via search engines.

- SEO is part of the broader topic of Search Engine Marketing (SEM), a term used to describe all marketing strategies for search.
- SEM entails both organic and paid search. With paid search, you can pay to list your website on a search engine so that your website shows up when someone types in a specific keyword or phrase.
- Organic and paid listings both appear on the search engine, but they are displayed in different locations on the page.
- So, why is it important for your business’ website to be listed on search engines? On Google alone, there are over 694,000 searches conducted every second.
- Every second that your website is not indexed on Google, you are potentially missing out on hundreds, if not thousands of opportunities for someone to visit your website, read your content, and potentially buy your product or service.
- Practicing SEO basics, as well as more advanced techniques after those, can drastically improve your website's ability to rank in the search engines and get found by your potential customers. Then about paid search, you can pay to have your website listed on the search engines.
- However, running paid search campaigns can be quite costly if you don't know what you're doing. Not to mention, about 88% of search engine users never click on paid search ads anyway.
- Because the sole purpose of a search engine is to provide you with relevant and useful information, it is in everyone's best interest (for the search engine, the searcher, and you) to ensure that your website is listed in the organic search listings.
- In fact, it is probably best to stay away from paid search all together until you feel you have a firm grasp on SEO and what it takes to rank organically.

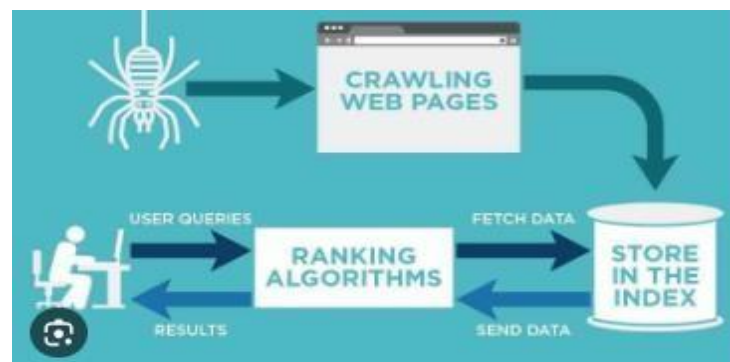


**Fig 2.1 SEO**

### **How does a Search Engine Work?**

Search engines perform several activities in order to deliver search results shown in Fig 2.2.

- **Crawling** - Process of fetching all the web pages linked to a website. This task is performed by a software called a crawler or a spider (or Googlebot, in case of Google).
- **Indexing** - Process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.
- **Processing** - When a search request comes, the search engine processes it, i.e., it compares the search string in the search request with the indexed pages in the database.
- **Calculating Relevancy** - It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.
- **Retrieving Results** - The last step in search engine activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser.



**Fig 2.2 Search Engine work**

Search engines such as Google and Yahoo! often update their relevancy algorithm dozens of times per month. When you see changes in your rankings, it is due to an algorithmic shift or something else beyond your control.

Although the basic principle of operation of all search engines is the same, the minor differences between their relevancy algorithms lead to major changes in the relevancy of results.

### **SEO Strategies:**

- All search engine optimization spawns from diligent keyword research. This involves finding out just how people are coming to your website – what terms they use, what questions they ask, etc.
- If you know how people are looking for sites like yours, all you have to do is provide them with the answers they seek. This is all about appealing to your audience. You need to think of popular and related keywords that suit your sites content, then you can incorporate them into the content and the marketing techniques that you employ.
- Another part of SEO is link building, and it's always changing. Link building is where you have a link to your site appear on other sites. Instead, your focus should be on building content and let the linking occur naturally.
- Tactics that worked in the past, such as posted links on articles you write on other sites, are now considered spammy and if there are too many of these, your site can get a penalty.
- To fully understand SEO, you should consider getting some sort of consultant to guide you along. There are so many different marketing techniques out there, making it hard to find just the right one for you. You can use someone else's experience to narrow down your options and pinpoint the perfect strategy to help you reach your audience.

### **Search Engine Rank**

When you search any keyword using a search engine, it displays thousands of results found in its database. A page ranking is measured by the position of web pages displayed in the search engine results.

If a search engine is putting your web page on the first position, then your web page rank will be number 1 and it will be assumed as the page with the highest rank. SEO is the process of designing and developing a website to attain a high rank in search engine results.

**Types of SEO:** While there are already many ways to make your business idea unique or different from everything else Conceptually, there are two ways of optimization:

**On-Page SEO** - It includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page, etc.

**Off-Page SEO** - It includes link building, increasing link popularity by submitting open directories, search engines, link exchange, etc

**SEO techniques:**

- White Hat SEO - Techniques that search engines recommend as part of a good design.
- Black Hat SEO - Techniques that search engines do not approve and attempt to minimize the effect of. These techniques are also known as spamdexing.

**White Hat SEO**

An SEO tactic is considered as White Hat if it has the following features:

- It conforms to the search engine's guidelines.
- It does not involve in any deception.
- It ensures that the content a search engine indexes, and subsequently ranks, is the same content a user will see.
- It ensures that a web page content should have been created for the users and not just for the search engines.
- It ensures good quality of the web pages.
- It ensures availability of useful content on the web pages.
- Always follow a White Hat SEO tactic and do not try to fool your site visitors. Be honest and you will definitely get something more.

**Black Hat or Spamdexing**

An SEO tactic, is considered as Black Hat or Spamdexing if it has the following features:

- Attempting ranking improvements that are disapproved by the search engines and/or involve deception.
- Redirecting users from a page that is built for search engines to one that is more human friendly.
- Redirecting users to a page that was different from the page the search engine ranked.
- Serving one version of a page to search engine spiders/bots and another version to human visitors. This is called Cloaking SEO tactic.
- Using hidden or invisible text or with the page background color, using a tiny font size or hiding them within the HTML code such as "no frame" sections.
- Repeating keywords in the metatags, and using keywords that are unrelated to the website content. This is called metatag stuffing.
- Calculated placement of keywords within a page to raise the keyword count, variety, and density of the page. This is called keyword stuffing.
- Creating low-quality web pages that contain very little content but are instead stuffed with very similar keywords and phrases. These pages are called Doorway or Gateway Pages.
- Mirror websites by hosting multiple websites - all with conceptually similar content but using

- different URLs.
- Creating a rogue copy of a popular website which shows contents similar to the original to a web crawler, but redirects web surfers to unrelated or malicious websites. This is called page hijacking.
  - Always stay away from any of the above Black Hat tactics to improve the rank of your site. Search engines are smart enough to identify all the above properties of your site and ultimately you are not going to get anything

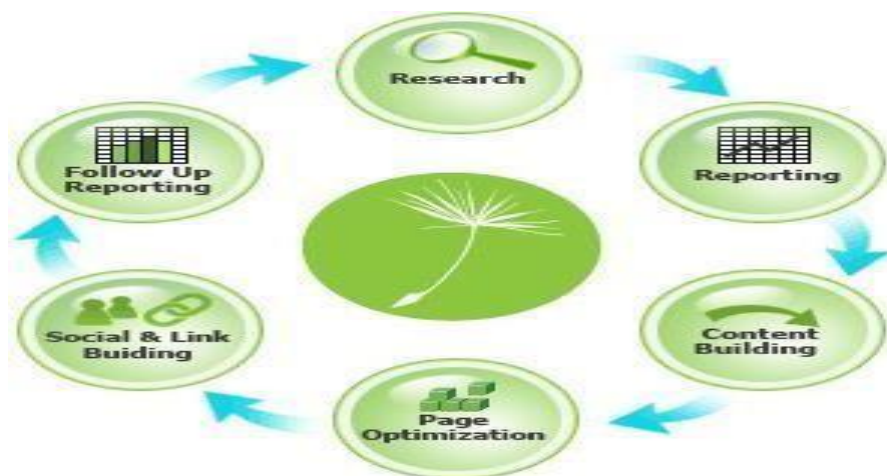
## 2. Explain in detail about SEO Strategy and Search Engine Optimization Process in detail.

### Search Engine Optimization Process:

Before beginning a search engine optimization (SEO) project, it is important to understand the process involved in an effective SEO campaign. To that end, we break the process down into the six steps shown below and describe the activities involved in each of these steps.

One word on search engine optimization in general first, though. SEO does not start and finish with these steps and the initial work that we do shown in fig 2.3. In order to have ongoing success, it is important to monitor results and build meaningful content on a continual basis.

1. Keyword Research
2. Reporting & Goal Setting
3. Content Building
4. Page Optimization
5. Social & Link Building
6. Follow Up Reporting & Analysis



**Fig 2.3 SEO Process**

## 1. Research

### Keyword Research

Keyword phrase research involves identifying a group of keyword phrases that will be used in optimization. This step is critical and requires a considerable amount of time to find a good set of phrases that offer a balanced combination of two important factors: high usage by searchers and relatively low competition within the search engines.

Determining the most used phrase that contains your targeted keyword(s) is relatively easy. Online tools allow you to enter a particular keyword or words and will return all the ways in which that word(s) was used by searchers in the last month and in what volume. A more effective approach is to find a set of phrases that are heavily used by searchers but somewhat less competitive in terms of the total number of search results.

### Competitive Research

- Once armed with the target keyword phrases, we do a thorough competitive analysis of the subject site against its 7 - 10 biggest competitors (using both offline and online competitors).
- We use a series of SEO metrics, including indexed content, Alexa rating, inbound links, domain age, and social media following among others.
- Through this process, we are able to gauge the client site's starting position against its competition and identify areas requiring priority in the subsequent work.

For example, if we see that relative to the competition, the client's site has 50% less indexed content, then content building would be a priority in the goal setting that happens in the next phase.

## 2. Reporting & Goal Setting

- After establishing your targeted keyword phrases and starting position relative to the site's competitive set, it is important to understand what the subject site's starting position is within the search engines.
- Doing so ensures that you know the specific areas that need work and provides a baseline against which to gauge the subsequent campaign's success.
- Access to site traffic information is very important. These statistics show how searchers are finding and interacting with the subject site, e.g., which search engines, what keyword phrases are being used, bounce rates, most popular content, etc.
- Understanding the site's traffic level and the source of its referrals can also be a critical tool in making other online marketing decisions.
- After developing a complete picture of the site's starting position, goals are set for the SEO plan.

- These goals are measurable (one big advantage of SEO over other advertising options) and tied to the specific business objectives of the site.
- In the ongoing progress of reporting and follow up, progress towards the plan's goals are analyzed and reported. Adjustments to the SEO plan can be made according to the findings of these progress reports.

### **3. Content Building**

Content is king in search engine optimization. The search engines love text; high volume, high-quality content related to your business will serve you in a couple of important ways.

- First, a site loaded with high-quality content of interest to site users will give them a reason to stay and a reason to come back. After all, the reason they came to your site was to find information.
- Second, you will receive the added benefit of serving up exactly what the search engines want – content.
- Search engines will have more information to store about your business and products; that information will translate directly into the ranking they give your site for related keyword phrases.
- For more information on content development and specific ideas about ways to expand your site's content, read our, Content is Still King.
- We often find in the Competitive Research phase that the client's site is falling behind its competitors in the amount of indexed content. In those cases, this phase of the process takes on additional importance.

### **3. Page Optimization**

Following the addition of new, high quality content, we tackle on-page optimization.

- Page Titles
- Text-Based Navigation
- Prominence of Targeted Keyword Phrases
- Site Map
- ALT and META data
- Clean up the Code

### **4. Social & Link Building**

- **Social Media** - In marketing, you fish where the fish are. And, the fish are using social media in increasing numbers.
- The power of online sharing through social media provides tremendous opportunities for companies willing to commit the time to using it.
- During this phase of the process, we help clients establish a social media presence and consult with the client on how best to use those social media profiles to share site content and connect with customers and potential customers.



**Building In-Bound Links –**

- Each new, quality link to your site increases the likelihood of both the search engines' spiders running across your site as well as searchers looking for services or products like yours.
- Google views links to your site (as long as they are links from high quality sites) as votes for your site and rewards the site accordingly.
- You can check your link popularity with a variety of free online tools. In addition, Google's Webmaster Tools provides information regarding the inbound links to your site. We consult with our clients on ways to build their online reach and influence with new, high-quality inbound links.

**5. Follow Up Reporting and Analysis**

The same reporting done in the initial phase of the campaign is done again at regular intervals, post-optimization. Rankings, site traffic levels, social signals and other key metrics can then be compared to pre-optimization levels, giving measurable results to the SEO campaign. The specific metrics used in an SEO plan will depend on the goals of that site.

**3. Discuss in detail about Keyword Strategy in Search Engine Optimization.**

- Effective SEO strategy can be simply defined as providing the highest quality response to the psychological intent behind a search query in the form of a web page.
- When we break down SEO strategy a bit further, we encounter two separate arts: first, understanding the searcher's intent when they typed in the keyword, and second, crafting a fulfilling answer to that intent. Looking at SEO in this way is purer than the way SEO strategy has traditionally been defined: technically, in terms of meta tags, site speed, and backlinks. It's also more accurate in 2023, as the technical aspects of SEO are quickly becoming automated—most CMSs are fast and secure and allow users to input the targeted keyword on the back end.
- SEO strategy is also different than in previous years because of the arrival of ChatGPT, Google Bard, and other AI chatbots, as they have replaced the need to target definitional or general research keywords, and pushed marketers to provide more value to searchers in the form of original insights, research, organization of ideas, and other content that aids in high level analysis and decision-making.
- In 2023, marketers will find that content is still king, but only if the content is true thought leadership that stands out from what others can create with the assistance of AI tools. Google remains a meritocracy, where only one result earns the #1 spot, and that spot will continue to be occupied by the best content on the internet that respond to the keyword's intent.

**SEO strategy elements:**

1. Developing Customer Personas for SEO
2. Understanding Search Intent and Transactionality
3. Applying the Hub & Spoke Model
4. Assigning appropriate Page Types to SEO Keywords
5. Creating the Best SEO Content

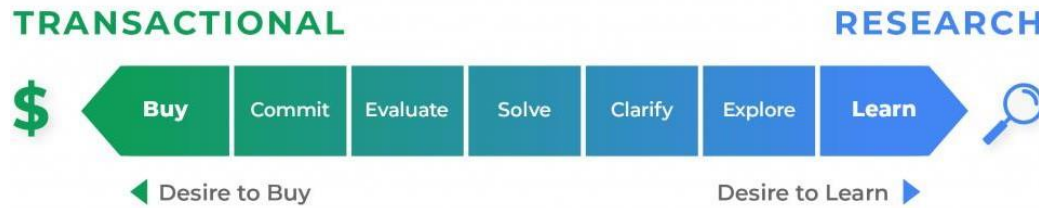
These elements are interdependent, and executing a successful campaign requires that your team have a clear understanding of each. And because successfully executing on all 5 elements aligns your content with the philosophy that drives Google, the resulting search rankings often remain for years.

**1. Developing Customer Personas for SEO**

- Successful SEO strategy depends on selecting the right audience, and the best way to do so is by creating customer personas.
- Personas are detailed summaries of your target audience, their goals, pain points, and other characteristics that push them towards an eventual conversion. Building detailed customer personas helps writers understand what points to emphasize and minimize in their content.
- A B2B customer persona includes job titles, responsibilities, superiors, and performance metrics. A B2C customer persona includes shopping histories, pain points, and relevant demographic information.

**2. Understanding Search Intent and Transactionality**

Search intent refers to the reason a user searches a keyword, both express and implied. Search intent exists as a spectrum (depicted in the image below) of purposes, ranging from research-oriented keywords focused on developing a reader's understanding of a particular topic to transaction-oriented keywords which reflect a desire to buy or purchase a product in fig 2.4.



**Fig 2.4 B2B Example**

From an SEO standpoint, your personas are particularly important, as the keywords you target will be influenced by them. For example, Kevin from the B2B example is quite busy and therefore likely to want to quickly evaluate project management software, placing him further on the transactional end of the spectrum and more responsive to keywords such as:

- “best project management software”
- “[insert product name] review”
- “project management software ranked”

By contrast, the B2C example with Emily notes that she’s much more interested than Kevin in doing preliminary research on a product to verify that it’s up to her standards before committing. This type of customer would respond to more research oriented keywords such as:

- “what does an air purifier do?”
- “do i need an air purifier?”
- “air purifier vs humidifier”

Targeting keywords that align with your searcher’s needs ensures they are satisfied with their search results, presenting more opportunities for conversions.

### **3. Applying the Hub & Spoke Model**

The Hub & Spoke model of SEO is an efficient way to organize the keywords used in a campaign for easy linking and to create a direct path down a customer’s conversion funnel. It consists of a single short hub keyword, also known as a container keyword, which expands into long-tail keywords known as spokes. An example of a hub keyword with its spoke keywords is shown below in table 2.1.

Hub Keyword	Spoke Keywords
project management software	<i>how does <b>project management software</b> work?</i> (Search Intent: Clarify)
	<i><b>project management software</b> offline mode</i> (Search Intent: Solve)
	<i>best budget <b>project management software</b></i> (Search Intent: Evaluate)

**Table 2.1 Hub & Spoke Model**

Hubs serve the purpose of both:

- Organizing written materials into one central page by which spoke articles are linked
- Projecting the course of the campaign, which strategists can lean into or deviate from depending on results

It is important to note when implementing this model in your strategy, spokes must always contain the hub keyword. For example, “project management software” is included in all of the spokes shown above. There are 5 rules to follow when selecting spokes:

1. Each spoke keyword must contain every word in its hub’s keyword phrase
2. Each spoke keyword must autocomplete within a ten-item dropdown list in the Google search box (or be vetted for high search volume using an SEO tool)
3. The search intent of each spoke must be transactional
4. Your site must not already rank for those keywords
5. Your site must have a realistic chance of ranking for each spoke keyword within 24 months of publishing a page

After selecting spoke keywords following the above rules, the next step of SEO strategy is assigning each keyword and appropriate page type.

#### **4. Assigning Appropriate Page Types for SEO Keywords**

Page type refers to the layout, contents, and structure of a page. Depending on the search intent a page exists for, certain page types may fit your objective better than others are shown in table 2.2(see the table below).

Search Intent	Page Type
Buy	Landing Page
Commit	Case Study
Evaluate	Comparison Blog Article
Solve	Problem & Solution Blog Article
Clarify	Blog Article
Explore	Hub Page
Learn	Most "learn" topics are too far from the point of conversion to justify targeting in an SEO campaign

**Table 2.2 SEO Keyword**

B2B companies are more likely to use landing pages that fall on the solve to commit region of the spectrum since their audience consists of professionals searching for solutions to niche problems. By contrast, B2C companies will primarily publish a more stratified mix of extremely transactional product pages supported by research-oriented blog articles.

Blog articles are an exception to the spectrum, as they can target nearly every search intent. For example, a blog can contain information that answers the search query while also presenting a call to action. Similarly, B2C customers may find their way toward transactional page types like a product page.

### **5. Creating the Best SEO Content**

The best page on the Internet for a given keyword is the one that best fulfills the search intent of the target audience. You fulfill search intent both by choosing the right page to receive the searcher but also by writing in a way that answers both the questions they've expressly asked and the ones they didn't realize they had.

Beyond the creative skill required to execute on the above, here are the 3 core elements of excellent SEO content:

#### **Direct Tone**

Once search intent has been established, articles should focus on immediately providing readers with their desired information. The searcher's answer should ideally be included in the introduction in a condensed form, allowing the remainder of the piece to flesh the topic out further in the rest of the article. For example:

Providing value early on quickly establishes trust with the reader, making them more likely to:

- Return to the site later
- Subscribe to the email list
- Fill out a contact form
- Make a purchase

The remainder of the content should present valuable information, avoiding figure-of-speech phrases, anecdotes, or other conversational approaches that detract from quickly getting to the point. The only exception is when a customer persona mandates a conversational tone (a relatively common occurrence in B2C).

### Visual Aids

Visual elements such as tables, graphs, and images make information more digestible by breaking up long text and helps keep the reader's eyes moving. Visual elements should be used with an intended purpose explained in the chart below.

Element	Purpose
<b>Table</b>	<i>Best used when articles are covering a broad topic that covers many facets of categories (i.e. comparing multiple computer security programs according to price, features, reviews, etc.)</i>
<b>Graph</b>	<i>Ideal for quantitative findings covering one or multiple topics in greater detail (i.e. the performance of a software over time, a comparison of different funds in a particular year, etc)</i>
<b>Image</b>	<i>Visual representations used to illustrate or summarize the key takeaways of surrounding text.</i>

**Table 2.3 Visual Aids**

Visual elements should only be included if they provide value for the reader. It might be tempting to include a relevant image next to a header to break up the page, but pictures should serve as a way to illustrate the content further. A stock image used only for its formatting value will signal to the reader that your content offers little value.

#### 4. Discuss in detail about SEO Success factor.

##### **High-Quality Content**

Your main goal is to deliver value to your readers. To start, ensure every page includes at least 300 words of original content. Content should be broken into shorter chunks, for instance, with H2 subheadings, so it's easy to scan are shown in fig 2.5.

##### **On-Page SEO**

Content doesn't just need to be high-quality. It also needs to be optimized for search engines. Start with this basic checklist for on-page SEO:

- Choose one primary keyword for the page and 3-4 related ones.
- Include the primary keyword in your URL, title tag, meta description, and H1.
- Make sure internal links use effective anchor text.
- Include at least one image.

##### **Effective Keywords**

Your content should include target keywords—basically, what words or phrases users might look for that would ideally lead them to your page. Keywords tell the search engine what your page is about.

##### **Useful Backlinks**

These are links on other websites that direct people to your site. When your site is consistently referred to by other quality websites, Google recognizes that it's trusted. Such backlinks are even more useful if the linking website is trustworthy.

##### **Security**

To ensure your website is secure, use HTTPS encryption. This gives your site SSL certificates, creating a secure connection between your platform and your end-users and protects information that the users might provide to the site, such as passwords.

##### **Crawlability**

Crawlability ensures that search engines can find your site. Make it as easy as possible for search engine bots to crawl, index, and understand the type of content you provide.

##### **Load Speed**

Top-ranking Google sites average a load time of fewer than 3 seconds. According to Google webmasters, Google aims for less than a half-second.

## Mobile-Friendliness

You want to create a website that offers a user-friendly experience for both desktop and mobile users—aim for a responsive design, and nix text-blocking ads and pop-ups. Keep it simple.



**Fig 2.5 SEO Success Factors**

## 5. Explain in detail about On-Page Techniques in SEO.

### **On-Page Optimization:**

- On-Page SEO refers to how well your website's content is presented to search engines.
- On page optimization involves ensuring whether a particular webpage is structured in a manner so that it gets found by the search engines for given keywords and key phrases.
- It not only helps in getting good search engine ranking but also increases overall readability of the site.



- The best part is that not much has changed about the on-page optimization approach. It can still be improved immediately by tweaking incorrect elements on a webpage.



**Fig 2.6 On-page Factors**

There 5 key elements of a successful on page optimization:

### **1. Page Copy**

- A good content copy is really the key to your success. It is an open secret that you need to produce original, unique and high quality content of relevance on a continuous basis to perform well and rank high on search engines. There are few things you need to keep in mind while creating the content copy.

#### Keyword

- Each piece of content should be created keeping the focus primarily on a single keyword or a keyphrase.
- This word or phrase should at least be mentioned for a specific number of times in the whole content and this process is known as keyword density. Each content copy is supposed to maintain a keyword density of 3-5% as per industry standard.
- Keep a mix of primary and secondary keywords and key phrases in your content but optimize your content around only those keywords and phrases on which you desire to achieve top organic search rankings.

#### Quality over quantity

- You don't essentially need longer articles for better search engine

rankings. Web pages with more content intensity and depth have started performing better on search engine ranking since the 2011 Google algorithm update.

## **2. Title Tags**

- Arguably title tag is the most important element among the “big three”, the other two being page copy and inbound links.
- Title tag contains the words which appear in the clickable link of the search engine result.
- Google has limited the page titles up to 70 characters, so it is extremely important that your title tags are keyword-relevant yet concise. For example, when looking up in Google for a query, you might have noticed the chopped off title tags in few results, that’s because the title tags for that page are too long. To optimize the title tags primary keywords and secondary keywords should be mentioned in the same order and the branded keywords at the end, this is a rule to follow except for the home page.

## **3. Meta Data**

- Meta data is a well-written description summarizing the content of a particular webpage. It used to be one of the most important factors affecting search engine optimization in pre-Panda era.
- Meta data completely lost its importance in influencing Search Engine rankings from September 2009 after Google’s declaration.
- It was majorly devalued because of a wide practice of spam techniques. Google crawlers though look at the Meta keywords to get an idea about the topicality of the page content.
- Meta descriptions have to be created within a limit of 155- 160 characters which essentially should not include anything but alphanumeric characters.
- It can’t influence search engine rankings but do help in getting a high click through rate.
- Meta description works more as an ad copy for the organic search results which influences the readers to click on a particular link.
- It can also intelligently accommodate the primary keywords within it, Google especially highlights them if searched key phrase contains the exact key words.

