



Digital Marketing

(Unit – 1)

by

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Digital Marketing: Definition

- Digital Marketing (also called ‘Internet Marketing’, ‘Web Marketing’, ‘Online Marketing’) is defined as the promotion of brands or products through different forms of electronic media.
- These forms could be:
 - Website
 - Blogs
 - Social Media
 - Mobile Applications
 - etc.

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Evolution of Digital Marketing from Traditional to Modern Era

- Since 1450, when Gutenberg’s (German) printing press began its operation, till the present time when automated posting of online advertisements has become very common, marketing has kept up incredibly well with changing technology.
- The original marketing concept and its orientations have shifted through various stages of evolution termed as ‘Marketing Eras’ –
 - **Trade Era:** Products were **handmade**; hence, supply was limited.
 - **Production Era:** Products were **mass produced** and consumers focused on features like **low cost and availability**.
 - **Product Era:** Focus moved from quantity to **quality** and consumers laid more emphasis on **quality, performance, and innovative features**.

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Evolution of Digital Marketing from Traditional to Modern Era

- **Sales Era:** With increasing competition, companies were compelled to emphasize on **aggressive selling and promotion**, leading to saturation of consumer demand.
- **Marketing Era:** Marketing emerged as a practice as consumers started demanding better products; differentiators like pricing, distribution, and promotion became important.
- **Relationship Era:** Customers started **getting valued** to build a long-term orientation.
- **Digital Era:** Also called the **social/mobile era**, the focus is on **real-time and social exchange-based marketing** where communication and social interactions play a prime role.

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Evolution of Digital Marketing from Traditional to Modern Era

• Premise of Traditional Marketing

- Traditional marketing includes platforms and techniques which were used as one-way communication tool rather than interactive ones. **Important tools include:**
 - **Print Marketing** (newspapers/magazines/catalogues) provided daily news, classifieds, local and interest-based periodicals/fliers which were monetized through promotions and local advertisements.
 - **Broadcasting** (television/radio) provided entertainment, knowledge, and live events, primarily supported by television advertisements.
 - **Home Marketing** (billboard also called a hoarding) has had great impact over decades in terms of influencing consumers.
 - **One-to-One Marketing** (telemarketing) has been effective though expensive.

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Evolution of Digital Marketing from Traditional to Modern Era

• Main Factors Impacting the Shift from Traditional to Modern Marketing

- Growing amount of communication channels.
- Consumers' preference for interactive rather than traditional medium like newspapers, magazines, TV, which have a one-way information flow.
- Need to validate marketing with product and service recommendations from trusted group of influencers/social interactions.
- Need for comparison of product benefits to make informed decisions.
- Higher interaction with products and more avenues for such interactions facilitating holistic messaging rather than the traditional practice of one-off marketing.

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 Evolution of Digital Marketing from Traditional to Modern Era

- **Advent of Modern Marketing Techniques**
- Modern marketing involves the following platforms and techniques:
 - **Search Marketing:** Using search technology towards marketing
 - **Online Advertising:** Placing ads across websites/digital platforms
 - **E-mail Marketing:** Sharing commercial messages with people
 - **Social Media Marketing:** Using social media platforms/networks for marketing
 - **E-commerce:** Selling/trading goods and services on any online platform
 - **Digital on Traditional Mediums:** Integrating digital technologies with traditional marketing mediums to improve interactivity (set-top box for TV can be integrated with Internet-enabled features to support digital sales)

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 Evolution of Digital Marketing from Traditional to Modern Era

- **Rise of the Internet:**
- The transition from traditional to modern marketing has occurred over a period of time on the **basis** of fundamental **technological changes** impacting marketing.
- Most of them, undoubtedly, have been the **invention of the Internet** and its wide application to business marketing.
 - The concept of Internet impacted the basic manner in which information would be stored and distributed globally through the concepts of communication protocols and networking.
 - **Creation of e-mail and World Wide Web (WWW)** were the most important advancements which brought out the power and influence of the Internet and related it to common man's needs for communication and information.

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 Evolution of Digital Marketing from Traditional to Modern Era

- **Rise of the Internet: (contd..)**
- **World Wide Web Leading to an Explosion of Information Share**
 - The invention of the Internet led to a large-scale economic boom never witnessed before.
 - The evolution of WWW brought with it the development of HTTP which is the foundation of data communication for the WWW.
 - HTTP functions as a request-response protocol in the client-server computing model.

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 Evolution of Digital Marketing from Traditional to Modern Era

- Rise of the Internet: (contd...)
- Emergence of Websites and the Concept of URL
 - WWW started facilitating the display of text and images through websites (web pages).
 - A website is typically hosted on at least one web server and is accessible through an Internet address known as the URL.

 Evolution of Digital Marketing from Traditional to Modern Era

- Rise of the Internet: (contd...)
- Dotcom (.com) Era and the Phenomenon of Modern Marketing
 - Modern marketing began to create and use web pages to build virtual information centers for their products and brands, primarily for information dissemination and also to become the first movers to adapt technology as a part of their marketing activities.
 - With websites started to be developed at a rapid scale, each individual/firm would need to create a unique name or URL which would become the address for its online venture.
 - Several companies started setting up virtual shops in the hope that a large part of their business would start functioning online through these websites.
 - Throughout this mayhem, the biggest positive takeaway was that digital marketing as it is known to be today got defined and established.

 Evolution of Digital Marketing from Traditional to Modern Era

- Rise of the Internet: (contd...)
- Post Dotcom: Creation of Internet Business Models
 - During Dotcom Era, a lot of companies understood that digital plays a supportive role in marketing and sales would primarily be driven through physical models, a thought that would eventually change in the subsequent decade.
 - A lot of positives were being registered on the Internet timeline. For ex., In 1995, Amazon.com bookstore had appeared. Sergey Brin and Larry Page were planning the future Google. Microsoft Internet Explorer appeared in 1996 and Hotmail came up for e-mail.
 - Internet started to impact the daily lives of its consumers laying the foundation of business to consumer (B2C) as a prominent online business model.
 - The biggest impact at this point of time was the emergence of search.

 Evolution of Digital Marketing from Traditional to Modern Era

- **Rise of the Internet:** (contd...)
- **Growth and Impact of Search Technologies**
 - The biggest impact which Internet had on marketing can be attributed to the rise of search technologies.
 - Research on search computing had begun as early as 1990 with the launch of **WebCrawler**, the first full-text web search engine, in 1994.
 - The following years saw the emergence of a lot of competing search engines including Excite, Infoseek, Inktomi, Altavista, Yahoo, Google.
 - Google's Page Rank patent was a technological revolution (also a business innovation) which changed the way marketing could be approached on the Internet.
 - **The impact of search technology is pivotal to digital marketing.**

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 Origin of Digital Marketing

- In **1994**, the first banner ad was appeared on the first commercial web magazine, **HotWired** (now [Wired.com](#)).



- Since then, the digital advertising market has evolved.
- In **1996**, the United States' digital advertising market was worth **\$301 million**.
- In **1997**, the market experienced phenomenal growth touching the figure of **\$1 billion**.

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 Origin of Digital Marketing (contd...)

- Around **1997**, companies began thinking about placing advertisements on related websites and linking their pages to the banners.
- In **1998**, **HotWired** started selling banner advertising space to companies and achieved a sensational 30% Click-Through Rate (CTR).
 - $\text{Click-Through Rate} = (\text{Total Clicks on Ad}) / (\text{Total Impressions}) * 100$
- Search engine, **Yahoo!**, adopted this idea by offering advertising space on its homepage.
- **Google** launched its advertising platform called **AdWords** in the year **2000** to provide advertisers a sponsored link of their websites.

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Origin of Digital Marketing (contd...)

- LinkedIn launched in 2002, Facebook launched in 2004, Twitter launched in 2006. The social media attained penetration worldwide.
- Alongside, revolution was happening in mobile with smart phone prices dropping sharply, enabling greater penetration among masses. The penetration of Internet also increased during the period.
- Hence,
 - The decade of 1990s was fueled by display advertising.
 - The early part of decade 2000 was fueled by search advertising and later part by social media.
 - The decade 2010 was fueled by mobile.

