Department of Electronics and Communication Engineering

Regulation 2021

III Year – VI Semester

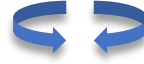**CCW332- DIGITAL MARKETING**

CCW332
DIGITAL MARKETING

Vertical V - Creative Media

Professional Elective
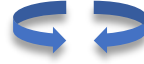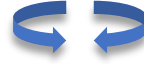
V – Semester

B.E -CSE

COURSE OBJECTIVES

- The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment.

- It also focuses on how digital marketing can be utilized by organizations and how its effectiveness can be measured.
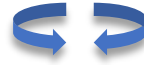
Online Market space - Digital Marketing Strategy - Components -

Opportunities for building Brand Website - Planning and Creation -

Content Marketing.

Online Market space

Market space

- The market space in marketing is defined as a virtual market place in the commercial world, where the limitations of physical boundaries are not applicable.

- It is an integration of numerous areas that are considered market places via technology or via an exchange environment that is operated by electronic information.
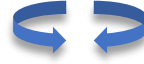
Market Space

- The market space is considered a bi-directional unit as both the buyers and sellers can buy and sell through transactions in such portals.

- Notable examples of market space are micro-blogging sites, e-commerce platforms, etc.
  - Eg:- Twitter, ebay.com, quicker.com, Myntra, Etsy, Alibaba, Amazon.com, etc.

- Electronic transactions are used for the distribution of goods and services in the marker space.

Characteristics of Market Space

- The transactions that take place in the market space occurs via online media or internet.

- There is no face-to-face transaction as the electronic media does not offer any such option.

- An interested party can find information in the market space about the available products and not anything about the products.

- There are no actual showrooms or physical stores. These are replaced by the internet and computers that enable the option of buying.

Components of Market Space
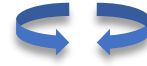
- Buyers
- Sellers
- Intermediaries
- Other business partners
- Products
- Back end Infrastructure
- Front end Support services

Digital Marketing Strategy
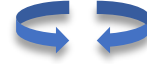
- A digital marketing strategy is that it is a strategy put in place by a brand to align with set objectives and goals to attract a specific type, or types, of customer using a combination of marketing techniques.

  - Understanding Digital Business Strategy
  - Emerging Digital Business Structures
  - Digital Core Competency Alignment
  - Customer Development Strategy (STP 2.0 Framework)

Understanding Digital Business Strategy

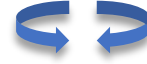- The set of those conditions and factors which impact the company in its external environment and cause them to allocate and think through their overall plan of action in light of their internal resources and capabilities. This concept is even more applicable (as we shall see across this chapter) since the impacts of the digital medium on marketing strategy have been immense, varied, and not easy to map and attribute.
- For this reason, let us first understand the basics of business strategy as defined in the texts on strategic management to understand its digital nature, and finally, create a roadmap for digital marketing strategy.

Strategic management

- Strategic management, by definition, involves the formulation and implementation of major goals and initiatives taken by a company's top management on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization competes.

Strategy Frameworks
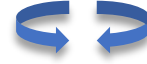
- Two of the most widely used strategy frameworks (which have also been covered in the earlier chapters) include
  - The SWOT Model and
  - Michael Porter's Value Chain analysis
    - **Modern portfolio theory**
    - **Porter's Five Force analysis**
    - **Porter's generic strategies**

Modern portfolio theory
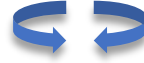
Talks about corporation as a portfolio of business units, with each unit plotted graphically based on market share and industry growth rate.

Porter's Five Force analysis

1. Bargaining power of buyers and suppliers

2. Threat of new entrants

3. Availability of substitute Products and

4. The competitive rivalry of firms in the industry

Porter's Five Force analysis

Porter shared that there are three generic strategies

- Cost leadership

- Differentiation and

- Focus

and a company must choose only one of these three or risk wasting

precious resources.

Digital Factors Impacting Business Strategy

Drivers

- Stakeholder

- Market

- Customer and

- Competitor

STAKEHOLDER DRIVEN
(a) Revenue Targets-Customer Acquisition Targets
(b) Firm Investment Driven-Funding Driven
(c) Low Gestation Period-Large Gestation Period Before Revenues

MARKET DRIVEN
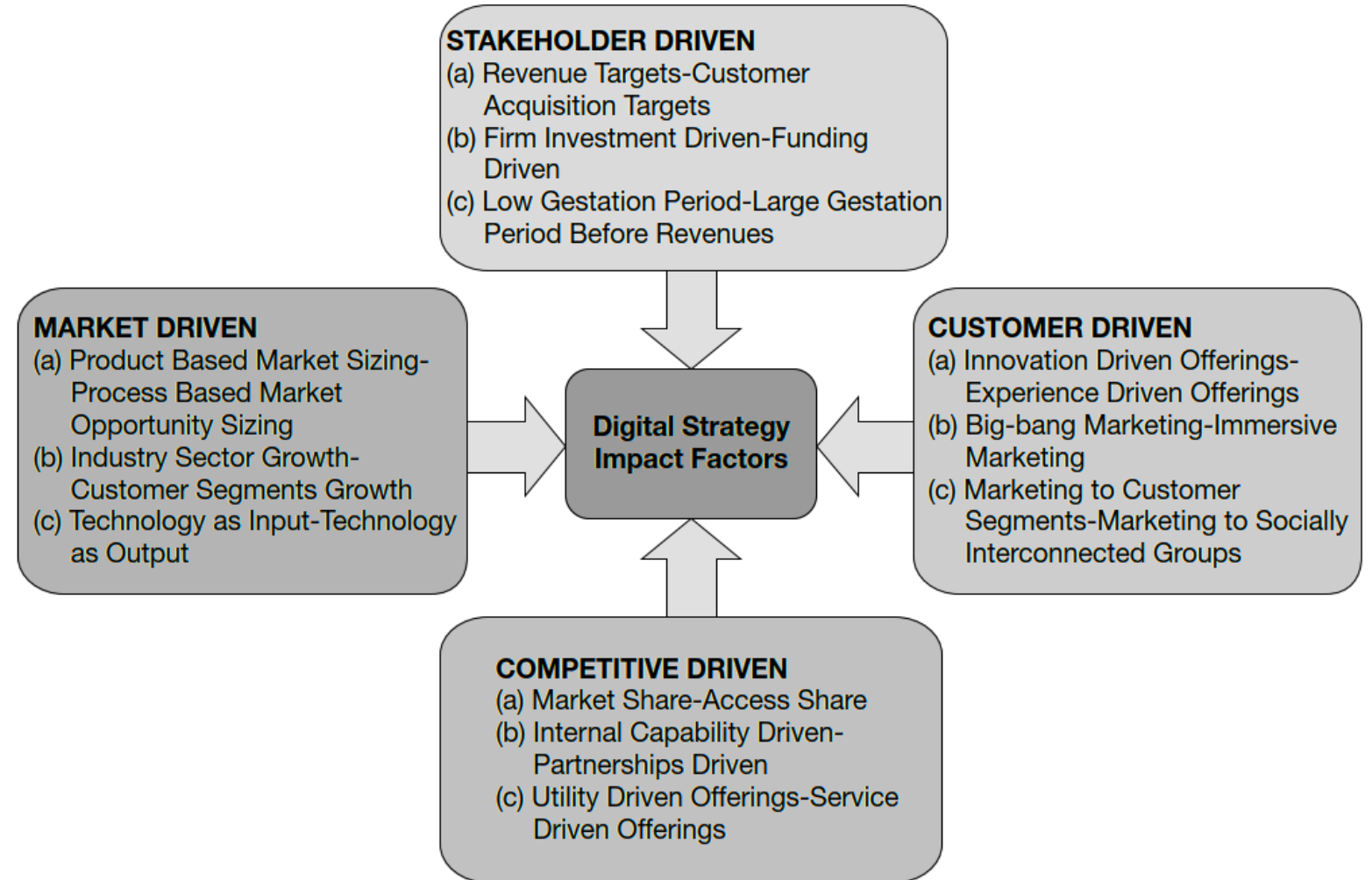(a) Product Based Market Sizing-Process Based Market Opportunity Sizing
(b) Industry Sector Growth-Customer Segments Growth
(c) Technology as Input-Technology as Output

Digital Strategy Impact Factors

CUSTOMER DRIVEN
(a) Innovation Driven Offerings-Experience Driven Offerings
(b) Big-bang Marketing-Immersive Marketing
(c) Marketing to Customer Segments-Marketing to Socially Interconnected Groups

COMPETITIVE DRIVEN
(a) Market Share-Access Share
(b) Internal Capability Driven-Partnerships Driven
(c) Utility Driven Offerings-Service Driven Offerings
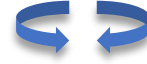
Digital Strategy Impact Factors

RoI-based Digital Market Structure Development
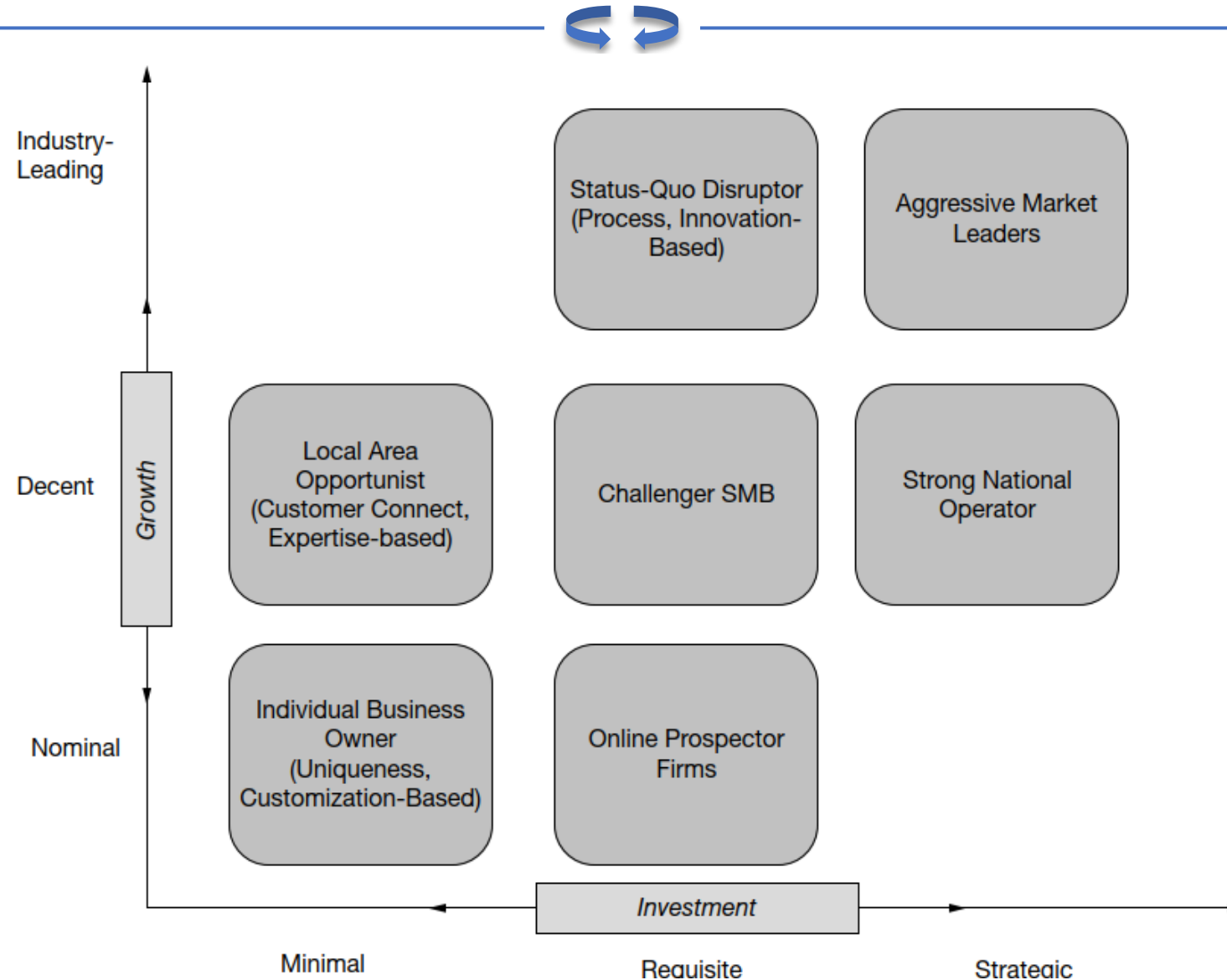
Opportunities for building Brand Website
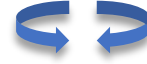
- eCommerce Website
- Blog
- Portfolio Website
- Membership Website
- Research website
- Educational Website
- Dropshipping Website
- Product Review Website
- Web Hosting Reseller
- Podcast Website
- Fitness Website
- Online Learning Website

- Events Website
- Online Forum
- Nutrition Website
- Job Board Website
- Food Blog
- Service Website
- Fashion Website
- Travel Website
- News Website

Planning and Creation

- Website creation and planning is the process of creating a website and planning for it. It involves creating a website and then planning for it, including setting goals, creating content, and making sure that your site performs well.

- Five major steps
    1. Website creation
    2. Content writing
    3. Designing
    4. Development
    5. Marketing

Website Creation and Planning

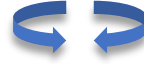- Website creation and planning are part of the process of creating a website for your business.

- This involves designing the layout of a website,
  - choosing colors and fonts that represent your brand
  - adding images and video clips to make it more appealing to visitors
  - writing content for each page on your site (e.g., "About Us")
  - and adding social media buttons so, visitors can share posts from your blog or news section with their friends on Facebook or Twitter.

Website Creation and Planning

- Website creation also includes planning how users will navigate around different pages in order to find what they need quickly without having too many distractions along the way; this is known as **user experience design** (UX).

- Website creation and planning - the development of a site map, the selection of design and content management systems, and the establishment of technical infrastructure.

Content Marketing

- The term content marketing refers to a method of marketing that includes creating and sharing online content that doesn't just promote a brand, but rather is designed to encourage its audience to visit a brand's website.

- Brand awareness is increased by using storytelling and sharing information.

Content Marketing

- 5 reasons why you should utilize content marketing to spike your Digital Marketing Strategy

  1. The foundation of any digital marketing campaign is content

  2. Audiences are informed by content

  3. Creating good content leads to conversions

  4. Engaging content drives social media engagement

  5. Your brand's prowess is reflected in your content

Benefits of Content Marketing

- Increase online visibility

- Generate more leads

- Boost loyalty

- Improve authority

Content Marketing - Examples:
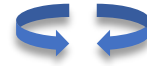
- ✔ Blogs
- ✔ Newsletters
- ✔ Whitepapers
- ✔ Social media posts
- ✔ Emails
- ✔ Videos

References

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- https://www.linkedin.com/pulse/role-website-creation-planning-digital-marketing-imtikumla-ajem/

- https://www.salford.ac.uk/salford-business-school/importance-of-content-marketing-for-your-digital-marketing-strategy#:~:text=The%20term%20content%20marketing%20refers,using%20storytelling%20and%20sharing%20information

- https://mailchimp.com/marketing-glossary/content-marketing/

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Vertical V - Creative Media
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V – Semester
B.E –CSE

UNIT-2

COURSE OBJECTIVES

- The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment.

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UNIT II - SEARCH ENGINE OPTIMISATION

Search Engine optimisation - 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.

Search Engine optimisation

- Search Engine Optimization (SEO) is the practice of optimizing a website or online content **to improve its visibility** in search engine results pages (SERPs) for specific keywords and phrases.

- The primary goal of SEO is to increase organic (non-paid) traffic to a website, which can lead to higher online visibility, more website visitors, and ultimately, more conversions and revenue. .

SEO

- **Organic search** is just a fancy name for regular, non-ad search engine results, and the way marke marketing channel is through search

  - **Search:** What people do when they w or a product or service that meets their

  - **Search engine:** A site (like Google or said search.

  - **Search engine optimization:** What you do to get said search engine to connect said search with your site.
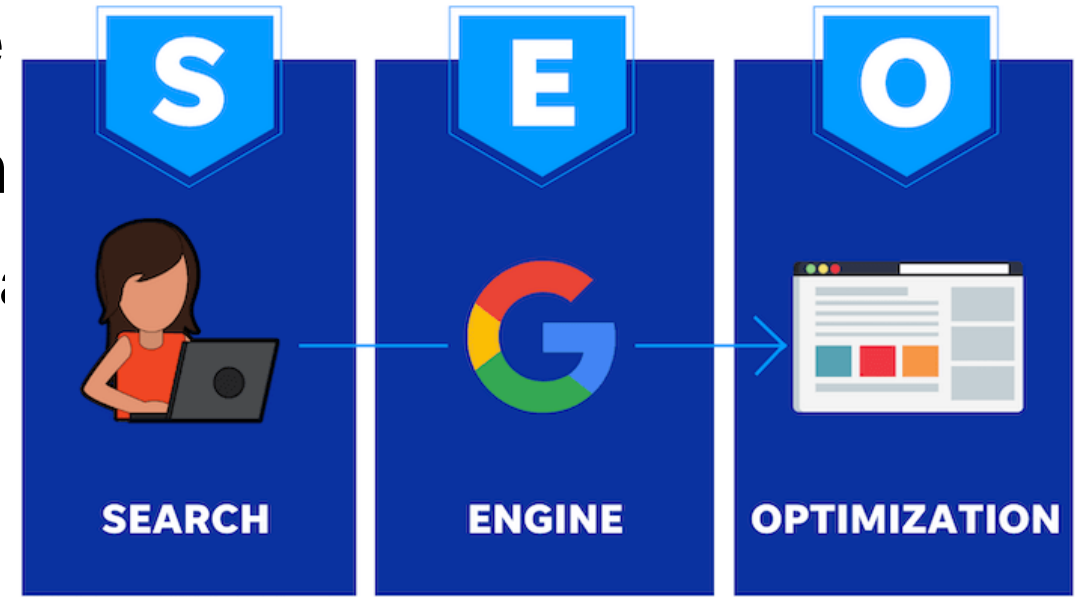
Benefits & importance of SEO

- People are searching for any manner of things both loosely and directly related to your business.

- These are all opportunities to connect with these people, **answer their questions**, **solve their problems**, and **become a trusted resource** for them.

  - **More website traffic:**

    - When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness, as well as.

  - **More customers:**

    - To get your site optimized, it has to target keywords

    - the terms your ideal customers/visitors are searching

    - meaning you'll get more relevant traffic.

  - **Better reputation:**

    - Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you.

  - **Higher ROI:**

    - You put money into your website, and into the marketing campaigns that lead back to your website pages.

    - A top-performing site improves the fruits of those campaigns, making your investment worth it.

Keyword strategy

- Keyword strategy is a crucial component of search engine optimization (SEO).

- It involves **selecting and optimizing** specific keywords and phrases that are relevant to your website or content to improve your rankings in **S**earch **E**ngine **R**esults **P**ages (SERPs) and attract the right audience.

How to develop a keyword strategy in SEO?

- **Keyword Research**
    - **Identify Relevant Keywords -** Begin by brainstorming a list of keywords and phrases that are directly related to your website, products, services, or content.
    - **Competitor Analysis -** Analyze competitors' websites to discover keywords they are targeting and ranking for.
    - **Keyword Research Tools -** Use keyword research tools like **Google Keyword Planner**, **SEMrush**, **Ahrefs**, or **Moz Keyword Explorer** to find additional keyword ideas. These tools can provide insights into search volume, competition, and related keywords.
- **Keyword Selection**
    - **Long-Tail Keywords -** Consider targeting long-tail keywords (**phrases with three or more words**) as they often have less competition and can be more specific to user intent.
    - **Relevance -** Choose keywords that are highly relevant to your content or business. Ensure they accurately represent what your content is about.
    - **Search Volume -** Balance between keywords with high search volume and keywords with lower search volume but less competition. High-volume keywords can bring more traffic, but they may also be more competitive.
- **Organize Keywords**
    - Create **keyword groups** or clusters based on related topics. This helps in organizing your content and optimizing for multiple keywords within a single piece of content.
    - **Prioritize keywords** based on their importance and relevance to your business goals.
- **On-Page Optimization**
    - **Optimize Content -** Integrate selected keywords naturally into your content, including the title, headings, body text, and meta description.
    - **URL Structure -** Use keywords in the URL structure of your webpages, if possible.
    - **Image Alt Text -** Include keywords in the alt text of images.