## **4. Heading Tags**

These are the tags which define the content of your page section wise, just like traditional headings and subheadings. There should be one <h1> tag every page, which should include the most relevant key phrase or key word. This tag can be created up till <h6>, though general practice is to use this till <h3>.

Apart from the primary keyword mentioned in the <h1>, you can include the other important keyphrases in <h2> and <h3> tags to define the other sections

of the content. The <h1> tag should be optimized well as search engines still give this some value.

### 5. Interlinking

Strategically, linking one of your website pages to other similar pages on your website provides context to the search engine and to the readers as well. Some best practices are:

1. Include links in the main content of each page.
2. Paragraph links carry the most weight.
3. Use keyword-rich anchor text in links.
4. Avoid using non-descriptive anchor text (for example, read more, click here, etc).
5. Link to relevant, deep pages.
6. Use breadcrumb navigation on every page
7. Monitor your inbound links through Google Webmaster Tools.
8. Avoid multiple links to the same page from a single page.
9. Less links= More authority per link.

The most common practice of showing “related links” or “tags” at the end of a page or in a sidebar is done to thematically relate one page to another.

### Other important On-Page SEO:

It refers to all the measures or methods used by website owners within their websites to increase the traffic and ranking of a website on search engine result pages. Within the website means you deal with such elements of SEO that are in your control, such as meta tags, technical tags, content quality, etc. So, there should not be any delay in resolving on page SEO issues to maintain and improve the ranking are shown in fig 2.7.

### Some of the important On-Page SEO factors are as follows:



**Fig 2.7 On-Page SEO**

1) **Meta Tags:** Meta Tags are HTML tags that contain meta data and provide information about the content of a webpage. They tell what the page is about when it was updated, and who has created it. This information is very important in terms of SEO as it helps search engine crawlers understand and index the page.

These tags are placed inside the head section of a HTML page, e.g., <head> meta tag</head>. The users who visit your site can't see these tags, but the search engine can see them for indexing and deciding the ranking of your site.

There are mainly three types of meta tags:

- i. **Meta Title:** It is the title tag which is also your page title. It appears on the title bar of the browser window in search engine result pages.
- ii. **Meta Description Tag:** It is the summary of the information contained in your page. It is displayed below the URL of your page when your URL appears on the search engine result pages in response to the search query made by a user.
- iii. **Meta Keywords tag:** This meta tag contains all of your key keywords related to the content of your page.

2) **Page Length:** The search engine prefers long pages to rank higher than short pages. It knows that users do not get satisfied with basic information. Instead, they expect a full explanation

3) **Outbound Links:** You can give links of other sites on your page that provide similar information. It may act as a trust factor for Google.

4) **Internal Links:** Interlinks your popular pages to new pages so that traffic from one page may be diverted to other pages.

5) **Canonical Tag:** This tag is used to prevent the duplicate issues that arise when you have two URLs with similar content. It tells Google that two or more pages with similar content are equivalent to one another and belong to the original page.

6) **Image Optimization:** Image is required to be optimized using alt text, description, etc. Additionally, instead of naming your image as "image1.jpg" use descriptive filenames, for example, 'boy-playing-in-the-park.jpg.'

7) **Sitemap:** A sitemap is created for a site. It helps search engines in indexing pages of your site.

8) **Content:** The content of your pages should be unique, relevant, and the latest and should be related to highly searched topics, keywords, etc.

9) **URL Optimization:** Keep your URL less than 255 characters, and use hyphens '-' to separate different parts of the URL. Additionally, it should be short, descriptive, and contain your main keywords. For example, [www.javatpoint.com/smo-tutorial-for-beginners](http://www.javatpoint.com/smo-tutorial-for-beginners). Also, optimize the structure of URL by making categories that help search engines and users to find the content with ease. For example, [Homepage>Social Media>Facebook>Post](#)

10) **Mobile Friendliness:** Around 60% searches in Google are made through mobile phones and other such devices. So, make sure your website is mobile-friendly.

#### 6. Explain in detail about Off-Page Techniques in detail.

- Off-Page SEO refers to your website's overall "authority" on the web determined by what other websites say about your site. Off-page optimization is a long-term process and takes the time to improve.
- Simply put, off page is all about your online reputation. Off page optimization includes acquiring backlinks to your page from the authority sites in your niche. Backlinks are the currency of any off-page strategy.
- And, unlike on-page optimization, off-page optimization efforts are not apparently visible on the webpage itself; it does the background work for a better search result.

But, after the recent Google Panda and Penguin updates, off-page optimization scenario has drastically changed. Many effective are shown in fig 2.8 old school practices became obsolete and negatively affected many big websites with high page ranks. Off page optimization effort can be grossly divided into two parts:



**Fig 2.8 Off Page SEO**

#### 1. Acquiring Backlinks

- ✓ Acquiring backlinks to your pages from higher authority sites is now more important than ever. Search engines treat link popularity as one of the key factors for a better search engine ranking. Though, link popularity is not the top ranking factor anymore, as it can easily be manipulated.
- ✓ Nowadays, search engines focus more on the quality of your content and

the level of engagement on the site, over the number of links pointing towards your site. So, the success factor is not building a long list of inbound links but building a trail of quality links for your site.

- ✓ Creating quality content that informs and educates your target audience is more important than ever.

**TIP:** Getting a number of links from multiple domains relevant in your industry are the key. Buying backlinks from non-related domains won't earn you goodwill in search engine results and can even penalize you.

## **2. Leveraging social interaction with your site**

- Use of social metrics or social engagement as a ranking factor is an increasing trend. Besides backlinks, Google now gives prominence to social signals around your content. Whether it's the number of people who tweet, 'Like', social bookmark, or "vote" via Google +1 for your content, your site's social footprints has a direct relation with your rankings. SEO has now evolved into social.

## **3. Promote your content via social channels**

- Make sure to promote your content through multiple social media channels to obtain some social media traction. You can use multiple platforms to engage your audience, keeping the focus on the ones creating maximum buzz for you. There are various platforms at your exposure

### Facebook

- Facebook is the social platform with the maximum number of active users at this moment. You can share your content there but don't use a promotional tone, rather keep it light as people come to Facebook mostly with an intention of socializing in a casual mood. Especially interesting and light topics with pictures get more attention in the form of Likes and Share on Facebook.

### Twitter and LinkedIn

- You can distribute your content on both these platforms. You can share your content in the form of an article, video, image or even in the form of a simple update. You can join relevant LinkedIn groups and share your articles there too. If you have content of great quality you'll surely be able to create buzz around it.

### Google+

- It has become very important to share any content you create on Google+, as it is from the searchengine provider itself. Recently, there is a lot of noise that Google+ has an indirect correlation with your website's ranking

in the search engine. Google also have introduced a new feature called **Google Authorship**. It shows the picture and name of an author with his articles in Google search results. This has come across as a major factor to counter the duplicate content by giving weightage to the authors and the content they have created.

### Pinterest

- Pinterest is the latest social media sensation. The image sharing website allows you to share pictures from your post to appeal to your target audience. If you have an e-commerce site, Pinterest can help you drive your sales.

### Quora

- This is a question & answer platform where a lot of people come searching for the solution to different problems and queries. You can post your content or your opinion in any of the relevant discussion thread and readers can up vote or down vote it. This is in fact the future of commenting. The platform can help you establish yourself as a subject matter expert in your field.

### Video Sharing

You can create informational videos on topics like make-up tips or different marketing strategies to share them on free video hosting sites like Vimeo, YouTube etc. generating billions of unique viewers every month.

## **4. Add social book markings**

- Social bookmarking is one of those old yet useful off-page SEO techniques being used from the pre-Panda and Penguin age.
- There are many sites like Tumbler, Stumbleupon, Reddit, Delicious, Digg being the most prominent ones, where people come in searching for different content topics.
- You can add a social bookmarking panel to your website and share all the content you produce.

## **5. Guest Blogging**

- Another way of acquiring strong back links in post Panda era is guest blogging.
- You have to create relevant and high quality content and submit to the blogs with higher page ranks.
- If your article contains real good stuffs it will get published and to do that you have to observe the content types and categories your target blogs are covering, it's even great if there are some common or related categories both

of you cater to.

- For a long term and successful search engine optimization strategy, you need to work on your site structure as well as on building your online reputation by getting backlinks and creating the community around your content. And, ultimately, it boils down to creating interesting and informative content people would like to read and share. Content is still the King.

### **Other important Off-Page SEO**

Although Off-page optimization has the same objective of increasing traffic, it is different from On-page optimization. In On-Page SEO, we deal with the factors that are in our control, i.e., within the website, but in Off-page SEO, the measures are shown in fig 2.9 are taken outside the site, which is not in the control of a website owner such as blog submission, article submission, forum posting, etc.



**Fig 2.9:Off Page SEO**

**Some of the important Off-Page SEO factors are as follows:**

Off-Page SEO techniques mainly deal with increasing the links to a site which is called Link popularity. These links can be internal or external. The internal links come from your own webpages, and external links come from other websites or webpages. High link popularity indicates that you have more connections to your site, which is a plus for SEO. Some important off page SEO techniques to increase link popularity are as follows:



- 1) **Influencer Outreach:** If your content is unique, relevant, and the latest, you should share it with influencers in your industry.
- 2) **Guest Posting:** There are many authors or blogs that allow you to submit your post or content as a guest post on their sites. If you have written quality content, you can post it there to get backlinks from them.
- 3) **Social Bookmark Submission:** There are many social bookmark submission sites where you can upload your webpage or blog post containing a link to your site to drive traffic to your site.
- 4) **Forum Submission:** In this method, you participate in forums related to your business, websites. Here, you can reply to threads, answer questions and queries, and provide feedback and suggestions. For better results use, "Do-Follow" forums.
- 5) **Directory Submission:** Here, you can submit your pages in directories to build backlinks. You should choose relevant directories and categories.
- 6) **Article Submission:** There are also many article submission sites where you can submit articles, again choose relevant categories to submit articles.
- 7) **Video Submission:** You can create videos with proper title, description, tags, and reference links and submit them to video submission sites to get backlinks.
- 8) **Image Submission:** You can share your images in various image submission sites. But, don't forget to optimize your images with the relevant title tag, URL, alt tag, description, etc
- 9) **Infographics submission:** Infographic is a visual representation of information or data such as graphs, charts, etc. You can submit it to infographic submission sites with links to your website.
- 10) **Web2.0 Submission:** This off page SEO technique allows you to create a subdomain in high domain authority websites, such as blogger, wordpress, medium, and more.

## 7. Discuss in detail about Search Engine Marketing.

- Widely considered as the harbinger of the field of digital marketing, intent-based marketing, (also widely known as search marketing) became one of the early ways in which marketers could use internet for digital marketing in a structured and predictable manner.
- In the pre-search marketing era, companies were mostly using internet as a fringe medium to put static information on their websites, develop non-targeted blogs, and be a part of random classifieds listing. But with the advent of search

marketing, marketers for the first time got a definite medium which they could rely upon to deliver results in a campaign format and also measure their initiatives and investment.

- Intent-based marketing, as the term suggests, includes those types of marketing which leverage the biggest strength of the digital medium—the exact knowledge of the specific intent of a particular consumer. In traditional marketing, there was never a possibility to understand consumer’s intent and be able to target them on their specific needs.
- But with the advent of search technology and specifically the arrival of Google, there was a sort of revolution, wherein marketers could know at a mass level, the intent of a particular set of customers through the keywords they typed in a search bar and be able to bid against those keywords to place their ads in front of those who had shared that intent.
- That is why we call this category of search marketing in broad terms as ‘Intent-based Marketing’, since this is the most powerful way for marketers to know the keywords related to their specific industry, product, geographical region, and be able to choose the ones which matter, to target customers in their buying cycle (researching a product or trying to satisfy a present or a future need).
- . Let us look at the history behind the development of search technology and concepts like Search Engine Optimization (SEO) and Pay Per Click (PPC).
- Search engine marketing, by definition, involves marketing to internet users through natural search engine result page listings and paid advertisement placement next to the search results. In simplest terms, any form of search engine marketing involves:
  - ❖ (a) A user typing any combinations of words (known as keywords in search terminology)
  - ❖ (b) into an input space (called a search-box)
  - ❖ (c) through usage of search technologies (crawling and indexing), and
  - ❖ (d) application of complex programs (known as search algorithms)
  - ❖ (e) delivering the best matched weblinks (known as Organic Search results) and
  - ❖ (f) displaying paid weblinks (known as Pay Per Click)
- In the above definition (related to point ‘e’ ), the process by which any specific website, blog, portal, etc., applies efforts and techniques to optimize its content

to be matched to a specific keyword searched is known as Search Engine Optimization (SEO).

- On the other side (related to point 'f'), the structured set of marketing programs run by the specific search engine to put a price to a specific set of keywords and sell them to multiple businesses (web-marketers) is known as Search Engine Marketing (SEM) or Paid Per Click Marketing (PPC).
- It is typically the application and execution of search engine marketing, which forms the base of this first category of digital marketing channels, which was popularized by Google and is now one of the most widely used marketing channels in the world

### **History of Search Engine Marketing:**

- The development of search engine marketing as a channel goes back to 1996 when the search engine OpenText initiated the paid search business model through a preferred listing service that aimed at highlighting businesses, services, and products, when users searched for relevant keywords.
- At that time, the company drew flak and did not want a commercialized version of their search results. As the market matured, post OpenText, GoTo.com pioneered the paid search business model with its Pay-for-Placement model.
- It also introduced an auction (bidding) process for ad placements on the search engine page. With its name changed to Overture in 2003, GoTo.com was purchased by search engine Yahoo that strengthened its paid search marketing services.
- In 2000, Google launched the AdWords program which saw limited success till 2003 after which it started gaining popularity.
- This was followed by Ask.com with its PPC services in 2005 called Ask Sponsored Listings and soon after MSN followed it in 2006.
- Search engine marketing programs since then have established well enough as a prime source of revenue for search engines, the biggest gainer being Google which has extended AdWords services from text ads to display, video, mobile, etc.,

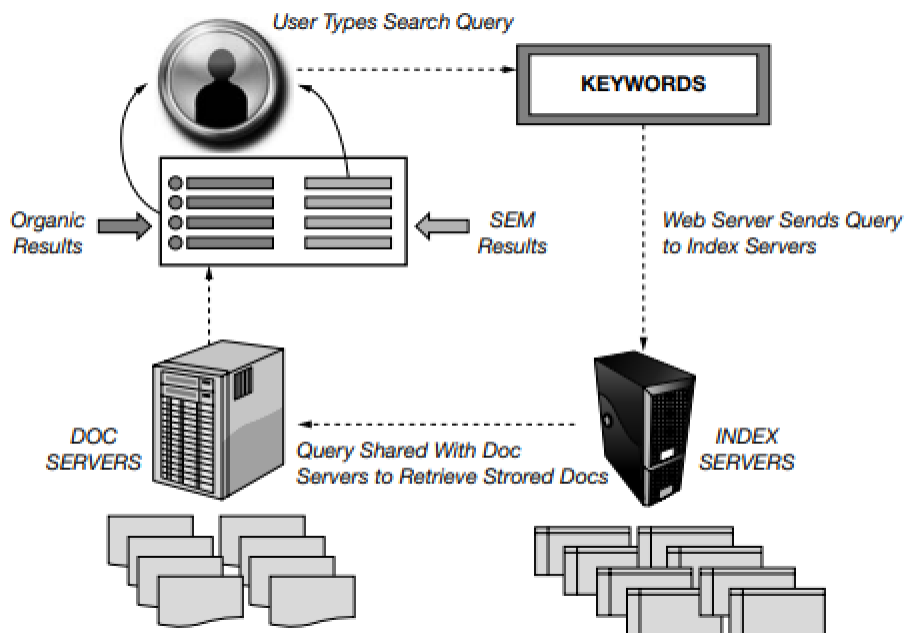
### **How does a Search Engine Work?**

Search engines perform several activities in order to deliver search results shown in Fig 2.10.

- **Crawling** - Process of fetching all the web pages linked to a website. This task is performed by a software called a crawler or a spider (or Googlebot,

in case of Google).

- **Indexing** - Process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.
- **Processing** - When a search request comes, the search engine processes it, i.e., it compares the search string in the search request with the indexed pages in the database.
- **Calculating Relevancy** - It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.
- **Retrieving Results** - The last step in search engine activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser as shown in fig 2.10.



**Fig 2.10 Search Engine Working**

### Advantages of SEM

#### SEO as Marketing Channels

- SEM is generally considered to be one of the earliest approaches that digital marketers take while thinking of spending their budgets online.
- This is not only because of their effectiveness or low upfront cost to begin with, but also because they are one of the more non-obtrusive forms of marketing when compared to display advertising or direct marketing.

- The basic premise that SEM originates from is voluntary audience-driven intent and it is intrinsically a pull-marketing model rather than a push model.
- In the case of SEO, since brands spend a tremendous amount of time to match their content to search marketing keywords and search authority rules, what emerges is an ecosystem of pure meritocracy where marketers with the most effort and ingenuity succeed.
- Even when compared to SEM, research shows that SEO listings yield about three-fourths of the entire traffic to websites, which goes to show how well constructed and advanced this digital medium has evolved into data.

### **8. Explain in detail about the SEM components and their types.**

- SEM is all about marketing and promoting through search engines. While starting with the SEM campaign, initially, you have to decide the campaign budget.
- Secondly, bid on the relevant keyword. If you're the highest bidder, then your ad will display in the top of search engine results.
- Since, billions of people search for products or services online, your ad will come across a lot and people will start purchasing it soon.

Besides usual techniques, have a look at the various elements of SEM and how to utilize it to improve the traffic and conversion rate. However, you have to follow a combined strategy for effective results.

#### **Types:**

- ❖ Pay-per-click advertising
- ❖ SEO or search engine optimization
- ❖ Social media marketing
- ❖ Impressive ad copy
- ❖ Web analytics
- ❖ Build Google Advertisement account & campaign structure:
- ❖ Select accurate keywords:
- ❖ Choose keywords for business intent and transferable intent:
- ❖ Add on the negative match:
- ❖ Check out CPC:
- ❖ Analysis of search volume and competitors:

#### **• Pay-per-click advertising**

Pay per click or PPC is the most important component of SEM. This advertising involves purchase of listings on the SERP pages. For example, search engine displays the paid ads on the right hand side. Further, these ad spaces are sold in auction style. The highest bidder

for a keyword will get the top space under paid results. PPC based SEM services attract visitors and allow you to get potential customers.

While planning your PPC ads, you have to design and manage it for better results. For example, if you're not placing your ad in front of relevant audience, then conversion rate is likely to be very low. So, keep your campaigns cost-effective as well as directed to reach target audience.

- **SEO or search engine optimization**

PPC is a paid strategy to bring traffic whereas SEO relies on natural or organic traffic without any payment. Search engines rank results based on their relevancy. It looks simple, but actually search engines consider a lot of parameters to constitute relevance. This includes keywords, phrases in text, Meta information, HTML tag, number of internal links, and frequency of updating site. The above listed contributes to the on-page ranking whereas off-page ranking includes external links received from other websites or mentions on social networks.

While approaching a SEM agency, they align SEO strategies to keep up the marketing goal and improve your rankings online.

- **Social media marketing**

As you know, social media plays a huge role in our daily lives. Moreover, it's supportive in professional lives too.

While most of the social networks like Facebook, Instagram, Twitter, etc are free, for a healthy marketing, you have to spend a lot of time maintaining the competitive edge. Also, remember that social media marketing is a factor that influences your search engine ranking. Unlike other SEM strategies, we have to look for certain variables that determine a good social media campaign.

- **Impressive ad copy**

Ad copy is a significant component of SEM services in Dubai or Abu Dhabi. Since, we have a very limited space and you have to face a lot of competition. So, in order to stand out from the crowd and motivate users to click on your ad, you should work on impressive ad copy. The quality of your product should reflect in the ad. The ad copy should encourage users to reach your site and purchase the product.

Additionally, check out your competitors' ad strategy and how they are getting recognition in terms of clicks or business. Make sure to have a unique place to start off but initially focus on smaller ads.

- **Web analytics**

While implementing **SEM services**, you have to take advantage of web analytics to understand the performance of your campaign compared to others. Moreover, it gives a clear

picture on the conversion rates and therefore, this allows you to create more meaningful campaigns in the future.

### **Build Google Advertisement account & campaign structure:**

The quartet segment of advertisements in Google Ads. The campaign includes an account budget, geotargeting along with additional settings. Ad groups differ in themes arranged for keywords. Keywords are the terminology that a person invests bid while your advertisement is activated while duplicate end-users will view it. Brandlabz is the first-rate digital marketing agency in Kochi to assist you in building a Google Advertisement account and campaign structure.

### **Select accurate keywords:**

The quality of keywords is the initial pace as it permits picking out suitable viewers. An individual enthusiastically acquires things by clicking and buying further through clicking on links. The campaign segment includes keyword intent, keyword search volume, CPC, and their competitors for the accurate keyword. Brandlabz is the best digital marketing company in Kochi to explore exact keywords for your firms.

### **Choose keywords for business intent and transferable intent:**

The top ties in Google's algorithm are taking into account keyword intent. Keyword intent has one-fourth of classes. Navigational focuses on a particular thing. Data is studied regarding the subject. Businesses look over products, brands, and services. Transferable means to buy things.

### **Add on the negative match:**

To disallow your advertisement for display as irrelevant on search result pages, put on a negative match to the campaign as an alternative to the advertisement group.

### **Check out CPC:**

The advertisement of the first quality score plus the maximum bid will achieve the advertisement placement. Competitive keywords are high. It is perhaps beneficial to follow keywords competitively so that you should possess a budget yet undertake an analysis of cost-per-click.

### **Analysis of search volume and competitors:**

It focuses widely on extra keywords competitively and fewer keywords competitively, particularly for viewers. A person needs a brand to display as keywords competitively further draw potential clients. Brandlabz is the best digital marketing company in Kochi to evaluate search volume and competitiveness for firms to draw potential clients.

### 9. Discuss in Detail about PPC advertising with example.

PPC or pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on. It's essentially a method of 'buying' visits to your site, in addition to driving website visits organically.

One of the most popular forms of PPC is search engine advertising, which allows advertisers to pay for ad placement in a search engine's sponsored links. This works when someone searches for a keyword related to their business offering. For example, if we bid on the keyword 'Google Shopping Management' our ad might show up at the top of the Google results page as shown in fig 2.11.

Google Shopping, what we do best, is an example of how PPC advertising can be used to boost both visibility and profitability.



**Fig 2.11 Pay Per Click Process**

#### **Benefits PPC:**

PPC has many advantages that will benefit your business, including the following:

- ❖ Optimised PPC is cost-effective
- ❖ Your ad will be displayed on the first results page when someone searches for a related term
- ❖ More exposure and brand visibility as targeted traffic is directed to your site
- ❖ You can run multiple ad campaigns for each keyword
- ❖ It results in higher click-through rates (CTR), more conversions, and increased sales revenue
- ❖ Provides instant traffic
- ❖ If PPC is working as it should, the return on ad spend (ROAS) should be high, as a visit to your site is worth more than what you pay for it. However, it's not as simple

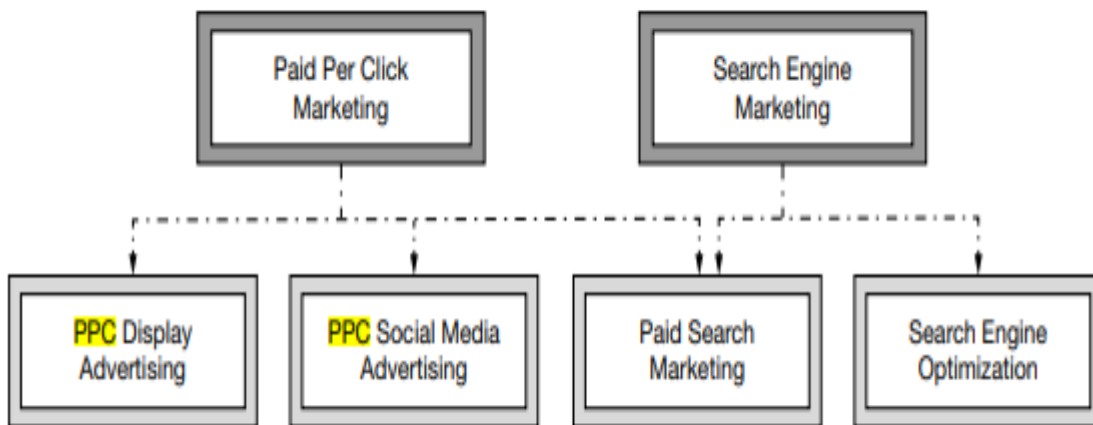


as just paying for the clicks and gaining traffic, a lot goes into putting together a strong PPC campaign. It consists of choosing the right keywords, arranging those keywords into well-organised campaigns and ad groups, and setting up PPC landing pages that are optimised for conversions.