Traditional versus Digital Marketing

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

Traditional versus Digital Marketing

Parameter	Traditional Marketing	Digital Marketing
Direction of Communication	<ul style="list-style-type: none"> Unidirectional (one to many) Information spread by company (active) Consumers only listen (passive) 	<ul style="list-style-type: none"> Multidirectional (many to many) Both, company and consumers talk and listen (both active) Consumers can also create content, like or post.
Scheduling	<ul style="list-style-type: none"> Long-term (Ad campaigns are planned for a long period of time) 	<ul style="list-style-type: none"> Short-term (Ad campaigns are not planned in detail but reactions to comments and requests are given)
Availability	<ul style="list-style-type: none"> During working hours 	<ul style="list-style-type: none"> All the time (24 x 7)
Response Time	<ul style="list-style-type: none"> Longer; even if somebody is interested after seeing an ad in print or on TV, he/she cannot see additional information at that instant 	<ul style="list-style-type: none"> Quickly; as soon as the anybody see the ad, he/she can click the link and get more information instantly

Characteristics of Digital Marketing

- Digital marketing creates a level playing field for all the marketers as it does not distinguish between small and large businesses.
- The cost of failure is low in digital marketing. Even if the campaign does not work, we will know immediately and can take corrective action.
- It is a smart strategy to be bit edgy and try new ideas and different mediums of digital marketing to check out what works and what does not.
- Digital marketing is like walking in the fog. Visibility is there only for the first 10 meters. If we want more visibility, we must walk the first 10 meters to be able to see next 10 meters. Hence, instead of waiting for the perfect blueprint, we can start digital marketing and learn on the go.

Emergence of Digital Marketing as a Tool

- The marketing function has changed over the years in terms of the most important parameter — **customer interaction**.
 - Customer interaction can be defined as the manner in which any customer gets to know or interacts with any product or service with the intention of gaining information or to respond to the marketer's goal of considering him/her as a consumer and finally convincing to buy the products.
 - Any consumer, in a reactive or proactive mode, typically looks to obtain **information** on any specific area of interest.
 - He/she might not be looking at a product or a service itself but information which would solve any one of the problems at hand.

Emergence of Digital Marketing as a Tool (contd...)

- In the **traditional form of marketing**, the information to be delivered to consumers is decided, selected, or created by a group of experts who took the decision of:
 - what knowledge would be circulated, printed, or broadcasted (in the relevant examples of newspaper, magazines, radio, and TV),
 - which format it would be shared, and
 - at what price would it be delivered?
- The consumer is more of a passive receptor of information (in certain feedback columns or radio programs, the consumer could raise some questions).
 - The consumer gains information and knowledge pre-curated for him and packaged with advertisements and promotions which he had no control over and maybe not much interested either.



Emergence of Digital Marketing as a Tool (contd...)

- The successive marketing concepts till the present digital marketing era relate most to the manner in which the power of consumer choice has shifted from being a tame receptor to an active seeker of information.
- The heart of digital marketing lies in this active seeking of information process.
- Any type of customer interaction with any digital media can be divided into two types:
 - Medium-initiated Contact (Push Marketing)
 - Consumer-initiated Contact (Pull Marketing)



Emergence of Digital Marketing as a Tool (contd...)

- Medium-initiated Contact (Push Marketing)
- This is the traditional type of marketing where marketing messages are packaged with information pre-configured for a particular set of users.
- Example: **Newspaper** - typically provides current information packaged across different verticals like politics, economics, sports, etc., along with large ad columns which bring in the revenue (along with the classifieds).



Emergence of Digital Marketing as a Tool (contd...)

- Consumer-initiated Contact (Pull Marketing)
- In this approach, the consumer places his intent and specific interest for a particular type of information, and being offered that information along with relevant marketing messages suited to his intent, query, or profile-based interests.
- Example: **Online Newspaper Portal** - Each article of the newspaper is tagged and categorized based on multiple criteria to be searched upon a digital platform.
 - When a consumer makes a specific search for a piece of content and chooses matching news, promotions are sent based on his profile preferences, real-time location, and the topic of the article he found interested in reading.



Emergence of Digital Marketing as a Tool (contd...)

- **Push and Pull Marketing in Digital Marketing**
 - Digital marketing includes all those techniques and concepts that utilize the intent (pull-based) action of the consumer to market products and services (in a push-based manner) which would be most needed, relevant, and of interest to him/her.
- **Digital Technologies with the Combination of Pull-Push Marketing Concepts:**
 - **Search Marketing:** Consumers express their intent towards finding a particular piece of information and building a push marketing-based business around that search.
 - **Display Advertising:** Display advertising is built on pulling data from consumers' readership interests on website wherein display ads were pushed next to the content being read.
 - **Social Media Marketing:** The intent of customer and his/her social networks are marketed back in the form of sponsored and native advertisements.



Drivers of New Marketing Environment (contd...)

- **Emergence of Internet**
 - With growing availability of the Internet, it became possible to access information as and when required.
- **Rise of Millennial Generation (Generation Y)**
 - People born during 1990 (having differing attitudes and aspirations) consider digital as a major buying platform.
- **Technology Advancements in Devices**
 - Technology advancements in devices have brought convenient and feature-rich platforms like mobile, PDAs, tablets, which have made it possible to execute research, personal interactions, and commerce, all on the go.
- **Advancements in Design/UI**
- **Rising Global Economies**
 - With rising global economies, it has become easier for a large middle-class population to consume smartphones and tablets at prices never thought before.
 - Also, with the rise in education levels and increasing accessibility, the effect of digital is reaching far and wide to even smaller towns and cities, thus increasing the consumer net rapidly.

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Digital Marketing Strategy

• Consumer Decision Journey

- The consumers, even after the purchase, remain engaged and promote the purchased product amongst their friends, family or colleagues if they are satisfied with the product.
- The basic **AIDA (Awareness, Interest, Desire, Action)** model of marketing applies to digital marketing also, for consumer decision process.
- The consumer moves through successive stages in the buying process.



Digital Marketing Strategy (contd...)

- Awareness

- Awareness is the first step and most important step in the buying process.
- Without Awareness, the consumer will not consider the brand for purchase.
- **Digital marketing can play an important role in creating awareness.**
- To create awareness among consumers, advertisements can be displayed on websites and social media platforms.



Digital Marketing Strategy (contd...)

- Interest

- It is not enough for a marketer that a consumer is aware of the brand.
- Consumer must be interested in the brand. They must want to know more about the brand. This is only known as '**consideration stage**'.
 - The consumers must consider the brand for purchase and it must be included in their consideration set. The consumers consider the brands that they have heard about or have seen their friends using it.
- **Interest can be sparked by running highly creative campaigns, interesting posts highlighting the unique benefits of the brand, and highly emotional messaging.**



Digital Marketing Strategy (contd...)

- Desire

- Smart marketers assist consumers in the evaluation process by providing comparative analysis, economic value calculations, collecting feedback, reviews and ratings, and guiding consumers which can help them in making choices.
 - For example, De Beers educates consumers about what criteria to look for while selecting diamond. It emphasizes on four Cs - Carat, Colour, Clarity and Cut.
- Some appropriate digital channels for this stage are community forums, blogs and review rating sites.
- Based on evaluation of different brands, the consumers develop preferences for certain brands and such brands become part of the choice set.

Digital Marketing Strategy (contd...)

- Action

- In this stage, the consumers purchase the product they desire and prefer.
- Having conveniently located retail outlets or online purchase facility will help the consumers in making the purchase.**
- The website should have smooth navigation so that consumers can easily find products that they are looking for.
 - Consumers may drop off at any stage as they may not like the design of the site or it may be slow to load or they may not find the right variant of the product or may be seeking discount or payment may not go through.
 - Marketers must ensure that all the hurdles are removed.

Digital Marketing Strategy (contd...)

- Traditional AIDA model has only four stages as marketers have not given importance to post purchase.
- With the advent of digital marketing, '**Advocacy**' stage has become important in influencing other consumers and building loyalty.
- Advocacy**
 - Consumers experience satisfaction or dissatisfaction after purchase. They may share their experience on social media and spread word of mouth.
 - Social media is most appropriate for advocacy and word of mouth post purchase.

Digital Marketing Strategy (contd...)

- P-O-E-M Framework

- P-O-E-M (Paid, Owned, and Earned Media) framework helps us in organizing our digital marketing strategy.
- Paid Media**
 - It includes sponsored advertisements in different channels of digital marketing such as search engines, websites, Facebook, LinkedIn and Twitter.
 - Campaigns are run through different platforms such as Google AdWords and Campaign Manager of Facebook, LinkedIn and Twitter.