How to develop a keyword strategy in SEO?

- **Content Creation**

    - Develop high-quality, informative, and engaging content around your chosen keywords. Content should answer users' questions or fulfil their needs.

    - Avoid keyword stuffing, which can harm your SEO efforts. Keywords should be used in a way that reads naturally to the user.

- **Monitoring and Analysis**

    - Regularly monitor your keyword rankings using tools like Google Search Console or third-party SEO software.

    - Analyze the performance of your selected keywords in terms of click-through rates (CTR), traffic, and conversions.

    - Adjust your strategy based on the data and insights you gather.

- **Long-Term Strategy**

    - SEO is an ongoing process, and keyword strategy should evolve over time. Regularly revisit and update your keyword lists based on changes in search trends and user behavior.

    - Keep an eye on algorithm updates and adapt your strategy accordingly.

- **Local SEO**

    - If you have a local business, consider incorporating location-based keywords to optimize for local search.

SEO Strategy
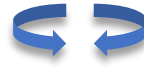
- SEO strategy is crucial for improving your website's visibility in **search engine results pages (SERPs)** and attracting organic traffic.

- Search Engine Optimization (SEO) is the practice of optimizing a website or online content **to improve its visibility** in SERPs for specific keywords and phrases.

- The primary goal of SEO is to increase organic (non-paid) traffic to a website, which can lead to higher online visibility, more website visitors, and ultimately, more conversions and revenue.

How to develop an effective SEO strategy?

1. **Define Your Goals**

   - Determine what you want to achieve with your SEO efforts.
   - Common goals include increasing organic traffic, improving rankings for specific keywords, boosting conversions, or enhancing brand visibility.

2. **Keyword Research**

   - Conduct thorough keyword research to identify relevant keywords and phrases that your target audience is likely to use when searching for products, services, or information related to your website.
   - Consider using keyword research tools like Google Keyword Planner, SEMrush, Ahrefs, or Moz Keyword Explorer.

3. **Competitor Analysis**

   - Analyze your competitors' websites to identify keywords they are ranking for, their content strategies, and their backlink profiles.
   - Identify gaps and opportunities to differentiate your website.

How to develop an effective SEO strategy?

4. On-Page SEO

- Optimize your website's on-page elements for the selected keywords:
  - Include keywords in title tags, meta descriptions, headers, and content.
  - Ensure your content is high-quality, informative, and engaging.
  - Use descriptive alt text for images.
  - Implement schema markup to enhance search engine understanding.

5. Technical SEO

- Address technical issues that can affect your website's performance in search results:
  - Optimize page load times.
  - Ensure mobile-friendliness.
  - Create an XML sitemap and submit it to search engines.
  - Fix broken links and 404 errors.
  - Set up proper URL structure and canonical tags.

6. Content Strategy

- Develop a content plan that aligns with your keyword research and audience needs.
- Create valuable, evergreen content that answers user queries and solves their problems.
- Diversify content formats (e.g., blog posts, videos, infographics) to cater to different audience preferences.

How to develop an effective SEO strategy?

7. Link Building

- Earn high-quality backlinks from authoritative websites in your niche.

- Build relationships with industry influencers for potential collaborations and mentions.

- Disavow toxic or spammy backlinks to maintain a clean backlink profile.

8. User Experience (UX)

- Enhance user experience on your website to reduce bounce rates and improve engagement:
    - Ensure easy navigation.
    - Make content scannable with headings and bullet points.
    - Optimize for mobile devices.
    - Improve site speed and loading times.

9. Local SEO

- If you have a physical location or serve a specific geographic area, optimize for local search:
    - Claim and optimize your Google My Business listing.
    - Encourage customer reviews.
    - Build local citations.

How to develop an effective SEO strategy?

10. Analytics and Tracking

- Implement web analytics tools like Google Analytics to monitor website traffic, conversions, and user behavior.

- Set up goals and conversion tracking to measure the impact of your SEO efforts.

11. Regular Monitoring and Optimization
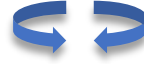
- Continuously monitor keyword rankings, traffic, and conversion metrics.

- Make data-driven decisions to refine your SEO strategy.

- Stay informed about search engine algorithm updates and adjust your strategy as needed.

12. Reporting and Communication

- Share SEO progress reports with stakeholders and team members.

- Communicate the impact of SEO on business goals and ROI.

SEO Success Factors

1. High-Quality Content
2. Keyword Research
3. On-Page Optimization
4. Technical SEO
5. Mobile Optimization
6. User Experience (UX)
7. Backlinks
8. Local SEO
9. Social Signals
10. Regular Content Updates
11. Site Security
12. Site Structure
13. Analytics and Monitoring
14. Adherence to SEO Best Practices
15. Patience and Persistence

SEO success factors

- **High-Quality Content**
  - Content is king in SEO. Create valuable, informative, and engaging content that addresses the needs and interests of your target audience. High-quality content not only attracts visitors but also encourages them to stay on your site longer and return for more.

- **Keyword Research**
  - Thorough keyword research helps you understand what your audience is searching for. Identify relevant keywords and phrases, including long-tail keywords, and incorporate them naturally into your content.

- **On-Page Optimization**
  - Optimize on-page elements for SEO, including title tags, meta descriptions, header tags, and URL structures. Ensure that your content is well-structured and easy to read.

- **Technical SEO**
  - Technical aspects of your website play a critical role in SEO success. Focus on:
    - Page load speed optimization
    - Mobile-friendliness and responsive design
    - Proper URL structures and canonical tags
    - XML sitemaps
    - Robots.txt files
    - Secure HTTPS connections

SEO success factors

- ## Mobile Optimization

  - With the increasing use of mobile devices, having a mobile-responsive website is essential. Google uses mobile-first indexing, which means it primarily considers the mobile version of your site for ranking.

- ## User Experience (UX)

  - Provide a positive user experience to reduce bounce rates and improve rankings. Focus on site navigation, readability, and overall usability. Ensure that your site is accessible to people with disabilities.

- ## Backlinks

  - Earn high-quality backlinks from authoritative and relevant websites in your industry. Quality is more important than quantity, so focus on natural link-building strategies. Avoid spammy or low-quality links.

- ## Local SEO

  - If you have a physical location or serve a specific geographic area, optimize for local search by,
    - Claiming and optimizing your Google My Business listing
    - Building local citations
    - Encouraging customer reviews

SEO success factors

- **Social Signals**
  - While the direct impact of social media on SEO rankings is debated, a strong social media presence can indirectly boost SEO by increasing brand visibility, driving traffic, and attracting backlinks.
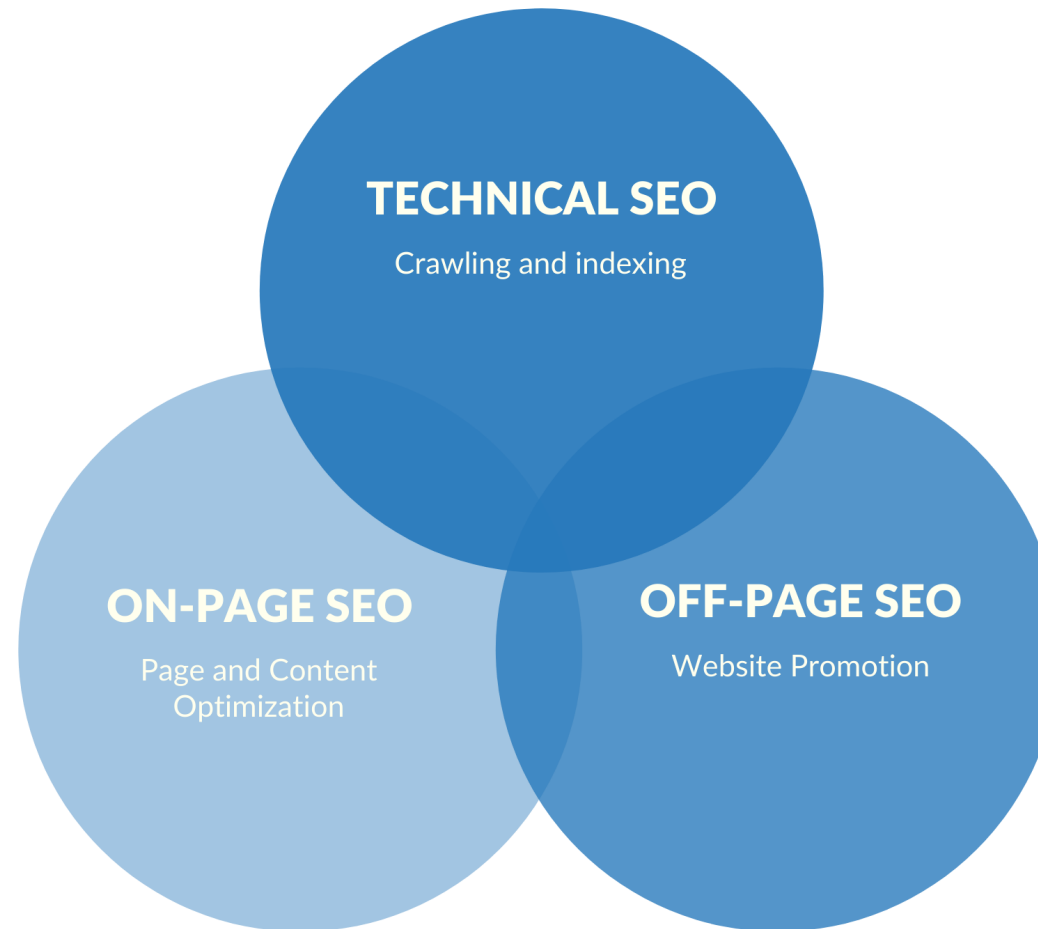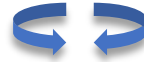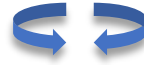
- **Regular Content Updates**
  - Fresh and updated content signals to search engines that your website is active and relevant. Regularly update and refresh your content to maintain its quality.

- **Site Security**
  - Google gives preference to secure websites with HTTPS encryption. Ensure that your website is secure to gain the trust of both visitors and search engines.

- **Site Structure**
  - Use a clear and logical site structure with well-organized categories and internal linking to help search engines crawl and index your content effectively.

- **Analytics and Monitoring**
  - Implement web analytics tools like Google Analytics and Google Search Console to track website performance, monitor keyword rankings, and gather insights for optimization.

- **Adherence to SEO Best Practices**
  - Stay up-to-date with SEO best practices and guidelines, and avoid black-hat tactics that can lead to penalties from search engines.

- **Patience and Persistence**
  - SEO takes time to produce significant results. Be patient and persistent in your efforts, and regularly assess and adjust your strategy based on performance data.

Technical SEO

TECHNICAL SEO
Crawling and indexing

ON-PAGE SEO
Page and Content Optimization

OFF-PAGE SEO
Website Promotion

On-Page Techniques

- On-page optimization refers to all measures that can be taken directly **within the website** in order to improve its position in the search rankings.

On-Page SEO Techniques

- Publish high-quality content
- Optimize page titles and meta descriptions
- Optimize page content
- Headings and content formatting
- SEO images and other multimedia elements
- URL Optimization
- Internal links
- External links
- Page loading speed
- Mobile-friendliness
- Comments and On-page SEO
- Content Audit
- Sitemaps
- Search Intent

On-Page Techniques

- **Keyword Optimization**
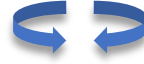 - This involves researching and strategically placing relevant keywords throughout your website's content, including titles, headings, meta tags, and within the body of the text.

- **High-Quality Content**
  - Creating valuable, informative, and engaging content that **resonates with your target audience** is vital. High-quality content can attract organic traffic and encourage backlinks.

- **Meta Tags**
  - Crafting compelling meta titles and descriptions that include target keywords can **improve click-through rates** in search results.

- **Header Tags**
  - Using header tags (H1, H2, H3, etc.) to structure your content not only helps with SEO but also **enhances readability**.

- **Optimized Images**
  - Properly optimizing images by using descriptive alt tags and reducing file sizes can improve **page loading speed** and enhance user experience.

On-Page Techniques

- **Internal Linking**
  - Interlinking relevant pages within your website can **improve navigation and help search engines** understand the structure of your site.
- **Mobile Optimization**
  - Ensuring your **website is mobile-friendly** is crucial, as Google considers mobile-friendliness a ranking factor.
- **Page Speed Optimization**
  - Faster loading times lead to a better user experience and can **positively impact search rankings**.
  - Techniques include optimizing images, using browser caching, and minimizing HTTP requests.
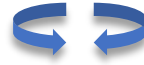- **Schema Markup**
  - Implementing structured data using schema.org markup **can help search engines understand the content** on your site and may result in rich snippets in search results.
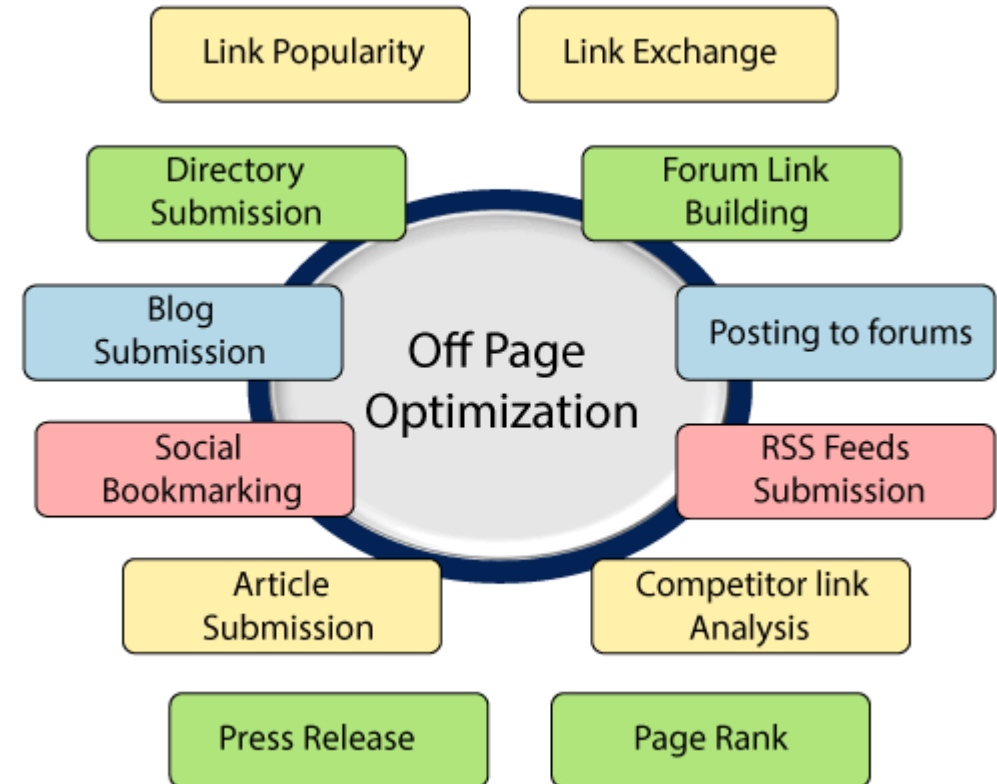- **User Experience (UX)**
  - Improving the overall user experience, including website design, navigation, and usability, can indirectly impact SEO by **reducing bounce rates and increasing time spent** on the site.
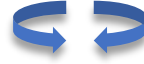
Off-Page Techniques

- **Off-page SEO** refers to all the **activity that takes place away from your website**, which determines where you rank within the search engine results pages (SERPs).

- Optimising for off-site SEO ranking factors is crucial for improving the **relevance**, **trustworthiness** and **authority** of your website.

Link Popularity — Link Exchange — Directory Submission — Forum Link Building — Blog Submission — Off Page Optimization — Posting to forums — Social Bookmarking — RSS Feeds Submission — Article Submission — Competitor link Analysis — Press Release — Page Rank
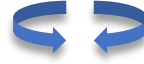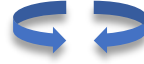
Off-Page Techniques

- **Link Building**
  - Acquiring high-quality backlinks from authoritative websites is a fundamental off-page SEO technique. Natural, earned backlinks are seen as endorsements of your content's quality and relevance.

- **Social Media Marketing**
  - Active engagement on social media platforms can help promote your content and brand, potentially leading to increased traffic and mentions.

- **Content Marketing**
  - Sharing valuable content through guest posting, infographics, and other content types on external websites can help build your site's authority and generate backlinks.

- **Influencer Marketing**
  - Collaborating with influencers in your niche can help amplify your brand's reach and drive traffic to your website.

- **Online Reputation Management**
  - Monitoring and managing your online reputation, including responding to reviews and addressing negative feedback, can positively impact your brand's perception.

Off-Page Techniques

- **Local SEO**
  - For businesses targeting a local audience, optimizing for local search results through techniques like Google My Business optimization and local citations is essential.

- **Guest Blogging**
  - Contributing guest posts to relevant blogs and websites can increase your visibility and establish you as an authority in your field.

- **Online PR**
  - Building relationships with online journalists and publications can lead to media coverage and mentions, which can boost your online presence.

- **Forum Participation**
  - Actively participating in forums and communities related to your industry can help establish your expertise and generate traffic to your site through forum signatures or mentions.

- **Content Syndication**
  - Republishing your content on reputable platforms or content syndication networks can increase its reach and potentially drive traffic back to your website.

Search Engine Marketing (SEM)

- Search engine marketing, or SEM, is one of the most effective ways to grow your business in an increasingly competitive marketplace.

- With millions of businesses out there all vying for the same eyeballs, it's never been more important to advertise online, and search engine marketing is the most effective way to promote your products and grow your business.
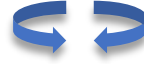
Search Engine Marketing (SEM)

- SEM ads are placed at the top of a SERP, above the organic results generated by SEO.

- They appear similar to organic results and include the following characteristics:

  - headlines or title tags

  - summaries of the webpage content, known as the meta description

  - calls to action, meaning text that inspires visitors to make a certain action, such as buying a product or subscribing to a service
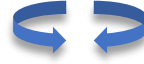
  - URL hyperlinks
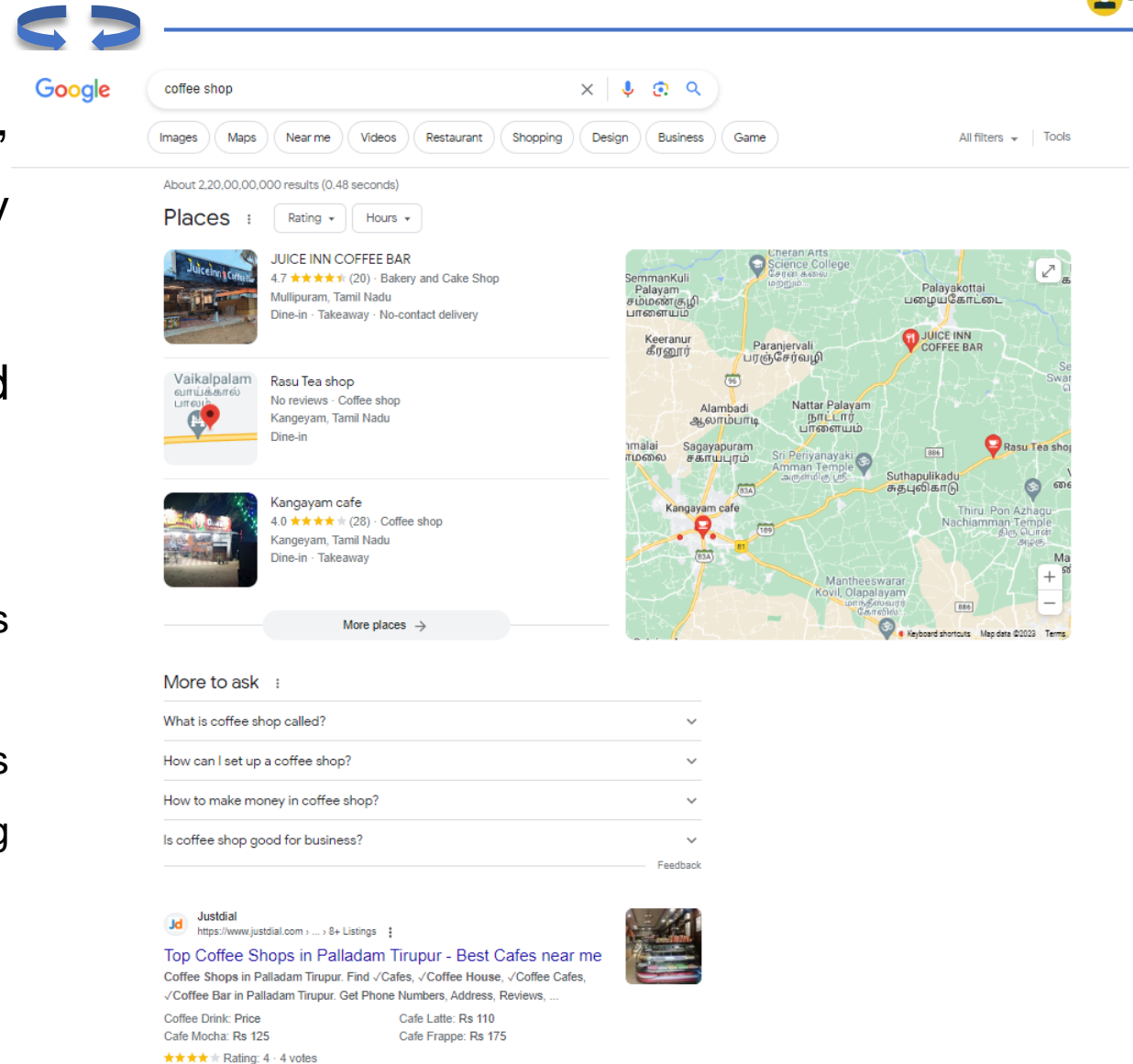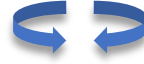
What are search engines?

