



CSC-370

E - Commerce

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Digital Marketing



Digital Marketing

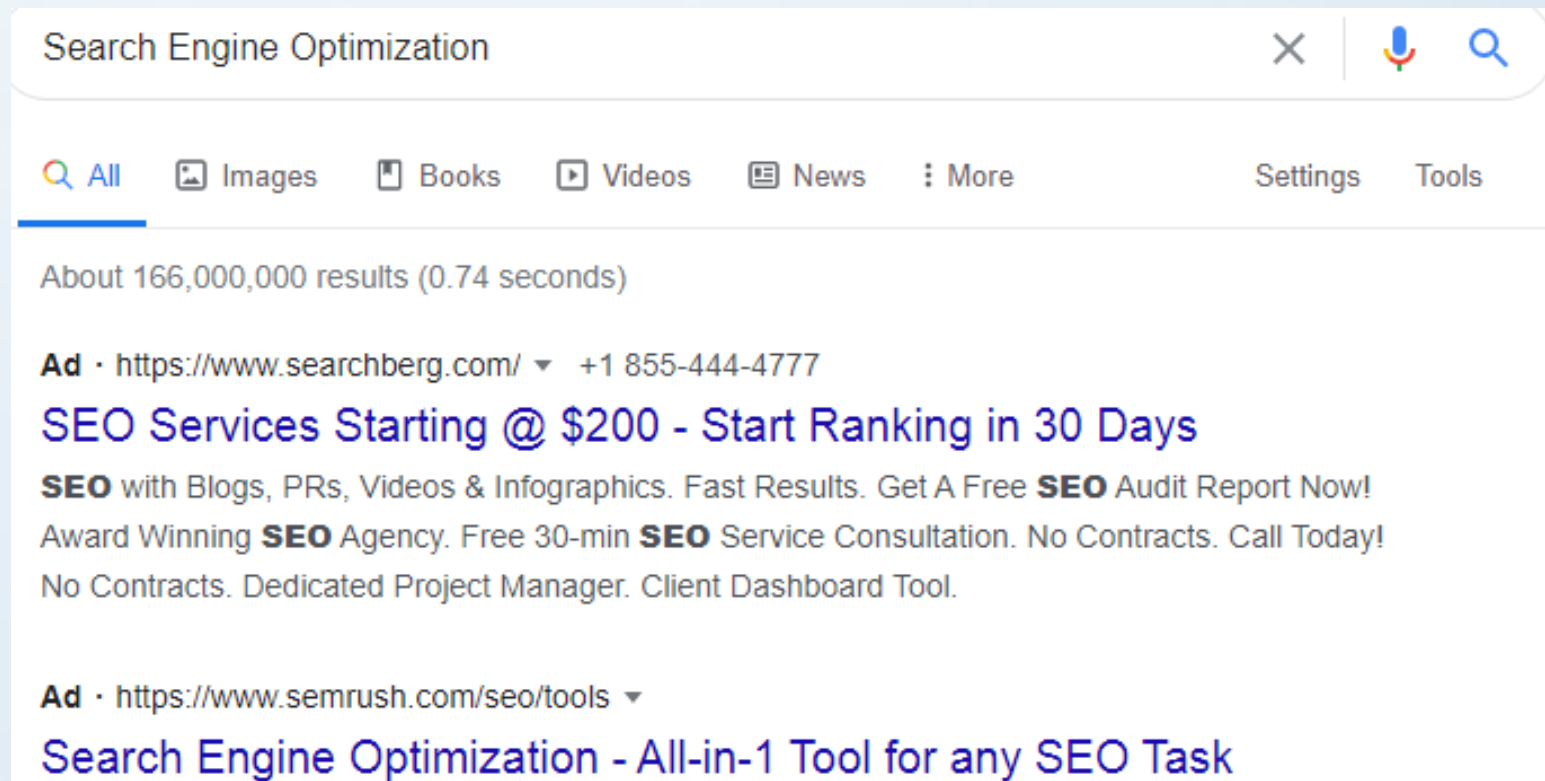
- Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers.
- Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing
- Digital marketing is a broad field, including attracting customers via email, content marketing, search platforms, social media, and more.
- Digital marketing targets a specific segment of the customer base and is interactive.

Digital Marketing

- Digital marketing is on the rise and includes search result ads, email ads, and promoted tweets – anything that incorporates marketing with customer feedback or a two-way interaction between the company and customer.
- In digital marketing, advertisers are commonly referred to as sources, while members of the targeted ads are commonly called receivers.
- Sources frequently target highly specific, well-defined receivers

Digital Marketing : Search Engine Marketing (SEM)

- 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



Digital Marketing : Search Engine Marketing (SEM)

- SEM is the practice of marketing a business products/services using paid advertisements that appear on search engine results pages.
- Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries
- These ads, often known by the term pay-per-click ads, come in a variety of formats.
- Some are small, text-based ads, whereas others, such as product listing ads (PLAs, also known as Shopping ads) are more visual, product-based advertisements that allow consumers to see important information at-a-glance, such as price and reviews

Digital Marketing : Search Engine Marketing (SEM)

- greatest strength of SEM is that it offers advertisers the opportunity to put their ads in front of motivated customers who are ready to buy at the precise moment they're ready to make a purchase.
- No other advertising medium can do this, which is why search engine marketing is so effective and such an amazingly powerful way to grow your business.