Digital Marketing Strategy (contd...)

- **Owned Media**

- It is an asset of the company i.e., the company has the ownership of media.
- It includes company's official website, microsite, and social media pages such as Facebook page, LinkedIn page, YouTube channel and Twitter handle.
- It also includes mobile apps or blogs.



Digital Marketing Strategy (contd...)

- **Earned Media**

- It includes publicity that is generated through recommendations and word of mouth.
- It also includes social media engagements such as likes, shares, comments, replies, retweets, favourites, etc.
- Each media is generated by the users and hence is more credible and has the power to give exponential reach to the marketer.
- The combination of 'paid, owned, earned media' is regarded as one of the best practices in digital marketing.



Digital Marketing Strategy (contd...)

- There should be balance among all the media and there should not be lopsided towards one.
- A simple thumb rule is to divide the budget between paid and owned/earned media.
 - Allocate 50% of digital marketing budget to create contents for digital assets and getting engagement, and remaining 50% on running paid ads.
- The owned and earned media are organic and more credible, and provides higher quality traffic. They take longer time to show results. Hence, owned and earned media should be part of long-term strategy.
- Paid media increases the brand reach and impressions in short-term.
- The best practice is to strike a balance b/w long-term and short-term mediums.



Digital Marketing Strategy (contd...)

- In India, the marketers tend to focus **more on paid media** and **less on investing in creating quality contents**; and **budget** is sometimes as high as 75% for paid media.
 - The distribution of budget is also a function of the stage of a brand in its lifecycle.
 - If the brand is in the introduction stage, it needs more awareness which requires more reach and impression and that too within a short period.
 - Hence, **more budget** can be allocated **at the introduction stage** to **paid media**.
 - However, if the **brand is already known** and is in the maturity or growth stage, it **needs not rely on paid ads to great extent**. Thus **more budget** can be allocated to **owned/earned media**.

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Digital Landscape

- Digital marketing consists of different channels such as search engines, social media, mobile marketing, influencer marketing, etc.

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Digital Landscape

- **Search engine marketing**, done either through paid advertising or search engine optimization, is good for customer acquisition.
 - Users, interested in finding out information about a product or service, type a query on search engine.
 - The user is more likely to click and take the desired action based on the search engine results.
 - The click-through rates of search engines are highest among all other digital channels.

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Digital Landscape (contd...)

- Popular portals and websites (such as Yahoo!, IndiaTimes and YouTube) are very good for brand building.
 - The first step in brand building is creating awareness.
 - These websites or mobile applications have millions of unique users and page views per month, and hence have huge reach.
 - If we place banner ad on such popular websites, it will reach large number of users, thus creating awareness.

Digital Landscape (contd...)

- Social media is very apt for customer engagement as it is about building a community and nurturing a bond with members.
- It is not so apt for generating sales or conversions as users do not come to social media to buy products or service but to engage with friends.
- Each medium of digital marketing has its own unique strengths and characteristics.
- Hence, marketing objectives must be aligned to each medium's unique characteristics.

Digital Landscape (contd...)

- Micro blogging platforms such as Twitter are apt for disseminating information rapidly.
 - Such platforms are good for trending and for spreading word of mouth.
- Online reputation management (ORM) is a strategic area of digital marketing which is about listening and understanding consumer sentiments and proactively shaping the brand attitude.
 - Many social listening tools are available such as Radian 6, Simplify 360, that identify the influencers, brand associations and sentiments.
 - Another aspect of ORM is the 'Digital PR' which is fast replacing the 'Traditional PR'.

Digital Landscape (contd...)

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

Digital Marketing Plan

1. Objective
2. Buyer Personas
3. Content
4. Channels
5. Timelines
6. Budget
7. Measurement

Digital Marketing Plan (contd...)

- Objectives:**
 - Some campaigns and activities may have the objectives of **increasing brand awareness** where others may have the objective of **increasing sales or leads**.
 - Alongside objective setting, appropriate metrics should be identified for measurement of performance.
 - If the goal is branding, then the metric would be recall.
 - If the objective is performance, then measurement can be done through metrics such as Click Through Rate (CTR), Leads, Conversions, Cost Per Acquisition (CPA).

Digital Marketing Plan (contd...)

- Buyer Persons:**

- Identify multiple buyer personas based on the analysis of past data and profile of our best customers.
- The information that we need about our customers can be categorized into:
 - Who:** Identify the age, gender, location, job title, responsibility, education of customer.
 - What:** What are the goals of our customers, and what are their pain points that need to be resolved. Also, identify their areas of interest, media they consume, and touch points.
 - Why:** We must question why they will buy our product, what is our unique selling proposition, what is our elevator pitch, and how compelling it is to convince the customer to buy.

Digital Marketing Plan (contd...)

- Content:**

- Prepare content strategy by analyzing what worked in the past and what did not.
- Analyze the performance of each of content type such as: [Video](#), [Image](#), [Infographics](#), [eBooks](#), [Webinars](#), [Games](#), and create more of the variety that performed better.

Digital Marketing Plan (contd...)

- Channel:**

- How would we plan for creating paid, owned, and earned contents?**
 - In owned, will we have a website or a microsite?
 - Which social media pages or handles will we have and how will we prioritize?
 - For earned media, will we participate in blogs or forum or question-answer sites?
 - Will we use contests or promotions or controversy or emotional appeal?
 - For paid media, which platform we will use for campaigns (will we run campaigns on search engines of banner ads on Facebook, Twitter or LinkedIn?)

Digital Marketing Plan (contd...)

- Timelines:**

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

Digital Marketing Plan (contd...)

- Budget:**

- How much budget we will allocate to digital marketing?
 - It depends upon what percent of the marketing objectives will be met through digital mode?
- For certain industries such as e-commerce, financial services, automobile and education, digital marketing is important and hence higher percent budget may be allocated for digital marketing.
 - How much budget will be allocated for paid campaigns across different medium?
 - How much budget will be allocated for content creation?
 - How much budget will be allocated for technology development cost such as developing a website or game?

Digital Marketing Plan (contd...)

- Measurement:**

- The measurement metrics will be dependent upon the objective.
 - If the objective is branding then measurement will involve recall, attitude and association studies.
 - Market research agency can be hired online or offline for measuring the effects of digital marketing.
 - If the campaign objective is performance then measurement is CTR, leads, and conversions.



Thank you



Digital Marketing

(Unit – 2)

by

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Display Advertising

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

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Display Advertising Media

- The main objective of display advertising is awareness and brand building.
 - For awareness, the most important requirement is 'Reach'.
 - The metrics for measuring the reach are different for different mediums of display advertisement.
- Display Advertising Media
 - Print Media
 - Television
 - Digital

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 **Display Advertising Media**



PRINT MEDIA The most traditional mode of communication. Metric: Circulation / No. of readers	TELEVISION Video contents have better engagement rates. Metric: No. of viewers	DIGITAL Includes ads served via mobile and website. Metric: No. of unique users and page views
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 **Display Advertising Media (contd...)**

- **Print Media**
 - It is the most traditional mode of communication.
 - The metric for measuring the reach in print media is **circulation** or **no. of readers**.
- **Television (TV)**
 - Television advertising has video content and has better engagement rates than the print media.
 - The metric for measuring the reach in TV is the **number of viewers**.
- **Digital**
 - Display advertisements include ads served via website and mobile.
 - The metric for measuring the reach in digital is **unique users** and **page views**.

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 **Digital Metrics**

- **Ad Impressions**
 - An ad impression is recorded whenever an ad is displayed on the user's screen through website.
 - **It is simply the number of times an ad is displayed.**
 - **Example:** If we visit a website and an ad loads, it is considered one ad impression for the website. Suppose, four ads of different companies are shown then this leads to four ad impressions for the publisher's website and one ad impression for each advertiser.
 - Display ads are run on many digital media platforms such as Facebook, LinkedIn, Twitter and Search Engines.

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Digital Metrics (contd...)