- Search engines are searchable databases of web content.

- Search engines go through three stages:

  - Crawling

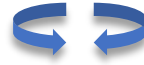 - Indexing

  - Ranking and Retrieval

Crawling

- A web crawler is a program used by Google **to make an index**.

- It is designed for crawling, which is a process in which the crawler browses the web and stores the **information about the webpages** visited by it in the form of an index.

- The search engines have the web crawlers or spiders to perform crawling, and the task of crawler is to visit a web page, read it, and follow the links to other web pages of the site.

- Each time the crawler visits a webpage, it makes a copy of the page and adds its URL to the index.

- After adding the URL, it regularly visits the sites like every month or two to look for updates or changes.

Indexing

- The copies of webpages made by the crawler during crawling are **returned to the search engine and stored** in a data centre.

- Using these copies, the **crawler creates the index** of the search engine.

- Each of the webpages on search engine listings is crawled and added to the index by the web crawler.

- The index comprises the URL of different webpages visited by the crawler and contains the information collected by the crawler.

- This information is used by search engines to provide the relevant answers to users for their queries.

- If a page is not added to the index, it will not be available to the users. Indexing is a continuous process; crawlers keep visiting websites to find out new data.
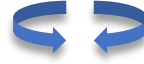
Ranking & Retrieval

- Search engines are answer machines. Whenever we perform an online search, the search engines scour its database for the most relevant results. Also, it ranks these results based on the popularity of the websites.

- Search engines use algorithms to improve the search results so that only genuine information could reach the users,

- E.g:-

  - PageRank is a popular algorithm used by search engines. It shifts through the pages recorded in the index and shows those webpages on the first page of the results that it thinks are the best.
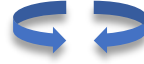
Ranking & Retrieval
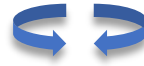
- **Relevance and popularity** are the most important factors to be considered by these search engines to provide satisfactory performance.

- **Ranking algorithms** differ for different search engines. An engine might assign a weight to each entry, relative to their appearance in the title, meta tags or the sub-headings.
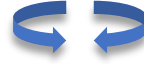
SEM components

- Search Engine Marketing (SEM) comprises two primary components:

  1. Search Engine Optimization (SEO)
  2. Pay-Per-Click (PPC) advertising
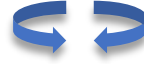
1. Key Elements of SEO

- **Keyword Research**
    - Identifying relevant keywords and phrases that potential visitors might use when searching for products, services, or information related to the website.
- **On-Page Optimization**
    - Optimizing on-page elements like meta tags, headers, content, and images to align with chosen keywords and improve overall website quality.
- **Off-Page Optimization**
    - Building high-quality backlinks from reputable websites to improve the website's authority and trustworthiness.
- **Technical SEO**
    - Addressing technical issues on the website, such as site speed, mobile-friendliness, and crawlability.
- **Content Creation**
    - Developing high-quality, informative, and engaging content that meets user intent and provides value.
- **User Experience (UX) Optimization**
    - Ensuring that the website is user-friendly, with easy navigation and clear calls to action.
- **Goal**
    - To increase organic search engine rankings, drive free, targeted traffic, and establish long-term online visibility.
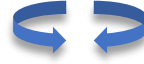
2. Pay-Per-Click (PPC) Advertising

- PPC advertising is a form of online advertising in which advertisers bid on specific keywords or phrases.

- Their ads are displayed at the top of search engine results pages (SERPs) when users search for those keywords.

- Advertisers pay a fee only when a user clicks on their ad.

2. Pay-Per-Click (PPC) Advertising

- **Keyword Selection**

  - Identifying relevant keywords for advertising campaigns.

- **Ad Creation**

  - Writing compelling ad copy that entices users to click.

- **Bid Management**

  - Setting bid amounts for keywords to control ad placement.

- **Ad Extensions**

  - Enhancing ads with additional information, such as phone numbers, links to specific pages, or location details.

- **Quality Score**

  - A metric used by platforms like Google Ads to measure the relevance and quality of ads and landing pages.

- **Landing Page Optimization**

  - Ensuring that the page users land on after clicking an ad is relevant and encourages conversions.

2. Pay-Per-Click (PPC) Advertising

Five main factors that they consider during an ad auction

1. **Maximum bid**

   - The maximum amount you're willing to pay for a click on your ad

2. **Quality Score**

   - The formula that Google Ads uses to determine the relevance of your ad, or how useful it will be for the user

3. **Impact of ad extensions**

   - The additional information you provided in your ad (phone number, links to specific pages, etc.)
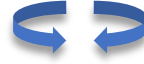
4. **Ad rank**

   - Ad rank is a combination of your bid and the quality of your ad and landing page. Google requires ads to meet a minimum quality threshold in order to be shown in a higher position.
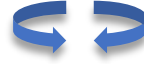
5. **Ad context**

   - When calculating ad rank, Google takes context into account. This includes the search term used, the user's location, the time of search, the device used, and more.
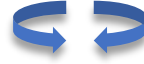
PPC advertising

- PPC stands for **pay-per-click**, a model of digital advertising where the advertiser pays a fee each time one of their ads is clicked. Essentially, you're paying for targeted visits to your website.

- Alternatively, PPC is known as the **cost-per-click** (CPC) model.

- The pay-per-click model is offered primarily by search engines (e.g., Google) and social networks (e.g., Facebook). **Google Ads**, **Facebook Ads**, and **Twitter Ads** are the most popular platforms for PPC advertising.

How does PPC work?

- PPC advertising works by allowing advertisers to bid on specific keywords or phrases that they want their ads to appear for in search engine results.

- When a user searches for one of those keywords or phrases, the advertiser's ad will appear among the top results.

- The advertiser is then charged a fee each time a user clicks on their ad.

- Advertisers create campaigns that target specific **demographics**, **interests, locations**, etc. They will set a maximum bid for the keywords they want to target.

How does PPC work?

1. Choose your campaign type based on your objective.

2. Refine your settings and targeting (audiences, devices, locations, schedule, etc.).

3. Provide your budget and bidding strategy.

4. Input your destination URL (landing page).

5. Build your ad.

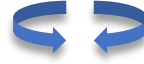Budget
Select the average you want to spend each day.

Set your average daily budget for this campaign

$ 40.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. Learn more
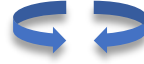
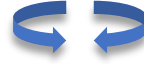Next

Why is PPC important?

- Quick results

- Reach your targeted audience

- Measurable

- Cost-effective

- Branding

- Complementing SEO

- Track your goals

- Reputation management
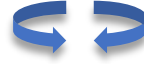
PPC strategy and campaign planning

- **Define your target audience:** Identify the demographics of the people you want to reach with your ads, including their age, gender, location, interests, and more.

- **Set clear goals:** Determine what you want to achieve with your PPC campaign, such as increasing website traffic, driving online sales, or generating leads.

- **Research keywords:** Use keyword research tools to identify the terms and phrases your target audience is searching for, and include them in your ad copy and website content.

- **Create compelling ad copy:** Write attention-grabbing headlines and descriptions for your ads that will entice people to click through to your website.

- **Choose the right ad platforms:** Decide which platforms you want to advertise on, such as Google Ads, Microsoft Advertising, Meta Ads (for Facebook and Instagram), and so on.

- **Monitor and optimize your campaign:** Track the performance of your ads and make adjustments as needed to optimize your campaign and achieve your goals.

- **Test different ad formats and targeting options:** Try different ad formats (like text, image and video) and experiment with different targeting options to see what works best for your campaign.

- **Set a budget:** Decide how much you want to spend on your campaign and make sure you stick to your budget.
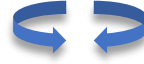
PPC advertising platforms

- **Google Ads**
- **YouTube**
  - Skippable video ads
  - Non-skippable video ads
  - Bumper ads
  - Sponsored cards
  - Overlay ads
- **Facebook Ads**
  - Image and video ads
  - Carousel ads
  - Slideshow ads
  - Instant Experience ads
  - Collection ads
- **Instagram Ads**
  - Photo ads
  - Video ads

- Carousel ads
- Stories ads
- IGTV ads
- **Microsoft**
- **LinkedIn**
  - Sponsored content
  - Sponsored InMail
  - Sponsored jobs
  - Display ads
  - Dynamic ads
- **X (Twitter)**
  - Promoted tweets
  - Promoted accounts
  - Promoted trends
  - Website cards
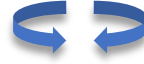 - App install cards

Types of PPC ads

- Search

- Display

- Video

- Remarketing (or retargeting)

- Remarketing Lists for Search Ads (RLSAs)

- Performance Max

- Local Search Ads (LSAs)

Display Advertisement

- Display advertising, also known as **banner advertising**, is a form of online advertising that involves creating visually appealing banner ads and placing them on websites, social media platforms, and other digital properties.

- These ads typically consist of **images, graphics, text, and sometimes multimedia elements**, and they are designed to attract the attention of users and encourage them to click on the ad to learn more or take a specific action.
    - Banner Ads
    - Visual Elements
    - Text and Messaging
    - Call to Action (CTA)
    - Targeting
    - Placement Options
    - Ad Networks

Display Advertisement

- **Banner Ads**
  - Display ads are commonly presented in the form of banner ads, which are rectangular or square images that appear on websites. These ads can vary in size and format, including leaderboard banners, skyscraper banners, and square banners.

- **Visual Elements**
  - Display ads rely heavily on visual elements such as images, graphics, animations, and videos. High-quality visuals are essential to capture the audience's attention.
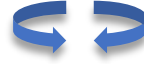
- **Text and Messaging**
  - While visuals are crucial, display ads also incorporate concise and compelling text or messaging. This text should communicate the ad's message, value proposition, or call to action effectively.

- **Call to Action (CTA)**
  - Display ads often include a clear CTA that tells users what action to take next. Common CTAs include "Learn More," "Shop Now," "Sign Up," and "Get Started."

Display Advertisement

- **Targeting**
  - Display advertising platforms allow advertisers to target specific audiences based on demographics, interests, behaviors, and more. This targeting helps ensure that ads are shown to relevant users.
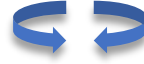
- **Placement Options**
  - Display ads can be placed on a wide range of websites, including news sites, blogs, social media networks, and specialized niche websites. Advertisers can select specific websites or use automated placement options.

- **Ad Networks**
  - Advertisers often use ad networks or demand-side platforms (DSPs) to manage their display ad campaigns. These platforms provide access to a network of websites and streamline the ad buying process.

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DIGITAL MARKETING
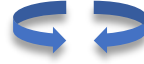
Vertical V - Creative Media
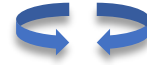Professional Elective
V – Semester
B.E –CSE

UNIT-3

COURSE OBJECTIVES

- The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment.

- It also focuses on how digital marketing can be utilized by organizations and how its effectiveness can be measured.
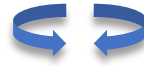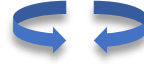
E- Mail Marketing - Types of E-Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile - Measuring and maximizing email campaign effectiveness. Mobile Marketing - Mobile Inventory/channels - Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns - Profiling and targeting

E- Mail Marketing

- Email marketing is a powerful marketing channel, 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.

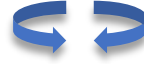- Email marketing is the act of **sending a commercial message**, typically to a group of people, using email. In its broadest sense, every email sent to a potential or **current customer could be considered** email marketing.
- It involves using email to send advertisements, request business, or solicit sales or donations.
- Email marketing strategies commonly seek to achieve one or more of three primary objectives, to building
    1. **loyalty**
    2. **Trust**
    3. **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.

Types of E-Mail Marketing

- Transactional emails
- Direct emails
- Welcome emails
- Newsletter emails
- Lead nurturing emails
- Educational Emails
- Confirmation emails
- Dedicated emails

- Invite emails
- Promotional emails
- Survey email
- Seasonal marketing emails
- Event and Announcement Emails
- Social Proof and Reviews Emails

Types of E-Mail Marketing

- **Transactional emails**

  - Transactional emails are usually triggered based on a **customer's action** with a company.

  - To be qualified as transactional or relationship messages, these communications' primary purpose must be "**to facilitate, complete or confirm a commercial transaction** that the recipient has previously agreed to enter into with the sender" along with a few other narrow definitions of transactional messaging.

- **Direct emails**

  - Direct email involves sending an email solely to communicate a promotional message (for example, a special offer or a product catalog).

  - Companies usually collect a list of customer or prospect email addresses to send direct promotional messages to, or they rent a list of email addresses from service companies.
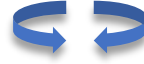
- **Welcome emails**

  - This type of email welcomes customers and encourages them to learn more about your product or service.

  - They often offer a trial or other bonus. It is used to introduce a potential new customer to the business.
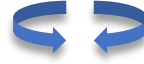
- **Newsletter emails**

  - Newsletter emails are very popular, and they often highlight new products and services.

  - They may also include articles, blogs, and customer reviews. Usually, there will be a call to action to move the reader to do something, whether that is reading a new blog post or checking out a new product.
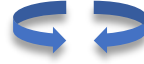
Types of E-Mail Marketing

- Lead nurturing emails
  - This type of email targets a specific audience through a series of emails in the hope of eventually converting them.
  - Typically, lead nurturing emails focus on a group that is interested in a specific product or service and then build their interest through more emails that offer additional information or relevant promotions.
  - The goal is to push users from the consideration stage to the purchasing stage.
- Educational Emails
  - Educational emails are focused on **providing valuable information and resources** to your audience.
  - They can include tutorials, guides, tips, and other educational content that helps subscribers solve problems or learn something new.
- Confirmation emails
  - Those that have recently **signed up for emails or newsletters**, or have purchased an item online for the first time may get a confirmation email.
  - This ensures the prospect that the information has been received and they are on the list to receive additional information.
  - These are also a way to let users know that their purchase has been received or that their sign-up was successful and can include more actions for them to take.
- Dedicated emails
  - If you want to reach out to only a portion of your email list, this is called a dedicated email.
  - Its list may be based on recent purchases, inactive clients, new members, and other specific types of criteria.

Types of E-Mail Marketing

- Invite emails

  - These types of emails often announce upcoming events, new product launches, and seminars.

  - Most companies use these types of emails when there is something special going on to gain attention and increase awareness about special events.

- Promotional emails

  - These types of marketing emails are very common and tend to be generic and go out to a large audience.

  - They are usually used to maintain awareness and may tease new products and services.

- Survey and Feedback email

  - Feedback from customers is one of the best tools for a business.

  - Sending out these emails communicates to your customers that you value their opinion and want to create an experience, product, or whatever you're offering that they'll enjoy.

  - Businesses can also take the feedback from these surveys and apply them to their offerings, creating what is hopefully a better product.

Types of E-Mail Marketing

- **Event and Announcement Emails**
  - Use these emails to inform your subscribers about **upcoming events, webinars, product launches**, or company announcements.
  - They can generate excitement and interest in your offerings.

- **Social Proof and Reviews Emails**
  - Share **customer testimonials, reviews, case studies**, or user-generated content through email.
  - This type of email helps build trust and credibility, especially for potential customers who are considering your products or services.

- **Seasonal marketing emails**
  - Many companies take advantage of the holiday season or special occasions to reach out to their customers and prospects with information on upcoming sales and promotions.
  - They are often tied to holidays like **Christmas, Valentine's Day, Mother's, and Father's Day**.
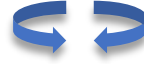
Email Automation
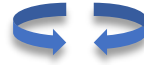
- When you send an email to your customers, your goal is to keep them engaged, informed, entertained and ultimately, keep them onboard as loyal users. Like everything in the digital age, we are constantly finding innovative ways to do things better and smarter, and email automation is no exception.

- Email automation is the process of automating the emails that you send to your customers.
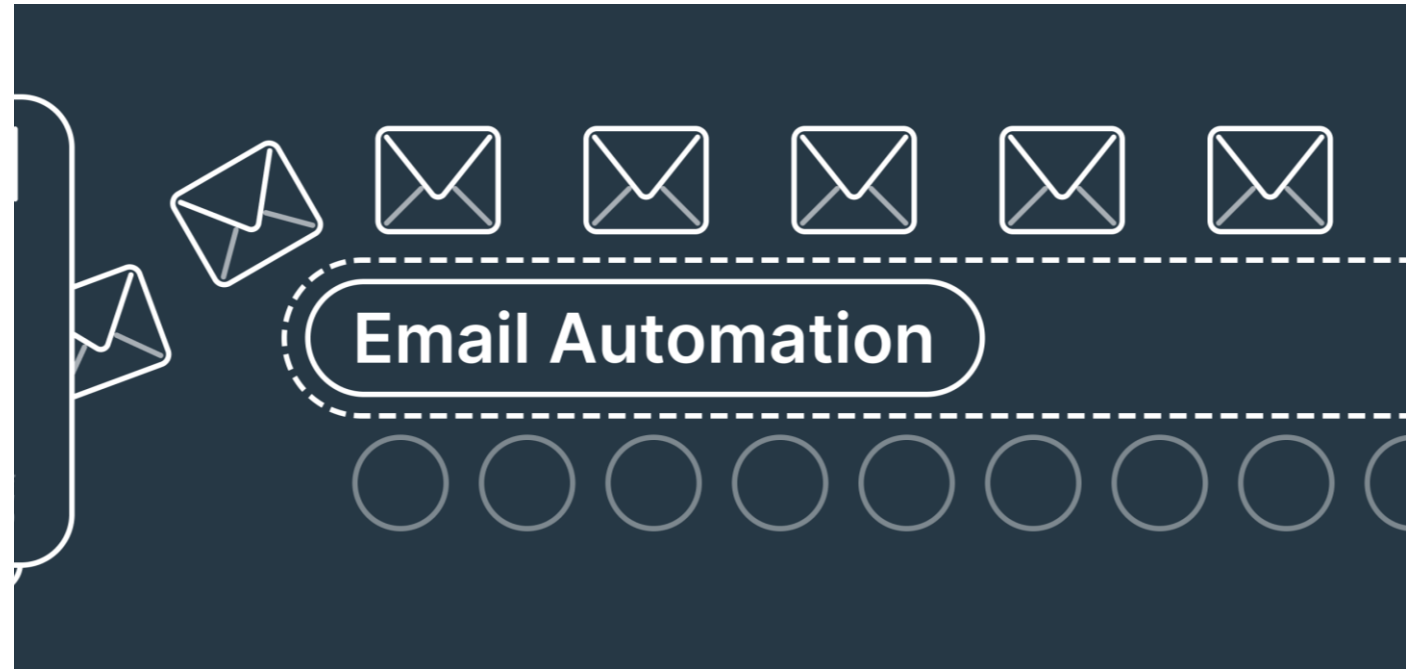
Email Automation

- Email automation is a way **to create emails that reach** the right people with the right message at the right moment without doing the work every time.