- ❖ It's important to learn the best ways to conduct a PPC campaign, as the more relevant, well-targeted PPC campaigns will be rewarded by search engines with lower-costing ad clicks. Google will reduce your cost per click if your ads are satisfying and useful to users, ultimately, earning you a higher profit.

### **Difference between PPC and SEM:**

- ❖ When we talk about campaign management, we typically refer to paid search marketing (PSM) and not SEO, as the concepts of campaign management and bidding apply only to PSM.
- ❖ For the same reason, we would first cover the concepts of PSM in this and next two sections and concepts of SEO would be discussed in the last section of this part of the chapter. Although we have clarified the difference between PSM and SEM (with PSM being a subset), we generally refer to PSM as SEM, since that is the most commonly applied terminology used for search PPC campaigns are shown in fig 2.12.
- ❖ Thus, SEM and SEO are the two acronyms we would use going forward for paid search and optimization for search .



**Fig 2.12 PPC AND SEM**

### **Uses of PPC:**

- ❖ PPC advertising is ideal for small businesses as you get to decide how much you're willing to spend on each keyword, so you can manage how much you will be spending when your ads are displayed. In essence, this ensures that the money you spend on ads isn't wasted, as you're more likely to attract more people who are interested in your product.

### Google Ads:

- ❖ Google Ads is the most commonly used PPC advertising network. The platform enables you to create campaigns that will appear on all Google services. Choosing the right ad format and keywords is important, as Google Ads ranks potential advertisers based on their ad quality, relevancy and size, as well as the price of the bid.
- ❖ Since Google is the most used search engine, using Google Ads will get you the most impressions, so take into consideration the following factors when creating your PPC campaign through Google Ads:
  - ❖ Ensure your keywords are relevant, popular, and likely to be searched
  - ❖ Have a high-quality landing page that looks appealing and has a clear message
  - ❖ Better quality scores get more ad clicks at lower costs
  - ❖ In summary, PPC advertising is a great marketing option for your business. It's a simple yet effective digital marketing technique to promote your products, drive traffic to your website, and ultimately, increase your sales.

### Google Shopping:

- ❖ Google Shopping is another excellent example of a PPC channel. It runs through Google Ads and can be used by retailers to get their products in front of interested shoppers. Since Google is the most used search engine, having your products shown as part of the search engine results page (SERP) can hugely increase visibility, impressions, and help drive traffic to your website.
- ❖ On Google Shopping, advertisers place bids to secure the best possible spot on the Shopping carousel, with the first spot being the most highly sought-after. The reason is that 65% of shoppers click the first ad on the Google Shopping carousel regardless of price, perhaps due to beliefs it's from the highest quality retailer or sold at the best price available.
- ❖ Google Shopping management can be a complex beast to tame. From different automation options to manual management or third-party agencies, retailers have different methods of making the channel profitable.

### Benefits of PPC advertising

There are a lot of reasons to use PPC search marketing. Here are just a few: **Generate traffic** while you're waiting for your SEO to kick in: it can take months to get your site to the top half of the first page of organic search results through SEO. PPC ads can get your site in front of your audience almost immediately.

- ❖ **Highly targeted ads means a better chance of conversion:** you're not broadcasting your message to the masses as you would be with a display ad or banner ad – your search marketing ad will only appear in front of users who have prequalified themselves by typing your chosen keywords into the search engine in the geographical regions you have selected.
- ❖ It can be an incredibly effective way to advertise. You only pay for your ad when a prequalified user clicks on it and is taken to your site. If they don't click, you don't pay.
- ❖ Providing your keywords 130 Understanding Digital Marketing are highly targeted and your landing pages convert well, it can generate a very healthy ROI. Some of the specific benefits of PPC advertising are:
  - ❖ **Full financial control:** there is no minimum spend, you can set maximum monthly budgets on an account-wide basis or on individual campaigns, and you specify the maximum amount per click that you are prepared to pay for each ad.
  - ❖ **Full editorial control:** you are in complete control of every aspect of your campaign
    - ❖ from the title and ad copy, to the keywords and keyword matching option to apply, to the URL of the page you want users sent to.
  - ❖ **Testing, tracking and tweaking on the fly:** there are tools that allow you to run real-time comparison tests to see how differences in your ads affect your click-through rate, and a host of reporting options that let you track your campaign and tweak it to achieve better results.
  - ❖ **Improve your reach:** target different keywords to those you rank for in the organic search, and broaden your reach for those more specific long-tail keywords that yield small volumes high-value traffic.
  - ❖ **Transcend the boundaries of the SERPS:** for even broader reach you get to select whether you want your ads to appear only on the search engine's own sites, on their advertising affiliate sites, or even on specific affiliate sites of your choosing.

#### 10. Explain in Detail about Display advertising.

- ❖ Display advertising is the process of promoting a product using an online paid ad placed on relevant social media accounts and third-party platforms. These ads include text, images, or videos and encourage site visitors to go to a landing page and take a certain desired action or buy a product.

### Display advertising work

- ❖ Display advertising is a great marketing technique since it benefits both website owners and advertisers. Host websites can monetize their traffic by selling some space using Google AdSense while advertisers buy it with Google Ads.
- ❖ Ads are served by the Google Display Network. It allows advertisers to find the right target audience and show their promotions in the right place at the right time. With this network, you can find new prospects based on similar audiences and reveal the most promising audiences to blow up your conversions with automated targeting. It works based on a landing page and your existing audiences. Alternatively, you can start with remarketing. Tracking users' cookies when they leave items in their shopping cart without buying enables marketers to sell more.
- ❖ Google uses two pricing models: CPC (cost per click) and CPM (cost per thousand views). It means that every time a user clicks through your ad, you're charged a specific amount of money based on your bidding strategy.
- ❖ Advertisers monitor cookies and collect data from several external websites to keep track of users' activities. This data aggregation enables them to do behavioral targeting. Google also makes it possible to create contextually targeted and geographical ads.
- ❖ Contextual ads are only placed on sites relevant to your commercial message. For example, if you sell sports shoes, your ads can be promoted on sports store sites and sport-themed blogs.
- ❖ Demographic and geographical targeting allows you to reach specific audience segments that might be interested in your products, and that is an excellent choice if you provide seasonal offers.
- ❖ Now that you know more about the display advertising algorithm, it's time to review its advantages and disadvantages for your business.
- ❖ Advantages and Disadvantages of Display Advertising
- ❖ Before creating your first display ad campaign, you should be aware of its pros and cons. Besides, you will need to figure out if this type of ad is the best choice to reach your marketing goal, so let's uncover the opportunities it provides.
- ❖ The biggest perk of display advertising is its wide outreach that allows businesses to find prospects worldwide. Take a closer look at other **benefits** of this type of ad.

### Advantages:

- ❖ **Helps build brand awareness.** Unlike search advertising, display ads don't reach audiences with purchase intent. However, they allow businesses to make people

remember their brands even if these users have never needed their products before. This way, they manage to evoke initial interest and let people recall it once they have a need for it. As a result, this particular brand is associated with a certain product they promote using display advertising.

- ❖ **Provides targeting opportunities.** With display ads, you can narrow down your audience to the most high-performing prospects. This is possible due to various targeting opportunities available. You can reach people based on their demographics, geographical position, language, general interests, behavior, and previous interactions. The last one means you can win back leads who liked your products and added them to their carts but didn't make purchases eventually.
- ❖ **Enables to track results.** After launching your display ad campaign, you can monitor your number of clicks, determine when a prospect converted into a client, identify on which platform conversion took place, and reveal the most effective advertisements. This is a great chance to improve your future campaigns and invest in more successful strategies.

#### Disadvantages:

- ❖ **Low conversion rates.** Compared to search advertising, display ads show lower conversion rates. This should not come as a surprise — search ads are designed for leads with purchase intent, while display ads allow businesses to create more interest in a product. So, if you aim at increasing your sales, display ads may not be the best choice.
- ❖ **Lack of reputation management.** Since you don't have that much influence on the choice of platforms for your ads, they can sometimes be unrelated to your business, which also means you'll be charged either way. Besides, such irrelevant ads may irritate site visitors. If your brand is famous and authoritative, displaying ads on immaterial sites may damage your reputation.
- ❖ **Banner blindness.** It has become a common phenomenon for many internet users in the last few years. Banner blindness helps us deal with information overload and ad fatigue. People subconsciously ignore advertisements, especially when they are designed as separate blocks that strike the eye. To make your display ads stand out, make use of rich media that attract users' attention better.
- ❖ **Ad blockers.** More and more people are using ad blocking technologies every day due to ad fatigue. However, some brands try to cushion this negative impact by asking their site visitors to allow ads or buy subscriptions are shown in fig 2.13.

## Types of Ads:



**Fig 2.13 Display Advertising**

### **1. Banner ads**

- ❖ Banner ads are one of the most common types of display ads that you can find across a variety of online platforms, including business and news websites, blogs, social media channels and online forums. Banner ads often come in traditional shapes and sizes, where marketers can apply banners in landscape, skyscraper and square sizes. Traditionally, banner ads display a combination of text and images to gain audiences' attention.

### **2. Native ads**

- ❖ Online marketing also applies native ads, especially within content marketing strategies. Native display ads fit into the content of the web page, website or email naturally.
- ❖ Marketing and advertising professionals assimilate native display ads into content in such a way that audiences relate the ads to the content or brand itself. Links that lead to other pages of a website, recommended content, sponsored search results and promoted social media posts are several examples of native display ads.

### **3. Animations**

- ❖ Display ads that feature animations can use components of video, audio and text to gain readers' attention and are effective for promoting brand messages, products and services.
- ❖ These elements also give you the ability to use animated display ads as long-form

advertisements that explore complex or deep explanations about a specific product, service, process or challenge.

- ❖ Additionally, animated ads can be shareable, giving audiences more motivation to spread a branded message or offer.
- ❖ Animated display ads can also result in higher audience engagement, which can help solidify a brand's connection to its target market.

#### 4. Interactive content

- ❖ Display ads with interactive features combine multiple elements to engage with online audiences. Text headlines, images, graphics and other embedded features within interactive display ads allow audiences to engage with the advertisement.
- ❖ On websites, interactive display ads can be beneficial for showing online customers the internal features of a specific product where audiences can hover over certain parts of the ad to view content, click on elements and otherwise interact with the display ad.
- ❖ These types of ads can be advantageous for brands and businesses that want to educate audiences or bring additional insight to users of specific products or services.

#### 5. Video content

- ❖ Display ads with video content often engage audiences by communicating a specific message, asking a thought-provoking question or introducing a product or service.
- ❖ Video display ads combine video, audio and sometimes text to showcase an offering and motivate audiences to take action or make a decision.
- ❖ The biggest benefit of video display ads is the ability to explore topics in more depth than with traditional or even native display ads.
- ❖ Similarly, you can apply live-action videography or animation with video ads, making these types of display ads effective for many marketing applications.

#### 6. Infographics

- ❖ Infographics represent a type of display ad that features graphics and text to educate audiences about a specific topic, idea or offering.
- ❖ For instance, a pharmaceutical company's advertising strategies might include infographics to engage with, educate and build rapport with its customer markets.
- ❖ Integrating infographics into an online advertising strategy can be useful for business websites that focus on educating and providing information on products or services.

#### 7. Expanding ads

- ❖ Expanding ads are display ads that users can expand beyond the initial size that the ad displays on a website. Some expandable display ads open up when users hover over different elements of the display, and other expanding ads may open up after a

certain triggering action on the part of the user.

- ❖ Marketers often configure expanding ads to initiate based on user action and intent. For instance, on a business website, an expandable ad starts in an invitation phase where users see the ad as a small display within the content page. As users interact with the page content, the display ad expands to take up more space on the page, gaining audiences' attention for a variety of purposes.

### **8. Lightbox display ads**

- ❖ Lightbox display ads are a special display ad Google developed some time ago. These display ads are similar to expandable display ads where users on a website must interact with the ad for it to initiate into full-screen content.
- ❖ Unlike traditional expanding ads, though, Lightbox ads can include a combination of video, audio, text, animations and other elements that boost engagement with online audiences.
- ❖ Another key feature of Lightbox display ads is that they only function when users hover over them for several seconds or more. This key feature helps reduce the chances of audiences unintentionally triggering the ad when visiting websites and interacting with online content.

### **9. Pop-up displays**

- ❖ Pop-up display ads use a pop-up content feature most commonly on websites to encourage users to learn about offerings, sign up for services or purchase products from a business or brand.
- ❖ Pop-ups usually appear on a website as a small, square box that motivates users to take a specific action.
- ❖ For example, a brand that provides online services to its customers may use pop-ups on its website to engage with and encourage potential customers to learn more about its offerings with an email subscription.
- ❖ In this case, the brand makes a pop-up ad appear when users spend several seconds on its website, encouraging audiences to sign up for its email newsletters.

### **10. Interstitial display ads**

- ❖ Interstitial display ads are becoming more common within mobile device applications, including in games, social media apps and other online mobile applications.
- ❖ Interstitial ads appear during key transitions of an application as users engage with the app.
- ❖ In mobile game applications, interstitial ads often appear between different scenes or game levels as users move from one element of the app to another. If your digital marketing strategies include mobile integration, applying interstitial display ads within a mobile app can help the organization you work for expand its market reach.





**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING****III YEAR / V SEM****CCW332 – DIGITAL MARKETING****UNIT 3 – INTRODUCTION TO ONLINE MARKET**

**SYLLABUS:** E- Mail Marketing - Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximizing email campaign effectiveness, Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting

**PART A****1. What is the definition of email marketing?**

Email marketing is a type of marketing that involves sending electronic mail to potential clients in order to establish a relationship.

It's a type of direct marketing that uses emails to advertise a product or service, with the goal of keeping customers who might be interested in your company well informed.

**2. What role does email marketing play in today's social media world?**

Ans. While there are many social media platforms to choose from, email marketing has a number of advantages over social media marketing. A part of the advantages is.

Drawbacks of social media: It's a bit much that your targeted audience is available on a social networking platform.

Because ninety-four per cent of web users use email, your email has a higher chance of being seen than your social networking page.

Customization: Expecting to send customized messages via social media sites is beyond the scope of possibility, however, you may do so via email. It adds a special touch that increases the chances of change.

Target Audience: You can reach out to the correct audience via mailing because you may segment them by age, income, interests, and so on.

Reporting and Analytics: You may examine and detail the open rate, bounce rate, conversions, and click-through rates that the email provides.

Opt-in email: This is the email that is sent to the receiver once he or she has given his or her permission. The response or change rate is higher here, indicating that you care about the recipient's privacy.

### **3. Describe a successful email campaign in which you participated.**

Ans. It isn't much else I can say about this! In your 'back pocket,' you should always have an example use case.

Discuss the email campaign's purpose (why you conducted it), the target audience (who it was for), and the components involved (email, eg. landing pages, e-commerce).

Which metrics did you keep track of? How did you do in terms of the metrics you specified (your objectives)

### **4. What are some examples of different email kinds, and when would you use them?**

Ans. Email marketing is more than just "marketing" or "promotional" emails. Other email types include:

Operational: - Examples include service changes and privacy policy updates. To comply with regulations/SLAs, etc., these must be sent regardless of an individual's mailability status.

Autoresponders are short, usually text-only responses. For instance, after submitting a form, confirmation is required.

### **5. How much experience do you have in copywriting?**

To "create" that all-important persuasive and engaging email content, email marketing managers should be adept in copywriting.

If copywriting isn't your strong suit, don't worry. Talk about how you're always trying to improve yourself by reading online resources or taking classes (there are tons of free ones available).

### **6. Describe some of the methods you use to keep your email databases in good shape.**

Ans. You could talk about database hygiene methods like:

- To eliminate incorrect email addresses, email verification is required.
- Cleaning the list to get rid of spam records and dummy data.
- Inactive/unengaged users are archived from the user base, for example, those who haven't opened an email in 6 months (adjust depending on how often you send emails).

### **7. What do spam complaints (abuse rate) entail, and how would you deal with them?**

A recipient has stated that your email is unwelcome in their mailbox by filing a spam complaint. This could be due to the fact that they are unfamiliar with the sender, that they have never agreed to receive emails from the sender, or that the email content is unpleasant or bothersome.

Each spam complaint should be handled seriously, as it may have an influence on your email deliverability in the future.

The first thing to look for is which email triggered the complaint, then see if your list segmentation went wrong.

**8. What are the biggest obstacles you've faced in terms of deliverability, and how did you overcome them?**

Ans. Ensure that email authentication is configured correctly (SPF, DKIM, DMARC), Send to smaller email distribution lists (more targeted segmentation).

Keep an eye on the state of deliverability (see next answer) Remove inactive/disengaged users from your send lists and user base.

**9. Do you keep track of the status of your deliverability.**

Ans. "Yes" should be the answer! Despite your best efforts, deliverability issues can arise unexpectedly and negatively impact the efficacy of your email campaign.

With an overview report of all delivered email campaigns, you can notice poor deliverability. Using services like MX Toolbox, you can also keep track of your email domain's health and check blacklists.

You might also detail the internal processes you'd put in place if you identified poor deliverability, as well as the measures you'd take to remove the domain from any blocklists.

There's more you should learn to ensure the interviewer that you've got deliverability under control. Check to See If Your Email Domain Is Banned: Here's How to Deal with It Audit of Email Deliverability: Domain Health Checks in a Flash.

**10. What are the most crucial features of an email design?**

- There are lot of crucial features of an email design.
- Subject line,
- Pre-header (preview text)
- Call to action button, above the "fold"
- Email layout
- Responsive design
- Personalization/dynamic content
- Compliance information in the footer, including physical mailing address, link to one-click unsubscribe/email preference centre.

**11. What method would you use to figure out the best number of emails to send?**

This is a test of how you calculate frequency and recency:

- Too many times (in a short period of time) equals frequency.
- Recency = too lately (in a certain time range).

- Consider a group of unsubscribed prospects and consider whether they opted out because they received too many emails.
- Subscribers who are at risk of “marketing fatigue” should be suppressed.

## **12. What threats and possibilities do you see in email marketing?**

- Potential future prospects include:
- Email marketing is a low-cost, high-impact channel.
- Designs will be more engaging if they are sent as an interactive email.
- Those who take the lead with permission-based marketing will triumph.
- Multi-touch attribution, predictive reporting, and increasingly granular reporting.
- Possible future difficulties include.

## **13. Why did you choose email marketing as your niche?**

It Could be another way this question is asked. Talk about your career path, the first time you encountered email marketing, and how it made you feel.

Tell the interviewer about what “hooked” you; it could be the results of an email campaign, email design, or that you were thrown into organizing an email campaign.

## **14. When is the most efficient time to send emails?**

Early mornings and weekends are the most common responses to such difficult Email Marketing Interview Questions.

It’s worth noting that such days and times are also responsible for the majority of unsubscribes and bounces. To be on the safe side, go on a Wednesday afternoon.

Alternatively, experiment with multiple days and hours to determine the optimal time for your target audience, as each individual, email list, and recipient is unique.

## **15. What’s the difference between a hard bounce and a soft bounce?**

When an email cannot be delivered to the address to which it was intended, it is referred to as an email bounce. A hard bounce is an email message that has had a permanent delivery failure.

It could be due to an inaccurate or invalid email address, an outdated domain, or something else. A soft bounce is an email that has experienced a temporary delivery problem.

This could be due to a momentary issue with the recipient’s server, such as a full mailbox or incorrectly inputted information email address, etc.

## **16. What types of Email Marketing Campaigns are there?**

The four sorts of email marketing campaigns that are necessary are listed below. So, let's get down to business.

**The Newsletter:** – This is an email campaign that is sent out on a regular basis and keeps your target clients informed about a specific issue.

When it comes to keeping in touch with your frequent clients, newsletters are the ideal alternative because they are effective at generating traffic back to your website.

**Marketing Offers:** Marketing offers are the best way to get direct reactions. Marketing deals are effective in showcasing your most recent inventory and persuading your target audience to make a buy.

If your campaign offers a discount or other special promotion of your products or services, Marketing Offer email campaigns are the greatest fit because they include a direct CTA for visitors to click through to your website.

**Announcement:** A new product, feature, or service is announced by email. They're useful for keeping your customers informed about new product releases.

**Event Invitation:** The purpose of an event invitation is to raise awareness of your event. These emails are sent to your present and potential consumers to persuade them to attend an event.

## **17. How do you calculate the email deliverability rate?**

Ans. Metrics are a big part of email marketing jobs. As a result, you must be mindful of deliverability as a candidate. It is one of the most often requested interview questions.

The number of emails sent to target clients without failure is known as the email deliverability rate. You can also use the method to compute this: Total emails delivered/ total emails sent.

## **18. What are the top five points to keep in mind while creating an email checklist?**

List are listed below

- The purpose of the Email
- Expected Response.
- Documents supporting your email should be attached.
- Precise subject line with the complete message.
- Run a spam check and customize the content accordingly.

## 19. How do I keep my email from being SPAM?

- Never use a bunch of different coloured typefaces.
- Only one exclamation point should be used at a time! In general, refrain from including the phrases “unsubscribe” and “deleted” in the message body.
- Examine your domain name to see if it has been blacklisted.
- Spam filters check how many messages you’re sending at once.

## 20. Explain the concept of email marketing segmentation.

Segmentation is the process where you slice your user base into segments to send emails your customers want to see. There are many, many ways to slice your customer base, ranging from something as basic as RFM:

- Regency (when did a customer last buy from you)
- Frequency (how often does a customer buy from you)
- Monetary Value (how much do they spend) too much more complex statistical models that try and factor in a whole range of historical data and future estimates.

## 21. What are the Benefits and Drawbacks of Using Email Marketing?

. The following are some of the benefits of email marketing:

- There is a large audience.
- Internet users check their emails frequently.
- If email marketing is done correctly, the return on investment can be enormous.
- It is the most well-known and widely used internet service, therefore most people are familiar with it.

Email marketing has a number of drawbacks:

- Filtering results in a high number of emails being marked as undeliverable.
- Email spamming could result in legal action against online marketers.
- It must be meticulously planned because even little elements can cause an email to be filtered out or not delivered.

## 22. When it comes to email marketing, what role does automation play?

Scheduling: - It is one of the most useful features available from most service providers. It’s useful if you want to throw a big sale on Black Friday or New Year’s Eve, for example.

This feature delivers your email at the time and date that you specify.

Tracking: - Tracking tracks the outcome of your email campaign and displays statistics after you’ve sent emails to the list. It responds to the questions listed below.

- >> How many people did you get to see your email?
- >> How many people have clicked on each link or "Call to Action" button?
- >> How many of them considered your email to be spam?
- >> Is there anyone on your mailing list who has unsubscribed?
- >> How many emails have yet to bounce?

### **23. What are the advantages of landing pages?**

Ans. Although email marketing is a valuable commodity in and of itself, landing pages can put you in a better position. These are the pages that you create on your website that clients may access through your email.

Landing pages are a more detailed version of your email campaign with extra data, photos, and perhaps a purchase option to entice recipients to buy what you're selling.

### **24. Why do email marketers use landing pages?**

A landing page is a full-fledged page with numerous links. It carries out the tasks listed below.

- It will offer more information than your email copy.
- It will highlight your goods.
- It will provide your recipients with a list of suggestions.
- It will bring the intended recipients to your website.

### **25. What email tracking software do you have experience with?**

Ans. Different brands may use different tools, so show that you know how to use a variety of email marketing platforms.

This information may have been included in the original job description, so double-check it before your interview. Include all of the tools you've used before, as well as your familiarity with them.

### **26. When is the best time to send emails and on which days should they be sent?**

Ans. Early mornings and weekends are the most common responses to such Email Marketing Interview Questions.

You should be aware, however, that such days and hours are also responsible for the majority of unsubscribes and bounces.

To be on the safe side, Wednesday afternoons are a good bet. However, because everyone, email lists, and receivers are different, you should experiment with different days and hours to determine the optimal time for your target audience.



**27. Write the disadvantages of Email Marketing's.**

Ans. Filtering causes a large percentage of emails to go unanswered.

Spamming can result in legal action as well as inconvenience for the recipients.

It must be meticulously planned because even a minor issue can cause an email to be misdirected or filtered out.

**28. When is the most appropriate time to send emails?**

Ans. The optimum times to send emails are in the mornings and on weekends. However, based on the client's location and requested timing, the time may vary.