- **Clicks** - A click is counted whenever a user clicks on an ad. Upon clicking, it redirects the user to the landing page.
- **Click Through Rate (CTR)**
 - $CTR = (\text{Total No. of Clicks} / \text{Total No. of Impressions}) * 100$
 - **CTR is an important metric in deciding the effectiveness of an ad.**
 - **Low CTR indicates that the most of the users are ignoring the ad after seeing it.** In such cases, three factors are to be checked and corrected:
 - **Category of Product or Service** – Product categories such as mobile phones tend to have higher CTR as compared to categories such as grocery, cosmetics, B2B products/services, etc.
 - **Creativity**
 - **Placement**

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Types of Display Ads

- Display ads can be classified into different types based on two factors, namely **format** and **size**.
- **Display Ad Format**
 - Based on format, display ads can be grouped into three categories:
 - **Image Ads** – contains static images related to product or service
 - **Rich Media Ads** – includes interactive media such as animation or other dynamic aspects which change upon user interaction
 - **Video Ads** – embeds video in the ad. This format of advertising is extensively used in YouTube. It is highly effective and is gaining immense popularity in the advertising world.

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Types of Display Ads (contd...)

- **Display Ad Size**
 - Display ads are put up in various sizes based on the availability of space on the websites.
 - The most popular, top performing and standardized ads size are:
 - **Medium Rectangle**
 - **Large Rectangle**
 - **Leaderboard**
 - **Half Page**
 - **Large Mobile Banner**
 - **Large Format Ads**
 - **Skinning/Takeover**

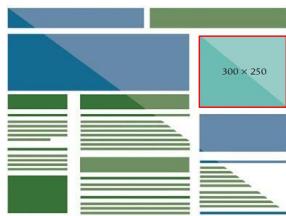
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Medium Rectangle Ad

- The medium rectangle ad is the most popular display ad.
- The ad size is 300 (width) × 250 (height) pixels.
- The contents could include text, images or other animations.
- It is available in desktop and mobile platform.



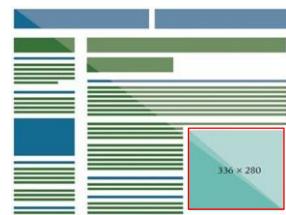
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Large Rectangle Ad

- Large rectangle has more ad space as compared with medium rectangle ad, and thus can be used to communicate better.
- The ad size is 336 (width) × 280 (height) pixels.
- It is available only in desktop mode.



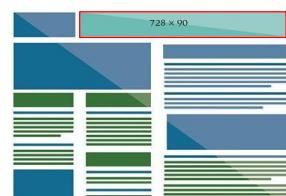
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Leaderboard Ad

- This ad is generally placed above the main content (at the top of the page).
- The standard size for this ad is 728 (width) × 90 (height) pixels.
- It is available only in desktop mode.
- It is generally found in portals, news sites, forums.



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Large Mobile Banner Ad

- This ad is displayed only on mobiles.
- The standard size of large mobile banner is 320 (width) x 100 (height) pixels.



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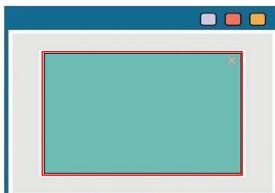
Large Format Ad

- This ad covers a large part of the screen.
- It may expand on hovering.
- This type of ad is also called 'expendables'.

A screenshot of a web browser window. The main content area is filled with a solid teal color. A thick red rectangular border surrounds this teal area, creating a frame. In the top right corner of the teal area, there is a small white square with a black 'X' icon, likely a close button for the ad. The browser window has a dark blue header bar and a light gray footer bar.

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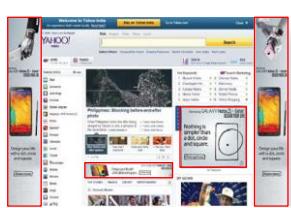
Skinning/Takeover Ad

- In these ads, an advertiser takes all the ad spaces on a page.
- It is also called 'Roadblock' which is popular in newspaper advertising too.
- The main objective is to ensure that the users do not miss the ad and get exposed to the brand.

A screenshot of a web browser window demonstrating a takeover advertisement. The ad, titled 'ROADBLOCK!', features a large image of a smartphone and text about a 'Smartphone Blocking technology'. This ad completely obscures the original website content, which appears as a dark, illegible background behind the overlay. The browser interface, including tabs and navigation buttons, is visible around the perimeter of the ad.

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Buying Models

- There are mainly **4 different pricing models** for display ads.

- **Cost per Click (CPC)**
- **Cost per Milli (CPM)**
- **Cost per Lead (CPL)**
- **Cost per Acquisition (CPA)**



Cost per Click (CPC)

- **Cost per Click (CPC)** is the amount the advertisers are willing to pay for a click on their ads.
- **CPC model is used solely to drive the traffic to the advertiser's website.**
- CPC is comparatively less risky because as an advertiser we need to pay only when someone clicks on our ad.



Cost per Milli (CPM)

- Cost per Milli (CPM), also known as **Cost per Thousand**, is the amount the advertiser must pay for every thousand impressions served.
- **CPM model is mainly used for brand building purposes.**
- It ensures that ad reaches a wide range of audience but does not necessarily drive traffic to the website.
- This model is preferred by the publishers as they get paid irrespective of clicks.



Cost per Lead (CPL)

- Cost per Lead (CPL) is the amount the advertiser pays for acquiring a lead.
 - Lead is an intermediate action before final purchase (when an user leaves any kind of contact information on our website, it is called a lead.)
 - It could be a sign up, download of a brochure, subscription, etc.
- The objective of the marketer is to acquire leads and nurture them through continuous engagement for conversions.
- Example: Consider a company spent Rs. 5000 on a Pay-per-Click (PPC) campaign and 100 users converted to leads. Then, $CPL = 5000/100 = \text{Rs. } 50$ per lead.



Cost per Acquisition (CPA)

- Cost per Acquisition (CPA) is the amount the advertiser pays for acquiring a customer who buys product or service.
 - It typically means the cost of customer acquisition.
- Example 1: If we spend Rs. 250 to design a display ad and invest Rs. 500 in the campaign for that ad, that particular campaign cost is Rs. 750. If we acquire 5 customers from that campaign, then $CPA = 750/5 = \text{Rs. } 150$.
- Example 2: Assume 100 users click on ad and land on the website. Assume that out of 100 users, 10 people fill a lead form and out of them 1 user buys. Assume that CPC is Rs. 20, then total campaign cost = Rs. 2000, CPL = 200, and CPA = 2000.



Fixed Cost / Sponsorship

- In this model, a fixed cost is paid per day irrespective of number of impressions.
 - YouTube home page banner ads are sold on fixed cost model.
- In sponsorship model, we can sponsor a website or a property, wherein we will have logo presence and some ad inventory as part of the package deal.



CPC versus CPM

- CTR is an important factor to be considered in order to determine the better of CPC and CPM.
 - If we have a high CTR, simply displaying the ads on a website might suffice because people are clicking on ads.
 - If people are not clicking on our ads and we have a low CTR, then we may consider CPC model.



Traditional Display Advertising (Media Buying)

- Ad buyers and publishers manually trade digital ads.
- Traditional media buying involves a marketer manually negotiating prices, making the purchase directly from a salesperson.
- The pricing model for traditional media is based on a predetermined price which is negotiated between the advertiser and the publisher.
- In traditional display advertising, we usually optimize our campaigns after they are finished.
- Traditional media buying is both inflexible and slow. The amount of human labor in the process is time-consuming, expensive, and leaves a lot of room for error.



Key Inputs for Programmatic Buying

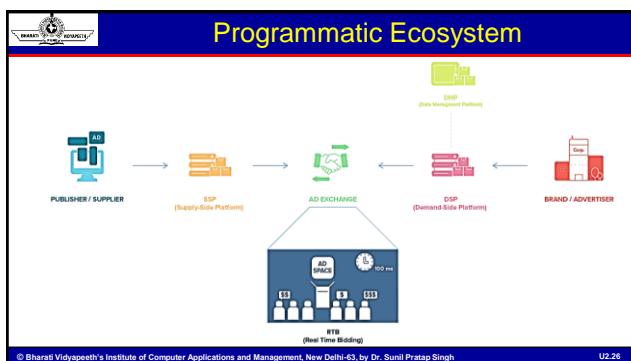


Programmable Digital Marketing

- Programmatic advertising is a way to automatically (using artificial intelligence and machine learning) buy and optimize digital campaigns, rather than buying directly from publishers.
 - It is also called **Real-Time Bidding (RTB)** because real-time bidding takes place for ad space on the publisher's web pages. This allows us to buy ad space almost instantly – across millions of websites.
 - An algorithm collects and evaluates data and makes decisions about who will see the ad and where – based on which users are most likely to become customers.
 - Use of RTB has eliminated the advertiser's risk of overpayment, with the market price being determined by supply and demand.
 - Programmatic allows us to see – in real time – how our campaign is performing, so we can make informed changes as we go.