- Email automation takes **repetitive tasks off your to-do list** to free up your time for other valuable tasks, such as responding to customer questions.

- It can **help customers learn more about your brand**, encourage them to keep coming back, or remind them of why they bought from you in the first place.

- The use of predefined rules to trigger **email messages and personalize** your messages based on specific actions customers take or don't take, using email or marketing automation software.

Manual vs Automated email

Manual

1	2	3
✍️	🔍	✉️
Write Email	Choose Audience	Hit Send

Automated

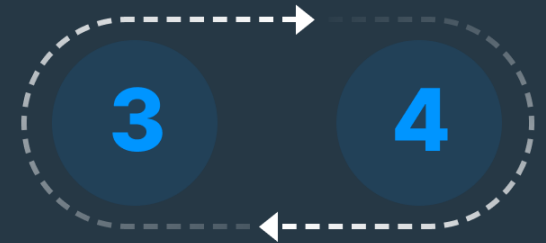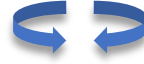| 1	2	3	4
✍️	🔍	⚡	✉️
Write Email	Choose Audience	Trigger	Automatically Send

Email Automation

- **Triggered Emails**
  - Automation is often based on triggers or specific actions taken by subscribers. Common triggers include subscribing to a newsletter, making a purchase, abandoning a cart, or clicking on a particular link.
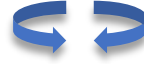 - When a trigger occurs, a predefined email is automatically sent to the recipient.

- **Drip Campaigns**
  - Drip campaigns are a series of automated emails sent at scheduled intervals. These campaigns are designed to nurture leads or guide customers through a specific journey.
  - Example,
    - A drip campaign might consist of a welcome email, followed by educational content, promotional offers, and a re-engagement email.
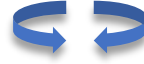
- **Personalization**
  - Email automation allows for highly personalized messaging.
  - Marketers can segment their email list based on various criteria, such as demographics, behavior, purchase history, and engagement level. Personalization enhances the relevance of emails and increases the likelihood of conversion.

Email Automation

- **A/B Testing**
  - Many email automation platforms offer A/B testing capabilities. This allows you to test different email elements (subject lines, content, images, CTAs) to determine which version performs better.
  - Automation makes it easy to send variations of emails to different segments of your audience and analyze the results.

- **Lead Scoring**
  - Lead scoring is the process of assigning a numerical value to leads based on their behavior and engagement with your emails and website.
  - Automation tools can automatically update lead scores and trigger specific actions or emails when a lead reaches a certain score threshold.

- **Cart Abandonment Recovery**
  - E-commerce businesses often use automation to send cart abandonment emails.
  - When a shopper adds items to their cart but doesn't complete the purchase, an automated email is sent to remind them and potentially offer an incentive to complete the transaction.

Email Automation

- **Subscriber Re-engagement**
  - Automation can help re-engage inactive subscribers.
  - By tracking engagement metrics and segmenting your list, you can send targeted re-engagement emails to win back subscribers who haven't interacted with your emails for a while.
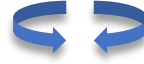
- **Event-based Automation**
  - Some automation is based on external events or dates, such as birthdays, anniversaries, or subscription renewals.
  - Automated emails can be scheduled to send greetings, offers, or reminders related to these events.
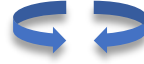
- **Analytics and Reporting**
  - Automation platforms provide detailed analytics and reporting to track the performance of your email campaigns.
  - You can monitor open rates, click-through rates, conversion rates, and other metrics to assess the effectiveness of your automation workflows.
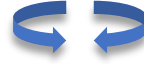
Email Automation

- **Integration with CRM and other Tools**
    - Many email automation platforms integrate seamlessly with customer relationship management (CRM) systems and other marketing tools. This allows for a unified view of customer data and a more holistic approach to marketing automation.

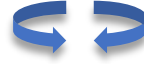# Email automation software platforms

- Zendesk

- Drip

- Mailchimp

- Sendinblue

- Omnisend

- EmailOctopus

- EngageBay

- ConvertKit

- GetResponse

- ActiveCampaign

- OptinMonster

- RafflePress

- Constant Contact

- Drip

Benefits of email automation

- Keep your brand fresh in the minds of your audience

- Boost customer engagement and increase retention

- Personalize your customers' experiences

- Improve your customer retention rate

- Free up time for your team

- Send messages at the perfect time

- Challenges of making email automation work

- Ensure your emails are beneficial to recipients

- Makes your marketing strategy scalable
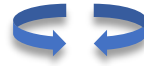
Making email automation more effective

- Track responses to collect more information
- Offer discounts strategically
- Create automated drip campaigns

Track if a customer:

- ✔ Opens the email
- ✔ Clicks through to your site
- ✔ Uses an offer
- ✔ Buys a suggested product
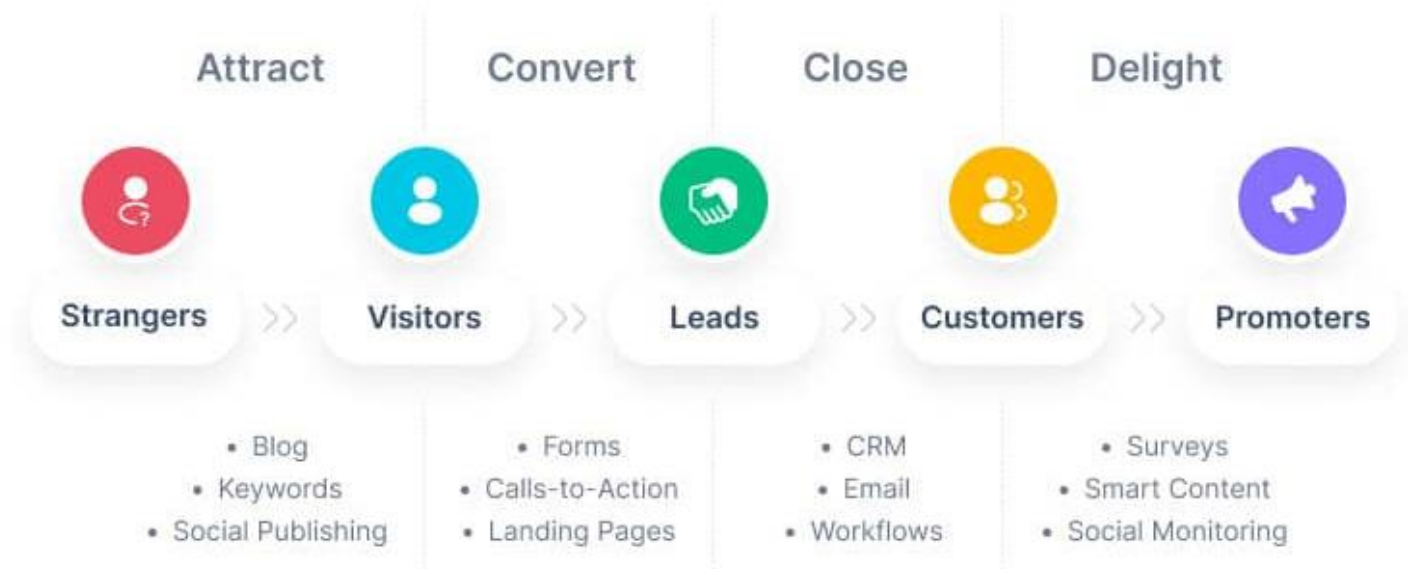- ✔ Continues to browse once they're on your site

Lead Generation

- A **lead** is someone who has shown interest in your company.

- They may have interacted with your brand in some way, e.g., reacted positively to a social media post.

- This makes them more likely to engage with subsequent marketing efforts.

- It is the process of targeting these prospective customers and nurturing their initial interest in a particular product or service.

- The overall goal of lead generation is to convert the interested party into a buyer and increase your company's sales.
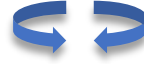
Lead Generation
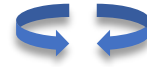
- Information-qualified lead (IQL)
  - A lead that has offered some information on their specific requirements
- Marketing-qualified lead (MQL)
  - A lead that has engaged with your marketing team's activities
- Sales-qualified lead (SQL)
  - A lead that has expressed their desire to become a customer

Digital marketing **lead generation**

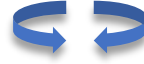| Attract	Convert	Close	Delight
Strangers	Visitors	Leads	Customers	Promoters
• Blog • Keywords • Social Publishing	• Forms • Calls-to-Action • Landing Pages	• CRM • Email • Workflows	• Surveys • Smart Content • Social Monitoring

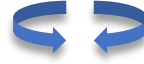# Lead generation in digital marketing important

- Lead generation is an integral element of any digital marketing strategy.

- It's not enough to develop a marketing campaign and send it out into the ether, hoping you will garner some positive results.

- As a digital marketer, it is part of your role to narrow down a massive pool into a smaller subset of people who are most likely to become a paying customer.

Lead generation

- More leads means more sales, so it should come as no surprise that lead generation is critical for businesses that want to increase sales.

- Lead generation is the process of identifying and **attracting potential customers**, often referred to as "leads," who have shown interest in your products or services.

- The ultimate goal of lead generation is to convert these **prospects into paying customers**. It is a crucial aspect of marketing and sales efforts for businesses across various industries.

Strategies and techniques for effective lead generation

- Content Marketing

- Website Optimization

- Search Engine Optimization (SEO)

- Email Marketing

- Social Media Marketing

- Paid Advertising

- Referral Programs

- Networking and Partnerships

- Webinars and Workshops

- Chatbots and Live Chat

- Content Syndication

- Analytics and Optimization
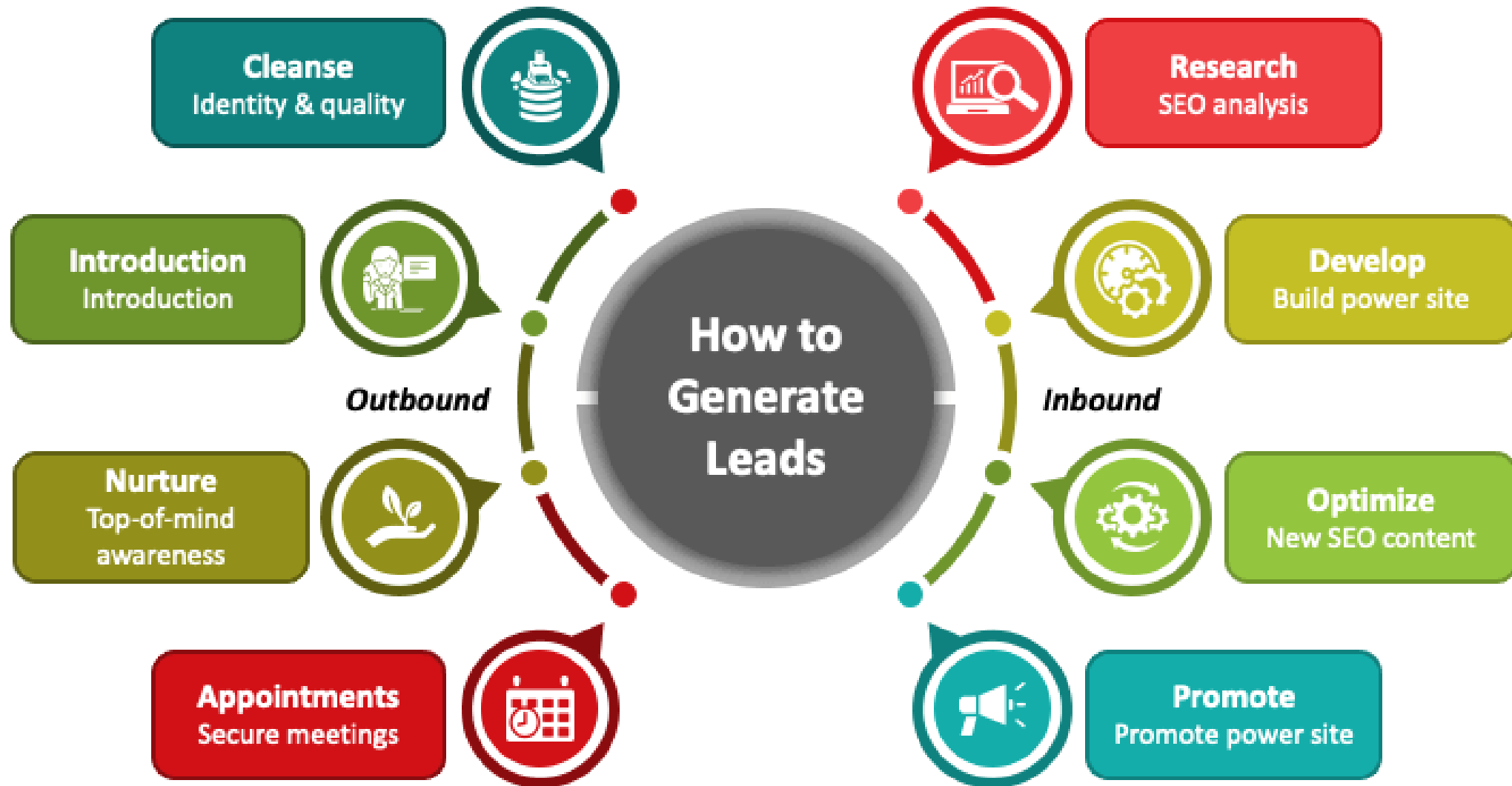
How to Generate Leads?

Why Lead Generation important?

01 Marketing automation generates more leads.

02 LinkedIn is a very effective social media channel for B2B lead generation.

03 Content marketing generates more leads as outbound marketing and at less cost.

04 B2B companies use content marketing for lead generation.

05 SEO has the biggest impact on lead generation.

Lead Generation Strategy

6. Mobile Friendly Website

This is a sample text that you can edit. You can change font (size, color, name).

5. Social Media Marketing

This is a sample text that you can edit. You can change font (size, color, name).

4. Email Marketing

This is a sample text that you can edit. You can change font (size, color, name).

1. An Engaging Website

This is a sample text that you can edit. You can change font (size, color, name).

2. Search Engine Optimization (SEO)

This is a sample text that you can edit. You can change font (size, color, name).

3. Content Marketing

This is a sample text that you can edit. You can change font (size, color, name).

How to Generate Leads for Business?

Cleanse — Identity & quality

Introduction — Introduction

Nurture — Top-of-mind awareness

Appointments — Secure meetings

Outbound

How to Generate Leads

Inbound

Research — SEO analysis

Develop — Build power site

Optimize — New SEO content

Promote — Promote power site
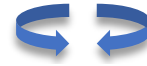
Generate leads through email marketing

- **Create Compelling Lead Magnets**
    - Offer valuable incentives, known as lead magnets, to encourage people to subscribe to your email list. These can include ebooks, whitepapers, templates, checklists, webinars, or exclusive access to content.
- **Opt-In Forms and Landing Pages**
    - Design eye-catching and user-friendly opt-in forms and landing pages to collect email addresses and additional information from website visitors.
    - Keep forms simple and ask for only essential information to reduce friction in the sign-up process.
- **Segment Your Email List**
    - Segment your email list based on demographics, behavior, interests, or purchase history. This allows you to send more targeted and relevant content to specific groups of subscribers.

Generate leads through email marketing

- **Personalize Your Email Content**
  - Use subscribers' names and other relevant data to personalize email subject lines and content.
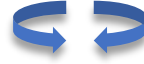 - Personalization can significantly increase open and click-through rates.
- **Automated Welcome Emails**
  - Send a series of welcome emails to new subscribers to introduce them to your brand, set expectations, and deliver any promised lead magnets.
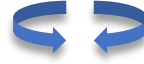- **Drip Email Campaigns**
  - Create automated drip email campaigns that deliver a sequence of emails over time.
  - These campaigns can nurture leads by providing valuable information, addressing pain points, and gradually guiding them toward making a purchase.
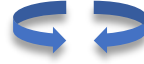
Generate leads through email marketing

- **Abandoned Cart Recovery Emails**
  - Implement automated abandoned cart recovery emails to remind potential customers about items they left in their shopping carts and encourage them to complete the purchase.

- **Social Proof and Testimonials**
  - Include customer reviews, testimonials, case studies, and social proof in your emails to build trust and credibility with your audience.

- **Limited-Time Offers and Promotions**
  - Use email to promote time-sensitive offers, discounts, and exclusive deals to create a sense of urgency and encourage immediate action.

- **Interactive Content**
  - Incorporate interactive elements such as surveys, polls, quizzes, and interactive videos in your emails to engage subscribers and collect valuable data.

# Generate leads through email marketing

- **Clear and Compelling CTAs**
  - Use persuasive and action-oriented calls-to-action (CTAs) in your emails to guide subscribers toward the desired action, whether it's downloading a resource, making a purchase, or scheduling a consultation.

- **A/B Testing**
  - Continuously test different elements of your email campaigns, including subject lines, email content, visuals, and CTAs, to determine what resonates best with your audience.

- **Mobile Optimization**
  - Ensure that your emails are mobile-responsive, as many people check their emails on smartphones and tablets. A seamless mobile experience is essential for lead generation.

- **Analytics and Tracking**
  - Use email analytics to measure the performance of your email campaigns. Monitor open rates, click-through rates, conversion rates, and other relevant metrics to assess the effectiveness of your lead generation efforts.

- **Compliance with Regulations**
  - Ensure that your email marketing practices comply with relevant data protection regulations, such as the General Data Protection Regulation (GDPR) or the CAN-SPAM Act, to maintain the trust of your subscribers

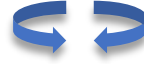# Integrating Email with Social Media and Mobile

- Integrating email marketing with social media and mobile strategies is crucial for creating a cohesive and effective digital marketing approach.

- These integrations allow you to **reach your audience through multiple channels**, increase engagement, and maximize the impact of your marketing efforts

Integrating Email with Social Media and Mobile
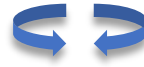
- Uploading a list of subscribers to social networks

- Inviting social media followers to subscribe to your email list

- Reward-based referral marketing strategy

- Including social icons in your email

- Creating a social community for VIP email subscribers

- Retargeting your email subscribers through ads on social media

- Exclusive email or mass campaigns on social media
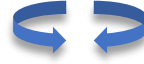
Integrating email with social media and mobile

- **Cross-Promotion**
  - Include social media icons and links to your social profiles in your email campaigns. Encourage email subscribers to connect with you on social media.
  - Promote your email newsletter or lead magnets on social media to attract new subscribers.
  - Use email campaigns to highlight user-generated content from social media platforms, such as customer reviews, testimonials, or posts featuring your products or services.
- **Social Sharing Buttons**
  - Add social sharing buttons to your email content, allowing subscribers to easily share your emails and their valuable content on their social networks.
  - Encourage recipients to share promotions, special offers, or informative content with their followers, helping to expand your reach.

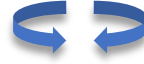# Integrating email with social media and mobile

- **Mobile Optimization**
  - Ensure that your email templates are responsive and mobile-friendly. Most emails are now opened on mobile devices, so a seamless mobile experience is essential.
  - Use concise subject lines, clear visuals, and mobile-optimized CTAs to engage mobile users effectively.

- **SMS and Mobile Messaging**
  - Implement SMS or text message marketing to reach subscribers who prefer this channel. Send timely promotions, appointment reminders, or transactional notifications.
  - Use mobile messaging to gather feedback or conduct surveys, and provide subscribers with a convenient way to respond.

Integrating email with social media and mobile

- **Social Media Advertising**
  - Use your email list for custom audience targeting in social media advertising platforms like Facebook, Instagram, and LinkedIn. This allows you to display your ads to your email subscribers on social networks.
  - Create lookalike audiences based on your email list to expand your reach to users with similar characteristics and interests.

- **Hashtags and User-Generated Content**
  - Promote branded hashtags in your emails and encourage subscribers to use them on social media when sharing their experiences with your products or services.
  - Showcase user-generated content from social media in your email campaigns, demonstrating real-life examples of your brand's impact.