The optimum time to send emails is to figure out what time zone your customer is in and how active the server is for quick reachability.

**29. When it comes to sending emails to customers, how often should you do so?**

It is not a good idea to bombard customers with emails on a regular basis, since this may irritate them and cause them to lose interest in your company.

To enhance consumer engagement for your business, you can send a maximum of three emails at intervals of one month.

**30. In email marketing, what is the ideal method for email subject lines?**

The subject line of an email is critical for every business since it determines whether or not the customer finds the email engaging. 50 -70 characters of text with specific.

Short, persuasive writing can pique clients' interest in investing in your company. To prevent mail from ending up in the client's spam folder, avoid grammatical errors and make sure the mailing list isn't too long.

**31. Make a list of the laws that apply to email marketing.**

Sending emails just to those with whom you've previously interacted is the best technique for attracting new clients. To keep your reputation intact, avoid sending emails to unknown people or contacts who appear as a result of lead generation.

In email marketing, there are rules that state that sending emails to anonymous people is neither appropriate nor advised.

**32. How do you write a powerful email?**

Even if the email is at the top of the list, sending unrelated mail can divert customers' attention. Recognize clients' interests, create a correspondence with a suitable subject line, and include the body in a timely and professional manner.

Make the content more legible and sensible to attract the customer's attention as soon as the email arrives in their inbox.

### **33. What are the different types of email marketing strategies?**

An email newsletter is one key strategy that allows circulating emails to the subscriber list for building a rapport with them.

Customers receive order confirmation and receipts in traditional emails, which keeps them informed about other products in a single email.

Sending emails to trusted consumers to communicate continuing offers is part of direct mail.

### **34. What role does automation play in email marketing?**

Scheduling is a feature of automation that sends mail to a list at a predetermined time and date.

Tracking is another remarkable automation tool that displays email statistics such as how many people opened the email, how many people sent it to spam, how many people unsubscribed from the mailing list, and how many emails bounced.

### **35. Explain Mobile Marketing.**

Mobile Marketing is new channel of marketing that uses clever phones, tablets, or different mobile gadgets to attain the customers. The medium could be SMS, MMS, movies, email, social media or mobile utility.

### **36. What are the Advantages of Mobile Marketing?**

Mobile advertising and marketing have a variety of blessings that is why the marketers pick out this channel of marketing. Some of them are as follows:

Less high-priced - Creating and broadcasting the SMS is less difficult, easier and faster than pc and laptop.

Easy Adaptability - Simple content makes it smooth to adapt to numerous display length.

### **37. What are the Limitations of Mobile Marketing?**

Limited Ads - While sending a message on phone you can't ship all sorts of ads. You should limit your content, pictures, and films at the same time as sending a message on cell. This limits the communicate.

Navigation - Using a cell phone makes it hard to navigate from one hyperlink to any other which can be completed on Laptop and desktop effortlessly.

Privacy - Most of the mobile users use their phone for personal messaging and lots of them are subscribed to Do Not Disturb carrier that bars you from sending business messages.

Different systems - These days, cellular telephones are available in distinct screen sizes making it tough to create a campaign that may in shape on they all.

### **38. What is the Difference Between Mobile Responsive and Mobile Friendly?**

When human beings communicate about "cellular," they will ask you if your website and emails are "cellular pleasant" or "cellular responsive." This is essentially a technology question that addresses how distinctive systems and gadgets display content material. You also can acquire a cell-friendly electronic mail without disturbing approximately the generation at the back of it. Mobile pleasant can be as easy as selecting a unmarried-column template, writing concise challenge lines, or growing quick, to-the-factor content material.

### **39. How Do I Create Simple and Effective Messages for Mobile Devices?**

If you want your target market to open and interact with your emails, you need to create messages that are quick and smooth to read. Don't use an excessive amount of text because cellular customers don't want to scroll via a long web page of content. Try the use of a picture or a video to tell the tale rather than a protracted article. Also, avoid small fonts. The most useful length is 22 factors for headlines and sixteen factor body text.

### **40. How Would You Plan Your Mobile Marketing Strategy for a New Product Launch?**

Know your audience - Know how the target audience makes use of their cellular to understand your emblem. Each one uses their mobile smartphone for a unique purpose.

Know your commercial enterprise objective - Knowing your enterprise objective may be very critical. It will assist you create a fascinating app in your users. Your cell approach has to fulfill the enterprise goal and feature a wider target audience.

Know the high-quality cellular marketing channel - Know which channel of cellular advertising and marketing is the exceptional for your audience.

### **41. What are the Most Important Things to Know Before You Start Developing Your Mobile App?**

There are two very essential things which you want to understand earlier than you jump into growing your app.

Why are you building this app? - The Purpose.

Who will be using it? - The User.

Without having these two matters proper, the possibilities of failure increase.

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### **42. Explain Push Notification.**

As the call indicates, push notification is a message for a person to use the cell app which he/she isn't always currently the usage of. It objectives to push the consumer's attention which can boom the traffic to the mobile app.

### **43. What Possible Outcomes Can Business Houses Expect from Mobile Marketing?**

Mobile advertising must be used as a protracted-term marketing channel for the company.

The foremost expected results can be:

- Retention of present customers
- Generating new clients
- Brand Engagement
- Provide information approximately the agency
- Help with product launch
- Help with destiny making plans

### **44. Explain opt-in and opt-out.**

Opt-in is a permission given with the aid of the mobile app consumer to be part of the marketing campaign and decide-out is the selection to be out of the campaign.

The range of human beings the use of cell telephones to get right of entry to Facebook is growing. Promoting yourself on Facebook sends site visitors to the internet site which results in a better ROI. While advertising for cellular phones thru Facebook you must use appealing photos, cell-friendly landing pages, and brief video to get the attention of the users.

### **45. How can nonprofits use mobile for community outreach?**

Keep the high-quality practices listed above for cellular layout and content in mind. Make your messages smooth to examine and interact with. Provide your target audience with valuable data about your mission and updates on what you're doing. Tell them how they are able to assist with their time or cash. If you've got a fundraising campaign, make it smooth in your readers to donate with an instantaneous link to on line giving. Tell them how their donations will affect the humans you serve.

### **46. We Don't Want to Spend on Advertising. What's The Best Way to Get Our App Found?**

For groups going for walks on tight advertising finances, app stores are the main channels to get located.

Build an excellent ranking in your app in its app shop.

Try to optimize the listing to your app through following satisfactory practices for app save optimization.

### **47. Explain MMS.**

MMS stands for Multimedia Message Service. Here the sender sends multimedia messages. An MMS has audio, video, and snap shots.

### **48. Explain SMS Marketing.**

SMS stands for 'Short Message Service' which is a small textual content message sent to our phones. This advertising channel is broadly used to

bypass on important information by means of the government and business homes. The businesses also communicate their special gives, new launches and many others. To their patron thru SMS.

#### **49. Is It Ok to Attract Incentivized Downloads for Your Mobile App?**

Many enterprises do offer incentives on downloading their app. However, the trouble with this sort of clients is that they may be usually low fee users and a lot of them forestall the use of the app after availing the advantage. This inflates the down load figures commonly but would not become go back.

#### **50. What are the Different Ways to Make Money from My Mobile App?**

Pay to apply - Ask users to pay to use your app. However, this would reduce the range of downloads.

Pay to Upgrade - Basic app is loose however for additional functions the user has to pay.

Advertising - Run commercials on your app.

Sell - The clients can buy.

#### **51. What are Your Top Cost-effective Mobile Marketing Recommendations?**

We don't should put money into textual content-message advertising or building an app. If you're already the usage of email advertising and marketing, you're already investing in cellular advertising and marketing. As referred to above, the secret is to send mobile-friendly communications to your readers. Next, make investments time within the mobile seek. Claim your list on seek apps and web sites. Finally, enlist your readers to do mobile advertising and marketing for you. Encourage them to use their phones at your commercial enterprise or occasions to take pictures, write critiques, and proportion with their networks.

#### **52. Can we Spot the Future Mobile Marketing Trends?**

Increasing Mobile Apps - Mobile apps are growing at a totally rapid tempo as maximum of them want their clients to stay connected with them all of the time. Mobile app facilitates to engage the clients. It additionally enables to generate traffic and increase income. You can see a developing trend as increasingly more companies opting for their cellular app.

Increasing Messaging Apps - Messaging apps help us stay connected.

Messaging apps consisting of Whatsapp are more private than Facebook. It is a connection medium and maximum of the organizations quickly will use these apps to live linked with their customers.

#### **53. What are the Qualities of a Good Content for Mobile Marketing?**

Readable - Your content on the cellphone has to be without difficulty readable. It should be clean.

Catchy headlines - Keep your headline quick to fit into the small display. The attention span of readers on cell is sincerely brief so it's far very easy to free them.

Short Paragraphs - It isn't always viable to read lengthy textual content

paragraphs on telephone. Keep your paragraphs short and crisp.

#### **54. What is Geo-concentrated on?**

Geo-focused on is a manner of focused on its customers based on their vicinity. You can send app messages primarily based on their applicable united states, state or street.

### **PART B**

#### **1. Explain about Email Marketing Introduction and Significance.**

Email marketing is a powerful, a form of direct marketing as well as digital marketing that uses email to promote your business's products or services.

It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts.

It can also play a pivotal role in your marketing strategy with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

It involves using email to send advertisements, request business, or solicit sales or donations.

Email marketing strategies commonly seek to achieve one or more of three primary objectives, to build loyalty, trust, or brand awareness.

The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads.

*Significance:*

#### **Email marketing delivers your message.**

If marketers have to choose between adding a subscriber to their email list, or gaining a new Face book fan, they should go for the email subscriber every time

*There are two key reasons:*

First, 90% of email gets delivered to the intended recipient's inbox, whereas only 2% of your Facebook fans see your posts in their News Feed. This is because Facebook limits the number of times your posts appear in the News Feed in an attempt to drive brands towards their paid advertising options.

### **Email marketing drives conversions.**

Most marketers are laser focused on driving conversions. Regardless of whether they do so in the form of leads, sales, memberships, or a metric unique to your business strategy, the ultimate goal for marketers is to turn potential customers into paying customers.

And when it comes to conversions, there isn't a more powerful channel than email. In fact, the average click-through rate of an email campaign is around 3% (of total recipients), whereas the average click-through rate from a tweet is around 0.5%.

This means you are 6x more likely to get someone to click through to your website via email than you are from Twitter. As discussed earlier, your email subscribers have told you they want to hear from you and this isn't typically the case with social.

### **Email marketing has larger reach.**

With Facebook boasting over 1 billion active users and Twitter boasting 255 million, it's tempting to believe that social media is the most effective way to reach the masses. These are impressive numbers, but what isn't so frequently shared are the statistics on email usage.

### **Email marketing has a higher ROI.**

Given email's unmatched ability to drive conversions, it makes sense that email is also the most effective marketing channel to drive ROI for your company. In fact, email marketing yields an average 3,800% return on investment for businesses and for every \$1 spent on email marketing, the average return on investment is \$38.

## **Advantages**

marketing is significantly cheaper and faster than traditional mail, mainly because with email, most of the cost falls on the recipient. Businesses and organizations who send a high volume of emails can use an ESP (email service provider) to gather information about the behavior of the recipients. The insights provided by consumer response to email marketing help businesses and organizations understand and make use of consumer behavior. Almost half of American Internet users check or send email on a typical day, with emails delivered between 1 am and 5 am local time outperforming those sent at other times in open and click rates.

## **Disadvantages**

- ✓ As of mid-2016 email deliverability is still an issue for legitimate marketers. According to the report, legitimate email servers averaged a delivery rate of 73% in the U.S, six percent were
- ✓ filtered as spam, and 22% were missing. This lags behind other countries: Australia delivers at 90%, Canada at 89%, Britain at 88%, France at 84%, Germany at 80% and Brazil at 79%.
- ✓ Additionally, consumers receive on average about 90 emails per day.
- ✓ Companies considering the use of an email marketing program must make sure that their program does not violate spam laws such as the United States' Controlling the Assault of Non-Solicited

## **2. Discuss about various Types of Email.**

### **1. Promotional Email:**

Promotional email is to promote a product or service, usually to entice customers to make a purchase. Every business almost would enjoy this benefit. Promotional emails are short and sweet. You might want to create a special graphic to complement your email copy; otherwise, it's not a time-consuming process.

Tips for creating a Promotional Email:

**Make the offer clear.** Your customers may not take the time to read your email, but you have a clear offer that's front-and-center, they won't be able to ignore it.



In the promotional email below, there's no question what the deal is.

**Create a sense of urgency.** Give customers a reason to act quickly, rather than let the email sit in their inbox. In the example above, the dates of the promotion are apparent. Use active language as well. To tie in with a seasonal promotion, this email from Banana Republic Factory injects a little personality into their CTA language, encouraging readers to "hop to a store."

**Keep it short.** Promotional emails don't require a lot of explanation. State the deal, then tell customers how to redeem it before it expires. No need for a lot of flowery words. Take a look at the example below. In less than 45 words, the retailer sums up the deal.

## **2. New inventory email**

Its Purpose is to let your customers know about new items. It falls under the promotional email umbrella. You're updating customers, but also hoping for a sale. Any business can tell customers about a new item in stock. Fashion and retail businesses may get the most bang for their buck. Time is spent taking a good picture of the new product, but these don't require a lot of text.

### **Tips for creating a new inventory email:**

**Send the email out as soon as the item arrives.** As soon as you have the inventory in stock, create the email and hit send. This shows you're on top of new trends and want your customers to have the latest, greatest items available.

**Take a killer picture.** You don't have to get artsy, but you do need to show case your new item. In fact, these types of emails are more about the photo than text. Take the email below, for example. It's all about the picture. With just a few words, Nike gets its point across.

**Convey the point in your subject line.** You know subject lines can determine whether or not your customer opens your email, and this email is no different. Be sure to tell your customers that you've got something new and fun for them to check out.

### **Newsletter email**

Newsletter email purpose is to inform customers about company news, improve brand awareness and build a relationship with your core audience. Almost Business

would benefit with this type of email. It takes a bit of time to create a solid newsletter, but it's a valuable marketing tool.

### **Tips for creating a newsletter mail:**

**Newsletter does not mean long format.** Break the copy in your newsletter into short, digestible, and actionable sections of content, copy, images and calls to action.

**Create an easy-on-the-eyes design.** Think of your newsletter like a mini-newspaper. You want clear lines and divisions between your content. You want a simple layout with basic fonts. Don't go crazy with the color scheme

**Include your contact information in the newsletter.** You always want your contact information in an easy-to-find area on the newsletter. The purpose of your newsletter isn't necessarily to sell, but if your customers are inspired to reach out to you because of the newsletter, you want them to be able to find you. You could put social media contact buttons in the header or footer of your message; you could go the more traditional route, and include your phone number and email address; or you could do both.

### **Welcome email**

Its purpose is to welcome new email subscribers to the family and establish a . Creating the email doesn't take long, but you need to know when a new customer signs up.

### **Tips for creating a welcome email:**

**Write in a conversational tone.** A welcome email is like a virtual handshake that accepts a new member into your group. It should be inviting and warm. Show the personal side of your business. Take a look at the email below. It specifically welcomes new subscribers into a community, and the tone is friendly and casual, but still professional.

**Consider offering a reward.** In celebration of a new customer, you could offer ad is count or some sort of perk. You could offer 10 percent off the next purchase like Society 6 did in the example above, or offer another perk like free shipping.

**Remind new users about the benefits.** Thank your new customers for signing up and reinforce their decision to join. Tell readers what they'll get out of this new partnership. The email below does exactly that.

## 1. Product advice email

The purpose of this mail is to offer your customers advice on how to get the most from your business or product. At the same time, to establish your authority in the industry. This kind of email has more information, so your time will go toward writing and proof reading.

### **Tips for creating a product advice email:**

**Create valuable content** - The key to this kind of email is to offer tips that your customers want to read. Help solve problems they may have or obstacles they may need to overcome. Or, offer tips to help your customers use and maintain your product or service. If you sell cameras, send an email that teaches customers how to use certain features. Whatever your business is, create an email that gives your customers a helping hand.

**Proof read** - No matter what email you send, you should proofread it several times. Read it from the bottom up so your brain isn't reading words that aren't there. Then, have someone else read it. Take it through an error-check process before sending. Nothing cuts your credibility like misspellings and grammatical errors.

**Focus on customer service** - Emails that offer product tips should also showcase your commitment to customer service. Emails like this tell customers, "We're here for you." Follow through with that message by adding contact information to the email. The email below, for example, offers tips to wear a certain piece of clothing, but you'll also notice there is a "contact us" option in the top right corner.

## 2. Educational email

Educational Email provide customers with industry knowledge that's connected to your business or product. It helps build relationships and trust between your business and your customers. It takes time to brainstorm ideas and to create a sharp email.

## **Tips for creating an educational email:**

**Offer relevant content** - When you send an educational email, you're trying to build a relationship with your customers. The best way to do that is to teach them something. However, you want to teach them something that has a connection to your business. For instance, Monster.com, the job search site, sends its customers information about life in the workplace. An example is below.

**Consider offering bite-sized information** - Take a cue from the Monster.com email above and write bite-sized pieces of information in the article; let your customers decide if they want to read more. The "Read more" link takes your customer to your blog for the full article. It's a great way to engage with customers via email and boost blog traffic.

**Add a mini-promotion** - You can add a promotional element to this kind of email, but it should not be the main attraction. For example, Lumosity, the brain game site, offers an educational article as the main feature, but notice a promotion on the right side for a family membership. It's subtle and simple.

### **3. Reorder email**

Reorder Email is To remind customers that it's time to reorder a certain product. Any business that sells products or services needed on a regular basis would benefit. Examples include products like printer cartridges, contacts, pet medications and vitamins. Basic text and images are needed.

## **Tips for creating are order email:**

**Clear call to action**-The purpose of are order email is to encourage your customers to replenish your product or perhaps renew a subscription for a service. You want to make the buying process as simple as possible. To do so, create a simple, easy-to-find button that says, "Reorder now." For instance, in the example below, customers can reorder pet medication from Pet Wellbeing.

**Remind customers of the value** - In the email, tell your customers why reordering is a good idea. Maybe it's to keep vital pet medications on hand, or to avoid the hassle of running out of toner at the office. You could also offer a discount to those who reorder within a certain timeframe.

**Mention past purchases** - If you want, you can mention in the email what your customer purchased in the past, so they can reorder the same thing. The pet supply store below does this for its customers. It's a nice addition to the email, but you can send it without this information.

#### **4. Testimonial Email:**

Its Purpose is to reinforce how valuable your business or product is through customer feedback. Every business **would** benefit with this mail and It takes a bit of time to collect testimonials. You may need to be persistent to get customers to give them to you.

#### **Tips for creating a testimonial email:**

**Create a sleek design-** Email design elements are important with testimonial emails. You want something that's eye-catching and easy to read. Take a look at the example below. This retailer put together four quotes from happy customers and highlighted the product, too. It is a win-win. Both the accolades and the products are showcased well in this simple design.

**Include an image** - If you sell tangible items like clothing, using pictures of shirts and dresses makes sense. But that doesn't work for every business. Take a medical clinic, for example, or a sanitation company. What image do you use in these cases? If you need a powerful image, ask the customer who gave the testimonial for a picture. Take a look at the example below. The customer's picture is what makes the email work.

**Offer more information-** A testimonial is great, but you should offer your customers a next step. For example, in the email above, customers can read more testimonials by clicking on the text. You could offer a link for others to leave feedback, or a link to other uplifting company news.

#### **5. Survey email**

Survey Email is to collect helpful information you can use to improve the customer experience. Any business looking to better itself can use this email. We have to spend time creating the survey and writing an email with a link to the survey.

## Tips to create a survey email:

**Explain what is in it for them** - If you want a customer to take the time to fill out a survey, you need to give them a reason. In the example below from CVS, participants are entered to win a cash prize.

**Address the purpose of the survey**- Besides an incentive to fill out the survey, you should tell your customers why you want the information. Whether you're trying to improve your business or conducting product research, let your customers know the purpose of the survey.

**Make the survey easy to access** - There should be an obvious, clickable link to the survey. Take a look at the example below. Notice the link to the survey is a clear, easy-to-spot button at the bottom of the email.

## 3.How Email automation is performed?

Email marketing tools are tools that marketers use to create, send, test, optimize and report on their email campaigns. An email marketing tool could be a specific tool related to email marketing like an email subject line generator, or an inbox placement testing tool, or a suite of tools that enables a marketer to do all their email marketing end-to-end. **(Ref : Figure 3.1)**

### 1. Send loop

One of the most important aspects of refining a drip campaign is targeting the right people. With **Send loop**, you can funnel contacts into very specific campaigns and track their movements on your site to further tailor your messaging in the future.



**Figure 3.1 Email Automation**

## 2. Active Campaign

**Active Campaign** allows you to create drip emails that are driven by subscriber interaction, behavior, interests, location, history and more. With this tool, **(Ref: Figure 3.2)** you can automate the entire life cycle of a subscriber or customer.



**Figure 3.2 Active Campaign**

## 3. Bomb Bomb

Text-only emails can be boring. Heck, even images are becoming boring in today's media-saturated internet landscape. If you want to effortlessly spice up your emails, then you should consider using **Bomb Bomb** to create video-powered drip emails.

## 4. Drip

As the name suggests, **Drip** is an app designed for streamlining the drip email process. It's a surprisingly simple tool that packs quite the punch. The app features email gathering technology, pre-made templates, and drag and drop elements for simple creation. **(Ref: Figure 3.3)**



**Figure 3.3 Drip**

## 5. MailChimp

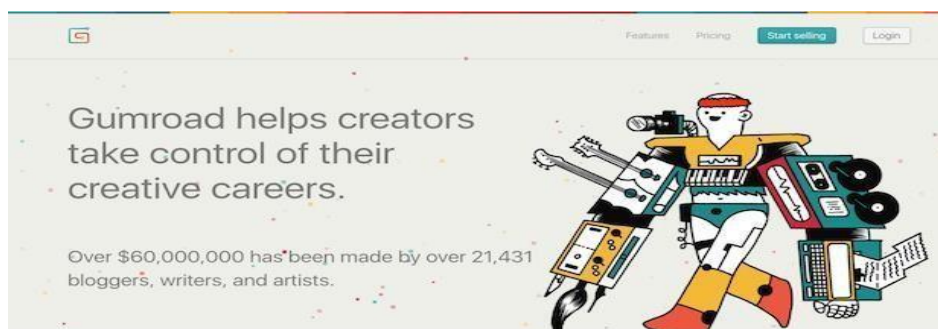
**MailChimp** allows you to send drip emails to follow up based on website activity, abandoned carts, activity or inactivity, and much more. (Ref:Figure 3.4) You can also use **MailChimp Groups+Optin Monster** to send drip emails based on what the subscriber opted in for, or even based on checkboxes that the user selects on your option form.



**Figure 3.4 Mail Chimp**

## 6. Gumroad:

Widely known as a place to sell digital products and services, **Gumroad** now has an email feature that lets you gather and store potential customers alongside existing customers. You can then segment based on numerous features and send updates about your products. (Ref:Figure 3.5)



**Figure 3.5 GumRoad**



## 7. Knowtify

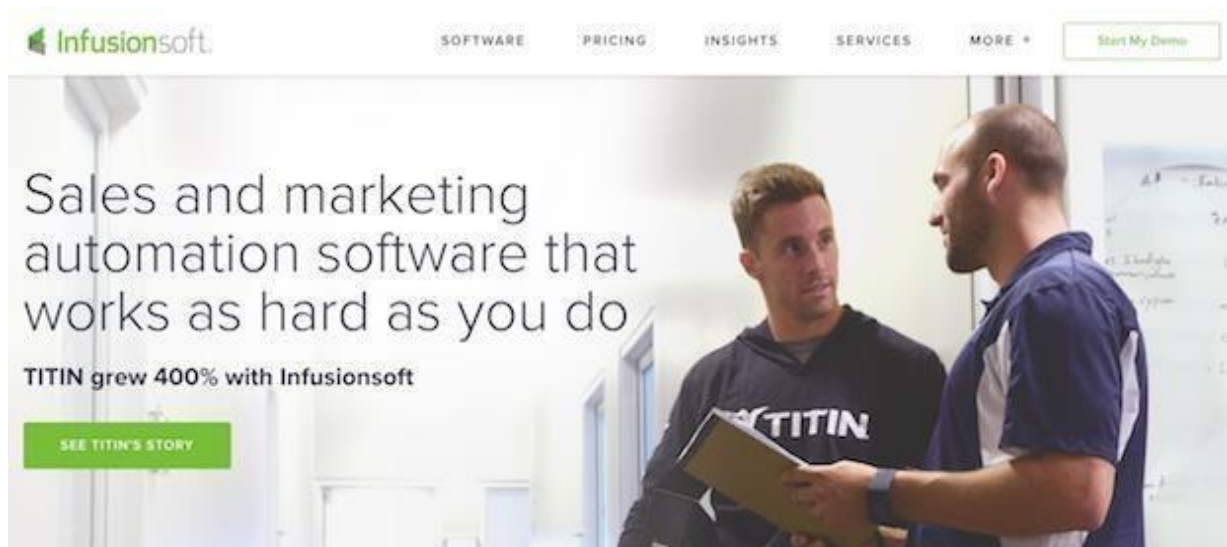
As you know, email is a versatile tool. Rarely are two messages ever sent with the same goal in mind. **Knowtify** understands this, and gives you an easy way to launch drip campaigns based on transactional, digest, or behavioral emails. (Ref: **Figure 3.6**)



**Figure 3.6 Knowtify**

## 8. Infusionsoft

In addition to helping automate standard email drip campaign tasks, **Infusionsoft** serves as a general task manager. The "My Day" feature shows you which appointments you have for the day, as well as which contacts you need to follow up with. (Ref: **Figure 3.7**)



**Figure 3.7 Infusionsoft**

## 9. A Weber

Did you recently add a bunch of new subscribers to your email list? Well, instead of bombarding them with a bunch of paste mails, you can use **AWeber's** Follow Up feature to get subscribers upto speed in a hurry.