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Real-Time Bidding (RTB)

- RTB is a way of buying and selling ads through real-time auctions.
 - Transactions are made in the time it takes to load a web page (around 100 milliseconds).

AD SPACE

100 ms

\$5 \$5 \$10 \$5 \$\$\$

RTB
(Real Time Bidding)

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Difference b/w RTB and Programmatic

- **RTB is a form of programmatic advertising, but not all programmatic uses RTB.**
 - **Approx. 90% of programmatic buying goes through RTB,** there are other ways of programmatic advertising, namely:
 - **Programmatic Direct** (A way to buy a guaranteed amount of impressions on specific sites. It involves a fixed-price agreement rather than an auction.)
 - **Private Exchange Buying** (A select number of publishers invite specific advertisers to bid on their inventory space. An auction usually takes place, but the terms of the deal are pre-negotiated, creating a more manual environment than RTB.)
- **RTB is just one part of the programmatic advertising ecosystem.**
- **For a programmatic system to work properly there needs to be other key components in place:**
 - On the advertiser's side, there would be a **Demand-Side Platform (DSP)**, connected to a **Data Management Platform (DMP)**.
 - Suppliers (publishers) use a **Supply-Side Platform (SSP)** to distribute their available inventory across one or multiple Ad-Exchanges.

**SMART
AD CONDUCTS**

Ad Exchange

- An Ad Exchange is where publishers meet advertisers and agree on a price to display their ads.
- It functions much like the trading floor of a stock market, but for digital display advertising.
- Nowadays, most ad exchanges operate through real-time auctions, where an ad purchase is made at the same time as a visitor loads a website.

Main Ad Exchanges:

- Google AdX
- Microsoft Ad Exchange
- OpenX
- AOL's Marketplace
- Smaato
- AppNexus
- MoPub (Twitter)

The diagram illustrates the flow of an ad exchange. It starts with a 'WEB VISITOR' icon pointing to an 'AVAILABLE AD' space. This leads to a 'EVALUATION OF BIDDERS' phase, which is labeled as 'planning'. Finally, a 'REAL TIME AUCTION' is shown, resulting in a 'WINNING BIDDER AD DISPLAYED' on the visitor's screen.

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Difference b/w Ad Network and Ad Exchange

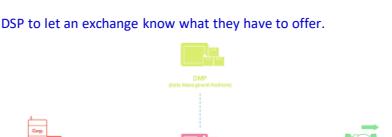
- An ad network is a platform that is connected to a certain number of websites, and offers inventory for advertisers on those sites
- An ad exchange is a trading floor where advertisers can buy ad space from multiple ad networks.





Demand-Side Platform (DSP)

- An ad exchange needs data to know which bidders qualify for certain websites and audiences.
- This is handled by **Demand-Side Platforms (DSP's)** and Supply-Side Platforms (SSP's).
- A DSP is a tool or software that allows advertisers to buy ad placements automatically.
- Advertisers use DSP to let an exchange know what they have to offer.



The diagram illustrates the data flow between three entities: Brand/Advertiser, DSP (Demand-Side Platform), and AD EXCHANGE. The Brand/Advertiser (represented by a red icon) sends data to the DSP (represented by a purple icon). The DSP then sends data to the AD EXCHANGE (represented by a green icon). A callout box labeled "Data Needs for Demand Platform" points to the DSP icon.



Working of Demand-Side Platform (DSP)

- When a visitor reaches a website that's connected to the ad exchange, an auction signal is sent to the exchange.
 - The exchange then asks the DSP if the advertiser has any ads that might fit the placement.
 - If it does, the DSP sends a signal to enter a real-time bidding auction together with other advertisers to compete over the placement.
 - The winning bidder gets to show his ad to the website visitor.
 - This is the foundation of programmatic advertising on the advertiser's side.

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Google AdWords as a DSP

- AdWords (Google Ads) is a type of Demand-Side Platform – but it's only limited to Google's inventory.
- Even though the Google Display Network has access to a large percentage of the world's websites, there are places where they have no reach.
- For instance, Facebook display ads are not part of Google's ad inventory.
 - It means if we run our campaigns through Google Display Network, they will not be displayed on Facebook.
- As an advertiser, we would generally want to have access to as much inventory as possible.
 - With Match2One, we get access to the Google Display Network and other ad networks like AppNexus.

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Supply-Side Platform (SSP)

- Publishers use a SSP to manage their display space.
- The SSP connects to an ad exchange and tells it what kind of inventory is available – and through Real-Time Bidding this inventory is automatically auctioned off to the highest bidder.
- An SSP can connect to several different ad exchanges in order to maximize the publisher's exposure to potential buyers.



The diagram illustrates the flow of data and interaction between three entities: PUBLISHER / SUPPLIER, SSP (Supply-Side Platform), and AD EXCHANGE. It consists of three main components arranged horizontally, connected by arrows indicating a sequential process. The first component, labeled 'PUBLISHER / SUPPLIER', features a blue computer monitor icon with three blue squares representing data or content. An arrow points from this component to the second, labeled 'SSP (Supply-Side Platform)', which features a stack of orange bars representing inventory. Another arrow points from the SSP to the third component, labeled 'AD EXCHANGE', which features a green handshake icon representing the auction or deal-making process.

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Supply-Side Platform (SSP) (contd...)

- A DSP's job is to buy programmatic ad space as cheaply as possible from publishers while an SSP has the opposite function – selling ad space for the highest possible price.
- Through an SSP a publisher can also control inventory in a more efficient way; they can set minimum prices and dictate specific buyers or specific channels.
- AppNexus, Google for Publishers, MoPub, OpenX, ONE by AOL, PubMatic, etc. are main supply-side platforms.

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Data Management Platform (DMP)

- A data management platform is used to collect, store and sort information.
- DMP's are most often used in combination with a Demand-Side Platform on the advertiser's side – or a Supply-Side Platform on the publisher's side.
- In order to properly target ads to specific visitors, a DMP needs to be in place to sort and segment incoming cookie data.

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Analytics Tools for Display Advertisement

- There are some issues plaguing the display advertisement industry.
- Some tools have been developed to overcome such issues:
 - [Viewability](#)
 - [On Target Reach](#)
 - [Ad Fraud](#)
 - [Brand Health](#)



Analytics Tools: Viewability

- As per Integral Ad Science & Media Rating Council Data in 2015, 57% display ads were not viewable.
 - [Ad may not be visible due to disruptive human behaviour \(such as action taken before ad loads and renders, compromised pages\).](#)
 - [It could be because ad loads in area out of the user's browser, or frequent page refresh prevents ad load, or web load gives error.](#)
- In May 2015, Media Rating Council has prescribed following conditions for viewability of ads:
 - [Display ads are considered viewable when at least 50% of the ad is visible for at least 1 second.](#)
 - [Video ads are considered viewable when at least 50% of the ad is visible while the video is playing for at least 2 consecutive seconds.](#)



Analytics Tools: Viewability (contd...)

- If the pixel and time components associated with an ad are greater than 0, but one or both do not meet the minimum requirements, the ad may be referred to as '[loaded ad](#)'.
 - [It should not be considered as impression.](#)
- [Viewable impression tracking](#) can detect user behaviors which restrict ad viewing, such as:
 - [Ad-blocking software](#)
 - [Screen resolutions too small for the ad to appear on screen](#)
 - [People were scrolling down before the requested ad loads](#)
 - [Broken plugins are restricting content display](#)
 - [The user minimized browser windows](#)
 - [User movement between different applications](#)
 - [Pages loaded in background tabs then never accessed](#)
 - [Non-user interference, such as malware cloaking ads](#)



Analytics Tools: Viewability (contd...)

- To address the viewability issue, tools such as **Integral Ad Science** and **Moat** provides metrics such as:
 - In-view impressions and out-of-view impressions
 - Viewable rate (the percentage of time when ad appeared on sites or apps with active view enabled and was viewable)
 - Note:**
 - Impressions are when an ad or any other kind of digital content renders on a person's screen.
 - Views are the number of times visitors watch or engage with your digital content, especially your video ads.
 - Reach calculates the number of unique visitors who view your digital media.
 - If you post an article to your 1,000 followers on social media, your reach would be a maximum of 1,000, even if one of your followers sees the article again from a friend sharing the same post. On the other hand, your impressions will increase every time somebody sees your post, even if they've seen it before.