Integrating email with social media and mobile

- **Consistent Messaging**
  - Maintain a consistent brand voice and messaging across your email, social media, and mobile channels.
  - A unified brand image helps reinforce your message and build trust.
  - Coordinate your email and social media content calendars to align campaigns and promotions for a seamless customer experience.
- **QR Codes**
  - Include QR codes in your email campaigns that lead recipients to specific landing pages, offers, or social media profiles when scanned with a mobile device.
  - QR codes can facilitate easy access to content or promotions, bridging the gap between email and mobile interactions.

Integrating email with social media and mobile

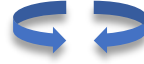- **Analytics and Data Sharing**
  - Track the performance of your email, social media, and mobile marketing efforts separately and together.
  - Share insights and data between these channels to gain a more comprehensive view of your audience's behavior and preferences.
  - Use insights from one channel to inform and optimize strategies in another.
  - Example, analyze social media engagement data to create email content that resonates with your audience's interests.

Benefits of Integrating email with social media and mobile
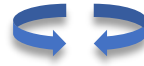
- Increased Reach and Visibility

- Enhanced Engagement

- Improved Customer Relationships

- Higher Conversion Rates

- Better Data and Insights

- Cost-Efficiency

- Improved Segmentation

- Cross-Promotion Opportunities

- Enhanced Customer Experience

- Real-Time Communication

- Improved Retention and Loyalty

- Multichannel Marketing Campaigns

- Adaptability and Flexibility

- Measurable Results

- Competitive Advantage

Measuring and maximizing email campaign effectiveness

- Measuring and maximizing the effectiveness of your email marketing campaigns is crucial for achieving your marketing goals and improving your **return on investment** (ROI).

How to measure and improve the effectiveness of email campaigns?

- **Define Clear Goals**
  - Start by establishing specific, measurable, and achievable goals for your email campaigns. Common goals include increasing sales, growing your subscriber list, boosting website traffic, or improving customer engagement.

- **Use Key Performance Indicators (KPIs)**
  - Identify the key metrics or KPIs that align with your goals. Common email marketing KPIs include open rates, **click-through rates** (CTR), **conversion rates**, **unsubscribe rates**, **revenue generated**, and the number of new subscribers.

- **Set Up Email Tracking**
  - Use email marketing software or tools that provide tracking and analytics capabilities. Most email platforms offer features to track opens, clicks, and conversions.

How to measure and improve the effectiveness of email campaigns?

- **Monitor Email Deliverability**
  - Keep an eye on your email deliverability rates to ensure that your emails are reaching recipients' inboxes and not being marked as spam. Check your sender reputation and authentication settings.

- **A/B Testing**
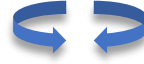 - Conduct A/B tests on various elements of your emails, such as subject lines, content, images, CTAs, and send times. Analyze the results to identify which variations perform best.

- **Segment Your Email List**
  - Segment your email list based on various criteria, such as demographics, behavior, purchase history, or engagement level. Send tailored content to each segment to improve relevance and engagement.

- **Personalization**
  - Use personalization in your email campaigns, such as addressing subscribers by their names or offering product recommendations based on their previous purchases or browsing history.

How to measure and improve the effectiveness of email campaigns?

- **Mobile Optimization**
  - Ensure that your email campaigns are mobile-responsive and look great on smartphones and tablets. Many people check their emails on mobile devices, so a positive mobile experience is essential.

- **Monitor Engagement**
  - Pay close attention to email engagement metrics like open rates and CTR. Low engagement may indicate issues with your content, subject lines, or targeting.

- **Analyze Conversion Rates**
  - Track the conversion rates of your email campaigns to measure how effectively your emails are driving desired actions, such as sales, sign-ups, or downloads.

- **Monitor Unsubscribe Rates**
  - Keep an eye on your unsubscribe rates. If they start to climb, it may be a sign that your content or frequency is not resonating with your audience.
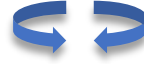
- **Review Email Content**
  - Regularly assess the quality and relevance of your email content. Ensure that it provides value to your subscribers and aligns with their interests.

How to measure and improve the effectiveness of email campaigns?

- **Test Email Frequency**
  - Experiment with different email frequencies to find the optimal balance between staying top-of-mind and avoiding email fatigue for your subscribers.

- **Use Automated Workflows**
  - Implement automated email workflows, such as drip campaigns and lead nurturing sequences, to guide subscribers through the customer journey and improve conversion rates.

- **Analyze Email Funnel**
  - Examine the entire email funnel, from initial contact to conversion, to identify potential bottlenecks or areas for improvement.

- **Conduct Surveys and Collect Feedback**
  - Gather feedback from subscribers through surveys or direct inquiries. Use this input to refine your email content and strategy.

- **Stay Compliant**
  - Ensure that your email marketing practices comply with relevant data protection regulations, such as GDPR or CAN-SPAM Act.

How to measure and improve the effectiveness of email campaigns?

- **Continuously Improve**

  - Email marketing is an ongoing process. Regularly analyze your data, test new strategies, and adapt to changes in consumer behavior and industry trends.

- **Benchmark Against Industry Standards**

  - Compare your email campaign performance to industry benchmarks to understand how you stack up against competitors and identify areas where you can excel.
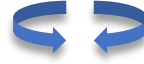
- **Report and Share Insights**

  - Prepare regular reports summarizing your email campaign performance and share these insights with relevant stakeholders to inform decision-making.

Mobile Marketing
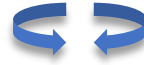
- Mobile marketing is any **advertising activity that promotes products** and **services via mobile devices**, such as tablets and smartphones.

- It makes **use of features of modern mobile technology**, including location services, to tailor marketing campaigns based on an individual's location.

- Mobile marketing is a way in which technology can be **used to create personalized promotion of goods or services** to a user who is constantly connected to a network.

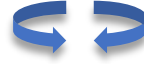- Mobile marketing is a digital marketing strategy focused on **reaching and engaging with a target audience through mobile devices**, such as smartphones and tablets.

- As mobile devices have become an **integral part of people's lives**, mobile marketing has gained significance in the overall marketing mix.

Mobile Marketing

- Mobile marketing is any **advertising activity that promotes products** and **services via mobile devices**, such as tablets and smartphones.

- It makes **use of features of modern mobile technology**, including location services, to tailor marketing campaigns based on an individual's location.

- Mobile marketing is a way in which technology can be **used to create personalized promotion of goods or services** to a user who is constantly connected to a network.

Mobile Marketing vs Traditional Marketing

- Unlike traditional marketing efforts, mobile marketing takes advantage of the fact that many users of mobile devices carry them around **wherever they go**.

- As a result, **location-based services can collect customer data** and then offer coupons, deals, or promotions based on their proximity to a store or a place frequently visited by the consumer.

- These marketing campaigns can be more **targeted and specific to the individual user, and should, therefore**, be more effective for the company doing the marketing.

- Example:
  - A marketing campaign that sends food-related coupons to a customer any time they come within half a mile of a specific supermarket.

Mobile Marketing vs Traditional Marketing

Parameter	Mobile Marketing	Traditional Marketing
Reach Audiences	Mobile marketing allows you to **reach specific customer** segments	Traditional marketing reaches a more general audience
Engage Audiences	Customers can **interact with mobile marketing content**	Customers cannot directly respond to traditional marketing because it is a one-way message
Time	Mobile marketing exists forever online, making it a more **long-term strategy**	When you stop running a traditional ad it is over, making it a good **short-term strategy**
Measurability	Mobile marketing **campaigns are easier to measure** because they target specific audiences	It is more **difficult to measure the success of traditional marketing** campaigns

Types of Mobile Marketing

- In-App Marketing

- Mobile Push Marketing

- SMS Marketing

- Social Media Marketing

- Location-Based Marketing

- QR Code Marketing

- Mobile Search Optimization (ASO-

  Mobile Search Optimization (ASO)

- Mobile Wallet Marketing

- Social Media Mobile Marketing

- Mobile Video Marketing

- Mobile Commerce (M-Commerce)

- Customer Engagement and

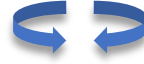 Loyalty Apps

- Data Privacy and Security

Mobile Inventory/channels
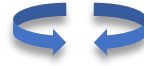
- Mobile inventory and channels in mobile marketing refer to the **various spaces and platforms available for businesses** to promote their products, services, or content to mobile device users.

- These channels and inventory sources are **critical for reaching and engaging with the mobile audience** effectively

Mobile Inventory/channels

- Mobile Websites

- Mobile Apps

- Social Media Platforms

- Mobile Search Engines

- Email Marketing

- SMS Marketing

- Push Notifications

- In-App Advertising

- Mobile Video Platforms

- Mobile Ad Networks

- Location-Based Marketing

- Mobile Payment Platforms

- Mobile Commerce (M-Commerce)

- QR Codes

- Augmented Reality (AR) and Virtual Reality (VR)

- Messaging Apps

- Voice Search and Voice Assistants

Mobile Inventory/channels

- **Mobile Websites**
  - A mobile-optimized website is a fundamental component of mobile marketing.
  - It's where users can access information about your products or services, make purchases, and engage with your brand on their mobile devices.
- **Mobile Apps**
  - Mobile apps are dedicated software applications designed for mobile devices.
  - Businesses can develop their own apps or advertise within third-party apps through in-app advertising. Apps provide a direct and personalized channel for engagement.
- **Social Media Platforms**
  - Social media platforms like Facebook, Instagram, Twitter, LinkedIn, Snapchat, and TikTok are primarily accessed through mobile devices.
  - Businesses can create and optimize their profiles, post content, run ads, and engage with their audience on these platforms.
- **Mobile Search Engines**
  - Search engines like Google have mobile-specific search results.
  - Optimizing your website and content for mobile search (mobile SEO) ensures visibility to users searching for information on their smartphones.
- **Email Marketing**
  - Email marketing campaigns can be optimized for mobile users.
  - Mobile-responsive email templates ensure that your emails display correctly on various mobile devices, and mobile-friendly content increases open and click-through rates.

Mobile Inventory/channels

- **SMS Marketing**
  - Short Message Service (SMS) is a direct communication channel that allows businesses to send text messages to customers' mobile phones. SMS marketing can deliver time-sensitive promotions, updates, and alerts.

- **Push Notifications**
  - Push notifications are messages sent to users who have installed a mobile app. They can be used to inform users about new content, promotions, or events, driving engagement and retention.

- **In-App Advertising**
  - Businesses can advertise within other mobile apps through various ad formats, including banner ads, interstitial ads, video ads, and native ads. In-app advertising allows for precise targeting and engagement.

- **Mobile Video Platforms**
  - Video-sharing platforms like YouTube, Instagram, TikTok, and Snapchat are popular among mobile users. Businesses can create and optimize video content for these platforms to engage with their audience.

- **Mobile Ad Networks**
  - Mobile ad networks connect advertisers with a wide range of mobile publishers, allowing businesses to display ads across a network of mobile websites and apps.

Mobile Inventory/channels

- **Location-Based Marketing**
  - Location-based services and technologies, such as geofencing and beacons, enable businesses to deliver targeted messages, promotions, or offers to users based on their physical location.

- **Mobile Payment Platforms**
  - Mobile wallets like Apple Wallet and Google Pay provide opportunities to offer digital coupons, loyalty cards, event tickets, and payment options to users on their mobile devices.

- **Mobile Commerce (M-Commerce)**
  - Businesses can optimize their e-commerce websites for mobile users, ensuring a seamless shopping experience, secure mobile payments, and mobile-specific promotions.

- **QR Codes**
  - QR (Quick Response) codes can be scanned with mobile devices to provide instant access to websites, promotions, discounts, and additional content.

- **Augmented Reality (AR) and Virtual Reality (VR)**
  - AR and VR apps and experiences offer immersive opportunities for engaging with mobile users through interactive content and storytelling.

- **Messaging Apps**
  - Messaging apps like WhatsApp, Facebook Messenger, and WeChat can be used for customer support, engagement, and chatbot interactions, providing a direct communication channel with users.

- **Voice Search and Voice Assistants**
  - Optimize content and strategies for voice search and voice assistants, such as Siri, Google Assistant, and Amazon Alexa, to capture voice-driven queries from mobile users.

Location-Based Mobile Marketing

- Location-based marketing in mobile marketing refers to the practice of delivering targeted and **personalized marketing messages, promotions, or content to mobile device users based on their physical location**.

- This approach leverages the capabilities of mobile devices, such as **GPS, Wi-Fi, and beacon technology**, to provide relevant and context-aware experiences to consumers.

- Location-Based Marketing provides the ability to personalize content based on the context of the individual user, bridging the physical and digital context to provide **actionable content at the moment** when it can be used.

- Other names for location-based marketing are **location marketing**, **geo-targeting marketing**, **geolocation marketing**, **proximity-based marketing** and **hyperlocal marketing**.

Location-Based Marketing vs Proximity Marketing

Location-Based Marketing	Proximity Marketing
• Location based marketing is the key to bridging the physical world with the digital world, providing contextually relevant content based on a user's geolocation	• Proximity Marketing is used to describe a more granular approach to location-based marketing, often using beacon technology to provide a more precise location of the user
• Location aware mobile apps, we define location based marketing as the process of triggering a notification or action when a user enters or exits a predefined geolocation or geo-fenced location	• Proximity marketing refers to the process of sending highly relevant and timely content triggered by mobile devices within a predefined distance a 'proximity' to a location-based device

Types of Location Based Marketing

- IP Address Marketing
- GPS Marketing
- Geofencing Marketing
- Beacon Advertising
- Blueprints Location-Based Marketing
- Location-Based Loyalty Programs
- Proximity Marketing
- Location-Triggered Notifications

- Dynamic Location-Based Content
- Check-In Promotions
- Location-Based Services (LBS)
- Location-Based Gaming
- Augmented Reality (AR) Experiences
- Local SEO (Search Engine Optimization)
- Location-Based Analytics

Context based in mobile marketing

- Context refers to targeting criteria that signifies whether an audience segment is likely to view a given ad placement.

- This context is established in real time by analyzing characteristics of the placement's host media channel.

- Example:
  - A user triggers an ad placement on a mobile website. In that case, a contextual marketing system could analyze its text and metadata to serve ad creative that matches select keywords.

Context based in mobile marketing
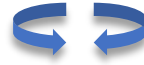
- Context-based marketing in mobile marketing refers to the practice of delivering personalized and relevant marketing messages, content, or promotions to users based on their **current context or situation**.

- This approach goes beyond just considering a user's physical location and takes into account various factors, including time, weather, device type, user behavior, and more.

- The goal is to provide users with content that aligns with their immediate needs and preferences.

Context based in mobile marketing

Strategies

- Contextual Advertising

- Time of Day

- Weather-Based Marketing

- Device Type and Screen Size

- User Behavior and Preferences

- User Location and Movement

- Event-Based Marketing

- Content Relevance

- Segmentation and Personalization

- Real-Time Updates

- Dynamic Content

- Social Media Listening

Coupons and offers in mobile marketing
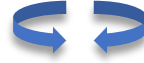
- A Mobile coupon is an electronic ticket solicited and/or delivered by mobile phone that can be exchanged for a **financial discount or rebate** when purchasing a product or service.

- Customarily, coupons are issued by manufacturers of **consumer-packaged goods** or by **retailers**, to be used in retail stores as a part of sales promotions.

- They can also be used to attract customers to entertainment attractions (amusement parks, zoos, museums, etc)and services (beauty shops, spas, etc).

- They are often distributed through SMS, MMS, Bluetooth, and other mobile means. The **customer redeems the coupon** at store or online.

- In some cases the retailer could forward it to a clearinghouse, or directly to theissuer, for reimbursement

Coupons and offers in mobile marketing

Types of Deals

- **Cents-off or dollars-off**

- **Free**

- **Buy-one-get-one-free**

- **Multiple-purchase -** The consumer is required to buy more than one of a given product

- **Time-release** - Coupons with different expiration dates are distributed together to encourage repeat purchase.

- **Self-destruct** - Coupons are printed to overlap and consumers choose one deal or another.

- **Crossruff** - The consumer gets a coupon for one product, often related, when purchasing another.

- **Sweepstakes-entry or personalized** - The coupon can be redeemed only at specific locations, such as a chain of stores.

- **Universal coupon-** Manufacturer distributes a high value coupon good on multiple products within the manufacturer's product lines.

Coupons and offers in mobile marketing

Coupon advantages

- Drive traffic to stores/events/entertainment attractions/services

- Add value to a purchase

- Direct discount to the consumer

- Targeting possibilities

- Leverage the distribution

Couponing Process

- Delivery

- Redemption

- Clearing

Create an Effective Mobile Couponing

- **Unsolicited Messages**

- **Terms and Conditions**

- **Format and Delivery**

- **Mobile Coupon Design**

  - The Offer

  - Face Value

  - Manufacturer Coupon

  - Expiration Date

  - Product

  - Barcode

- **Redemption**

- **Clearing**

Mobile apps in mobile marketing

- Mobile apps play a significant role in mobile marketing as they provide a **direct and highly personalized channel** for businesses to engage with their target audience.

- Mobile apps offer various marketing opportunities and strategies to promote products or services, enhance customer experiences, and build brand loyalty.

- Mobile app marketing aims **to increase visibility and attract** users to download and engage with different applications

Importance of Mobile App Marketing

- User Acquisition

- Visibility

- User Engagement

- Revenue Generation

- Competition

- Brand Awareness

- Customer Insights

How Does Mobile App Marketing Work

- Understanding the Target Audience

- Defining the Marketing Objectives

- Choosing Marketing Channels

- Executing the Marketing Campaign

- Monitoring and Optimizing

Mobile Commerce in mobile marketing

- Mobile commerce (also known as **m-commerce**) refers to any transaction that takes place through a mobile device such as smartphones or tablets.

- Mobile commerce, often referred to as "m-commerce," is a vital component of mobile marketing. It involves the buying and selling of products or services through mobile devices, such as smartphones and tablets.

- M-commerce has gained immense importance as more consumers use their mobile devices for online shopping and transactions.

- Eg:-
  - Mobile Shopping
  - Mobile Banking
  - And Mobile Payments
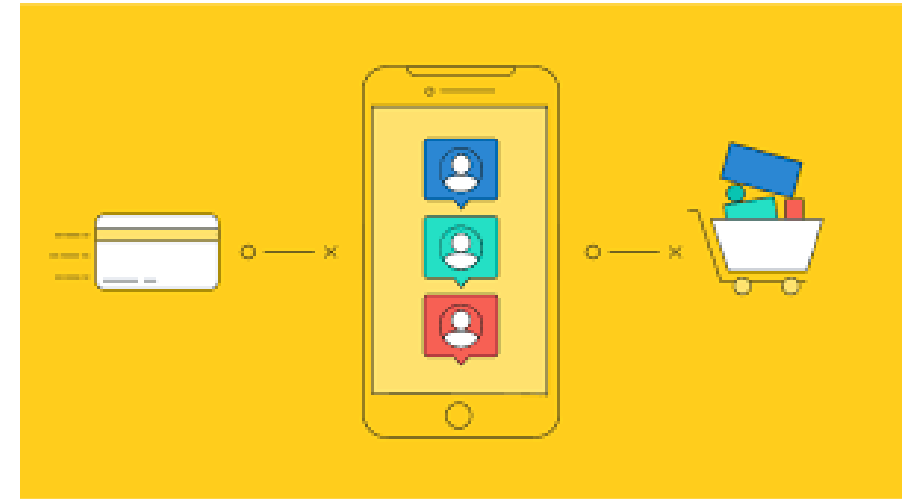
Advantages of mobile commerce

- Increase ecommerce sales
- Multi-Platform Compatibility
- Instant Gratification
- Enhanced Customer Engagement
- Improved Inventory Management
- Global Reach
- Eco-Friendly
- Secure Transactions
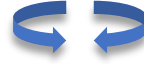- User Reviews and Ratings
- Cross-Channel Integration

SMS Campaigns in mobile marketing

- SMS (**Short Message Service**) campaigns are a form of mobile marketing that involves sending text messages to a group of recipients with the intention of **conveying information, promoting products or services,** engaging with customers, or achieving specific marketing objectives.