## 10. Get Response

If you're like most people, your email newsletters are sent at predetermined times. Shouldn't they be integrated into your calendar then? **Get Response's** auto responder tool uses drag and drop features to make calendar management a breeze. (Ref: Figure 3.8)



Figure 3.8 GetResponse

## 11. ConvertKit

Want some of the more advanced features of a CRM without the price tag? **ConvertKit** allows you to send targeted autoresponders to subscribers based on their interaction with your emails with Automation Rules. (Ref: Figure 3.9) They even have blueprints that you can use to quickly create **autoresponder sequences** for almost any situation.



Figure 3.9 ConvertKit

## 12. Emma

Nobody likes a generalized email newsletter. That's why **Emma** is a great tool. This powerful tool works with Shopify, Sales force and **Optin Monster** to gather CRM and sales data and personalize emails based on the subscriber. **(Ref: Figure 3.10)**



Figure 3.10 Emma

## 13. Contactually

**Contactually** is one of the neatest tools on the list. It's a CRM platform that focuses on vetting contacts. It gathers contacts from your email inbox, website, and social media profiles, and then gathers as much information as it possibly can to guide your messaging.

## 14. HubSpot



### Figure 3.11 Hubspot

**HubSpot** is consistently ranked as one of the top marketing automation tools across a spectrum of tasks. One of its top uses involves streamlining email marketing through the use of automated work flows. **(Ref: Figure 3.11)**

### 15. Intercom

If you are trying to teach your customers/users about your app, **Intercom** lets you send automated email conversations directly in the app. This gives them assistance where they are most likely to see it.

### 16. Hatchback

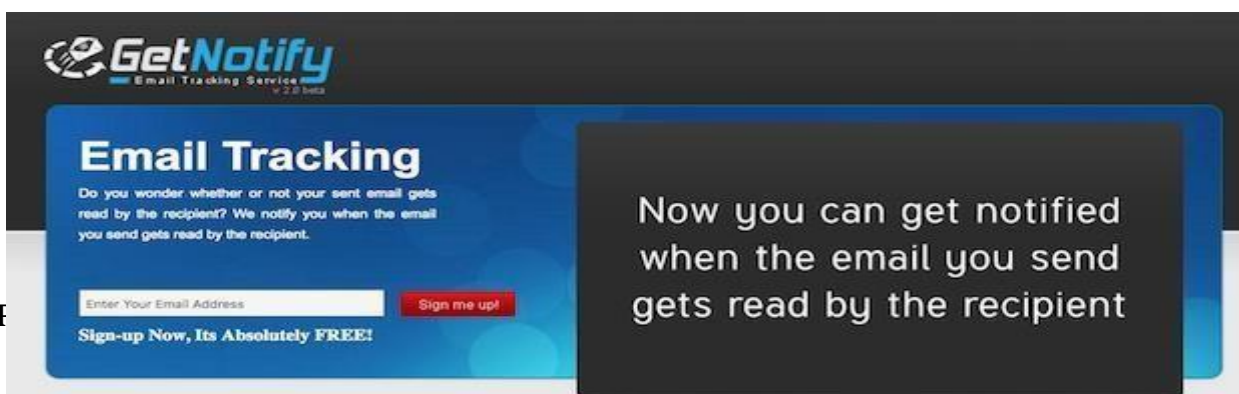


Figure 3.12 Hatchback

Just like Gmail now use stags to optimize messages, so does **Hatchback.** **(Ref:Figure 3.12)** You can create tags and assign them to specific contacts based on their interests and the stage of the funnel they're currently in.

### 17. GetNotify

**GetNotify** is a free tool that notifies you the instant your email gets read by the recipient. You just send your emails like your normally would, but add ".getnotify.com" to the recipient's email address. **(Ref: Figure 3.13)** Your Recipient will not see this, and they will not know that you are tracking their opens.. **(Ref:**

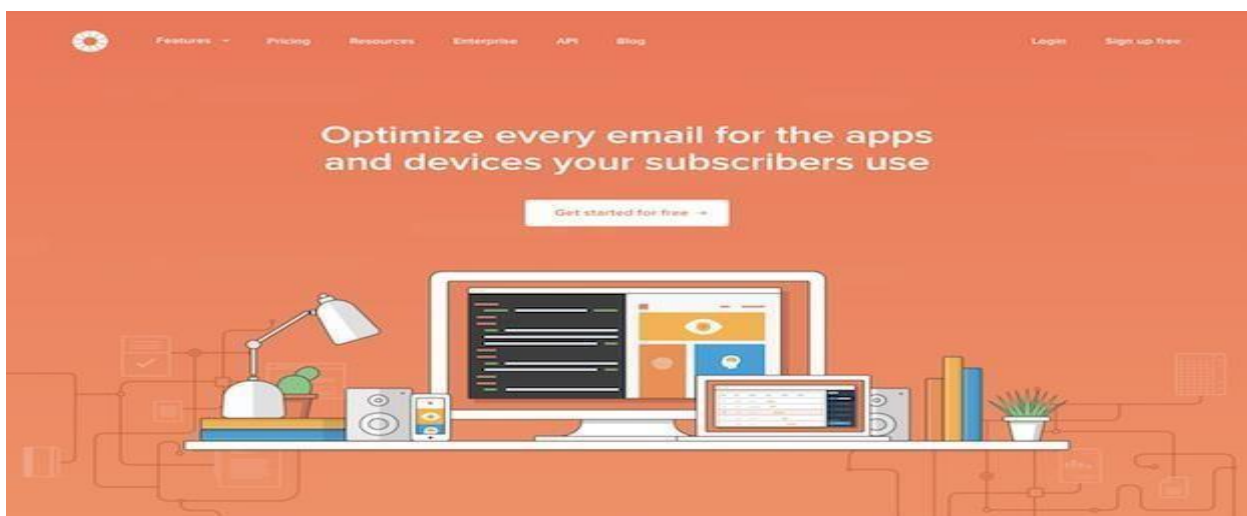


**Figure 3.14)****Figure 3.14 GetNotify****18. CampaignMonitor**

What good is an email marketing campaign(Ref: Figure 3.14) if you can't automate things like testing, tracking, and optimizing? With **Campaign Monitor**, you can. It features interactive analytics that are easy to review and act upon.

**19. Litmus**

**Litmus** is one of the top tools for render testing emails on any device.

**Figure 3.15 Litmus**

You can test up to 40 clients and devices with one single click, which cuts down on the time it takes for you to review each and every email combination(Ref: **Figure 3.15**)

**20. ReachMail**

The **Reach Mail** testing feature lets users compare direct performance metrics on up to five individual email campaigns at once. It also accounts for things like subject lines, content, and images to show you which emails will perform best..(Ref: **Figure 3.16**)



Figure 3.16 ReachMail

## **4.Explain about lead generation in Email marketing.**

Now that you understand the importance of having a lead generation strategy for your business, let's take a look at the different ways you can attract new sales leads.

Listed below are 10 email lead generation techniques that you can use to drive a steady stream of leads to your business.

### **1. Optimize efforts with lead scoring**

A big part of marketing is the ability to reach the right people with the right message at the right time. Lead scoring can help you do that by ensuring that you capture higher-quality prospects.

Lead scoring is a way to help you sort and prioritize your leads. It's an effective technique for ensuring that you get qualified leads that are most likely to welcome your emails.

One way to use lead scoring in your marketing is to use email automation to help you score leads.

For instance, if a potential customer has already viewed a certain product on your website, it makes it more likely that you will be able to convert them with an email offering them a 25% discount on that product.

If the visitor isn't already on your list, you can use this as an opportunity to get them to sign up by displaying an exit intent popup as they're leaving the product page.

## 2. Design clean and concise emails

When it comes to lead generation, the design of your email is extremely important. It's important to have clean and concise emails, and they should not be overly long. A lot of excess in the design of the templates can distract from your message. Here are a few best practices to follow when designing your emails:

- **Plain fonts:** Your emails shouldn't be flashy. They should be easy to read, so use plain fonts.
- **Simple Design:** Choose a clean, simple template design that makes your emails easy on the eyes. This will help you generate more leads.
- **Text Formatting:** Use well-spaced, concise wording, and highlight important information to make it as easy as possible for your subscribers to digest your email content.
- **Clear CTA:** Your call-to-action button must be easy to see and click on, particularly for readers on mobile devices.

## 3. Learn to grab attention with subject lines

It's important to get creative with ways to inspire curiosity or urgency to click. Use elements like bold, italic font, to capture the attention of your audience and draw their gaze to the most important part of your email - the subject line.

This tactic can make a massive difference to the success of your email campaign by increasing your email open rates, and ultimately your customer conversion rates.

For instance, if you **started a sports blog** and had an email list of engaged contacts, you'll want to focus a lot on current sports news to connect with your audience. But, to go even a step further, you'll want to leave a hint of curiosity to engage the subscribers.

As an example of a great subject line for a sports blog:

*What LeBron James Said in Last Night's Game is Shocking*

This is almost certain to get opened, as people are curious what LeBron James said, and if the body of the email is good, people will surely want to view the story.

#### 4. Always include a strong call-to-action (CTA)

Every email should have one **clear and compelling CTA** that is easy for readers to act on. To incorporate a strong CTA in your emails, use creative language that will attract your readers' attention and encourage them to follow through.

The most effective CTAs are those that incorporate an element of urgency, excitement or mystery. They are hard to ignore and spur readers into action, helping you to improve your conversions.

Listed below are a few ways to help you get more action from your CTAs:

- **Use action-oriented text:** Draw the reader in and compel them to take action by using text like "Get the Discount", "Reserve Your Spot", "Try for Free", and so on.
- **Keep it short:** As a rule of thumb, keep your CTA text to just two to three words. If necessary, you can use up to five or six, but no more than that.
- **Create urgency:** Use phrases like "Shop Now!" "3 Spots Left", "60% Off Today Only" to create a sense of urgency in your CTAs and generate higher click-through rates.

#### 5. Utilize content upgrades and gated content

Content upgrades and gated content allow you to leverage your most valuable content into an **email collection tool**.

Gated content is content that is accessible only after your visitors have provided their contact information. You can use gated content as a content upgrade to entice your readers to subscribe to your email list in a non-invasive way.

For instance, after visitors read a post on your blog, you can then suggest that they download a relevant article, ebook, report, etc. in exchange for their email. Not only



will this help you **make more money blogging** in the long term, but it'll help you grow an email list in the short term.

This type of content is great because it incentivizes lead generation. Content upgrades are particularly effective because they are contextual and relevant. The reader's interest is predetermined, which **makes it more likely that they will convert.**

## 6. Leverage social media channels

Your social media channels can be a powerful tool in helping you grow your email list. You can add a CTA to your profiles and schedule daily posts to help you promote your free download so that you continue generating leads on autopilot.

In addition to promoting your email list on social media, you should also promote your social accounts through your email list. This way, you will grow your social media audience and your email list at the same time. For best results on social media, you can also try tools like Facebook marketing tools, **Twitter marketing tools**, etc.

Here are a few additional ways to leverage your social accounts to build your email list:

- Add content upgrades to your blog posts, and then promote them on Pinterest to grow your traffic and your audience. I personally recommend that you use Thrive Themes for this, as it's the tool I use. You can read my full **review of Thrive Themes here.**
- Add a sign-up button and opt-in form to your Facebook page to give people even more opportunities to sign up for your list.
- Use promoted pins and Facebook ads to grow your list at a faster rate.
- Add click-to-tweets to your content upgrades so subscribers can share your lead magnets with their networks, thereby expanding your reach.

## 7. Use email automation

Email automation is about using email software to automatically **send bulk emails** to specific recipients at specific times.

Automation allows you to set and forget your email marketing strategies so you can free up more of your time. Email automation also allows for automatic personalization, which helps you improve your email campaigns.

You can use specific triggers to send the right emails to the right subscribers at the right time. Potential triggers could be when customers do any of the following:

- Opt in to your email list
- Buy one of your products
- Register for a webinar
- Subscribe to a service

Automation makes email one of the easiest and most effective tactics you can use for lead generation, (**Ref: Figure 3.17**) as evidenced by the graph below:



**Figure 3.17 Email Automation Chart**

## 8. Split test to increase open and click-through rates

Split testing your emails is important for optimizing your copy and your strategy. There is always something that can be improved, and by testing the different versions of your emails, you will be able to find the best performing emails in order to improve your conversion rates.

For each email that you want to test, first decide on what you need to test. This could be any of the elements, including the CTA, subject line, body text, images, or the layout of the email message.

Once you've decided which elements to test first, you can then use the built-in AB testing tools in your email marketing software to begin running the test.

## **9. Provide valuable content**

Rather than sending out “fluff content” just to send an email, provide useful, targeted content that will keep your email list subscribers engaged.

Always prioritize value over all else. To accomplish valuable content, all you have to do is find your audience’s major pain points and **create intent-based content around them.**

For instance, if your audience’s biggest challenge is **building a profitable online business**, you might create high-quality content that answers the question of “How to build a successful site starting from scratch” and then break it into sections and send it out in a series of emails.

## **10. Incentivize referrals from current subscribers**

One of the best ways to generate leads for your business is to put your existing customers and subscribers to work for you.

Offer appealing rewards to incentivize your current subscribers to refer their friends to your email list. This is a lot simpler than trying to get them to refer customers to purchase your products.

You are likely to experience higher conversions if you offer an attractive reward, such as a small discount for a future purchase, or any other similar benefit. Make

sure that what you offer is worth their while, and your subscribers will be happy to promote your list to their circle of family and friends.

One last side note, I highly recommend that whatever email database you develop, you download the contacts to your computer on a routine basis. I know many email platforms have their own databases, but I do this myself to make sure that I have a copy just in case the platform you're using has issues. If that redundancy fails, like it did with me previously, you can **use recovery software** to get your data

## **5. How Email is used with social media and mobile?**

### **Email basics**

Electronic mail or 'email' is a quick way of sending messages to people anywhere in the world using IT devices. You send an email to another person's email address. You can also send an attachment, for example, a file or photos with your message.

### **Email address**

An email address such as james@email.co.uk is made up of the following parts:

- ✓ username - james is the person's name or username
- ✓ the '@' stands for the word 'at' and means that they are connected to the email.co.uk part of the address
- ✓ after the '@' is the name of the place where the person works or the provider of the person's email address
- ✓ 'host name' comes after the @ sign, similar to a postal address
- ✓ '.uk' shows that the email address is for someone in the United Kingdom

### **Sending and receiving email**

#### **An email has the following features:**

- 'To' - an 'address bar' where you put the email address

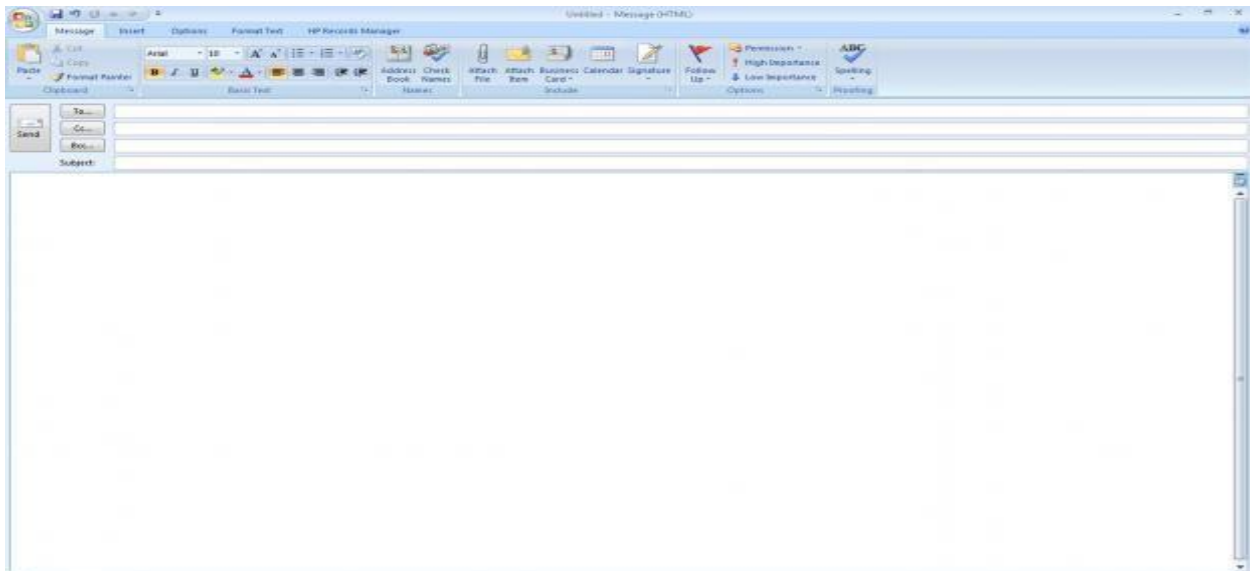
- 'Cc' - if you want to copy other people into the message
- 'Subject' - a 'subject bar' is the title of your message, where you write what your email is about
- the 'main body' of your email where you write your message

You can tell that an email is new or unopened as it will appear in bold. You can see who the email is from and the subject of it. You open an email by clicking twice on it, for example, in the subject line. Once an email is open you can reply to it by clicking on the 'reply' button.

- this will open a new email
- the address will already be completed as you are replying to the email
- the subject line will be completed and will start with Re
- you type your message in the main body of the page
- you send by clicking the send button
- to create a new email you click the 'new' button
- you type the email address in the address bar and a subject in the subject bar
- type your message and then press send

### **Setting up an email account**

There are various free email providers such as 'Google', 'Hotmail' and 'Yahoo!' Mail'. Setting up an internet email account means you can use it anywhere in the world.



**Figure 3.18 Email Tools**

### **Email address bar image**

### **Creating a Yahoo mail account**

#### **Step 1**

- log onto the internet ( 'start' – 'all programs' - internet explorer')
- enter www.yahoo.co.uk into the address bar

#### **Step2**

- the Yahoo page should be open
- click on mail and create a new account

#### **Step 3**

- follow the onscreen instructions to create an account
- you will need to enter some information about yourself

#### **Step 4**

- create a password between eight and 32 characters - passwords should contain upper and lower case letters and numbers - this is known as a strong password which is harder for someone else to guess
- if you forget your password, the account provider can send information to a mobile phone help you
- click create account(**Ref: Figure 3.18**)

### **Internet basics**

The internet is a giant library where you can find information, keep in touch with people, read the news, follow your hobbies, watch TV programmes, shop, compare prices, pay bills and contact customer service offices with queries or complaints. Information on the internet is contained in websites and on webpages.

### **Getting connected to the internet**

The internet is a worldwide network of computers all connected to each other by telephone lines, cables and satellites. You can access the web from many mobile devices.

To connect, you need an 'Internet Service Provider' or 'ISP'. Your mobile company, home phone, cable television provider or a supermarket chain can offer you an internet connection. A broadband internet connection also allows you to access the internet.

- **Internet access and broadband**

### **Using a web browser**

A web browser is simply a way to view web pages. You can normally open your web browser from a shortcut on your desktop or home screen. Two of the most popular browsers are Internet Explorer and Mozilla Firefox.

### **Finding information - the address bar**

At the top of the web browser you will find the address bar. To go to a website, type in its name. If there is already an address in the address bar, click to highlight it and start to type. The new address will start to appear.

Every website has its own unique address which does not contain any spaces. Most website addresses have 'www' at the beginning. This stands for World Wide Web. Different parts of the addresses are usually separated by dots (full stops) and forward slashes (/).

For example, the address for the nidirect website is [www.nidirect.gov.uk](http://www.nidirect.gov.uk)

## **Searching the internet**

To search the internet effectively you need a search engine. A search engine scans thousands of websites and webpages on the internet and collects and organises the information it thinks is most relevant to you.

### **Some popular search engines are:**

- Google (external link opens in a new window / tab)
- Yahoo (external link opens in a new window / tab)
- Bing (external link opens in a new window / tab)
- Ask Jeeves (external link opens in a new window / tab)
- AOL search(external link opens in a new window / tab)

### **Opening a search engine**

To use a search engine such as Google or Bing, you need to open your web browser. Type the address of the search engine in the address bar. Click the arrow key on the address bar or press the enter key on the keyboard. This will take you to the search engine. The search engine has a search box, usually in the middle of the screen.

### **Using a search engine**

Type the key words in the search box and press the search button. Key words are words that best describe what you are looking for in the most simple and direct way, for example 'growing tomatoes'.

The results for your search will be listed as websites and links. The most popular or relevant will appear at the top of the list. To visit a site, click a link.

What you can do on the internet

Things you can do online include:

- look up information
- grocery shopping



- book holidays
- keep in touch
- follow your hobbies
- search for a job
- research your family history
- save money
- find ways to get healthy
- buy and listen to music
- watch videos and the news
- banking and pay bills

You can listen to the radio through the Internet or watch TV on your computer. A common media player is BBC iPlayer, which allows you to watch or listen to a programme after it has been broadcast.

Skype is an application that allows you to make voice calls over the Internet. Calls to other users within the Skype service are currently free and if your computer has a web-cam, you will be able to see the person at the other end. More information on Skype is available below.

### **Browse indirect**

You can browse this website to find useful information and complete some transactions. The following pages are just some of the things you will find on indirect:

- Benefits Adviser
- Get your State Pension
- Applying for pension credit
- Book an MOT/vehicle test appointment
- Renew your driving licence
- Passports

- Where to find a job
- Family history, heritage and museums
- Pay your rates online

### **Using online social media**

You can use online social media to stay connected with friends, share information, photos and videos and keep up-to-date with your interests. Facebook and Twitter are two of the most popular online social media websites.

### **Facebook**

Facebook is probably the best known social networking site, with over 800 million active users worldwide. It's likely that some of your friends and family members already have a Facebook profile.

Anyone over the age of 13 can join Facebook. Many parents and grandparents use Facebook to keep in touch with grandchildren and family around the world.

### **How to join Facebook**

To join Facebook, you have to create a free account which will be your profile page. This can contain as little or as much information as you want.

You can create your account at the [Facebook website\(external link opens in a new window / tab\)](#).

Go to the Facebook website and click 'Sign Up'. You will see several boxes that require information such as your name and email address. Follow the step-by-step instructions to join.

Profiles can be created using a real name, an alias or nickname, and are often accompanied by a photograph.

Once you've created your profile, you can adjust the privacy settings to specify which details you want to be made public.

**PREPARED BY:**S.Vanakovarayan,R.Mohan, K.Madhan, AP/CSE

You'll need:

- a device with an internet connection
- an email accounts

Key benefits and features of Facebook are:

- it's free
- your friends and family may have already joined - find them by searching their name or email address
- it can be used by anyone, anywhere, as long as there is internet access
- it is available 24 hours a day so you can contact your relatives in Australia without time zones causing a problem
- its users can share messages, video links, photographs and websites
- it can be used to advertise, plan and manage events
- you can use various privacy settings to decide who can view your page and what they can see

## **Blogs**

'Blog' is short for 'web log'. It's basically an online diary created by someone to record in writing their thoughts, feelings or views on a specific subject or on life in general.

A popular form of blogging is micro-blogging and the most common website used for this is Twitter.

## **Twitter**

Twitter is a social networking site that allows users to comment on news, events and their day to day lives. Known as 'microblogging', these comments – 'tweets' – have to be very short. Each entry can be no more than 140 characters long.