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Analytics Tools: On Target Reach

- In 2017, a study by Flash found that for an advertiser 64% of cookies were rejected.
 - Cookie rejection occurs when browsers block a cookie being placed or deletes it afterwards.
 - The cookie-based approach tends to overestimate unique reach and underestimate the actual frequency.
 - The ad servers measure cookies, where they count how many they see. **The problem is that people delete cookies from the browser and use multiple devices.**
 - For example, if a consumer viewed an ad on a desktop and purchased it on mobile, the advertiser will not know that it's the same person. The user may view something on a retailer's website via laptop and then later purchase the item on a mobile device. If user is logged in the retailer knows the customer, but if the customer is not logged in, he/she keeps seeing the same ad for what seems like all time.

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Analytics Tools: On Target Reach (contd...)

- **Atlas** (a tool of Facebook) is used to measure publisher-wise on-target reach for each campaign.
 - It is based on Facebook's logged-in data.
 - **Nielsen Digital Ad Ratings** tool does cross device management and provides reach overlap reports.
 - These tools determine accuracy based on real logins of peoples across mobile and desktop.
 - They enable people-based marketing.

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Analytics Tools: Ad Fraud

- **Domain Spoofing**

- Domain spoofing happens when a low-quality publisher disguises itself as a premium publisher in a programmatic marketplace.
- Spoofing a premium publisher makes the ad impressions more valuable and the demand will also be typically high.
- Advertisers believe their ads are showing up at the premium websites, for the right audience. However, the fraudsters will show them up at the low-quality websites.
- **Generally, fraudsters build a domain that closely resembles the URL of legitimate publishers. Not only do they create fake domains, but they can also create a duplicate copy of the website's content.**

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- Example of Domain Spoofing
 - The Financial Times (FT.com) ran an audit in 2017 and found that FT.com has been spoofed and fraudsters via these spoofed domains were selling display inventories on 10 ad exchanges and video ads on 15 exchanges. The money will never reach the publisher as the website is not even theirs.
- Integral Ad Science and WhiteOps offer tools to detect advanced domain spoofing types.



Analytics Tools: Ad Fraud (Contd...)

- **Click Fraud or Click Injection**

- This type of fraud involves generating fake traffic through either automated clicking platform, or by running click farms. This boosts the CTR of ads, but never results in a sale.

- **Ad Stacking**

- Multiple ads are layered on top of each other in a single ad placement. Only the top ad is visible. If a user clicks on the visible ad, a click is registered for all ads in the stack.
- Although only one ad unit gets viewed or clicked by the user, each advertiser pays for the impressions.
 - High impressions counts with low conversion rates are a tell-tale sign of ad stacking practices.
 - PubGuru Ad Inspector tool helps the publishers check the ad stacking.

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Analytics Tools: Ad Fraud (Contd...)

- **Pixel Stuffing**
 - A fraudster creates a tiny, typically 1 x 1 pixel area, advertising display that a normal person would never see.
 - Using pixel stuffing, a criminal can display dozens or even hundreds of ads on a single webpage and get credit for impressions.
 - These single-pixel ads do not generate results since viewers will never even realize that they "saw" an ad.
 - Due to their nature, cost-per-mille compensation models carry a high-risk for impression-based ad fraud - such as pixel stuffing. Moving to cost-per-click models carries a lower risk for impression fraud, but has risk vulnerability to click fraud.
 - Opticks provides anti-fraud solution tools to prevent pixel stuffing.

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Analytics Tools: Brand Safety

- In following situations, the ads, appearing alongside content, could damage the brand or reputation:
 - Ads appearing on sites publishing illegal content. (Example: Adult, illegal downloads)
 - Ads appearing alongside user generated content. (Example: Controversial opinion)
 - etc.
- **Brand safety is ensured by blacklisting websites (using keywords to not show ads in that context and by labeling content for adult use.) having controversial content.**
- **To prevent brand health from getting compromised, Integral Ad Science tool dynamically score individual pages to know exactly what type of content will appear with our advertising.**

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YouTube Advertising

- With immense audience presence, YouTube is a great platform to promote our brand.
- **On YouTube, marketers have two broad areas of participation:**
 - **YouTube Channel**
 - Companies can promote their brands and products by creating quality video content and curating it into a YouTube channel.
 - **YouTube Ads**
 - YouTube allows to display ads in different formats (Display Ads, Overlay Ads, Skippable Video Ads, Non-skippable Video Ads, Mid-roll Ads, Bumper Ads, Native Mobile Ads, Discovery Ads)

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YouTube Ads: Display Ads

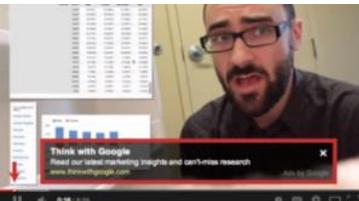
- Ads appear next to the our video while accessing YouTube on a laptop or desktop.
- This ad format is not available on mobile device.
- These ads can be purchased in CPC and CPM model.



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YouTube Ads: Overlay Ads

- An overlay ad appears in a rectangular format in the bottom 20% of the video.
- This ad format is not available on mobile device.
- These ads can be purchased only in the CPC model.
- Viewers can dismiss the ad any time.



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YouTube Ads: Skippable Video Ads

- Skippable video ad is the most popular advertising format on YouTube.
- Viewers can skip the ad after watching it for 5 seconds.
- This ad format is available on desktop and mobile devices.
- It has a very unique buying model wherein the publisher is paid only when a user watches 30 seconds of video or till the end of video – whichever comes first.



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- Non-skippable video ads are 15-20 seconds long video ads which can be inserted before, during or after the YouTube video.
 - As per the name, viewers can not skip the ad.
 - This ad format is available on desktop and mobile devices.
 - For these ads, the publisher is paid only when a user fully watches the ad.



The logo of the Smart City Foundation, featuring a circular emblem with a stylized tree or building design, surrounded by the text "SMART CITY FOUNDATION".

YouTube Ads: Mid-Roll Ads

- Mid-roll ads are available for YouTube videos over 15 minutes.
- These ads are spaced between the video, similar to TV commercials.
 - For better viewing experience, publishers can choose to place their ads at natural pauses between the scenes.
 - These ads could be skippable or non-skippable ads, and the pricing model is as per the chosen format (skippable or non-skippable).
 - These ads are available for desktop and mobile devices.

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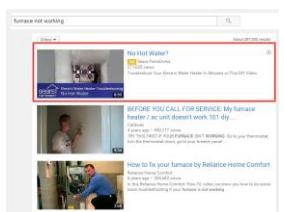
The logo for Smart Learning Solutions features a circular emblem with a stylized 'S' and 'L' intertwined, surrounded by the company name in a serif font.

YouTube Ads: Bumper Ads

- Bumper ads are six-second, non-skippable video ads that play right before an actual video.
 - These ads are perfect for anyone who has a simple message to get across and doesn't need the full production of a minutes-long video.
 - These ads are a great spot for any awareness efforts like promoting an event, or driving brand reach and frequency.
 - Similar to non-skippable ads, the publisher is paid only when the user fully watches the ad.

YouTube Ads: Discovery Ads

- These ads are similar to Google search ads, appearing amongst search results.
- These ads are composed of a thumbnail image and three lines of text.
- Skippable and Discovery ads that come in the search results are called **TrueView ads** as users choose to see the ad by their own choice.
- TrueView ad format is available either in-stream or video discovery ads.
- The publisher is paid whenever a user clicks on a video thumbnail or title, and begins watching ad video.