- SMS campaigns can be highly effective due to the widespread use of mobile phones and the **direct nature of text messages**.
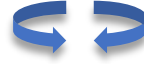
SMS Campaigns in mobile marketing

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Profiling and targeting in mobile marketing

- Profiling and targeting are fundamental aspects of mobile marketing that involve **understanding your audience, segmenting them based on specific criteria**, and **delivering personalized content and promotions** to increase engagement and conversions.

Profiling

- Profiling refers to the **process of collecting and analyzing data to create detailed profiles** of your mobile audience.

- These profiles typically include information about **users' demographics, behavior, preferences, and interests**.

- Profiling helps you understand who your mobile users are and what they are likely to be interested in.

How to create user profiles for mobile marketing?

- **Data Collection**
  - Gather data from various sources, including mobile apps, websites, social media, and customer interactions. This data may include age, gender, location, browsing history, purchase history, and more.

- **Data Analysis**
  - Analyze the collected data to identify patterns and trends. This involves using data analytics tools to gain insights into user behavior and preferences.

- **Segmentation**
  - Divide your mobile audience into distinct segments or groups based on common characteristics. Example, to create segments for loyal customers, first-time visitors, or users in specific geographic regions.

- **Persona Development**
  - Create user personas based on your segmented data. Personas are fictional representations of your typical customers and include details like age, occupation, interests, and pain points.

- **Behavioral Analysis**
  - Pay attention to how users interact with your mobile content and apps. Track click-through rates, conversion rates, and other engagement metrics to understand what resonates with different segments.
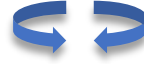
Targeting

- Once you have created user profiles and segmented your audience, targeting involves tailoring mobile marketing efforts **to reach specific segments with personalized content**, **offers**, and **messages**.

- Effective targeting ensures that your marketing efforts are more relevant and engaging for your audience.

Implement targeting in mobile marketing

- **Content Personalization**

  - Customize the content of your mobile apps, websites, emails, and messages based on user segments. For example, recommend products or services that align with users' preferences and past behavior.

- **Personalized Offers**

  - Deliver targeted promotions, discounts, and offers to specific user segments. Users are more likely to respond positively to offers that match their interests and needs.

- **Location-Based Targeting**

  - Use location data to deliver location-specific content or promotions. For instance, send offers to users when they are near your physical store or event location.

- **Behavioral Targeting**

  - Target users based on their past behavior and interactions with your mobile assets. If a user has abandoned a shopping cart, send a reminder or incentive to complete the purchase.

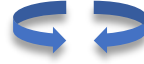# Implement targeting in mobile marketing

- App-based marketing helps you connect with loyal customers

  - In-game mobile marketing

    - Banner ads
    - Video ads

- Location-based marketing is an effective mobile marketing strategy

  - Geofencing

  - Geotargeting

- QR codes are a multi-function mobile strategy

- Mobile search ads provide immediate, measurable results

Implement targeting in mobile marketing

- **Time-Based Targeting**
  - Send messages or promotions at optimal times for user engagement. For example, schedule messages to coincide with peak shopping hours or when users are most active on your app.
- **Cross-Channel Targeting**
  - Coordinate your targeting efforts across different mobile marketing channels, such as email, SMS, push notifications, and social media, to create a unified and consistent user experience.
- **A/B Testing**
  - Continuously refine your targeting strategies by conducting A/B tests. Test different messages, offers, and targeting criteria to identify what resonates best with each segment.
- **Optimization**
  - Monitor the performance of your targeted campaigns and use data analytics to measure the effectiveness of your targeting efforts. Adjust your strategies based on insights and results.

Purpose of target profiling

- **Identify potential customers**
  - Target profiling helps marketing teams learn more about both the customers they already have and those who may become a customer after seeing an advertisement.
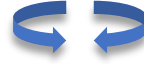
- **Market more effectively**
  - Target profiling helps a marketing team create more effective advertisements and campaigns.

- **Improve profits**
  - Once a marketing team defines the target profile of multiple users, they can market other products to individuals based on the information they gathered during the target profiling phase.

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CCW332
DIGITAL MARKETING

Vertical V - Creative Media

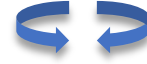Professional Elective

V – Semester

B.E –CSE

UNIT-4

COURSE OBJECTIVES

- The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment.

- It also focuses on how digital marketing can be utilized by organizations and how its effectiveness can be measured.
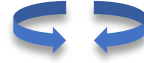
UNIT IV SOCIAL MEDIA MARKETING

Social Media Marketing - Social Media Channels - Leveraging Social media for brand conversations and buzz. Successful / benchmark Social media campaigns. Engagement Marketing - Building Customer relationships - Creating Loyalty drivers - Influencer Marketing.
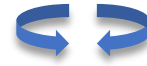
Social Media Marketing

- Social media is defined as the way people interact and communicate online utilizing platforms developed specifically for community-based networking. It refers to the process of gaining traffic or attention through social media sites
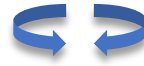
Social Media Marketing - History

- The development of social media networks started primarily with the **need to share basic news, events, information**, which happens between individuals and groups.

- The earliest form of social networks were known as **Usenet systems developed in 1979 by Tom Truscott and Jim Ellis**, which let users post articles or posts (referred to as news) to newsgroups.

- Sites such as **Google** and **Yahoo groups** use many of the conventions established by original Usenet systems.
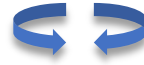
Social Media Marketing - History

- The road to exponential growth of social networks started in 2002, with the launch of Friendster.com which had a concept similar to sixdegrees.com and refined it to promote a 'Circle of Friends' concept.

- It was the launching pad for other top websites like MySpace, Orkut, and particularly, Facebook and Twitter to emerge later on the screen.

- Facebook launched in 2004 to connect Harvard College students has emerged as one of the top social networking sites in the world.

- Similarly, Twitter, with its unique micro-blogging concept and great media marketing, has become the leader in gauging individual popularity and reputation globally.

- With the growth in technology and devices, firms have come up with multiple ideas to launch many other very popular social networking platforms like Youtube, Linkedin, Tumblr, Pinterest, Foursquare, WhatsApp, etc., all of them connecting communities through unique objectives with differentiated concepts.
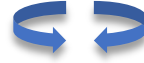
Types of Social Media Marketing

- **Engagement (through dedicated pages):** Social media marketing gives a chance to marketers to create an owned media presence and engage with present customers at almost no cost.
- **Advertising (through native/content ads):** The biggest advantage is to build customized content and native ads for users who are immersed in the social media site for maximum impact.
- **Viral   platforms (through network effects):** It is one of the few channels which supports the network effort and strong word-of-mouth.
- **Idea/concept testing (through crowdsourcing):** Social media can help get feedback on new concepts through influencer testing and also help obtain new ideas through crowdsourcing (getting consumers to share their thoughts and provide ideas for free).
- **Customer feedback (through listening tools):** Social media is a very powerful tool to gain customer feedback through listening tools like social media command center.
- **Learning platforms (through gamification concepts):** It helps to propagate brand awareness and consumer connect through gamification (use of game-thinking in non-game contexts).

# Advantages of Social Media Marketing

- **Best channel to develop user following:** Social media with its networking effects provides the best opportunity to develop influencers and through them build user following.

- **The humanizing effect:** Social media is one of the few channels which help brands increase engagement by being more humanized across all their interactions.

- **Best channel to begin with a lean budget:** This channel requires minimum upfront investment to begin with and helps create an audience of thousands on a really lean budget.

- **Improved customer insights:** With listening tools being deployed extensively, social media helps understand what consumers are interested in and how they behave and react to marketing.

Social Media Channel

- It allows the creation and exchange of user-generated content via newspaper/magazine free access websites, internet forum-weblogs, microblogging-social network sites, photographs or pictures, video, rating and social bookmarking. Discussion and rating portals of e-retailing web pages beside official web pages of companies can also be defined as social media channels.

- IT means blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services and any other online collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email or other existing or emerging communications platforms.

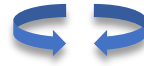# Choosing Right social Media Channel
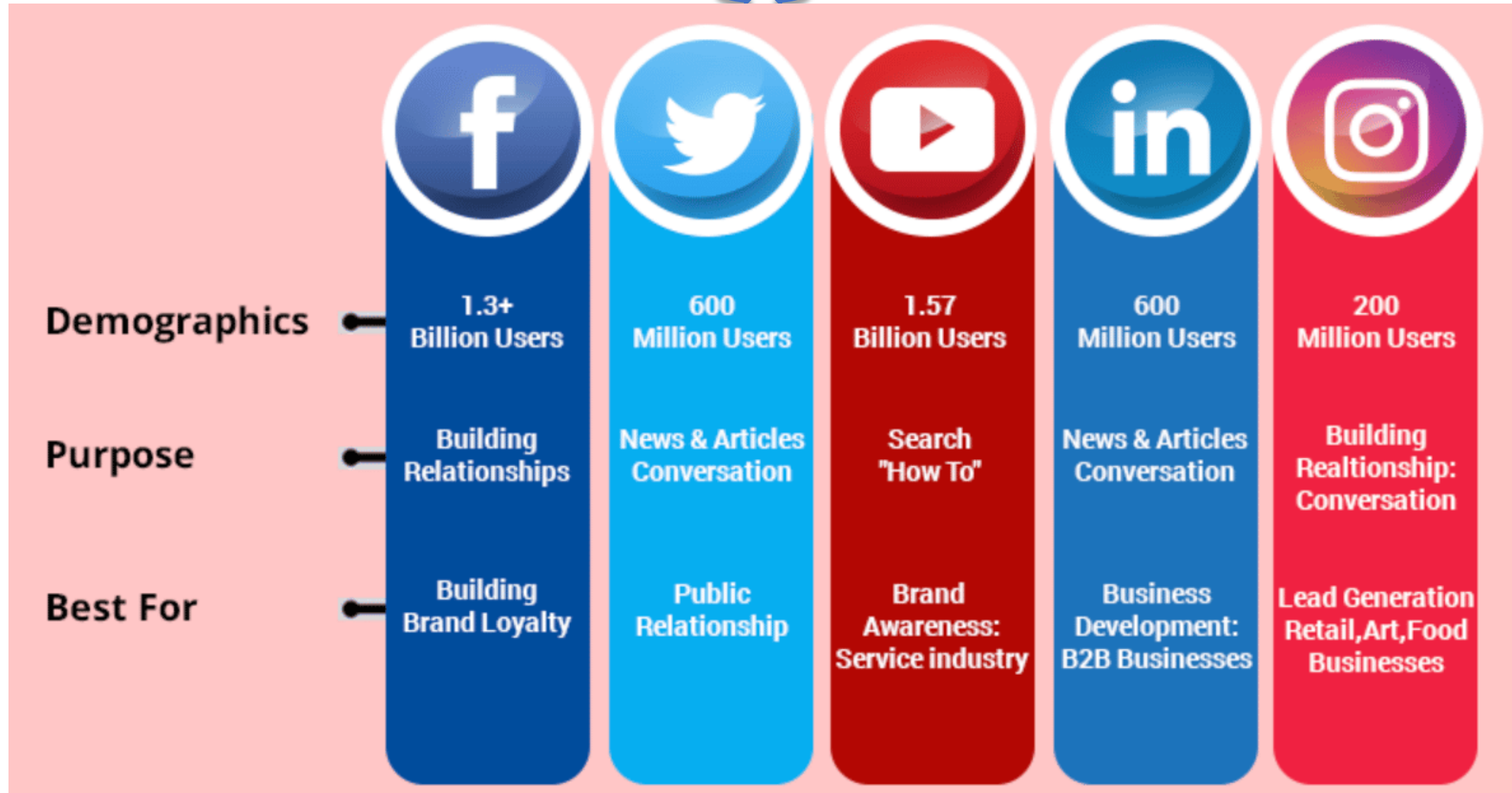
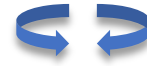# Leveraging Social media for brand conversations and buzz
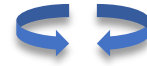
- Social media has become an indispensable tool for brands to connect with their audience, build relationships, and drive business growth.

- By leveraging social media strategically, brands can generate buzz, amplify their brand message, and foster meaningful conversations with their customers.

# Effective strategies for leveraging social media for brand conversations and buzz

- **Define your brand voice and personality:** Establish a consistent and recognizable brand voice that aligns with your brand values and resonates with your target audience. Let your personality shine through your social media interactions, creating a sense of connection and authenticity.

- **Create engaging and shareable content:** Share high-quality content that is relevant to your audience's interests. Utilize a mix of formats, including eye-catching visuals, informative articles, and interactive polls or quizzes. Encourage sharing by making it easy for users to repost, retweet, or share your content.

- **Engage with your audience:** Actively engage with your followers by responding to comments, messages, and mentions. Show appreciation for their feedback and participation. Encourage discussions by asking open-ended questions and hosting live Q&A sessions.

- **Utilize social media listening:** Monitor online conversations about your brand and industry to identify trends, gather customer feedback, and address potential issues promptly. Use social listening tools to track mentions of your brand, keywords, and competitors.

- **Collaborate with influencers:** Partner with relevant influencers in your industry to expand your reach and tap into their established audience. Choose influencers who align with your brand values and whose audience matches your target demographic.

Effective strategies for leveraging social media for brand conversations and buzz

- **Leverage social media advertising:** Utilize targeted social media advertising to reach a wider audience and drive specific actions, such as website visits, product purchases, or event registrations. Experiment with different ad formats and targeting options to optimize your campaigns.

- **Run social media contests and giveaways:** Host engaging contests and giveaways to generate excitement, attract new followers, and increase brand awareness. Offer prizes that are relevant to your audience's interests and incentivize them to share and participate.

- **Track and measure your results:** Regularly analyze your social media performance using analytics tools. Track metrics such as follower growth, engagement rates, reach, and conversions to assess the effectiveness of your strategies and make data-driven decisions.

- **Adapt to trends and stay up-to-date:** Keep up with emerging social media trends and adapt your strategies accordingly. Experiment with new platforms, features, and formats to stay ahead of the curve and engage your audience in fresh and innovative ways.

- **Be authentic and transparent:** Build genuine relationships with your audience by being authentic and transparent in your communication. Acknowledge mistakes, respond to negative feedback, and show that you value their opinions and input.

Leveraging Social media for buzz marketing
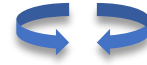
Develop a Strong Brand

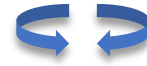Engage with Your Fans

Use social media platforms Wisely

Use Hashtags Wisely

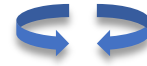Experiment With Social Media Marketing

Use Images Wisely

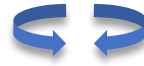# Successful / benchmark Social media campaigns

- Social media benchmarking is analyzing your social media performance metrics such as fan growth, the number of posts published, the number of interactions your content has received, average response time, and so on, to compare with your competitors.

- A social media benchmark is an average result that serves as a standard by which other businesses in the same industry or category can be measured or judged.

Metrics to measure the success of a social media campaign

- Dependent on the objectives and desired outcomes of your campaign, you can calculate and compare the success of your social media campaign by looking at the engagement, follower growth, awareness and reach, leads, conversions, and website traffic.
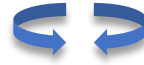
Measuring social media engagement

- **Social media campaign is organic:** take the total number of interactions your content received, and divide by your total number of followers, and then multiply by 100%.

- **Paid social media advertising:** take the total number of interactions your content received, and divide by your total number of views, and then multiply by 100%.

- **Benchmark engagement rate** across most channels is 1%+, but if social media engagement was your goal, then you can also look at your usual engagement rates and measure the uplift your social campaign achieved.
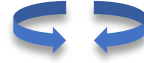
Measuring website traffic
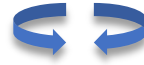
- The desired outcome of the social media campaign was to drive traffic to the website, you can view **how many clicks your campaign generated** by looking at social media insight tools and metrics, using Google Analytics or any third-party tracking software.

- **Compare the traffic from each social media** channel utilised for your social media campaign and have a look at the overall increase in website traffic your social media campaign has generated since it began.

- Key website traffic analytics include:
    - Clicks
    - Click-through-rate
    - Bounce rate (if the **bounce rate has increased** in social media campaign, this could indicate that driving through the **wrong audience**, or social content doesn't correspond with landing page, or website is performing poorly)
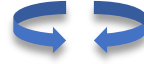
Measuring follower growth

- If campaign was organic, you can analyse its impact on your follower growth rate by comparing your average follower growth rate across a time period without your campaign, to your follower growth rate during your social media campaign.

- To calculate the follower growth rate, use the following formula:

  - Take the number of followers you gained over the course of the campaign, divide by the number of followers started with, and multiply by 100%. This is follower growth rate (within a chosen time period).

Measuring brand awareness increase

- If the goal of social media campaign was to boost brand awareness and build your presence, should look at the following metrics from during the campaign and compare them to before

    - Reach
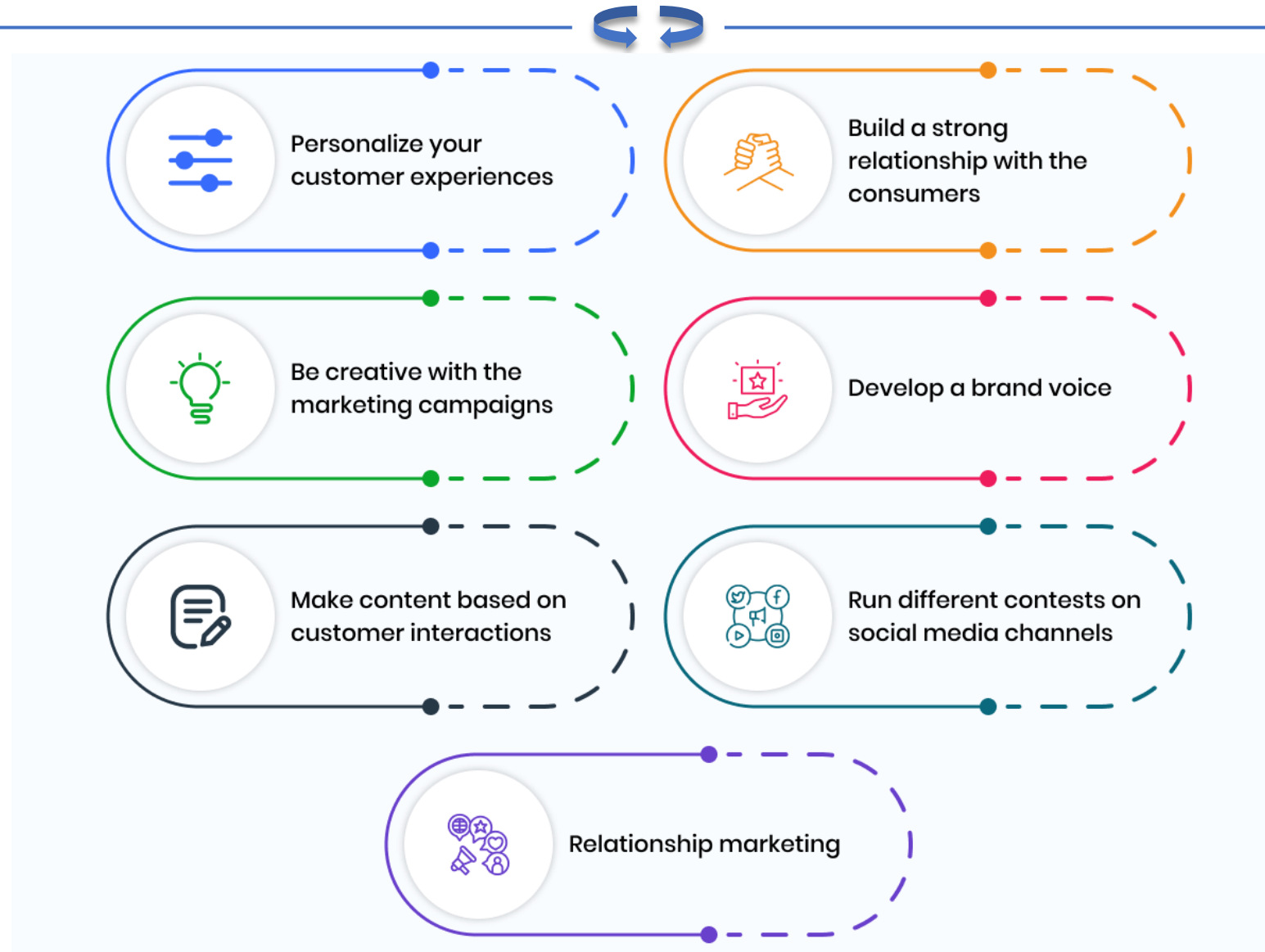   - Impressions
    - Views

Measuring leads and conversions

- All marketing campaigns should have conversion and lead tracking implemented, so can see how many sales or business prospects the campaign produced.