**PREPARED BY:**S.Vanakovarayan,R.Mohan, K.Madhan, AP/CSE

A tweet can consist of almost anything – your thoughts, a link to a website, a picture, a video, other people’s comments, replies to others’ comments – as long as it stays within the 140-character limit.

To be able to tweet, you must have a user account.

You’ll need:

- a device that’s connected to the internet
- an email accounts

Go to the [Twitter website](#)(external link opens in a new window / tab) and you will see a sign-up form on the homepage

Follow the step-by-step instructions to set up a Twitter account.

Key benefits and features

- Twitter is free to use and anyone, anywhere in the world can join
- users can choose to follow tweets shared by experts, politicians, authors and celebrities
- users can share comments from other people by ‘retweeting’ them to their own followers

### **Privacy**

You can stay private on Twitter, by using an alias or nickname, or by adjusting your privacy settings so that anyone wishing to follow you must request the right to do so.

### **Skype**

Skype is an application that allows you to make voice calls over the internet. It is the most popular voice communication service in the world.

Calls to other users with the Skype service are currently free and if your IT device has a built-in camera or webcam, you will be able to see the person at the other end (video call), providing they also have a camera or webcam.

If you use Skype, you pay nothing more than the monthly internet service.

Skype mixes voice and instant messaging into one application - talk when you want and type when you want, and seamlessly switch between the two as you wish.

### **Presence information**

Skype also provides presence information in a very practical way. Presence is the availability and willingness of a person to communicate. For instance, if you find someone online ready to communicate, then there is presence. Skype allows you to know if a person is offline or when they are willing to communicate so you can log back in at that time.

People use Skype mainly for the high quality of voice it offers and because it is free. Skype is extremely useful for communicating with family, friends and loved ones around the world.

### **What you need to use Skype**

To use Skype, you need:

- an IT device with a good internet connection, preferably broadband
- a built-in camera or a webcam (although you can still make voice calls without one) – this is a small camera that connects to your computer through a USB port - many computers, especially laptops, have a webcam already built in.
- sound - make sure your sound card is working properly
- speakers and a microphone – many computers will have these built in and webcams often come equipped with microphones. - alternatively, headphones and microphone headsets can be bought at a reasonable price
- the Skype software, which is freely downloadable from [www.skype.com](http://www.skype.com)

- one or more people to communicate with - they need to be Skype users as well if you want to use the free service

Calls on Skype are free only if the two (or more) communicating parties are using a Skype-compatible device and are using the Skype service over the internet.

## **6. What are the Email Marketing Campaign Process?**

Planning your Email Marketing Campaign Before you get started actually creating your email campaign and designing the layout of your email, you first need to think about the purpose of the campaign and what you are trying to achieve. The types of things we need to include:

- What am I trying to achieve?**—This is where you think about the purpose and goals of your email marketing campaign. You may have a long term goal, whereby you want to communicate with your customers on a regular basis to keep them informed of the latest offers, new services you have added to the hotel, and soon.
- Who do I want to target?** — identify who you want to send the email to. Your existing customers, such as, families or couples who have stayed with you before. You may even want to split up all your e-mail subscribers to groups and tailor communication based on the group.
- How will I get people to subscribe to my mailing list?** — By law you have to get specific permission from people to send them a marketing email. This is sometimes referred to as an “opt-in” and there are many ways you can get people to subscribe (or opt-in) to your mailing list. For example, you could have a sign-up form on your home page so that people can subscribe to your newsletter.
- How frequently will I send these emails?** — How frequently you send out your emails will depend on their type and purpose. For example, you may send out special offer and promotional emails as and when they are available, where as you may send out a newsletter once a month. But try and keep the number of promotional communication’s to a minimum (1-2amonth) as too many emails could potentially annoy and alienate our subscribers causing them to unsubscribe.
- Calls to action** — This is what you want to get the reader to do once they

have read your email. When designing your email you need to layout exactly what you want the recipients of your email to do, and design it to make that path clear and easy to follow. For example, don't distract with too many links or offers, and make not only the call to action clear but also what recipients can expect when they click through. This can be as simple as "Click here for a 20% discount on your next week end trip". For more information on calls to action, see the section in the guide "Getting the Most from your Website" which is part of this series of guides.

E-mail Marketing has evolved, moving from simple one-way messages and auto-responders to a much more sophisticated way of communicating with your customers referred to as e-mail 2.0. It's an advancement in technology, entrepreneurs now have the ability to tailor the messages they send based on their customers' interests, preferences and purchase history-and targeted e-mails yield greater results.

With all the capabilities now available in e-mail marketing systems, there are a few basic things we need to know about e-mail marketing to build deeper relationships with your customers to increase revenues, grow your business and get ahead of your competition.

Here are seven steps to creating and launching a successful

### **E-Mail Marketing 2.0 Campaign.**

#### **1. Choose the Right E-mail Marketing Software System**

CRM systems can range from simple database models to more complex systems that include sales force management, shopping carts, affiliate programs and e-mail behavior campaigns. Infusion soft offers complete CRM capabilities, which include not only database and campaign management but also offer information on interest, preference and purchase behaviors so that you can tailor your message and campaigns. Other systems, such as MailChimp , Constant Contact and A Weber offer more basic e-mail database and campaign management services. Decide what capabilities you want and use a checklist to compare systems. Most e-mail programs have training and free support to guide you through the learning process.

## 2. Build a List

Even if you only have 10 e-mail addresses, you need to start somewhere. Add those to your database. Once you have your list started, make sure that you launch a campaign to keep in touch and in front of your contacts without overwhelming their inbox. I suggest two e-mails per month maximum. It's not about e-mail quantity; it's about quality.

## 3. Setup Contact Information Capture Forms

It's easy to add forms to your website or blog to allow visitors to give you their contact information, such as e-mail address, name and phone number.

## 4. Decide What You Want to Accomplish

Before you launch your first campaign, you need to decide what it is that you want to accomplish. Do you want to deepen the quality of relationships, take your list through the sales cycle, educate them? Why are you sending your e-mails? Set clear goals before you send your first e-mail, and build your messages and campaign around those goals.

## 5. Setup Auto-respond E-mails

Setup at least six e-mails that will automatically release on the dates and times you choose to send out to your list. Keep them short, simple and to the point. Do not make them "sales pitchy"; use auto-respond e-mails to educate and build relationships, and the rest will follow. Make sure that each auto-respond e-mail has several links for more information; this is how you will gauge their interest and determine how to keep marketing to them.

## 6. Add Triggers to E-mails

Here's an example of a trigger: Your client clicks on a link in one of the e-mails you sent her about your product or service. As soon as she clicks on that link, it automatically triggers the release of a message sending her information about a similar product or service based on the original link. Triggers are used to send clients into a new sales cycle based on topic.



## 7. Monitor Results

Once per month, look at reporting (metrics) to see which e-mails are more effective and have a higher rate of opening as well as click-through. Use the lessons learned to build your next campaign. It's important to know how your list is responding to the e-mails that you send. If you aren't getting a good click-through response, the problem is either the quality of your message or the topic. Test a few e-mails with your top customers to see what they respond to and what they don't respond to. Offer recipients a discount on services for their time.

Not only has e-mail technology and software evolved, but the way people use it to communicate has changed how entrepreneurs and small-business owners market and grow their businesses. E-mail 2.0 marketing is an effective way to increase relationships, response rates and conversions through smart, targeted communication.

## **7. What are the various Advantages and disadvantages of Email Marketing?**

Email marketing can be used for many different purposes.

**Promotion** — you can use emails to promote a special offer, or a new product or service to a list of existing or potential customers. The main aim of a promotional email is to get the reader to take some type of action, such as, book a room, buy a gift card, or reserve at a table. If your readers have specifically subscribed to your mailing list to receive special offers and promotions then that's fine, but if they have subscribed to a list to be kept up-to-date on news and events then if you are constantly bombarding them with promotional emails you stand the risk of alienating them and forcing them to unsubscribe.

**Retention** — these are emails aimed at building a relationship between you and your readers. These generally take the form of newsletters where you are providing your readers with information and stories that they may find interesting. A

newsletter can of course also include promotional messages or advertisements but these should not be their main aim. Your customers can forget about you very quickly so keeping in contact with the monaregular basis is a good way to keep them aware of you and your business.

□ **Communication**—these types of emails are generally short emails designed to communicate some important information to your readers. For example, invitation to an event in your hotel, a traveler tip for your area, details of a news article about your hotel. Email marketing allows you to reach millions of customers with a click of a button. Like any marketing medium, it has its advantages and disadvantages. Use it correctly, and you'll make more money, but use it incorrectly and you could lose your business. Weight these pros and cons before you start an email campaign.

□ **Other Benefits of Using Email marketing** - There are many good reasons to use e-mail marketing because even with the growth of social media, e-mail marketing can still be very effective

**Cost** —Communicating via email has many of the advantages of traditional direct mail but with much lower costs.

**Speed** — if you need to, you can get a message out to your entire list very fast.

**Easy to create** — with the many email tools out here, such as, MailChimp and Constant Contact, it has become extremely easy to send out professional looking emails and track their performance through reports. Most of these tools provide standard templates and layouts for all different types of emails, such as newsletters, invitations, special offers and many more.

**Personalized** — the more information you collect, the more messages can be tailored and personalized.

**Tracking** — you can track how well your email campaign is doing, such as, how many emails were opened, what links did they click, and soon. With this information you can then adjust your next campaign and improve performance.

### **Disadvantages of Email Marketing:**

Businesses use email marketing as an affordable and often effective advertising tool.

However, before employing this technique we should make yourself aware of the disadvantages and misconceptions that exist. For example, though many people believe email marketing is free, starting any marketing campaign from scratch (even an electronic one) will cost your company money. Several factors can hinder your effectiveness, and, in some cases, email marketing can even work against your business.

□       **Spam** - People's in-boxes get inundated with email, both solicited and unsolicited. To cutdown on the amount of unwanted emails, many servers have filters in place to lessen the number of spam emails a person receives. People can further adjust their email filters to their own tastes. Our email marketing could well land in a spam folder and never get viewed. In some cases, you could find yourself or your business in serious legal trouble. The CAN-SPAM Act sets forth strict guidelines that companies must meet in order to use email marketing. Violations of the act can cost up to \$16,000, and numerous people may be charged. Even when you take pains to ensure your email marketing conforms to the rules, you may still be accused and have to prove your campaigns are legitimate.

□       **Engagement** - Email marketing requires constant tweaking to keep your subscribers engaged. A person will often sign up to receive email solely as part of a promotion. For example, if a user provides his email address, he may receive a discount on a product. A user might also unintentionally sign up, such as if subscribing was the default choice on a web page. In such cases, your email marketing may be perceived as a nuisance. Even in the case that someone deliberately signed up to receive your marketing emails, like an industry newsletter, you still must work to maintain a level of engagement to keep your reader from unsubscribing.

□       **Appearance** - You may have worked to create your email marketing to look exactly the way you envisioned. Unfortunately, due to the varying servers and computer settings, your design may not come through the way you hoped, which can diminish the impact of your message. Text may be moved from one line to the next on a person's screen. The email setting on another person's computer may only allow text, blocking images from coming through. If the main focus of your

marketing was a logo, it could be lost. If you want to avoid a misconstrued or possibly messy appearance, you'll need to make sure the code used translates to the most basic processing systems. This may entail consulting with a technical specialist or marketing firm.

**Costs** - Sending a quick email to someone may not cost you much more than Internet access, but the costs of launching an email marketing campaign add up. Even basic self-managed monthly plans with fewer than 10,000 subscribers can cost \$70, according to one marketing software firm. Hiring a company to design and manage an email marketing campaign includes templates and consultations and can get pricey. A start-up package can cost over a thousand dollars initially plus a thousand or more per month for continuing management.

## **8. What is Mobile Marketing? Explain in detail.**

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.

Mobile is disrupting the way people engage with brands. Everything that can be done on a desktop computer is now available on a mobile device. From opening an email to visiting your website to reading your content, it's all accessible through a small mobile screen. Consider:

- 80% of internet users own a smartphone.
- Mobile platforms, such as smart phones and tablets, host up to 60% of digital media time for users in the U.S.
- Google anticipates search queries on mobile devices to surpass desktop searches by the end of 2015.

Effective mobile advertising means understanding your mobile audience, designing content with mobile platforms in mind, and making strategic use of SMS/MMS

marketing and mobile apps.

According to Mobile Marketing Report 2018, there are over 3.5 billion individual mobile Internet users. Users spend an average of 69% of their media time on smart phone devices. Mobile is the dominant platform for searches, as 48% of buyers use smartphones to start searching with a search engine. Mobile devices drive 80% percent of global Internet usage.

Technology in the mobile marketing space evolves fast. The feature phone ecosystem from just a few years ago was a highly fragmented space and channels like SMS were popular due to their ubiquity. But now, the popularity of Android and iOS smart devices has radically transformed the mobile marketing environment, blurring PC, Web, and mobile channels. New data on consumer behavior shows that apps are now a preferred channel for consumers. Time Spent on Mobile is Mostly in Apps In a new survey from eMarketer, mobile now accounts for 12% of Americans' media consumption, triple what it was in 2009. The shift towards apps from mobile web is now also very clear, with the average smartphone owner spending 127 minutes per day in apps. That's over two hours per day

### **How Does Mobile Marketing Work?**

Mobile marketing consists of ads that appear on mobile smartphones, tablets, or other mobile devices. Mobile marketing ad formats, customization, and styles can vary, as many social media platforms, websites, and mobile apps offer their own unique and tailored mobile ad options.

### **Growth in Mobile Industry:**

Only a few years ago, mobile devices were seen simply as a way to communicate on the go. The concept of smartphones either did not exist or were in R&D blueprints and marketers were content with reaching masses of consumers rather than engaging in 1:1 personalized conversation. Fast forward to today, and we are at the precipice of the mobile revolution. Mobile has transformed from an accessory to a necessity in the eyes of consumers, with 75% of the world having at least one phone. Beyond the rapid consumer adoption and usage of mobile phones, is the

opportunity they offer for brands to connect more meaningfully and personally with consumers. Consider it your direct line and immediate connection with audience. Because there is no communications channel tool that offers the same advantage today.

Mobile is clearly the future of media, but marketers have some catching up to do with where their customers are and to truly optimize marketing, with mobile at the heart of their strategy. Most brands spend less than one percent of their marketing budget on mobile. We've all heard the argument that the one percent spend level is too low, given the fact that most consumers devote about 10% of their media attention to their mobile devices<sup>1</sup>.

A study conducted by Marketing Evolution (August 2012) takes this hypothesis one step further and, through an algebraic formula of measuring reach and frequency with the installed base of smart phones and other ROI data, found that marketers would have better results if they optimized their marketing mix by allocating an average of seven percent of their media spend to mobile<sup>2</sup>. This is the first empirical data that guides marketers on why they should re balance their budgets with mobile to achieve higher ROIs.

Future of the Mobile Device Market (including emerging trends and technology)

- The future will probably play out to a maximum of four major mobile operating system players.
- Although there has been massive growth in mobile applications, the next growth trend will be towards app services. Users will get access to proprietary content or be provided a service for a monthly subscription fee beyond the application itself. Such examples include multiplayer online mobile gaming, stock services, information alerts, magazine publications and music streaming.
- With mobile applications being developed so rapidly, more and more search companies are coming up with "app search" software capabilities. • According to a recent report by Forrester Research, mobile access to business applications will drive the next big wave of user adoption.
- New development technologies such as HTML 5 will be introduced into mobile phone browsers.

- Tablets represent the next evolution in the advancement of mobile computing and will play a major role in publishing, video and art creativity.
- Mobile-cloud hybrid computing will emerge. It will be neither all cloud-based nor all mobile-based, but a combination of the two. Google's Gmail and Google Voice for iPhone are just two of the well-known mobile cloud

## **9. What are various MOBILE App Creation Strategy?**

If you have a smartphone (i.e. one that can access the web) you can browse through all websites that are available on your PC or Laptop. However, generally these types of websites are not suitable for browsing on a phone as they have not been designed for a phone.

With a phone your screen is a lot smaller so and generally you behave differently. For example, I may spend hours browsing and reading on the web but with a mobile phone I generally will only read a small amount of information over short periods of time. So how the information is displayed and the amount of this information needs to be considered.

When designing a mobile website consider some of the following:

- You can only view one screen at a time so design your navigation to take this into account.
- There is not much room for text, so don't use much!
- Use large buttons for key calls to action
- Think about your usage of fonts, make sure important stuff really stands out

There are a variety of app business models, some of which include free apps that are supported by ads, paid apps that are supported by download fees, premium apps that are supported by in-app commerce and free apps that are supported by brands interested in connecting with customers.

Here are several things to keep in mind when we are creating an app for your product or service:

- 1) **Make Sure Your App Solves a Problem** - The most effective apps solve

some sort of problem for the user. They facilitate a purchase (e.g., Wal-Mart, Lowe's or Sam's Club apps), provide content (e.g., The New York Times, CNN or USA Today apps), create brand preference (e.g., Coca-Cola, Band-Aid or Nike apps) or some combination of the above. Analyze which of these problems you'd like your app to solve and begin your design process based on that.

2) **Get Inside the Mind of Your User** -The first step for any mobile app (or any mobile marketing campaign, for that matter) is to understand how your user will engage with the app. Will they be at home? Will they be in the office? Do they want information? Or do they simply want to engage with the brand?

3) **Design with the End in Mind** - Is the purpose simply to create brand preference? Is the purpose to facilitate a financial transaction? Is it to reduce customer churn? Or all of the above?

4) **Don't Underestimate the Budget**- Sometimes, very simple design changes can make the difference between an app that takes a few dozen hours to create and an app that takes a few hundred hours to create.

5) **Analyze Your Competitors' Apps** - What apps have your competitors already created? Do you like what they've created? If so, what can you borrow from their experience? Also, don't hesitate to examine apps that are outside of your industry segment.

6) **HTML5 as an Alternative** - HTML5 works across many phones and may be a simpler solution for many sites. The downside is that there is no app store for HTML apps and they have some limitations in functionality.

7) **Recognize that the App is only Part of the Picture** - When brands sponsor NASCAR drivers, only half the budget is allocated to the sponsorship. The other half is used to let people know about the sponsorship

By keeping the above-mentioned guidelines top-of-mind, the app that is developed for your product or service will have a greater likelihood of success. And most importantly, consumers will enjoy engaging with your app and therefore your brand.

The functionality of an app does not have to be confined to the user-brand experience. Many brands choose to run ads within a mobile app in order to build awareness and generate demand.

There are three primary ways ads can be leveraged within an app for the benefit of



the brand:

1. The first is when the owner of a mobile app decides to sell advertising inventory within their app. Major content publishers such as CNN.com or ESPN.com choose to use this model to offset the costs of providing content to their readers or to generate a healthy profit for their divisions.
2. The second is when an app publisher chooses to run ads that promote upgrades to paid versions of their apps or that cross-promote similar apps within a portfolio. The free versions of many apps include display ads within the apps that encourage users to upgrade to an ad-free or enhanced version of the app.
3. The third is when an app publisher runs ads on behalf of other advertisers. Many of the major content providers including The New York Times, The Wall Street Journal and others run ads on behalf of other brands. In most cases, brands will work through mobile ad networks to facilitate in-app advertising.

Working with a specialist is often the most efficient and effective way to navigate the complexities of running and managing in-app ads and achieve success.

### **Types of Mobile Marketing Strategies**

There's a healthy way of mobile marketing strategies to try. The kind that works best for your business will depend on your industry, target audience, and budget.

1. **App-based marketing:** This is mobile advertising involving mobile apps. While 80% of mobile time is spent engaged with apps, you don't have to create an app yourself to get in on the action. Services like Google AdMob help advertisers create mobile ads that appear within third-party mobile apps.

Facebook also allows advertisers to create ads that are integrated into Facebook's mobile app. Facebook's mobile Promoted Post ads integrate so seamlessly with Facebook's news feed that users often don't realize they're looking at ads.

2. **In-game mobile marketing:** In-game mobile marketing refers to mobile ads that appear within mobile games, like in the example below. In-game ads can appear as banner pop-ups, full-page image ads or even video ads that appear between loading screens. **(Ref: Figure 3.19)**



**Figure 3.19 Example of an in game mobile marketing ad**

4. **QR codes:** QR codes are scanned by users, who are then taken to a specific web page that the QR code is attached to. QR codes are often aligned with mobile gamification and have an element of mystery to them, since users who scan them don't always know exactly which rabbit hole, they're jumping down.

5. **Location-based marketing:** Location-based mobile ads are ads that appear on mobile devices based upon a user's location relative to a specific area or business. For example, some advertisers may only want their mobile ads to appear when users are within a 1-mile radius of their business.

6. **Mobile search ads:** These are basic Google search ads built for mobile, often featuring extra add-on extensions like click-to-call or maps.

7. **Mobile image ads:** Image-based ads designed to appear on mobile devices.

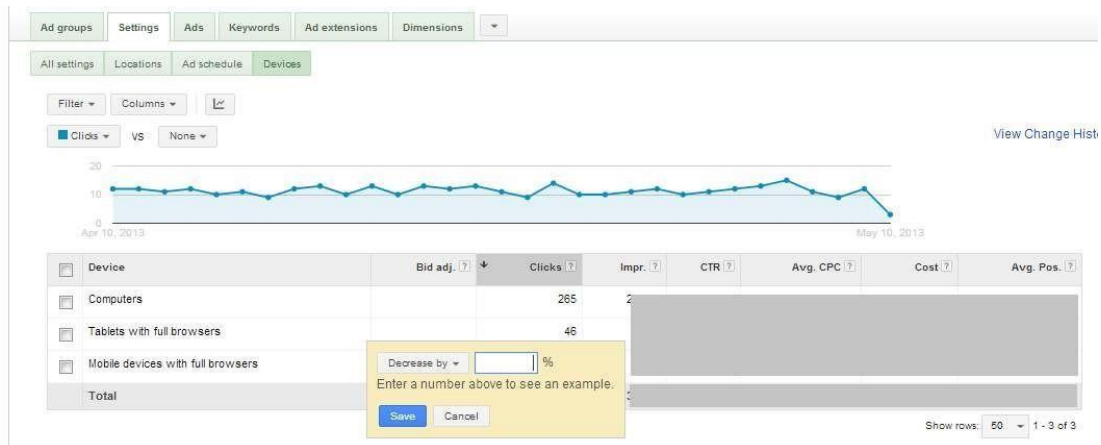
8. **SMS:** SMS marketing involves capturing a user's phone number and sending them text offers.

9. **Mobile Marketing: Google Ad Words Enhanced Campaigns**

Google rolled out Enhanced Campaigns for all Ad Words users, integrating mobile advertising options with classic online Ad Words advertising.

Enhanced Campaigns allow advertisers to manage their Ad Words bids across various devices in one single campaign, rather than make separate campaigns for mobile vs. desktop. **(Ref: Figure 3.20)** Ad Words advertisers can simply take the

Google search ads they already use, and then set bids to adjust for mobile devices. To increase bids for mobile devices, users can set a positive bid adjustment, such as +20%, and vice versa – a bid adjustment of -10% reduces the bid by 10% for mobile devices.



**Figure 3.20 Enhanced Campaigns**

## 10. Google Mobile Ad Extensions

Creating mobile search ads with Google also lets you take advantage of Google's nifty Mobile ad extensions, which include features like:

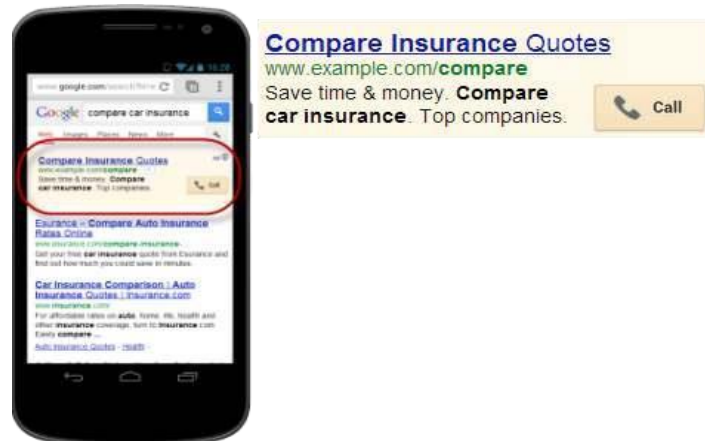
11. **Mobile Site Links:** Mobile site links make it easy for mobile users to jump to specific pages of your site without wandering around. Site links are especially useful in mobile marketing, as it's much more convenient for users on mobile devices. **(Ref: Figure 3.21)**



**Figure 3.21 Mobile site links on Ad Words**

12. **Click-to-Call Mobile Ad Extension:** The click-to-call extension puts a “call” button directly beneath an ad. Clicking the button automatically generates a business’s phone number on a user’s mobile device.