Digital Marketing : SEM vs. SEO

- Generally, "search engine marketing" refers to paid search marketing, a system where businesses pay Google to show their ads in the search results.
- Search engine optimization(SEO), is different because businesses don't pay Google for traffic and clicks; rather, they earn a free spot in in the search results by having the most relevant content for a given keyword search.
- Both SEO and SEM should be fundamental parts of your online marketing strategy.
- SEO is a powerful way to drive evergreen traffic at the top, while search engine advertisements are a highly cost-effective ways of advertising

Digital Marketing : Keyword Advertising

- Keyword advertising is a method of advertising on search engines using keyword research.
- By determining the keyword searches that are most relevant to your business's offerings, you can then bid to place your ads in the search results for relevant keywords.
- For example, if you sell footwear, you can make sure people searching for keywords like "sneakers" or "women's boots" see your advertisements.
- Almost all of search marketing revolves around keywords.
- Choosing the right keywords for advertising can make or break your ad campaigns

Digital Marketing : Keyword Advertising

- The most important element of keyword search advertising is to bid on highly relevant keywords.
- The more relevant your keywords are to your business and website, the more cost-effective your online marketing campaign will be
- As a best practice when doing keyword advertising, first select keywords that relate to your business, then craft text ads that incorporate these advertising keywords.
- When visitors click on your ads in the Search Engine Results Page (SERP), you pay the amount that you've bid on the keyword (with a discount, if your ads are very high-quality). This process is known as pay-per-click (PPC) advertising.

Digital Marketing : Search Engine Optimization(SEO)

- SEO is the process of optimizing web pages and their content to be easily discoverable by users searching for terms relevant to your website.
- The term SEO also describes the process of making web pages easier for search engine indexing software, known as "crawlers," to find, scan, and index your site
- Billions of searches are conducted online every single day.
- This means an immense amount of specific, high-intent traffic.
- Many people search for specific products and services with the intent to pay for these things.
- These searches are known to have commercial intent, meaning they are clearly indicating with their search that they want to buy something you offer.

Digital Marketing : Search Engine Optimization(SEO)

- It's important to note that Google is responsible for the majority of the search engine traffic in the world.
- This may vary from one industry to another, but it's likely that Google is the dominant player in the search results that your business or website would want to show up in

The global search engine market in 2020

- Google. 92.54%
- Bing. 2.44%
- Yahoo!. 1.64%
- Baidu. 1.08%
- Yandex. 0.54%
- DuckDuckGo. 0.45%
- Sogou. 0.44%
- Ecosia. 0.14%

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Digital Marketing : SEO Keyword Research

- The first step in search engine optimization is to determine what you're actually optimizing for.
- This means identifying terms people are searching for, also known as "keywords," that you want your website to rank for in search engines like Google.
- There are several key factors to take into account when determining the keywords you want to target on your site :
 - **Search Volume** : The first factor to consider is how many people are actually searching for a given keyword. The more people there are searching for a keyword, the bigger the potential audience you stand to reach. Conversely, if no one is searching for a keyword, there is no audience available to find your content through search.

Digital Marketing : SEO Keyword Research

- There are several key factors to take into account when determining the keywords you want to target on your site :
 - **Relevance** : A term may be frequently searched for, but that does not necessarily mean that it is relevant to your prospects. Keyword relevance, or the connection between content on a site and the user's search query, is a crucial ranking signal.
 - **Competition** : Keywords with higher search volume can drive significant amounts of traffic, but competition for premium positioning in the search engine results pages can be intense

Digital Marketing : Display Ad Marketing

- Although the term “display ad” may be unfamiliar, you’re almost certainly familiar with display ads themselves.
- They’re the visual-based ads you see while reading an article on your favorite blog, watching a video on YouTube, or using a mobile app etc.
- Display advertising is a method of attracting the audience of a website, social media platform or other digital mediums to take a specific action.
- These are often made up of text-based, image or video advertisements that encourage the user to click-through to a landing page and take action (e.g. make a purchase).
- Most display and online advertising campaigns are charged on a cost per click (CPC) basis.
- That is to say, every time the user on a search engine clicks on your ad, you’ll get charged an amount based on your overall bidding strategy

Digital Marketing : Display Ad Marketing

- Display ads can come in several shapes and sizes, which include the following :
 - **Banner Ads** : One of the oldest and traditional forms of advertising, usually appear at the top of websites in a “banner” format.
 - **Interstitial Ads** : These ads appear as web pages that are served to users before they are directed to the original page they requested or an advertisement that appears while a chosen website or page is downloading
 - **Rich Media** : These ads include interactive elements, such as video, audio and clickable elements.
 - **Video Ads** : The YouTube advertising platform, as well as social networks like Instagram and Facebook, have opened a whole new avenue for marketers. Video ads allow you to reach your audience and connect with them on a personal level, and are well worth investing in.

Digital Marketing : Display Ad Marketing : Pros

- **Diversity :**

- Display ads come in many shapes and sizes. And they can be presented in a number of formats, too.

- **Reach :**

- Google Display Network (GDN), can access millions of sites straight from your Google Ads account.

- **Targeting :**

- Because of GDN's extensive reach, you can also target the right audience by placing your ads on the right websites.
- This includes demographic and geo-targeting, along with specific interests of your target audience.

- **Measurable :**

- Clicks, impressions and conversions can all be tracked from Google Ads, as well as Google Analytics for more granular performance and engagement tracking.

Digital Marketing : Display Ad Marketing : Cons

- **Banner Blindness :**

- Because of the prolific nature of display ads, many users have come to ignore them completely.
- This means a lower click-through rate.
- However, this can be circumvented using rich media ads

- **Ad Blockers :**

- ad blocker technology has risen in popularity over the last few years.