- Perhaps set up conversion tracking on the website, or want to view them within third-party tracking software or in social media insights and data.

- Conversions could be measured through:
  - Bookings
  - Enquiries
  - Direct messages/emails
  - Phone calls
  - Sales
  - Registrations
  - Subscriptions
  - Downloads
  - Donations
  - Installs
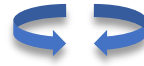
Engagement Marketing
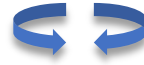
- Engagement marketing is a strategic approach that **aims to create meaningful interactions** and build lasting relationships with customers.

- It focuses on fostering **two-way communication**, encouraging active participation, and delivering personalized experiences.

- Engagement marketing goes beyond simply promoting products or services; it's about **creating an emotional connection with the audience** and establishing the brand as a trusted partner.

Customer Engagement Marketing Strategy

Personalize your customer experiences

Build a strong relationship with the consumers

Be creative with the marketing campaigns

Develop a brand voice

Make content based on customer interactions

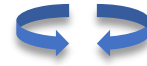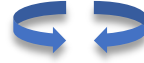Run different contests on social media channels

Relationship marketing

Key principles of engagement marketing

- **Focus on customer experience:** Prioritize delivering exceptional customer experiences at every touchpoint. Make it easy for customers to interact with the brand, provide responsive support, and address their concerns promptly.

- **Create valuable content:** Produce high-quality content that resonates with the target audience. Share insightful articles, engaging videos, and interactive experiences that inform, entertain, or inspire.

- **Encourage user-generated content:** Empower customers to create and share their own content related to the brand. Host contests, encourage social media mentions, and showcase user-generated content to foster a sense of community.

- **Personalize interactions:** Tailor marketing messages and experiences to individual customers. Use data analytics to understand their preferences, interests, and behaviors, and deliver personalized content, recommendations, and offers.

- **Utilize social media effectively:** Engage with customers on social media platforms, respond to comments and messages, and participate in relevant discussions. Utilize social media listening tools to track brand mentions and gather customer feedback.

- **Measure and optimize:** Regularly track engagement metrics such as website traffic, social media engagement, and customer retention rates. Analyze the data to identify areas for improvement and optimize engagement strategies.

Benefits of engagement marketing

- **Increased brand awareness and loyalty:** Engagement marketing helps build strong brand relationships, leading to increased customer loyalty and advocacy.

- **Enhanced customer satisfaction:** By focusing on customer experience and personalized interactions, engagement marketing contributes to higher customer satisfaction and positive brand perception.

- **Improved customer acquisition and retention:** Engaging content and personalized experiences can attract new customers and encourage existing ones to stay engaged with the brand.

- **Increased sales and revenue:** Engagement marketing can lead to increased website traffic, improved conversion rates, and ultimately, higher sales and revenue.

Examples of engagement marketing

- **Interactive polls and quizzes:** Utilize interactive polls and quizzes to gather customer feedback, gauge interest in new products or services, and provide a fun and engaging experience.
- **User-generated content contests:** Host contests that encourage customers to create and share their own content related to the brand, such as photo contests, social media challenges, or creative writing competitions.
- **Live Q&A sessions:** Host live Q&A sessions with experts or brand representatives to provide valuable insights, address customer questions, and foster a sense of community.
- **Behind-the-scenes glimpses:** Offer exclusive behind-the-scenes content to give customers a glimpse into the brand's culture, work processes, and values.
- **Personalized product recommendations:** Utilize data analytics to provide personalized product recommendations based on individual customer preferences and purchase history.
- **Gamified customer experiences:** Incorporate gamification elements into the customer journey to make interactions more engaging and rewarding, such as loyalty programs, progress trackers, and virtual badges.
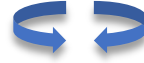
Creating Loyalty drivers
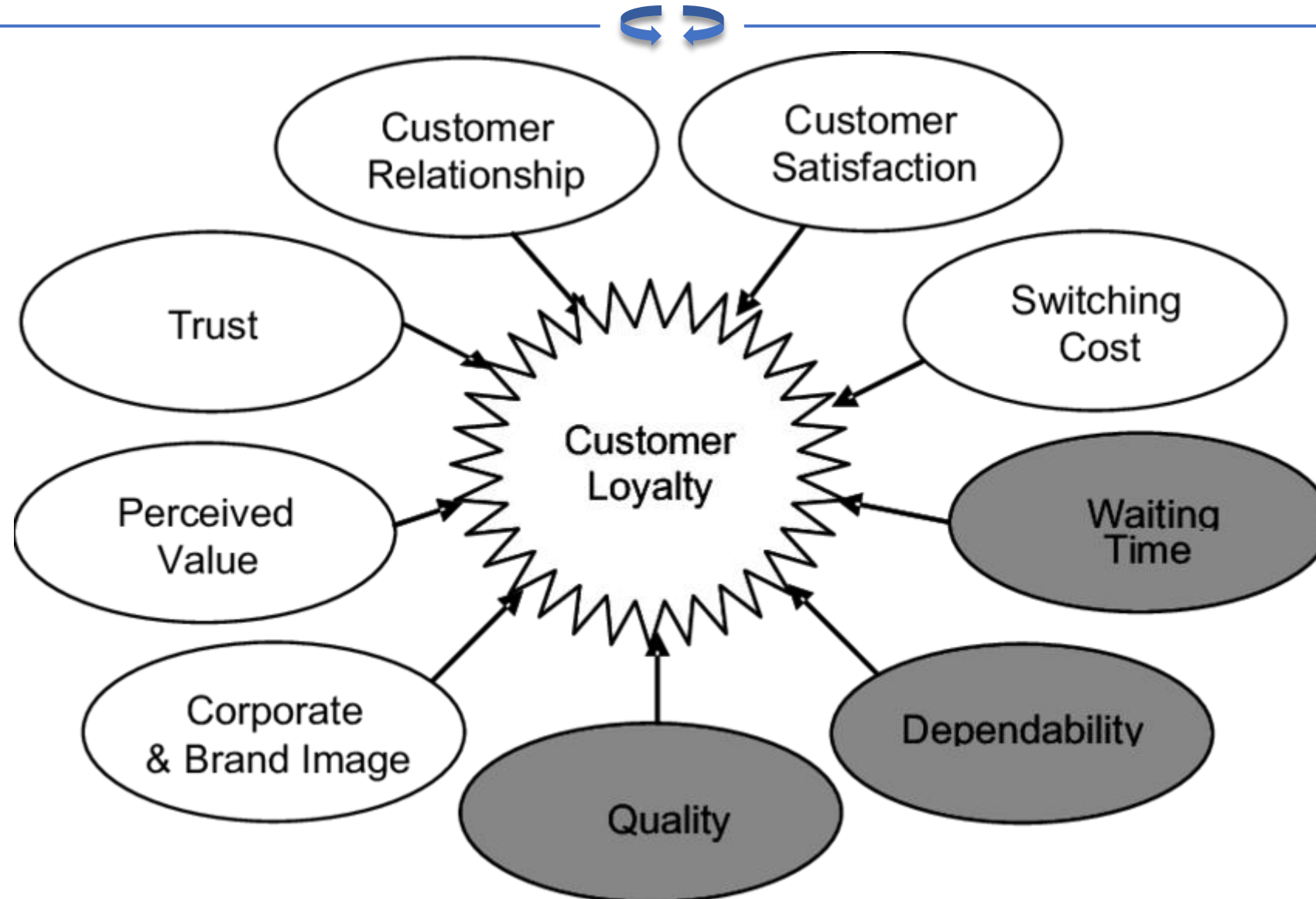
Creating Loyalty drivers

- Social media marketing offers a powerful platform for businesses to connect with their audience, build relationships, and drive customer loyalty.

- By leveraging social media effectively, brands can create loyalty drivers that encourage repeat purchases, positive word-of-mouth, and long-term customer engagement.

Strategies for creating loyalty drivers
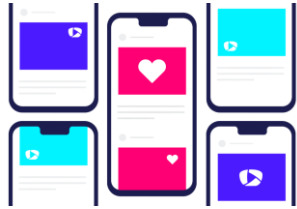
- **Establish a strong brand presence:** Create a consistent and recognizable brand identity across all social media platforms. Use high-quality visuals, maintain a consistent brand voice, and clearly communicate your brand values and mission.
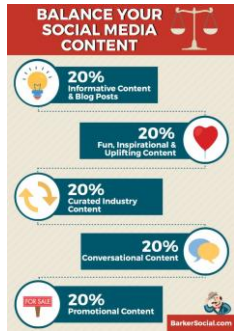
- **Deliver valuable and engaging content:** Share a mix of informative, entertaining, and inspiring content that resonates with your target audience. Utilize a variety of formats, including articles, images, videos, and live streams. Encourage participation with polls, quizzes, and interactive elements.

- **Actively engage with your audience:** Respond to comments, messages, and mentions promptly. Show appreciation for their feedback and participation. Encourage discussions by asking open-ended questions and hosting live Q&A sessions.

Strategies for creating loyalty drivers
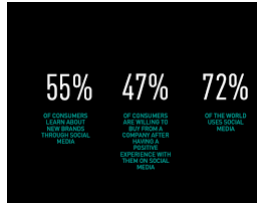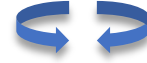
- **Foster a sense of community:** Create online forums, groups, and social media communities where customers can connect with each other and the brand. Share user-generated content, host contests and giveaways, and celebrate customer achievements.

- **Offer exclusive rewards and incentives:** Implement a loyalty program that rewards customers for their engagement and patronage. Provide exclusive discounts, early access to new products, or personalized experiences. Make rewards relevant to your target audience and personalize them based on individual preferences.

- **Utilize social media advertising effectively:** Target your social media ads to reach the right audience at the right time. Experiment with different ad formats, targeting options, and calls to action to optimize your campaigns and drive conversions.
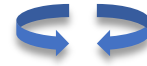
Strategies for creating loyalty drivers
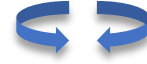
- **Track and measure your results:** Regularly analyze your social media performance using analytics tools. Track metrics such as follower growth, engagement rates, reach, and conversions to assess the effectiveness of your strategies and make data-driven decisions.

- **Stay up-to-date with trends and adapt to new platforms:** Continuously research and adapt to emerging social media trends and platforms. Experiment with new features, formats, and technologies to keep your audience engaged and stay ahead of the curve.
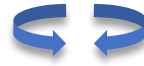
Influencer Marketing

- Influencer marketing is a powerful tool for social media marketing that can help brands reach a wider audience, build relationships with potential customers, and drive sales.
- By partnering with influencers who have a large and engaged following, brands can tap into the trust and credibility that these influencers have built with their audience.
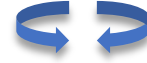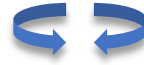
Influencer Marketing

- Analyzing the scope of Social Media, the purpose of Influencer Marketing is to reach the masses and promote your brand through influencers with a huge following and good convincing power.

- Through Influencer Marketing, where individuals are paid and doled out to advance an association's service with the power of their followers.
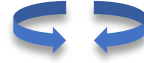
Benefits of influencer marketing

- **Increased brand awareness:** Influencer marketing can help brands reach a wider audience and increase brand awareness. By partnering with influencers who are relevant to their target market, brands can get their products or services in front of people who are more likely to be interested in them.

- **Improved brand perception:** Influencer marketing can help brands improve their brand perception. When influencers endorse a product or service, it can give that product or service a seal of approval from someone who is trusted and respected by their audience.

- **Increased website traffic and sales:** Influencer marketing can help brands drive traffic to their website and increase sales. When influencers promote a product or service, their followers are more likely to click on the links that they provide and make a purchase.

- **Enhanced customer engagement:** Influencer marketing can help brands create a more authentic relationship with their customers. When customers see their favorite influencers using a product or service, they are more likely to be interested in learning more about it.

- **Cost-effective marketing:** Influencer marketing can be a more cost-effective way to reach a large audience than traditional advertising. Brands can often partner with influencers for a fraction of the cost of a traditional advertising campaign.

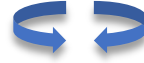# Tips for successful influencer marketing

- **Choose the right influencers:** It is important to partner with influencers who are relevant to your target market and who have a genuine interest in your products or services.
- **Set clear goals:** Before you start any influencer marketing campaign, it is important to set clear goals for what you want to achieve. This will help you measure the success of your campaign.
- **Create high-quality content:** The content that you create with your influencers should be high-quality and engaging. This will help you capture the attention of your target audience.
- **Track your results:** It is important to track the results of your influencer marketing campaigns so that you can see what is working and what is not. This will help you improve your campaigns in the future.

Examples of successful influencer marketing campaigns

- **Daniel Wellington:** Daniel Wellington is a watch company that has used influencer marketing to great success. The company has partnered with hundreds of influencers to promote its watches, and this has helped it to become one of the most popular watch brands in the world.

- **Glossier:** Glossier is a beauty company that has also used influencer marketing to great success. The company has partnered with influencers to promote its products, and this has helped it to become one of the most popular beauty brands among millennials.

- **Airbnb:** Airbnb is a travel company that has used influencer marketing to great success. The company has partnered with influencers to promote its travel properties, and this has helped it to become one of the most popular travel companies in the world.

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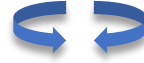# DIGITAL MARKETING

Vertical V - Creative Media
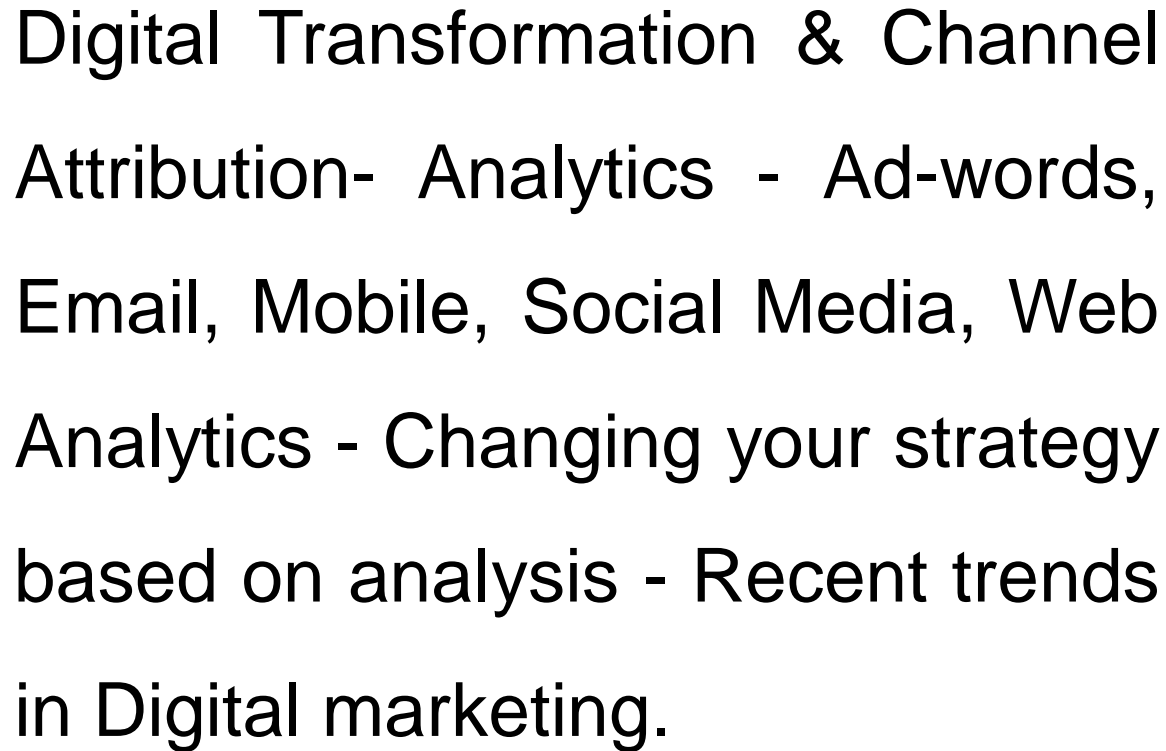Professional Elective
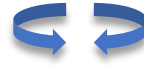**V – Semester**
B.E –CSE

UNIT-5

COURSE OBJECTIVES

- The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment.

- It also focuses on how digital marketing can be utilized by organizations and how its effectiveness can be measured.
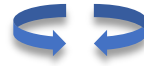
Digital Transformation & Channel Attribution- Analytics - Ad-words, Email, Mobile, Social Media, Web Analytics - Changing your strategy based on analysis - Recent trends in Digital marketing.
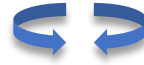
Digital Transformation

- Digital transformation in digital marketing is the process of fundamentally changing how marketing is done in order to take advantage of the opportunities offered by digital technologies.

- It is about using technology to create a seamless and personalized customer experience that drives business growth.

- Digital transformation is the incursion of a company into the digital world with all the changes that this implies. We can also define it as the step a company takes towards the implementation of digital technologies and media.
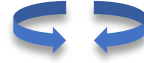
Digital Transformation and marketing

- The digital transformation in marketing is the use of digital tools and media to connect with our customers to increase sales. This happens when we **move from traditional marketing to digital marketing**.
- Although traditional marketing can and has to be **part of our strategy**, our company's efforts have to be in digital marketing.
- Digital marketing has greater benefits, digital media allows us to have a greater reach. So the **return is higher than in traditional marketing**.
- Another strong point of digital marketing is that customer segmentation is more precise. This allows us to create more effective strategies to connect with our ideal client.
- All companies that have gone through the digital marketing transformation have experienced a significant increase in sales.

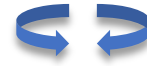# Key drivers of digital transformation in digital marketing

- The increasing reliance on digital channels by consumers

- The growing volume and complexity of marketing data

- The need for more agility and responsiveness in marketing
  campaigns

- The desire to create a more customer-centric marketing approach

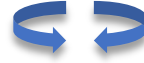# Benefits of digital transformation in digital marketing

- Improved customer engagement and satisfaction

- Increased marketing ROI

- Enhanced brand awareness and reputation

- Greater agility and responsiveness to market changes

- A more data-driven and insights-led approach to marketing

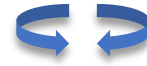# Key components of digital transformation in digital marketing

- **Customer experience management (CXM):** Creating a seamless and personalized customer experience across all digital channels.

- **Marketing analytics:** Collecting, analyzing, and using marketing data to make informed decisions.

- **Marketing automation:** Automating repetitive marketing tasks to free up time for more strategic work.

- **Artificial intelligence (AI):** Using AI to personalize marketing campaigns, improve customer targeting, and optimize marketing performance.

- **Agile marketing:** Adopting an agile approach to marketing that allows for rapid experimentation and adaptation.

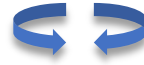# Examples of digital transformation in digital marketing

- **Nike's "Find Your Greatness" campaign**
  - Nike used data analytics to identify and target potential customers with personalized ads.

- **Coca-Cola's "Share a Coke" campaign**
  - Coca-Cola used social media to create a personalized customer experience.

- **Amazon's "Product Recommendations"**
  - Amazon uses AI to recommend products to customers based on their past purchases and browsing behavior.

How to get started with digital transformation in digital marketing?

- **Assess your current marketing** capabilities and identify areas for improvement.

- **Develop a digital transformation strategy** that aligns with your business goals.

- **Invest** in the necessary technology and training.
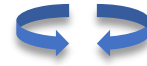
- **Measure and track** your progress.

Channel Attribution

- Channel attribution in digital marketing is the process of assigning credit to different marketing channels for their contribution to a desired outcome, such as a sale or conversion. This process is essential for businesses to understand which channels are driving the most results and to make informed decisions about how to allocate their marketing resources.
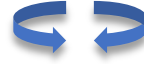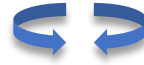
Why is channel attribution important?