While this handy ad extension makes it easy for searchers to get in contact with your business and drives users down the conversion funnel, it’s best to only have the click-to-call mobile ad extension appear when your business is open and able to answer the phone. **(Ref: Figure 3.22)**



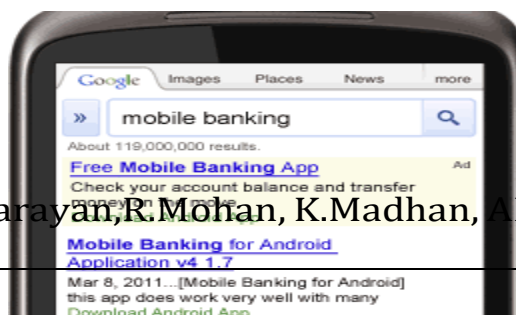
**Figure 3.22 Ad Words mobile call extensions**

13. **Google Offers for Mobile:** The Google Offers mobile ad extension lets advertisers post a discount offer or coupon beneath their ad. These special offers can capture the attention of users who might otherwise ignore an ad. **(Ref: Figure 3.23)**



**Figure 3.23 Google offers for mobile**

14. **Click-to-Download Ad Extension:** The click-to-download ad extension is similar to the click-to-call, only instead of generating a phone number, clicking the



number, clicking the

“download” button takes users to the download page of the advertiser’s pre-selected app. **(Ref: Figure 3.24)**

*Figure 3.24 Click-to-download mobile ad extensions*

15. **Local Ad Extensions:** Local ad extensions are probably the most important extensions for mobile, considering that 1 in 3 mobile searches have local intent. Considering how many mobile searches are questions looking for a local solution, local mobile marketing needs to be a key aspect of your mobile strategy. Local mobile marketing extensions often involve a phone number or link to Google Maps. **(Ref : Figure 3.25)**



*Figure 3.25 Local ad extensions on mobile*

### Mobile Marketing Best Practices

**Be Clear and Concise:** Mobile devices have small screens, means words should be used sparingly. Cluttered and crowded ads will just drive users to scroll past. When it comes to mobile, it’s best to keep things simple.

- **Optimize for Local:** Be sure to remember that 1 in 3 mobile searches have local intent. Users often use mobile devices to complement their immediate worldly interactions – where is the nearest gas station? Is there a nearby coffee shop that has wi-fi? Optimize for local mobile marketing to make sure you are aligning with users’ queries.
- **Consider Your Audience:** The type of audience you’re hoping to reach should influence the kind of mobile ads you use. Are they gamers? Then try taking advantage of in-game ads. Are they young and tech-savvy? Mobile Facebook Promoted Posts might be more likely to get their attention.
- **Experiment with Different Strategies:** There’s a lot of room for experimentation when it comes to mobile marketing. Don’t be afraid to test out some ad extensions with your Ad Words Enhanced Campaigns – try the Google Offers ad extension, or the click-to-call extension, and see how they work for you.
- **Benchmark Your Results:** Experimenting is great, but there’s no point in trying new techniques if you’re not tracking your results to see what works and what doesn’t. Try the AdWords Grader to see how your mobile PPCads are performing.

### **Why You Need a Mobile Marketing Strategy**

Your business needs a mobile marketing strategy for the same reason that you need a computer and wi-fi access – this is the age in which we live! Walk around any major city and you’ll find more than just a few folks with faces glued to their smartphone screens. According to recenter ports, 40% of users’ internet time is spent on mobile devices, which means simply ignoring the rise of mobile just isn’t an option.

Some other interesting mobile marketing statistics:

- 80% of mobile device time is spent on apps, with game app seating up the largest percent of app time
- People browse 70% more web pages on tablets than smart phones
- Retail conversion rates are 2.2% on tablets, considerably higher than 0.7% on smartphones, but traditional PC conversion rates are still highest at 3.3%
- Mobile searches have increased 200% year over year in 2012

- Mobile is predicted to surpass desktop in 2014
- Mobile cloud computing will change how work is done and the speed at which tasks are completed, especially for those in sales and marketing.
- In time, consumers will become less worried about the security of mobile commerce as payment systems become more enhanced. We will see more consumers embrace this method of payment in the same way they have with regular website commerce.
- Near field communications (NFC)(e-wallet) mobile phones are becoming the new "credit card". NFC is a short-range wireless connectivity standard that uses magnetic fields to enable communication between devices when they're retouched together, or brought within a few centimeters of each other. Uses of NFC include contactless card transactions such as 'Google Wallet', 'MasterCard Pay Pass' or 'American Express serve'. It can also be used for reading RFID tags (radio frequency identification) for interactive marketing campaigns and P2P (person to person) data exchange. Jupiter Research suggests that this market will grow two-to-three times over the next five years.
- Augmented Reality (AR) blurs the line between what's real and what's computer-generated by enhancing what we see, hear and feel. AR provides a 3D effect by layering images or videos on top of real-world objects seen either on the computer screen or mobile. Both video games and cellphones are driving the development and progression of augmented reality and within the next few years, it will become a lot more prominent in our everyday lives. AR will remain a mobile technology, but will develop to the point where you no longer have to actually hold a device.

### **Benefits of Mobile Marketing:**

In the present world, mobile phones are easily accessible by every class and age group of people; therefore, a mobile advertisement offers following advantages:

- Reach—Mobile phone is reaching people by 15% more than internet. Mobile marketing is drawing more clicks than internet marketing. Advertisers have high expectations with mobile advertising.
- Accessibility—Mobile comes handy to users. Mobile advertising follows people

everywhere.

□ Time factor - People are available on mobile round the clock, which may not be possible with desktops. Cost –Mobile advertising cost much lesser than other types of advertising.

It is lighter on your pocket, thus allowing you to advertise more on the same expense. Personalized – You can tailor your ad in a message. People find messages more intimate than other internet marketing methods.

□ **Mobile Marketing Reaches a Broader Market**

Smartphones and tablets are cheaper, smaller, and more portable than traditional PC's and laptops. This means that people who previously were not able to be online are no longer restricted by financial, geographical, or technological barriers.

□ **Instantaneous results**

We always carry our mobile phones. Like our wallet or keys, we never leave home without them. And, most of the time, our mobile phone is ON, which means, we receive the message at the very moment it is sent. You can use mobile tactics to get your marketing message out immediately.

□ **Easy to work with**

The creation of elements for mobile devices is simpler and less costly compared to desktops or laptops. This medium also makes it easier to issue promotions and marketing incentive services to us, the users. We can keep this information handy until the time we need to use it. For example, we can download a coupon to our phone, and then show that coupon at checkout-without an internet connection-to receive the discount.

□ **Convenient to use**

Since the screen size of a mobile phone is small, it limits the scope of content that can be displayed. This makes it convenient for the creators of the content, who can keep it basic and simple. Also, simpler content will adapt itself better to the various mobile platforms.



**Tracking response**

User response can be tracked almost instantaneously. Mobile marketing is an effective way to collect user data. Databases that use phone numbers, as unique IDs are more effective, since many people generally keep their phone numbers for a longer period of time, unlike their email addresses. This helps the mobile advertiser better understand and analyze user behavior and create buyer personas.

 **Huge viral potential**

Here you have the domino effect. Since mobile content can be easily shared among users, mobile marketing enhances the potential for virality, or a piece of content - usually a video - "going viral." Users more than likely will share good information and offers with their friends and family, so companies get a lot more exposure with no extra effort.

 **Mass communication made easy**

Since a lot more people own mobile phones than desktops or laptops, mobile marketing helps the marketer reach a far wider and more diverse audience, either by SMS or push notifications. Mobile marketing also gives the advantage of targeting capabilities. You can geo-target by sending location-specific messages to those using GPS and Bluetooth technology, or demographic targeting, so you can reach the right audience via age and gender information.

 **Micro blogging benefits**

Social media platforms such as Instagram and Twitter, have literally put the power of influence in the hands of everyday people. From moms to fashion bloggers to people who really just like pictures of dogs with food, anyone can be an influencer. In fact, you are an influencer to your friends and family on social media, whether you realize it or not.

 **Mobile payment**

The latest mobile payment facility is very convenient for the users today. Here, users are offered a secure online payment environment, which works via advanced mobile Web systems. This means that the user does not need to cough up physical currency

each time he wants to make a mobile purchase or pay a bill online.

### **Disadvantages of Mobile Marketing**

#### **Platforms too diverse**

Mobile devices do not have any particular standard, as compared to PCs and laptops. Mobile phones come in many shapes and sizes, so screen size is never constant. Also, mobile platforms use different operating systems and browsers. Hence, creating one campaign for all of them can get difficult.

#### **Privacy issues**

This is always in question on any network or device. Savvy mobile marketers need to understand and respect the fact that users would like their privacy. So they should offer clear instructions for opting out of marketing communications should the user want to do that.

#### **Navigation on a mobile phone**

The mobile phone usually comes with a small screen and no mouse. This means that navigation on a mobile phone may get difficult for the user, even if it has a touch screen. In such a case, most ads may go untouched, as the user may find it too tedious to look in detail through each one of them.

## **10. Discuss about Benefits of Integrating SMS and Email into Your Marketing Strategy.**

As with any method, both email and SMS marketing have unique strong points. When you combine the two, their strengths balance out for a comprehensive marketing effort. Some benefits of integrating your strategies include:

- **Cost-effectiveness:** Email marketing produces a solid return on investment (ROI) due to low execution expenses. SMS marketing offers a low-cost way to reach a large number of subscribers, so combining the two lets you reinforce your message

through multiple channels. Local wireless carriers determine SMS rates for businesses, so the prices will vary.

- **Mobile-friendliness:** You can reach your customers on their phones through more than one marketing method and let them decide when to interact with your business by reading or responding.
- **Better audience understanding:** When you combine your feedback and analytics between SMS and email marketing, you get a wider picture of your subscribers and can identify patterns in the data to customize your approaches.

Before you stop reading and rush off to send SMS messages to your customers, though, there are some best practices to keep in mind. Here are seven tips to help you integrate an SMS strategy into your email marketing campaigns, so you can create an omnichannel marketing approach that delivers a consistent experience everywhere you communicate with customers.

### ***1. Approach SMS the Same Way You Handle Email***

First, you need your customers' permission to send them SMS messages, like email sending usually requires. In the United States, the FCC requires written consent before sending commercial texts, which you can handle by asking for cell phone numbers and then sending people an SMS message that requires them to reply with "yes," or some other form of consent, to receive future messages from you.

As always, though, check the laws that apply to you and consult with legal counsel at your company, if necessary.

Next, you'll want to segment your list of SMS message recipients, as you do with your email list, so you can speak directly to those cohorts in your messages. It's no secret that users respond better when you personalize their email marketing. Many SMS message sending services offer the same customization options, so you can insert first names, birthdays, cities, and other information. Just don't overdo it, since space will be at a premium.

Finally, make sure you honor unsubscribes sent via SMS too. You will hurt your company's brand equity if you send SMS messages to people who have

unsubscribed, and there's a good chance that they will complain to their carriers, who will likely block you as a spammer. You could also incur the wrath of the FCC or other government agencies.

## ***2. You Can Send Triggered, Transactional, and Promotional SMS messages***

Consider sending different types of communications via SMS, just as you do with email:

- Triggered messages alert customers to events, such as order shipments, suspicious account log-in attempts, upcoming due dates for bills, and monthly reports.
- Transactional messages are sent in response to customers' actions, such as purchases, bill payments, new account creations, and password resets.
- Promotional messages let customers know about new products, special deals, rewards based on their activity, and other ways that you drive sales. You can also create upsell and cross-sell opportunities.

Given the immediacy of SMS messages, they're useful for communications that have more urgency than an email would. For example, you could send a coupon code that's good for one day only, or let customers know about a new product or service, complete with a shortened link that will take them to your mobile website.

SMS messages are also a good way to offer two-factor authentication for user accounts, which allows you to provide a useful layer of security for your customers.

If you're going to send a lot of SMS messages, you may want to invest in a short code so carriers don't consider you a spammer. A short code is a five- or six-digit phone number that's typically pre-approved by mobile carriers for use with commercial activity. Try choosing one that spells out a word, so it's easy for people to remember. For example, Kmart uses 562-78, which spells out the name of the retailer on a keypad.

### **3. Brevity Is the Soul of SMS Messages**

SMS messages cannot be more than 160 characters long, so while your emails should be short and to the point, your SMS messages need to make every letter count. When you include links, condense them with a link shortening application to save precious real estate. It may be tempting to string multiple SMS messages into one communication, but doing so will increase the odds that your recipients will start opting out in droves. Try not to send SMS messages more than a few times a week, at the most.

If you had experience writing marketing messages on Twitter before the character limit for tweets was increased, then you should apply what you learned here. Limit each SMS message to one thing at a time, saving the fuller storytelling for emails.

Consider how your SMS messages can complement your emails. For example, if you email your list about a special deal that has an expiration date, you could send a follow-up SMS message reminder shortly before the deal ends. You can schedule SMS message sending, allowing you to orchestrate your marketing campaigns. The ability to control the message's timing is essential to reaching your customers during daytime hours when they are available.

An SMS message can also be useful for alerting your customers to time-sensitive news, such as a delay with shipping an order or a problem with their account.

### **4. Use Simple, Relevant Keywords and Reply Immediately to Messages**

When you publicize your new SMS message service, you can ask customers to text a word or phrase to your phone number (ideally, a short code) to enroll. Try using something memorable. For example, if you have an online store that sells women's clothes and accessories, you could ask people to text "fashion" to your number to enroll.

Use an auto-responder to ensure customers receive an immediate response when they enroll. Welcome them to the service and let them know what to text back to unsubscribe, such as "stop." Make sure it's easy for them to opt-out, and acknowledge them when they do, so they know you will honor the request.

You can also set up and publicize keywords to enable customers to do other things, such as getting directions to your business location or to an event or receiving a link to download a mobile app. In addition, you can use SMS messages to gather information, such as asking people to text you their first names.

### ***5. Use One Channel to Bolster the Other***

Some businesses have experienced success requesting users to text their emails for a special deal. Usually, the company advertises with physical signage and social media promotions before sending out their emails. This way, businesses capture both mobile phone numbers and emails with one text for multiple ways to engage with subscribers. Customers can opt-in for additional SMS marketing messages by texting a specific word or phrase from an email, which grows your SMS list from your current email subscriber base.

Another way to leverage the compact footprint of SMS is to use it to warm up your subscribers for a lengthier email. A simple text letting them know what's coming and summarizing the value of investing more time in your email can increase your open and engagement rates.

### ***6. Match the Messaging***

When sending out a promotion or notification to your subscribers across multiple channels, ensure your content is cross-aligned. For example, when sending both an email and a text to confirm an order, offer the "track package" option on both communications and verify that the destination link is the same. Use the same landing pages for any other links you include, too.

### ***7. Find the Right Partners for Your Omnichannel Marketing Strategy***

SMS messaging allows you to complement your marketing efforts via email, social media, your website, and other channels. That's important because today's typical consumer uses an average of nearly six touch-points per purchase, whereas 15

years ago, they often used two. In addition, 90% of consumers expect to see consistent interactions with businesses across channels.

Companies that implement omnichannel customer engagement strategies retain on average 89% of their customers, and those customers have a 30% higher lifetime value than those who shop with one channel.

## 11.Explain about MOBILE COMMERCE.

### Mobile Marketing Best Practices

- **Be Clear and Concise:** Mobile devices have small screens, which means words should be used sparingly. Cluttered and crowded ads will just drive users to scroll past. When it comes to mobile, it's best to keep things simple.
- **Optimize for Local:** Be sure to remember that 1 in 3 mobile searches have local intent. Users often use mobile devices to complement their immediate worldly interactions –where is the nearest gas station? Is there a nearby coffee shop that has wi-fi? Optimize for local mobile marketing to make sure unrevealing with users' queries.
- **Consider Your Audience:** The type of audience you're hoping to reach should influence  
The kind of mobile ads you use.Are they gamers? Then try taking advantage of in-game  
ads. Are they young and tech-savvy? Mobile Facebook Promoted Posts might be more likely to get their attention.
- **Experiment with Different Strategies:** There's a lot of room for experimentation when it comes to mobile marketing. Don't be afraid to test out some ad extensions with your AdWords Enhanced Campaigns – try the Google Offers ad extension, or the click-to-call extension, and see how they work for you.
- **Benchmark Your Results:** Experimenting is great, but there's no point in trying new techniques if you're not tracking your results to see what works and what doesn't. Try the AdWords Grader to see how your mobile PPCads are performing.

### Why You Need a Mobile Marketing Strategy

Your business needs a mobile marketing strategy for the same reason that you need

a computer and wi-fi access – this is the age in which we live! Walk around any major city and you'll find more than just a few folks with faces glued to their smartphone screens. According to recent reports, 40% of users' internet time is spent on mobile devices, which means simply ignoring the rise of mobile just isn't an option.

Some other interesting mobile marketing statistics:

- 80% of mobile device time is spent on apps, with game app seating up the largest percent of app time
- People browse 70% more web pages on tablets than smart phones
- Retail conversion rates are 2.2% on tablets, considerably higher than 0.7% on smart phones, but traditional PC conversion rates are still highest at 3.3%
- Mobiles arches have increased 200% year over year in 2012
- Mobile is predicted to surpass desktop in 2014

### **Mobile Search Ads:**

Mobile display ads (aka mobile banner ads) are a very effective tool that can be used to build brand awareness, generate clicks, leads and conversions for your business. These ads do not necessarily have to link to a static landing page. Instead, they can link to a dynamic page or experience that results in improved customer engagement and higher conversions. There are a variety of techniques that can be used to help drive customers to your business, some of which are outlined below:

1. **Click-to-Call:** According to recent research, click-to-call ads drive a 6% to 8% average increase in click-through rates. This technique simply displays a phone number that users can click to be connected directly to a call center or sales center.
2. **Interstitials:** These are interactive ads that appear within an app. Once the user opens the app, an interstitial is displayed. Users can click through on the ad to visit a landing page or they can close the ad to continue using the app.
3. **Click-to-Map:** Geo-targeting can be used to send marketing messages to users in a specific location. Once the prospect clicks on an ad, he or she can be driven through to a map that identifies a store nearest his or her current location. When the prospect clicks on the map, the contact information is displayed on the



smartphone.

4. **Canvas and Expandable Ads:** When a user clicks on an expandable ad, the ad grows to cover the entire phone screen. Ads can be animated or can incorporate rich media to enhance the user experience.
5. **Click-to-Email:** When a user clicks on a display ad, an email is displayed that the user can send to friends. The email includes a discount code that can be redeemed at the retail location. By including this “viral” email component in the campaign, marketers can increase the reach and frequency of the display ad program.
6. **Click-to-Video:** Rich media is an effective sales tool, whether it’s viewed on a tablet or a smartphone. Display ads that link to video marketing messages increase engagement and deepen the relationship with the prospective customer.
7. **Click-to-Download App:** Companies interested in driving adoption of a branded app can use display ads to link directly to the app located in an app store. Users are driven to app landing pages where they can download the app instantly.
8. **Click-to-Social:** If you’re interested in integrating a social component to your mobile campaign, you can incorporate a click-to-social aspect to it. Visitors can let friends and others know about their affinity to your brand by connecting them to your social networks viaa mobile display ad.

## **12. Discuss about various Coupons, offers and SMS campaigns.**

Applying Mobiles to Marketing

Mobiles can be applied to

- Sales Promotion, Advertising,
- Customer Relationship Management and Brand Engagement

### **Mobile Sales Promotion:**

Companies use various sales promotion techniques to lure customers and increase sales.

- Mobile sales promotions refer to the use of mobile devices to support the conduct of promotion techniques.
  - text messaging and mobile coupons

- Objective: promotion exposure (e.g. seeing a promotion on a product) and usage (e.g. buying a promoted product)

#### Mobile Sales Promotion – **Text Messaging**

Uses Short Messaging Services (SMS) - text competitions, contests and sweepstakes.

- viewed as easy, convenient, and quick to enter text competitions, and has the immediacy of knowing the outcome.
- Incorporates opt-in schemes and transparency with the price information as to how much it costs to enter their competitions.
- For example, mobile text messaging can be used to invite targeted consumers to sample products and offer special loyalty rewards which may come in the form of free or bonus airtime.

#### **text messaging contest**

1. Should be viewed as quick and easy
2. Opt in procedure
3. Transparency in costs involved

#### Mobile Sales Promotion – **Mobile Coupons**

Mobile coupons and offers are a growing trend in m-commerce

1. Mobile coupons from retailers
2. Mobile coupons offered through local-offers, crowd-purchases or assurance contracts

#### **Mobile Coupons – Retailers**

- Traditionally, the simplest form of a mobile "coupon" is a basic text-message alert that merely communicates an offer. For example, "Receive 10 percent off all LED TVs. This weekend only. "

- Issues of security and privacy and new technologies has called for image-based coupons, some of which include barcodes that can be scanned in physical locations or coupon-redeem points.

#### **Mobile Coupons: local-offers**

Google offers and Amazon Local are examples of services which offer mobile coupons and offers to users to purchase services and products in businesses within their geographical locality or obtain personalized deals.

### **Mobile Coupons: Crowd-purchase**

A mobile offers company, like Groupon, places a proposition to users known as an assurance contract. The assurance contract works using The Point's platform: Groupon requires a certain number of users to sign up for an offer which may be placed on the company's mobile website or sent to users directly through text messaging.

If the pre-determined minimum is achieved, the deal becomes available to all users who signed up. If the predetermined minimum is not achieved, no one gets the deal or offer of the day.

The revenue from the sale of the coupons or offers is shared between the retailer and the mobile offers company.

### **Developing Mobile Sales Promotion Campaign**

Step 1: Develop detailed objectives of the sales promotion. Consider Both long-term and short-term benefits

- Step 2: Select a sales promotion format - mobile text messaging which can be applied to contests, price reduction, and sampling, and mobile coupons.
- Step 3: Define the rules and scope of the promotion. Rules should include deadline, selection of winner, prizes and rewards and availability of product and service for the competition.
- Step 4: Create incentives for your employees working on the sales promotion and also for consumers.
- Step 5: Maintain the momentum - a long-term promotion can cause participants to lose interest.
- Step 6: Publish results publicly.

### **Mobile Advertising**

"The business of encouraging people to buy products and services using the mobile channel as a medium to deliver the advertising message" three main types of advertising activities:

**Push Campaign:** any content sent by or on behalf of advertisers and marketers to a wireless mobile device at a time other than when the subscriber requests it. In push Location-Based Advertising (LBA), advertising messages are sent to a consumer's mobile device based on that consumer's location and previously stated product preferences. INTRUSIVE

**Pull Campaign:** any advertising message sent to the wireless subscriber upon request shortly thereafter on a one-time basis. Pull LBA for instance, is advertising

specific to the location of the consumer delivered to the mobile device only when it is explicitly requested for. CONSUMER REQUESTS

**Sponsorship:** sponsorship is the provision of a marketing message at the end of certain information that customers have requested via their mobile phones. For example, in response to a request by mobile user for promotions on laptop sales, a marketer may reply with a list of promotions in a particular technology shop and also add information on where to get your laptop repaired or information on how to purchase internet access for use on the laptop.

### **13. What is location based and context based mobile marketing?**

If enabling targeting throughout the marketing funnel is not enough, mobile offers the unique advantage of context in targeting consumers. Context gives marketers an ability to understand where and when consumer engagement occurs, which in turn provides insight deep enough to target a mobile marketing experience. Fast Fact According to eMarketer, U.S. adults spend 10.1% of their total media consumption time with mobile, but only .9% of total ad spend is dedicated to mobile. Contrast that with TV time spent vs. ad spend, at 42.5% and 42.2%, respectively.

- Location: by far the most important aspect of context with mobile, it is also the most sensitive. With smartphones and tablets being "location aware" on their own, it is incumbent on the marketer to: 1) consider whether location is a useful and necessary targeting criteria, and 2) if so, seek out and gain end-user permission (via clear notice and opt-in/opt-out choices) to use this. Take special note that the privacy implications of using location in targeting are yet to be fully understood and best practices yet to be codified, so caution is advised.

- Time: much less sensitive than location, using time as a targeting criterion can be useful when sending messages relevant at certain times of day, week, or month. The immediacy and suitability of a well-timed mobile message can improve ROI of the overall effort.

- Proximity: knowing that your customer is nearby or within your store, or ready to make a purchase at POS, gives you the opportunity to deliver hyper-local and very

relevant messaging or offers. Again, this criterion is a sensitive one, requiring you to get consumer permission to engage and interact in such an intimate way.