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General Guidelines for Videos Ads on YouTube

- On YouTube, users do not prefer to click and leave the site.
- Therefore, we should create videos which are standalone and are effective without requiring the user to go to the landing page.
- The first five seconds of ad video (when the viewer can skip) should be very compelling.
- The ad message should be conveyed in the first five seconds itself.
- The video ad should be created especially for YouTube instead of TV commercials.
- It is good idea to keep the videos short (approx. 30 seconds)

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Buying Models for YouTube Ads

- Cost-Per-View (CPV)
- Cost-Per-Milli (CPM)
- Cost-Per-Day (CPD)
- Reserved Media Placements

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 Cost-Per-View (CPV) Model (YouTube Ads)

- CPV is the amount an advertiser pay for each TrueView video view or interaction (such as clicks on call-to-action overlays).
 - A view is considered when a viewer watches atleast 30 seconds of video ad or full view of ad if it is shorter than 30 seconds – whichever comes first.
- In case of TrueView in-stream video, there are two possibilities:
 - The viewer watches atleast 30 seconds or complete add if it is shorter than 30 seconds – whichever comes first.
 - The viewer clicks on the ad.
- If **maximum** CPV is Rs. 40, the advertiser needs to pay Rs. 40 for either of the above two actions, whichever occurs first.
- An advertiser always does not pay the maximum CPV amount as it is a competitive bidding model.

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 Cost-Per-View (CPV) Model (YouTube Ads)

- In bidding model, the advertiser might often strike a deal at a lower price relative to the maximum CPV.
 - The price at which the advertiser strike a deal is called the **actual CPV**.
 - The actual CPV depends on two factors: **Quality Score** and **Ad Rank**.
 - **Quality score** is a measure of how relevant the ad is to a customer and includes multiple performance factors such as view rates or click rates.
 - **Ad Rank = Max CPV × Quality Score**
 - Based on the Ad Rank, all the bidders are ranked.
 - If the quality score of ad is low, the advertiser needs to bid high.

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 Cost-Per-Milli (CPM) Model (YouTube Ads)

- In a CPM campaign, an advertiser is billed for every 1000 impressions.
- Following ad formats fall under this model:
 - Non-skippable Video Ads
 - Skippable Video Ads
 - The ad can be upto 60 seconds long and the viewer is allowed to skip the ad after 5 seconds.
 - Impression is recorded irrespective of the user skipping the video.

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Cost-Per-Day (CPD) Model (YouTube Ads)

- The CPD is the amount charged to publish the ad for an entire day.
- Following ad formats fall under this model:
 - Desktop Masthead
 - Mobile Masthead

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Cost-Per-Day (CPD) Model (YouTube Ads)

- Desktop Masthead

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Cost-Per-Day (CPD) Model (YouTube Ads)

- Mobile Masthead

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 **Search Engine Advertising: Background**

- Search Engine Marketing has two parts:
 - **Search Engine Optimization (It is organic.)**
 - **Search Advertising (It is paid.)**
- The results of SEO may come only after few months of following the best practices of SEO.
- The marketer must have presence (through paid search advertising) on search engines when the user is searching.
 - **Search engines try to ensure that advertisements are highly relevant to the user's query.**

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 **Google v/s Yahoo**




Google's primary business is search, and hence Google does not display any ad on its home page.

Yahoo's focus is on content, and hence Yahoo displays ads on its home page.

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 **Importance of Search Advertising**

- If organic results are free then why a marketer spend money on paid results?
 - The algorithm for organic results is complex and not under the control of marketer.
 - Competitors' websites may be more relevant for certain search queries.
 - The marketer could secure a higher position on paid results by paying for the ads.
 - Following are some reasons for paid search advertisements:
 - Intent
 - Ease of action
 - Controlled cost
 - Analytics
 - Competition

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Importance of Search Advertising (contd...)

- **Capture Intent**

- The advertisement is shown to the people who are searching for terms that are relevant to advertiser's business.
- These people are actively searching because they are interested in either finding out more information about the product or service or going to buy it.
- These users have interest and intent, and are more likely to click on the ad and buy the product or service.
- This makes search advertising more powerful.
- **This is the primary reason why CTR are highest for search advertisement among all platforms of digital advertising.**



Importance of Search Advertising (contd...)

- **Ease of Action**

- Search engine ads are meant to be clickable.
- Once a person clicks on the ad, he/she is directed to the brand's web page.
- The web page has navigation links to various parts of the website which enables the person to find relevant content.



Importance of Search Advertising (contd...)

- **Controlled Costs**

- **Search engines charge a marketer only if a person clicks on the ad (cost per click model).**
- The advertisers are not charged for impressions (number of times the ad is shown in the search results).
- One can control how much they are willing to pay for each click.
- **An account can be charged on a prepaid model where the advertisers transfer money to search engine, and subsequent costs are deducted from this amount.**



Importance of Search Advertising (contd...)

- **Analytics**
 - Search engines help in creating and downloading reports about the performance of ads.
 - The advertisers can view statistics such as – number of clicks for each ad, total amount spent, click through rate, number of impressions to analyze the effectiveness of campaign.



Importance of Search Advertising (contd...)

- **Competition**
 - Example: When Flipkart ran the campaign - Big Billion Day, Amazon showed ads against the keyword and purchased the 'Big Billion Day' domain name. Amazon also showed ads on web pages which had the keywords – Big Billion Day. When people clicked on Big Billion Day website, they were redirected to Amazon site. --> This is called **ambush marketing**.
 - Even though one company may earn the first rank in organic results, it should bid for top ad slots not for visibility alone but to prevent competition.
 - If the company does not bid for the top ad slot, the competitor will win and the competitor's results will be listed on top of the search results page through paid ad.



Ad Placement

- Search engines show advertisements in predefined areas on the result pages. Google shows the ads in two areas – top and bottom.
- It is not necessary that the search engines will display all potential ads on result page.
 - The reason is that there is the huge cost of serving ads.
 - Algorithm is optimized for the probability of click as the advertiser pay only when they receive a click.
 - Hence, search engines show ads only when the probability of click is higher than the threshold level.
 - Completing the entire process of running a live auction in real time every time a user types a query entails a huge cost of server and technology.
 - When the cost of serving ads is high and the probability of clicking is low, search engine may not show ads.
- This is called coverage which may increase during festivals when the intent to buy is high, and hence search engines show more ads.

Ad Placement of Google

A typical Google search result page

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Ad Placement of Google: Top

- **Top**
- The top position is considered as the prime location in search engine result page.
- Users usually click on results on the first page and that too which are above the scroll
- The competition is for the top four positions on the first page, and click rates are high for them.
- The ads are called native ads as they come in the same place where organic results come.

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Ad Placement of Google: Side

- **Side**
- The side has only ads without organic results, so users pay more attention to results of main section.
- Click rates of right side were very low as they were not native.

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Ad Placement of Google: Bottom

- **Bottom**
 - If the AdRank for an ad is lower than the threshold for the Top position, in that case (even if the top position does not show any ad), the ad is shown in the bottom area.
 - Google categories the bottom ads as 'others'.
 - The other ads are unique for each page of the results.
 - Google does not repeat ads shown in 'other' slots rather would show newer ads in subsequent pages of results.
 - Ads in the 'other' slot, however, may be shown in the top slot in one of the result pages.

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Appearance of Ads on Google Result Page

Page	Top Slots	Other Slots
Page 1	Ads 1-4	Ads 5-7
Page 2	Ads 1, 2, 5, 6	Ads 3, 8-10
Page 3	Ads 1, 2, 7, 8	Ads 4,11-12

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Ad Rank

- Ad Rank is the position at which the ad appears in the search engine results.
- A study by Chitika (2013) has shown that the results which appear in the top three positions combined attract more than 60% of traffic compared to all other results.

Average Traffic Share

Google PageRank	Average Traffic Share (%)
1	32.50%
2	17.60%
3	11.40%
4	8.10%
5	6.10%
6	4.40%
7	3.50%
8	3.10%
9	2.60%
10	2.40%

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Ad Auction Model in Search Engine

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- Bidding is done for keywords.
- The auction model of Google search ads is based on AdRank.
 - AdRank = Maximum Bid × Quality Score
 - Based on the AdRank, all the bidders are ranked for the keywords.
 - Google does not provide weights of the components of the Quality Score.
 - Some analytics companies have analyzed the quality score of keywords at large scale, and drawn some inferences about weights.

Quality Score

Component	Weightage
LANDING PAGE	55%
RELEVENCY	25%
CTR	20%

Quality Score of Ad: Landing Page

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- Each ad has a target URL configured for it, which, upon clicking, takes us to the landing page.
- The content of the landing page must match the ad.
- In addition to the content match, search engines also look at the quality of the landing page.
- A good landing page has relevant and original content.