- **It helps businesses to understand the customer journey**
  - By understanding which channels customers interact with before they convert, businesses can identify the most effective touchpoints in their marketing campaigns.

- **It helps businesses to optimize their marketing spend**
  - By allocating their budget to the channels that are driving the most results, businesses can improve their marketing ROI.

- **It helps businesses to make data-driven decisions**
  - By using channel attribution data, businesses can make informed decisions about their marketing strategies and tactics.
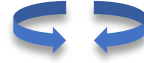
Types of channel attribution models

- **Last-touch attribution**

  - This model assigns all credit to the last channel that a customer interacts with before they convert.

- **First-touch attribution**

  - This model assigns all credit to the first channel that a customer interacts with before they convert.

- **Linear attribution**

  - This model assigns equal credit to all of the channels that a customer interacts with before they convert.

- **Time-decay attribution**

  - This model assigns more credit to the channels that a customer interacts with closer to the time of conversion.

- **U-shaped attribution**

  - This model assigns more credit to the first and last channels that a customer interacts with before they convert.

- **W-shaped attribution**

  - This model assigns more credit to the first, middle, and last channels that a customer interacts with before they convert.

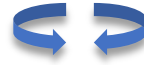# Choosing the right channel attribution model

- The best channel attribution model for a business will depend on its specific goals and needs.

- Businesses should consider factors such as
  - the length of their customer journey,
  - the complexity of their marketing campaigns, and
  - the availability of data when choosing a model.
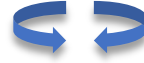
Benefits of channel attribution

- **Improved marketing ROI**
  - By allocating their budget to the channels that are driving the most results, businesses can improve their marketing ROI.

- **Increased marketing efficiency**
  - By understanding the customer journey, businesses can identify the most effective touchpoints in their marketing campaigns and eliminate wasteful spending.

- **Improved customer experience**
  - By understanding how customers interact with their brand, businesses can create a more personalized and seamless customer experience.

Challenges of channel attribution

- **Data collection**
  - Businesses need to collect data from a variety of sources to accurately attribute conversions to different channels.

- **Data analysis**
  - Channel attribution data can be complex and difficult to analyze.

- **Model selection**
  - There is no one-size-fits-all channel attribution model. Businesses need to choose a model that is right for their specific goals and needs.

Analytics

Analytics in

- AdWords

- Email

- mobile, and

- social media can help you track your performance and make data-driven decisions to improve your results.
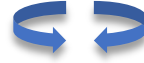
Analytics: Ad-words
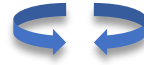
- Google AdWords is an online advertising platform that allows businesses to display their ads on Google Search and other websites.

- AdWords analytics can help you track your performance and make data-driven decisions to improve your results.

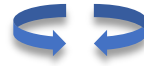# Key metrics that you can track with AdWords analytics
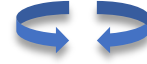
- **Clicks:** The number of times that your ad has been clicked.

- **Impressions:** The number of times that your ad has been displayed.

- **Conversions:** The number of times that a desired action, such as a sale or lead generation, has been completed as a result of your ad.

- **Click-through rate (CTR):** The percentage of times that your ad has been clicked on when it was displayed.

- **Cost per click (CPC):** The average amount that you pay each time that your ad is clicked.

- **Conversion rate:** The percentage of times that a desired action has been completed as a result of your ad.

- **Cost per acquisition (CPA):** The average amount that you pay for each conversion.

- **Return on ad spend (ROAS):** The amount of revenue that you generate for every dollar that you spend on advertising.

Tips for using AdWords analytics

- **Set clear goals** and objectives for your AdWords campaigns. What do you want to achieve with your advertising? Once you know your goals, you can track your performance against those goals.

- Track your **results on a regular basis.** This will help you to identify trends and to make data-driven decisions about your AdWords campaigns.

- Use data to **identify trends** and insights. What are you seeing in your analytics data? What can you learn from this data?

- Make **data-driven decisions** to improve your results. Use your analytics data to make informed decisions about your AdWords campaigns, such as which keywords to target, which ad groups to create, and which campaigns to budget for.
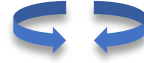
Tips for using AdWords analytics

- Use a **variety of analytics tools** to get a complete picture of your marketing performance. AdWords analytics is just one tool that you can use to track your marketing performance. You should also use other analytics tools, such as Google Analytics and social media analytics, to get a complete picture of your results.

- **Share your analytics data with your team** so that everyone can be on the same page. Everyone involved in your marketing campaigns should have access to your analytics data. This will help to ensure that everyone is working towards the same goals.

- Use **analytics to track your progress** towards your business goals. Are you achieving your business goals with your AdWords campaigns? Use your analytics data to track your progress and to make adjustments as needed.
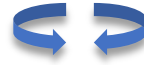
Analytics: Email
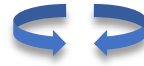
- Email marketing is a great way to stay in touch with your customers and prospects, and to build brand awareness.

- Email analytics can help you track your open rates, click-through rates, and unsubscribe rates.

- You can use this data to identify which subject lines, content, and calls to action are most effective.

- You can also use email analytics to segment your email list so that you can send more targeted and relevant emails.
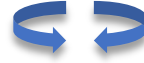
Key metrics to track email analytics

- **Open rate**
  - The percentage of emails that were opened by the recipients.

- **Click-through rate (CTR)**
  - The percentage of recipients who clicked on a link in the email.

- **Unsubscribe rate**
  - The percentage of recipients who unsubscribed from your email list.

- **Bounce rate**
  - The percentage of emails that were not delivered to the recipients.

- **Conversion rate**
  - The percentage of recipients who took a desired action, such as making a purchase or signing up for a newsletter.

- **Revenue generated**
  - The amount of revenue that was generated from email marketing campaigns.
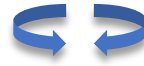
Key metrics to track email analytics

- **List Growth Rate**
  - List growth rate measures how quickly your email list is expanding. It helps determine whether your acquisition strategies, such as sign-up forms and incentives, are effective.
- **Email Client and Device Metrics**
  - Understanding which email clients and devices recipients use to open your emails can help with email design and optimization for different platforms.
- **A/B Testing Results**
  - A/B testing, also known as split testing, allows you to test different elements of your email campaigns (e.g., subject lines, content, images) to determine which version performs better in terms of open rates, CTR, and conversions.
- **Engagement Over Time**
  - Analyzing email engagement trends over time can reveal patterns in recipient behavior and help refine email marketing strategies.

Key metrics to track email analytics

- **Geographic Data**
  - Email analytics may provide information about the geographic locations of recipients. This can be valuable for segmenting your email list and tailoring content to specific regions or time zones.

- **Spam Complaint Rate**
  - Monitoring the rate of spam complaints helps maintain sender reputation and email deliverability. High spam complaint rates can negatively impact your email marketing efforts.

- **Forward and Share Rate**
  - Tracking how often recipients forward or share your emails can provide insights into the viral reach and effectiveness of your content.
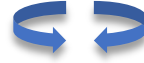
Analytics: Mobile

- Analytics in mobile plays a crucial role in digital marketing, providing valuable insights into user behavior, app performance, and campaign effectiveness.

- By analyzing mobile data, marketers can make informed decisions to improve engagement, optimize campaigns, and drive business growth.
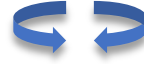
Mobile App Engagement:
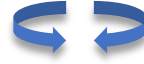
- **App Installs**
  - Track the number of times your app has been installed on users' devices.

- **Active Users**
  - Measure the number of users who actively engage with your app within a specific period.

- **Session Length**
  - Analyze the average time users spend on each session within your app.

- **Session Depth**
  - Evaluate the average number of screens users view per session.

- Retention Rate
  - Monitor the percentage of users who continue to use your app over time.

User Acquisition and Conversion

- **Cost Per Install (CPI)**
    - Determine the average cost of acquiring a new user through mobile marketing campaigns.

- **Conversion Rate**
    - Track the percentage of users who complete a desired action, such as a purchase or registration.

- **Average Revenue Per User (ARPU)**
    - Measure the average revenue generated from each user.

- **Lifetime Value (LTV)**
    - Calculate the total revenue generated from a user throughout their relationship with your app.

User Behavior and Experience

- **In-App Events**
  - Analyze user interactions within your app, such as button clicks, menu selections, and content consumption.

- **Screen Flow**
  - Understand how users navigate through your app, identifying potential friction points or areas for improvement.
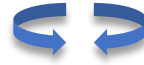
- **User Demographics**
  - Gather insights into user characteristics like age, gender, location, and device type.
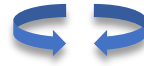
- **User Feedback**
  - Monitor user reviews and ratings to identify areas for improvement and address user concerns.
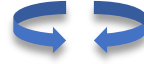
Campaign Performance

- **Campaign Reach**
  - Measure the number of users exposed to your mobile marketing campaigns.

- **Campaign Click-Through Rate (CTR)**
  - Track the percentage of users who click on your mobile ad or link.

- **Campaign Conversion Rate**
  - Determine the percentage of users who complete a desired action after clicking on your mobile ad or link.

- **Campaign Cost Per Acquisition (CPA)**
  - Calculate the average cost of acquiring a new user through a specific mobile marketing campaign.

Analytics: Social Media

- Analytics in social media refers to the process of collecting, analyzing, and interpreting data related to social media platforms and their users.

- Social media analytics provides valuable insights into audience behavior and campaign effectiveness, **enabling businesses to make data-driven decisions** that optimize social media strategies and achieve marketing goals.

Social Media Analytics

1. Audience Insights

- **Demographic Analysis**
  - Understand the age, gender, location, language, and other demographic characteristics of your social media followers.

- **Interest Analysis**
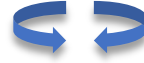 - Identify the interests, hobbies, and preferences of your social media audience.

- **Audience Growth**
  - Monitor the growth of your social media following over time.

- **Audience Engagement**
  - Analyze the level of engagement with your social media content, including likes, comments, shares, and mentions.

Social Media Analytics

2. Content Performance

- **Reach**
  - Measure the number of people who have seen your social media posts.

- **Impressions**
  - Track the number of times your social media posts have been displayed, regardless of whether users have seen them.

- **Engagement Rate**
  - Calculate the average number of interactions (likes, comments, shares) per post.
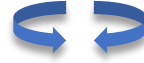
- **Click-Through Rate (CTR)**
  - Track the percentage of users who click on links in your social media posts.

- **Content Type Performance**
  - Analyze the performance of different types of content, such as images, videos, and text posts.

Social Media Analytics

3. Campaign Effectiveness

- **Campaign Reach**
  - Measure the number of people who have seen your social media ads or promotions.

- **Campaign Impressions**
  - Track the number of times your social media ads or promotions have been displayed.
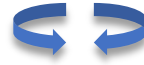
- **Campaign Engagement Rate**
  - Calculate the average number of interactions (clicks, likes, comments) with your social media ads or promotions.

- **Campaign Click-Through Rate (CTR)**
  - Track the percentage of users who click on links in your social media ads or promotions.
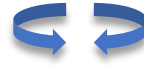
- **Campaign Cost Per Acquisition (CPA)**
  - Determine the average cost of acquiring a new customer through social media marketing campaigns.

Social Media Analytics

3.4 Brand Sentiment

- **Brand Mentions**
  - Monitor mentions of your brand name, products, or services across social media platforms.

- **Sentiment Analysis**
  - Analyze the sentiment of social media conversations about your brand, identifying positive, negative, and neutral mentions.

- **Brand Advocacy**
  - Identify and engage with brand advocates who promote your brand positively on social media.

- **Reputation Management**
  - Address negative or inaccurate information about your brand that appears on social media.
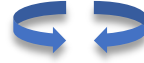
Web Analytics

- Web analytics in digital marketing involves the collection, measurement, and analysis of data related to website performance and user behavior.

- It provides valuable insights into website traffic, user behavior, and campaign effectiveness. By analyzing web data, marketers can make informed decisions to improve website design, optimize content, and drive business growth.

Web Analytics in Digital Marketing

1. Traffic Acquisition

- **Organic Traffic**
  - Measure the number of visitors who arrive at your website through search engine results.
- **Referral Traffic**
  - Track the number of visitors who arrive at your website from other websites or external links.
- **Direct Traffic**
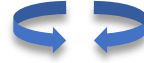 - Analyze the number of visitors who type your website's URL directly into their browser.
- **Social Media Traffic**
  - Monitor the number of visitors who arrive at your website from social media platforms.
- **Email Traffic**
  - Track the number of visitors who arrive at your website from email marketing campaigns.

Web Analytics in Digital Marketing

2. User Behavior

- **Bounce Rate**
  - Measure the percentage of visitors who leave your website after viewing only one page.

- **Average Session Duration**
  - Analyze the average time visitors spend on your website.

- **Pages Per Session**
  - Track the average number of pages visitors view per session.

- **Exit Pages**
  - Identify the pages where visitors most frequently exit your website.

- **Heatmaps and Scroll Maps**
  - Visualize user interaction with your website to identify areas of interest and potential usability issues.

Web Analytics in Digital Marketing
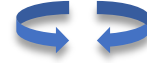
3. Conversion and Sales

- **Goal Conversions**
  - Track the percentage of visitors who complete a desired action, such as a purchase, registration, or sign-up.

- **Conversion Rate**
  - Calculate the percentage of visitors who complete a desired action compared to the total number of website visitors.

- **Average Order Value (AOV)**
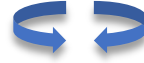 - Measure the average amount of revenue generated per purchase transaction.

- **Customer Lifetime Value (CLTV)**
  - Determine the total revenue generated from a customer over their relationship with your business.

- **Return on Ad Spend (ROAS)**
  - Calculate the revenue generated from advertising campaigns compared to the advertising costs.
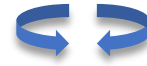
Web Analytics in Digital Marketing
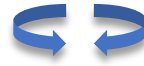
4. SEO and Content Performance

- **Organic Search Rankings**
  - Monitor the ranking of your website's pages in search engine results for specific keywords.

- **Organic Click-Through Rate (CTR)**
  - Track the percentage of users who click on your website's links in search engine results.

- **Content Views and Engagement**
  - Analyze the number of times your website's content is viewed, shared, and commented on.

- **Content Type Performance**
  - Evaluate the performance of different types of content, such as blog posts, articles, and videos.

- **Content Relevance and Search Intent**
  - Assess how well your content aligns with user search queries and intent.

Changing your strategy based on analysis

- It is the fundamental aspect of data-driven decision-making and is essential for achieving success in various fields, including business, marketing, and other areas.

- By continuously evaluating data and making informed decisions, you can adapt to changing trends, optimize your campaigns, and achieve your marketing goals.

Steps involved changing your strategy based on analysis

1. **Define your goals and objectives**

   ▪ Clearly establish what you want to achieve with your digital marketing efforts. This could involve increasing website traffic, generating leads, boosting sales, or enhancing brand awareness.

2. **Identify your target audience**

   ▪ Understand your ideal customer's demographics, interests, online behavior, and pain points. This will help you tailor your strategies to resonate with their needs and preferences.

3. **Collect and analyze data**

   ▪ Gather data from various sources, such as website analytics, social media metrics, email marketing performance, and customer feedback. Analyze the data to identify trends, patterns, and insights.
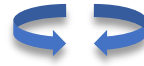
4. **Assess your current strategy's effectiveness**

   ▪ Evaluate the performance of your existing digital marketing campaigns, content strategies, and channel utilization. Identify areas where your efforts are yielding positive results and areas that need improvement.

5. **Set measurable goals for your new strategy**

   ▪ Establish clear and measurable goals for your revised digital marketing approach. These goals should align with your overall business objectives and provide a way to track progress.

Steps involved changing your strategy based on analysis

1. **Develop and implement new strategies**

   ▪ Based on your analysis, devise new or modified strategies that address the identified areas for improvement. Consider experimenting with different approaches and tactics to identify the most effective ones.

2. **Continuously monitor and measure results**

   ▪ Regularly track key metrics to assess the performance of your new strategies. Monitor website traffic, conversion rates, engagement metrics, and other relevant indicators to gauge progress and identify areas for further optimization.

3. **Adapt and refine your strategies**

   ▪ Based on ongoing analysis and feedback, make adjustments to your strategies as needed. Be open to experimentation and adapting your approach to changing trends or market conditions.
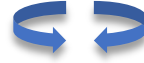
4. **Communicate changes and seek feedback**

   ▪ Clearly communicate any strategy changes to your team members and stakeholders. Encourage feedback and involve them in the ongoing evaluation and refinement process.
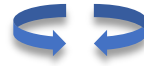
5. **Utilize digital marketing analytics tools**

   ▪ Leverage various analytics tools and platforms to collect, analyze, and visualize data effectively. These tools can provide valuable insights into campaign performance, user behavior, and audience demographics.

Recent trends in Digital marketing

- Artificial intelligence (AI) and Chatbots

- Voice search

- Short-form video

- Omnichannel marketing

- Influencer marketing

- Gen Z

- Metaverse and NFTs

- Privacy and security

- Ethics in digital marketing

- Data-driven marketing

- Social Commerce

- Local SEO and Geotargeting

- Interactive Content

Artificial intelligence (AI) and Chatbots

- **Personalization**
  - AI can be used to personalize marketing messages and experiences for individual users. This can be done by analyzing data about users' demographics, interests, and online behavior.
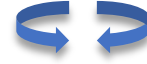- **Automation**
  - AI can be used to automate tasks such as ad targeting, bidding, and reporting. This can free up marketers' time to focus on more strategic tasks.
- **Chatbots**
  - Chatbots are AI-powered programs that can simulate conversation with humans. They can be used to provide customer service, answer questions, and even generate leads.

Voice search, Short-form video, Omnichannel marketing

- **Voice search**

  - Voice search is becoming increasingly popular, as people become more comfortable using voice assistants like Siri, Alexa, and Google Assistant. Marketers need to optimize their websites and content for voice search by using natural language and long-tail keywords.

- **Short-form video**

  - Short-form video is another popular trend that is being used by businesses of all sizes. Platforms like TikTok and Reels are a great way to reach a large audience with engaging content.

- **Omnichannel marketing**

  - Omnichannel marketing refers to the practice of creating a seamless customer experience across all channels, including online, offline, and mobile. This means that businesses need to ensure that their branding, messaging, and customer service are consistent across all channels.

Influencer marketing, Gen Z, Metaverse and NFTs
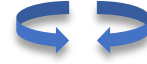
- **Influencer marketing**
  - Influencer marketing is still a powerful way to reach a large audience. However, it is important to choose influencers who are a good fit for your brand and who have a genuine connection with their audience.

- **Gen Z**
  - Gen Z is the youngest generation, and they are increasingly influential consumers. Marketers need to understand the unique needs and preferences of Gen Z in order to reach them effectively.

- **Metaverse and NFTs**
  - The metaverse is a virtual world that is still in its early stages of development. However, it is expected to have a major impact on digital marketing in the future. NFTs are digital assets that can be used to represent ownership of items such as art, music, and collectibles.

Privacy and security, Ethics in digital marketing, Data-driven marketing
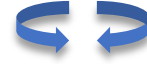
- **Privacy and security**
  - Consumers are increasingly concerned about privacy and security. Marketers need to be transparent about how they collect and use data, and they need to make sure that their websites and data are secure.
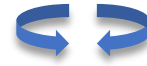
- **Ethics in digital marketing**
  - Marketers need to be ethical in their practices. This means avoiding deceptive tactics, respecting consumer privacy, and being aware of the potential impact of their campaigns on society.

- **Data-driven marketing**
  - Data-driven marketing is more important than ever before. Marketers need to use data to make informed decisions about their campaigns, and they need to be able to track the results of their efforts.

- **Social Commerce**
  - Social media platforms were enhancing their e-commerce capabilities, allowing users to shop directly from the platforms. Features like Instagram Shopping and Facebook Marketplace gained traction.
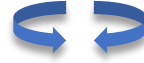
- **Local SEO and Geotargeting**
  - With the rise of "near me" searches, local SEO and geotargeting were essential for businesses looking to attract nearby customers.

- **Interactive Content**
  - Interactive content, such as quizzes, polls, and augmented reality (AR) experiences, engaged users and encouraged them to actively participate in the content.

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