



# CSC-370

## E - Commerce

(BSc CSIT, TU)

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# Digital Marketing : Mobile Marketing

- is the art of marketing your business to appeal to mobile device users.
- When done right, mobile marketing provides customers or potential customers using smartphones with personalized, time and location-sensitive information so that they can get what they need exactly when they need it, even if they're on the go
- As we know mobile is the future of marketing, but really the era of mobile has already arrived.
- If you're not implementing some kind of mobile marketing strategy, you're already trailing behind!

# Digital Marketing : Mobile Marketing

- Mobile marketing consists of ads that appear on mobile smartphones, tablets, or other mobile devices.
- Mobile marketing ad formats, customization, and styles can vary, as many social media platforms, websites, and mobile apps offer their own unique and tailored mobile ad options.
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# Digital Marketing : Mobile Marketing Strategies/Types

- **App Based Marketing :**

- This is mobile advertising involving mobile apps.
- While 80% of mobile time is spent engaged with apps, you don't have to create an app yourself to get in on the action.
- Services like Google AdMob help advertisers create mobile ads that appear within third-party mobile apps
- Facebook also allows advertisers to create ads that are integrated into Facebook's mobile app.
- Facebook's mobile Promoted Post ads integrate so seamlessly with Facebook's news feed that users often don't realize they're looking at ads

# Digital Marketing : Mobile Marketing Strategies/Types

- **In-game mobile marketing :**

- refers to mobile ads that appear within mobile games
- In-game ads can appear as banner pop-ups, full-page image ads or even video ads that appear between loading screens.

- **QR Codes :**

- QR codes are scanned by users, who are then taken to a specific webpage that the QR code is attached to.
- QR codes are often aligned with mobile gamification and have an element of mystery to them, since users who scan them don't always know exactly which rabbit hole they're jumping down

# Digital Marketing : Mobile Marketing Strategies/Types

- **Location-based Marketing :**

- are ads that appear on mobile devices based upon a user's location relative to a specific area or business.
- For example, some advertisers may only want their mobile ads to appear when users are within a 1-mile radius of their business

- **Mobile Search Ads :**

- These are basic Google search ads built for mobile, often featuring extra add-on extensions like click-to-call or maps

- **Mobile Image Ads :**

- Image-based ads designed to appear on mobile devices

- **SMS :**

- SMS marketing involves capturing a user's phone number and sending them text offers. This is considered somewhat out of date.



# Digital Marketing : Local Marketing

- Local marketing is a strategy that targets potential customers within a specific radius - typically 50 miles of the physical location of a business.
- It's also known as location-based marketing, neighborhood marketing, or local store marketing
- Local marketing can work for any brand that has a physical location, like shops and bars, or any locally-based businesses that travel to a customer's location, such as plumbers and electricians.
- Local businesses can use a range of outbound and inbound marketing methods to attract customers, including
  - **Inbound** : Google My Business, Local SEO, social media marketing, etc.
  - **Outbound** : Display ads, attending local events, community involvement, etc.

# Digital Marketing : Online Marketing Metrices

- Digital Marketing Metrics and KPIs(Key Performance Indicator) are values used by marketing teams to measure and track the performance of their marketing campaigns.
- Digital marketing teams use a number of tools to promote their services and products, and tracking the results can often be time consuming and difficult.
- By creating specific digital marketing KPIs, it's easy to determine targets and goals and measure performance based on those values
- Examples :
  - Returning Visitor Metric
  - Brand Awareness Metric
  - Incremental Sales
  - Web Traffic Sources
  - Content Downloads etc.
  - Google analytics tools



# Digital Marketing : Pricing Models for Online Advertisements

- There are several different ways to price online ads.
- The pricing model depends on the campaign goals, the platform hosting the ad and the type of ad itself.
- Not all digital advertising pricing models are created equally.
- Some models are more advertiser-friendly than others.
- These are the four most common pricing models used in the online performance advertising model :
  - **Cost-per-Thousand (CPM)**
  - **Cost-per-Click (CPC)**
  - **Cost-per-Lead (CPL)**
  - **Cost-per-Action**

# Digital Marketing : Pricing Models for Online Advertisements

- **Cost-per-Thousand (CPM)**

- most common pricing model for video advertising.
- display advertising also commonly uses the CPM model, but display ads are starting to move towards other pricing models, such as cost-per-lead (CPL) or cost-per-action (CPA).
- the CPM pricing model sets a flat rate for every 1000 views an ad gets
- One of the major issues with this pricing model is that advertisers are charged regardless of whether anyone clicks their ad.
- Youtube, for example, bills advertisers on a CPM basis.
- Advertisers are charged a flat rate per thousand views.

# Digital Marketing : Pricing Models for Online Advertisements

- **Cost-per-Click (CPC)**

- It charges advertisers only when someone clicks on the ad.
- This model corrects one of the major issues with the CPM model, where advertisers are charged, regardless of how many people click on the ad.
- That doesn't mean the CPC model is perfect, in search advertising, keywords have become very expensive (and prices are steadily rising).

# Digital Marketing : Pricing Models for Online Advertisements

- **Cost-per-Lead (CPL)**

- are the most advertiser-friendly pricing model.
- In the CPL model, advertisers only pay for every qualified lead.
- This model eliminates the possibility of paying for accidental clicks and views.
- To qualify as a lead, someone has to explicitly fill out a form on the advertiser's website after clicking the ad (usually to provide contact information.)
- CPL advertising allows advertisers to generate guaranteed returns from their online advertising budget.
- **Example :** In 2008, the Obama campaign used CPL advertising to build email lists. A lead was only considered qualified if they signed up for an eNewsletter, making the campaign very cost effective

# Digital Marketing : Pricing Models for Online Advertisements

- **Cost-per-Action(CPA)**

- requires even more specific actions than CPL before an advertiser pays.
- Usually, that action involves the customer making a purchase or signing up for a service.
- In CPA advertising, the advertiser usually only pays after a credit card transaction.
- That means the CPA model is best for motivating immediate action when the advertiser wants a customer to buy something right away.
- For that reason, CPA advertising can be ineffective for industries with a high barrier to purchase such as financial services, insurance, and professional services.