- **Device:** tailoring and targeting to select devices or operating systems is not necessary, but it can be useful and profitable. Leveraging the unique capabilities native to a device can allow you to create very compelling and interactive advertising experiences. Volkswagen Jetta introduced an advertising campaign exclusively through the iPhone when it first came out, and the results were both positive and profitable. Another advertiser used the swipe function on tablets to crash a car into the left frame (it was an insurance company) to get maximum consumer engagement. Considering the targeting opportunities in mobile is an exciting exercise, made even more compelling when you integrate the path to purchase with context. Adding mobile to your marketing and advertising mix can provide real leverage at key consumer decision points, and the precise targeting options will really help improve marketing ROI. Targeting Teens by Creating a Branded Mobile Browser that Allows Them to Surf the Web for Free Coca-Cola created a branded mobile app that allowed teens in Brazil to surf the web for free via a device to recharge media minutes at the point of sale. The “mobile dispenser” had a built-in computer that connects to the user’s mobile browser and released 20MB packages on each recharge. The campaign drove brand awareness and is being developed as a new platform for Coca-Cola, which aims to be the official provider of data credits for the current generation.

### **Location-based Marketing Techniques.**

Location-based marketing techniques, such as mobile targeting, geofencing, and geotargeting, are invaluable mobile marketing strategies.

Leveraging real-time location data provides insights into customer behavior and preferences that you can use to fine-tune your targeting and provide highly personalized offers.

For brick-and-mortar businesses and businesses with apps, location-specific search results help you reach people close by and make the most of the convenience factor.

For mobile marketing in e-commerce, brands that provide location-based offers, like free delivery within a specific area or products that need to be delivered quickly like food, will benefit from location-based marketing.

## **14. What are Mobile marketing channels /inventory?**

marketing channel can increase the probability of the successful promotion of your new mobile application. The following is a quick reference guide to 10 of the most popular mobile marketing channels used when launching a new app.

### **1. Incentivized CPI**

The acquisition of incentivized user downloads (incent traffic) can assist in growing your mobile app installs and top list rankings. Considered as one of the most effective methods for boosting install rates over a short period of time, incentivized installs are also one of the most cost-efficient methods of marketing. Incentivized CPI is so successful at generating large amounts of traffic in short bursts, because installs are driven by users that are rewarded (or incentivized) to download and install your application. [Click here](#) to learn more about Incentivized Mobile Installs. (Ref: Figure 3.26)



**Figure 3.26 Incentivized CPI**

## 2. Non-Incentivized CPI

Unlike Incentivized CPI, Non-Incentivized traffic is generated when no reward is offered. Many developers choose to create a marketing strategy that includes both Incentivized and Non-Incentivized CPI, as the traffic created by non-incent advertising is usually a much higher quality. While Non-Incentivized CPI can prove to be slightly more expensive venture, in comparison to Incentivized CPI, the users acquired by this form of marketing often show a high lifetime value, which translates to more monthly active users and better monetization.

## 3. social media/Facebook Advertising

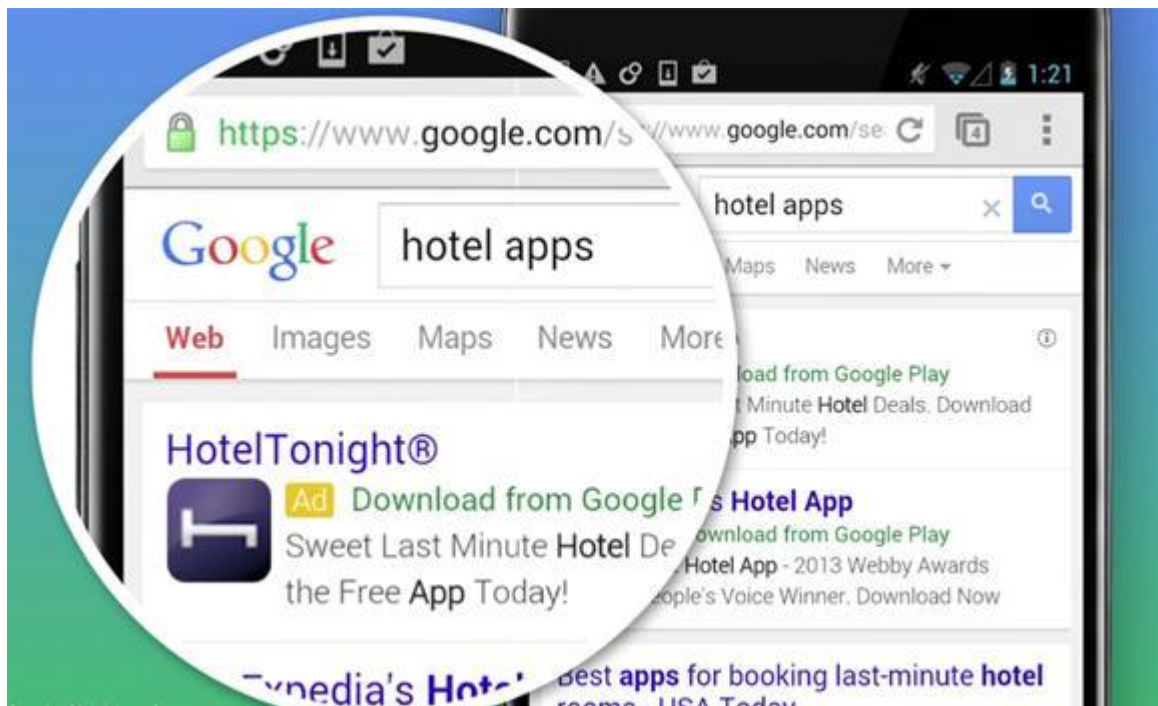
Gaming giant King has proven that social media outlets, particularly *Facebook*, can easily be a developer's best friend when it comes to marketing a new app. Using Facebook's Video Advertising System, King was able to reach more than 100 million people in seven countries on launch day for their newest app Candy Crush Soda Saga. Facebook advertising allows you to reach your target audience instantly. In the case of King's latest marketing venture, an impressive 70% of the 100 million people who viewed their promotional video did so on a mobile device. While there's no doubt that social media marketing is effective, it can easily become one of the most expensive channels, particularly when implementing a premium Facebook Video Advertising campaign.

If you do not have the funds readily available to launch an all-out attack on Facebook, consider using other social media channels to your advantage by creating conversation and hype about your new app for little to no cost. For instance, *RunKeeper* does a great job at engaging their audience by using Twitter to start conversations.

## 4. Search Marketing (Google Adwords)

Embracing Search Marketing tools is often a good step in the right direction for many developers. Google Adwords allows users to focus on a particular target audience by customizing keywords and ads, based on their App ID and other information.(Ref: Figure 3.27) One major draw card for most developers using Adwords is that it

provides a very simple platform for tracking your installs. If you're new to Google Adwords I would highly recommend taking the time to thoroughly research which campaign style best suits you, to ensure that you're getting the most bang for your buck.



**Figure 3.27 Search Marketing**

## **5. Television Advertising**

While not every developer may have the budget to accommodate this style of marketing, King have once again proven that a TV advertising campaign can do wonders for the success of a new app, particularly when implementing this strategy just before your big launch day in the app stores. On a monthly basis, 85% of smartphone and tablet users revealed that they use their device as a "second screen" when watching television, while a significant 40% said they did so on a daily basis<sup>3</sup>. Timing is everything, particularly in a rapidly moving industry like mobile gaming, and Television Advertising allows developers to reach their target audience at the ideal moment.



## 6. Co-Promotional Partnerships

A mutually beneficial partnership can work wonders for a new app, with the overall cost of the venture often being reduced when both parties are receiving effective promotion from the agreement. Recently, *Shazam* and *Bravo* ventured into a co-promotional partnership, by allowing mobile users to access exclusive content from Shazam while simultaneously watching their favorite Bravo shows. The key to success for this marketing channel is to first identify what kind of partnership would work well for your style of app, so be sure to do your research before heading down this path. (Ref: Figure 3.28)



**Figure 3.28 Co-Promotional Partnerships**

## 7. Mobile Site Redirection

Many companies are now realizing that creating a mobile site that directs visitors to your app can provide an incredibly simple, yet effective way to increase app downloads. While customers may not know that you have a mobile app available, they are still likely to search for your online store or service. Once people have found your mobile site, an easy and efficient way to advertise your new app is to simply place a banner ad at the top of the page, allowing users easy access to the app store. According to *Localities*, "App usage is the only way to retrieve important information about users and run effective and targeted app marketing", meaning it's never been more crucial to direct mobile users to your app.

## 8. Get Featured as an “App of the Day”

Getting a feature spot as an “App of the Day” can easily skyrocket a new app into the realm of success. The great thing about being featured on already established sites, such as *App of the Day – 100% Free* and *App-o-Day*, is that users already trust these sources to deliver the best apps from around the world, increasing your chances of developing a solid base of users with high lifetime value.

## 9. Celebrity Features & Endorsements

Endorsements from movie stars and singers provide a great channel for marketing your app, although this venture can be incredibly expensive. If you do have the budget to indulge in a marketing strategy such as this, be sure to research your chosen celebrities to ensure that they have an existing social media presence that is off the charts. During the first days of launching Draw Something 2, Enrique Iglesias and Jennifer Lopez were employed to tweet to their combined 12 million followers, generating a great deal of internet chatter about the new game.

## 10. Mobile App Wall Advertising

A Mobile App Wall provides a great solution for non-invasive in-app marketing. Unlike interstitial advertising or even in some cases banner ads, a *Mobile App Wall Advertising* is considered to be one of the least intrusive methods of advertising, delivering higher conversion rates from click, due to users being presented with the option of selecting from multiple apps to download. According to the team at *VentureBeat*, more than 25% of top performing mobile apps in the market use app walls to monetize their traffic.

## 15. Explain about Profiling and Targeting in mobile marketing.

### Single-Device User Tracking

Single-device user tracking technologies track a user only on one specific device (e.g., on a desktop computer, mobile phone, or tablet). Moreover, in most cases, single-device user tracking technologies only track a user within one browser (e.g.,

Google Chrome) on that device. The most popular single-device tracking technologies are first- and third-party cookies. Additional technologies include digital fingerprinting, advertising identifiers, local storage, and tracking pixels.

### **Cookies**

A cookie (also referred to as an “HTTP cookie,” Internet cookie, or browser cookie) is, in simplified terms, a small piece of data sent from a publisher’s or advertiser’s server (i.e., a website) to a user’s browser and stored on the user’s device (Cristal 2014). A cookie usually contains a unique number called a “Cookie-ID” that identifies the user, e.g., “177’239’342’526’456’932.” Each cookie also has an expiration date, which is the date on which the browser will automatically delete the cookie. Every time a user accesses the website (or one of the websites) to which the cookie belongs (see below for further details on how different types of cookies track users across one or multiple websites), the website reads the cookie and stores its Cookie-ID, alongside information about the user’s behavior during the visit. In most cases, this information is stored on the server of the firm (i.e., the computer of the publisher or advertiser) that created the cookie.

The cookie’s unique identifier enables the firm to link several visits of the user together. Cookies are stored in the user’s browser storage (meaning that a particular cookie can typically only link a user’s visits on a single browser). All major browsers enable users to prevent cookies or to delete cookies. If the user deletes a cookie and, thus, the associated Cookie-ID, the firm can no longer re-identify the user on the next visit to the website. Instead, the firm will consider the user to be a new user and create a new cookie. There is no connection between the new and the old Cookie-ID and the stored data associated with the two Cookie-IDs.

There are three types of cookies, respectively data: first-party cookies, second-party cookies and third-party cookies.

**First-party cookies** are installed by the website that the user is visiting, e.g., a publisher such as the New York Times. So, all data collected by New York Times on its website is first-party data. A simple test of whether a cookie is a first-party cookie is whether the cookie comes from the domain whose name appears in the user’s

browser window. A user can easily look up the installed cookies in their browser. For example, in Google.

**A second-party cookie** is a cookie set by another website that belongs to the same owner. So, a publisher's second-party data refers to data received from the property (e.g., a website or an app) of a publisher that belongs to the same owner. For example, Meta's Social Network's second-party data is the data that the social network, Facebook, receives from other properties of the Meta conglomerate, such as Instagram, Oculus, or WhatsApp (Kraft, Miller, and Skiera 2021).

**A third-party cookie**, in turn, is installed by a website that does not belong to the publisher that the user is visiting, e.g., a third-party ad server that is, for example, owned by a large advertising agency such as Havas. Third-party cookies can track a user across multiple websites. Third-party cookies can be placed in a user's cookie storage within the user's browser via an ad that an advertiser displays on a publisher's website. Specifically, because the user's browser loads the ad's content from the advertiser's server, the advertiser's server can store a third-party cookie on the user's device.

## 1 Digital Fingerprinting

Digital fingerprinting involves gathering information about a user's device, and exploiting this information to identify the user. Fingerprinting can be either passive or active. Passive fingerprinting involves gathering information about the configuration of a user's device. Such a configuration has many attributes—e.g., CPU type, computer clock skew, display settings, scripts that are used, browser and operating system information, IP address, or language settings—and a passive fingerprint is essentially a string that contains all of this information. For example, the string "intel:00:00:01:chrome: windows" would be a passive fingerprint that includes CPU type, computer clock skew, browser, and operating system. Because there are so many different ways to configure a device, the specific combination that a particular user has is likely to be unique, thereby providing a means of identifying the user. Still, there is no guarantee that there are no other devices with the same combination of these attributes. Active fingerprints, in turn, are digital fingerprints

that include information that is guaranteed to be unique to the user's device (e.g., the media access control (MAC) address provided by the chipmaker). To get an active and thus unique fingerprint, the publisher or the advertiser interested in tracking the user installs executable code on the user's device and reads its MAC

## **2. Advertising Identifiers**

Another single-device user tracking technology used on mobile devices (so-called mobile apps) relies on advertising identifiers, called mobile ad IDs (MAIDs). An advertising identifier is a string of hexadecimal digits assigned to a given device by the device's operating system, e.g., Apple's iOS or Google's Android. Apple's MAID is called Identifier for Advertisers (IDFA), and Google's MAID is called Google Advertising Identifier (GAID). The identifiers are device-specific. Thus, all ad networks in all apps running on the same device will get the same ID. In mobile browsers, the advertising IDs are not usable. Advertising identifiers are nowadays also used for other connected devices such as for example voice assistants, connected television (CTV), or over-the-top (OTT) devices.

## **3. Local Storage**

Local storage-based tracking relies on the possibility to store data in the so-called local storage of the user's browser. Publishers and advertisers can use the local storage to save text-based information such as a unique user ID and other information to track a user's online behavior. The browser's local storage is a place to store items that are usually not passed back and forth constantly to publishers' or advertisers' servers. Also, first- and third-party websites can access and use local storage to identify a user. The local storage is usually part of the user's browser and allows publishers and advertisers to save data with up to 5 MB in the user's browser. There is no expiration date for the data stored. Thus, data items within the local storage are available until the website or the user deletes them. One downside of local storage is that it is not very secure. Therefore, unencrypted private or personal information should not be stored in the local storage.

## 4. Tracking Pixel

A tracking pixel (also called a pixel tag, web beacon, action tag, or clear GIF) is a piece of code that creates a 1×1 pixel; this code is embedded either in the HTML code of a publisher's website—thereby allowing the publisher to track users on its website—or in the HTML code of an ad displayed on the publisher's website—thereby enabling the advertiser to track the user on the website. Beyond HTML, tracking pixels can also be integrated in JavaScript or an iFrame. When a user visits a website containing a tracking pixel, the browser loads the pixel from the server of the firm (publisher or advertiser) that created the pixel. This loading enables the firm to access the user's browser. A tracking pixel allows a firm to track a user because the pixel is loaded from an external URL so that this external URL, respectively the firm behind this URL, can track the user.

Tracking pixels are invisible to the user and do not store on a user's computing device. Accordingly, without inspecting a website's underlying HTML code, users cannot know whether they are being tracked by a pixel. Tracking pixels can also document how far a user scrolls down a page.

### 4.a Cross-Device User Tracking

Cross-device user tracking technologies enable a user's online behavior to be tracked across multiple devices. One means by which firms accomplish cross-device user tracking is by asking a user to log in to a personal account from any device connected to the internet. For example, if a user uses multiple devices—e.g., her mobile phone, her laptop, and her desktop computer—to access a particular website (e.g., her favorite news website, e-mail service, or social networking site), the website can easily and accurately track her activities across all those devices (and across multiple browsers within those devices) on the basis of her login. As will be elaborated in what follows, a login can facilitate cross-device tracking not only on first-party websites but also on third-party websites.

### 4.b Cross-Device User Tracking on a First-Party Website

Technically, a user login on a first-party website is accomplished using a single-device user tracking technology such as a cookie. Suppose a user accesses a website

through a web browser on her device. In that case, the website can implement the user login by placing a cookie on the device to remember the user in the future. In this case, the cookie enables a so-called automatic login so that the user does not have to reenter her password every time she visits the website. Such a login identifies a user across multiple visits to the same website.

However, firms also use a cookie to keep a user logged in while the user browses multiple webpages during a single visit to a website. Other devices may allow similar tracking tools to enable the website to recognize the device in the future, such as a device-specific advertising identifier on smartphones. The user's data is then typically stored on the server of the website that provides the login to the user.

#### **4.c Cross-Device User Tracking on a Third-Party Website**

Another form of user login that tracks the user across multiple third-party websites is the single sign-on (SSO). Here the user login is forwarded by the provider of the user login to other websites. From the user's perspective, only one login exists. With this user login, the user can quickly log in to all websites that support the SSO. Examples of SSO providers are Facebook, Google, and the German provider netID. NetID was established in March 2018 as a foundation to offer an independent alternative to the SSO offerings of Google and Facebook (see also Section 9.2).

### **5. Comparison of User Tracking Technologies**

Table 1 presents a comparison of the user tracking technologies discussed in the previous subsections. We compare the various technologies by the following six criteria:

User Identification: Describes whether a user tracking technology identifies a user on a first-party website (e.g., the publisher's website) or third-party website (e.g., other publishers' websites), and whether a user tracking technology identifies a user on a single device (e.g., only on a desktop computer) or on multiple devices (e.g., on a desktop computer and a mobile phone).

**Storage of User Identifier:** Describes whether a user tracking technology stores a user's identifier (e.g., a cookie) on the user's side (i.e., the user's client, for example, a user's browser) or on the firm's side (i.e., the firm's server).

**Storage of Information on User:** Describes whether a user tracking technology stores a user's information on the user's side (i.e., the user's client, for example, a user's browser) or on the firm's side (i.e., the firm's server).

**Expiration of User Identifier:** Describes whether a user identifier (e.g., a cookie) expires after some pre-defined date (e.g., after one year of setting the user identifier).

**Deletability of User Identifier and Information on User:** Describes whether the user can delete the user's identifier (e.g., a cookie) or the information about the user (e.g., by deleting the user's browser cache).

**Alteration of User Identifier:** Describes whether a user can alter the user identifier, for example, by changing the user's browser configuration

### **Importance of Profiling, and Targeting**

In this subsection, we discuss the practical applications of the technologies discussed above, from advertisers' and publishers' perspectives. Following Kraft, Miller, and Skiera (2021), we distinguish between tracking, profiling, and targeting (Figure 8). Loosely speaking, as noted above, tracking refers to collecting data about users over time (which might include personal data). Profiling involves identifying the data that are valuable for the firm, and using these data to create information about individual users (e.g., characterizing users according to demographic information such as age and gender). This step can enable a firm to distinguish between users that it views as more valuable versus less valuable. Finally, targeting refers to using these profiles to treat some users differently from others. **(Ref: Figure 3.29)**For advertisers, targeting involves selecting profiles of users who are likely to be suitable audiences for a specific ad (e.g., women with kids), or conversely, selecting ads that are likely to be suitable for a specific user. For a publisher, targeting generally involves



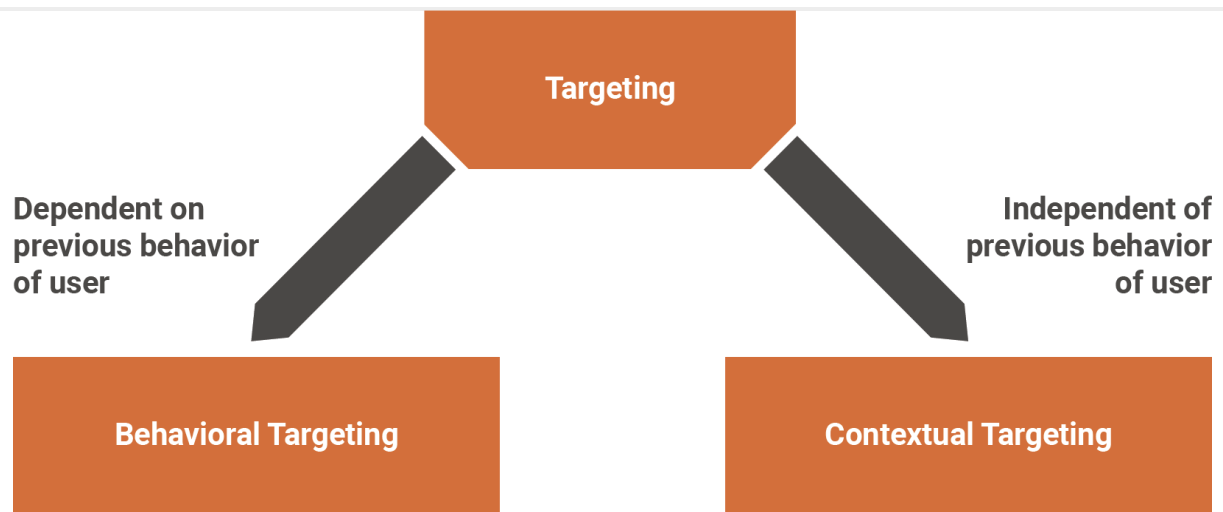
presenting users with content (e.g., news content for a news publisher) that suits their interests.



**Figure 3.29 Relationship between Tracking, Profiling and Targeting for Online Advertising**

We note that herein, we focus on targeting users on the basis of data that have been collected about them through tracking technologies; this form of targeting is referred to as “behavioral targeting”. It contains “retargeting,” also referred to as “remarketing” or “behavioral retargeting. A typical setting for retargeting is an online shop where a user puts a product into a shopping basket but does not purchase it. The online shop can now inform a retargeting provider such as Criteo about this behavior. The retargeting provider then puts up ads of the online shop and the abandoned product on many other websites. So, the user suddenly observes an ad about the specific product on another website (e.g., an online newspaper) even if this website is unrelated to the online shop

“contextual targeting” is the other major form of targeting in online advertising. It uses the context in which the user appears (e.g., viewing a news forum on investment advice) to draw conclusions about the user’s interests and the ads that are likely to be relevant for her. (Ref: Figure 3.30) For example, a user reading an article about investment advice might be interested in financial products.



**Figure 3.30 Forms of Targeting in Online Advertising**

### **1. Importance for Advertisers**

The capacity to accurately target users benefits advertisers in enabling them to avoid wastage, i.e., displaying ads to irrelevant.

A common prerequisite for being willing to pay more for an ad is the ability to measure the success of an ad, and thereby to confirm that the ad is indeed reaching a relevant audience. Many success measures exist, with the most common being the following:

users' probability of clicking on the ad, referred to as the "click-through rate" (i.e., the number of clicks divided by the number of impressions of the ad);

users' probability of converting, referred to as the "conversion rate" (i.e., the number of conversions divided by the number of clicks on the ad); in many cases, a conversion is defined as a purchase, but the term can also refer to a wide range of other actions that benefit the advertiser, such as subscribing to an online newsletter or signing up for a product demo

### **2. Importance for Publishers**

Publishers also have an interest in tracking, profiling, and targeting. First, a publisher may offer a wide range of content, with different levels of appeal for each user. In these cases, the publisher may want to present each user with the content

that is most suited to the user's interests. For example, a news website could prioritize displaying news about the user's favorite sports team or show the weather forecast for the particular area where the user lives. Profiling users can enable publishers to personalize their content in this manner.

Second, a publisher can track users to observe what they are doing on the website, and then use this knowledge for various purposes—such as improving the website. For example, user behavior might lead a publisher to make changes to the user interface (e.g., the publisher observes that users often leave the website on a particular page and then realizes that links were missing from the page), to the content of the website or the presentation of the content. The improved website could then attract more users.

Third, user tracking enables publishers to document their websites' reach. While it is possible to measure a website's overall number of page impressions without tracking individual users, tracking is necessary in order to measure the number of unique (or different) users who visit a website—for the simple reason that such measurement requires observing whether a given user has visited the website before.

The fourth benefit of tracking relates to the fact that the price that a publisher realizes from an ad impression is a function of the advertiser's willingness to pay (WTP) to display an ad to a particular user on the publisher's website. As discussed above, advertisers value the capacity to target specific users; thus, information that the publisher obtains about the user from tracking can, in theory, increase or decrease ad prices.