Quality Score of Ad: Click Through Rate

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- Click Through Rate (CTR) is highest for search ads as they capture the intent of users and are a pull medium.
- If more people find the ad relevant and interesting, they will click on the ad, and the CTR will go up.
- CTR is the most important factor having highest weight of 55% in the quality score.
- Ads will be shown only when they meet certain threshold quality scores.

Quality Score of Ad: Relevance

- Search engines give importance to relevance since high relevance indicates better user experience.
- First, it is whether the search query of the user matches with the keywords that we are bidding for.
- Second, it is whether your keywords are appearing in the ad headlines and description.
- Out of all the components of quality score, relevance is the easiest to change and control.
- Hence, a new advertiser must strive to improve the quality score by improving relevance.

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Creating Ad Campaigns

- Architecture of Search Advertising Account (for Ads on Google Search Engine) - Consider the case of an Online Grocery Store

Account			
Online grocery retail store			
Campaign		Campaign	
Home Needs		Personal Care	
Ad group	Ad group	Ad group	Ad group
Fresh Produce	Groceries	Cosmetics	Hair care
Ads	Ads	Ads	Ads
Ad 1 Ad 2	Ad 1 Ad 2	Ad 1 Ad 2	Ad 1 Ad 2

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Google AdWords Account

- If the advertiser has an existing account with Google, he/she can use the same details to log-in to AdWords.

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Campaigns

- An important setting at campaign level is the daily budget which allows to set daily expenditure possible for the campaign.
- One can have multiple campaigns region-wise to save the cost.
- It can be chosen to show ads only on Google or on all search partners.
- **An important setting is bidding model where the advertiser can chose amongst Cost per Click, Cost per Lead, or Cost per Acquisition. Most advertises go for CPC model.**
- **Another important setting is location (geographical location or location of interest).**
 - Geographical location refers to physical location of the user, whereas location of interest means that the user is geographically not in the location but is interested in that location.
 - Interest is determined by user's search query having location as the phrase while geographic location is determined with the help of IP addresses or domain.

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The logo for Smart Solutions Institute of Computer Applications and Management features a circular emblem with a stylized 'S' and 'G' intertwined, surrounded by the text 'SMART SOLUTIONS INSTITUTE' and 'COMPUTER APPLICATIONS AND MANAGEMENT'.

Campaigns (contd...)

- Google allows a user to search for region-specific domains such as 'google.co.in' instead of the universal 'google.com'.
 - In case users in England search for 'Restaurants' on Indian domain, they will be shown ads targeted for India and not for England.
 - In case users in England search for 'Online Grocery in Agra', they will be shown ads targeted for India
- Ads can be created in different languages.

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The logo for Smart Solutions, featuring a circular emblem with a stylized 'S' and the words 'SMART SOLUTIONS' around it.

Ad Groups

- Each campaign is made up of one or more ad groups.
- As ad group is a bundle of keywords and ads.
- The best practice is to have 10 – 15 tightly themed keywords in an ad group.
- Advertiser can make multiple ads in an ad group.
- When a user searches for a keyword, the ads are shown in rotation.
- In AdWords, default bid can be set at the group level – the bid is applied to all keywords.
 - One can also set bids for individual keywords. In such a case, keyword bids will override the ad group bid.

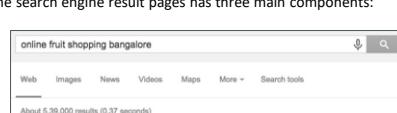
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Unit 8.7



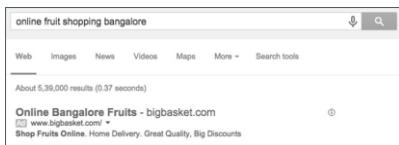
Ads

- Google provides a preview tool for ads within AdWords which can be used by the advertisers to know whether their ads are showing or not for certain keywords.
- An ad shown on the search engine result pages has three main components:
 - Headline
 - URL
 - Description



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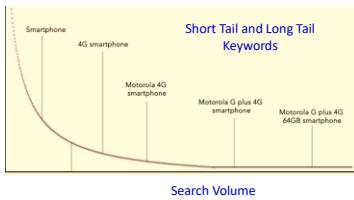
Keywords

- Keywords are the single most important component of the search engine advertisement.
 - Appropriateness of keywords determine whether the ads are reaching the target audience or not.

When Search volume is low for the give keywords, CPC will be lower.

Google give quality score (1 to 10) for each Keyword based on all 3 dimensions.

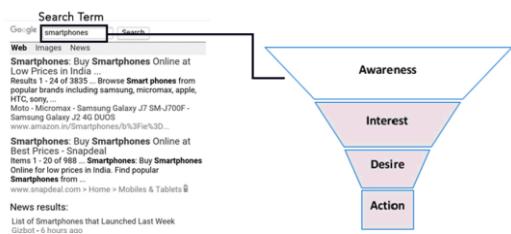
Score 9 is considered very good
Score 10 is considered excellent.



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Keywords (contd...)

- One can also map keywords to the consumer buying funnel. The user query can help in determining at what stage of the buying cycle the user is in.



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Keywords (contd...)

Search Term: Google 4G smartphones

Web Images News

Latest 4G Mobile Phones Price List in India | 2017 - Pricebaba
Products ... 40 of 873 ... All 4G Mobile Phones with price lists included. phones are compatible with 4G networks operational in India (2300MHz TD-LTE Band 40 and 1800MHz FD-LTE Band 3). With Airtel having the largest 4G network in India, it is safe to say that 4G network hot on its heels, expect most new phones

pricebaba.com > Home > Mobile Phones

4G Smartphones - Buy 4G Smart Phones Online at Low Prices In 69 Products ... 4G Smartphones ... ShopClues India offers you the best 4G enabled Smartphones from Jio, Panasonic, HTC, Lenovo, Intex, Karbonn, Micromax, and Redmi ... On ShopClues India, you can also buy a Samsung 4G smartphone, HTC 4G smartphone, Intex 4G mobile, and Lenovo 4G

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Keywords (contd...)

Search Term: Google Motorola 4G smart

Web Images News

motorola 4g phones - NDTV Gadgets
Motorola 4G phone gives you the list of all the latest and new 4G phones available in India by Motorola. Motorola Moto E (Gen 2) 4G - Dual SIM - Android gadgets.ndtv.com/mobiles/motorola-4.

Motorola Mobile Phones : Latest & New Mobile Phones List
List of all the latest and new motorola mobiles phones. Motorola Mobility ... Motorola Moto E (Gen 2) 4G - Moto E (Gen 2) gadgets.ndtv.com/.../motorola-phones

Top 10 Motorola 4G Mobiles in India with Price March 2017
View Top 10 4G mobile phones in India with price. Checkout prices, specifications and reviews for Top 10 Motorola 4G phones at 91mobiles.com ... Motorola Moto G Turbo.

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Keywords (contd...)

Search Term: Google Motorola G plus 4G

Web Images News

moto g plus (5th gen) - unlocked Android smartphone by Motorola. a The new Moto G Plus (5th Gen.) features a head-turning metal design, and the most advanced camera in its class, www.motorola.com/.../moto-g-plus

Motorola Moto G4 Plus price, specifications, feature comparison
Motorola Moto G4 Plus smartphone with 5.50-inch 1080x1920 display ... FM, 3G and 4G (with support for basic 4G usage by most operators in India). ... Wi-Fi standard supported, 802.11 a/b/g/n Moto G4 Plus Review - User ratings and reviews for ... 11 Images Moto G4 Plus gadgets.ndtv.com/motorola-moto-g4-p...

Moto G Plus, 4th Gen (Black, 32 GB) Price: Buy Motorola G4 Plus ...

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Performance Report

- Advertiser must generate performance reports for campaigns, ad groups, keywords and ads.
- In AdWords, these reports can be easily generated from the 'Reports' tab.
- Based on the reports, one can pause or modify weak performing units and put more budget on high performance units.
- Search Terms:** It is one of the most useful reports which shows the search terms that users queried that triggered their ad.
- Auction Insights:** This report is useful for getting some insights about other players who are participating in the same auctions as the brand, and check their performance regarding impressions, ad position, AdRank, etc. **based on sample data only.**

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The logo of Bharati Vidyapeeth's Institute of Computer Applications and Management features a circular emblem with a central figure, possibly a deity, surrounded by text and decorative elements.

Email Marketing: Introduction

- Email marketing is, quite simply, using the tools of email to deliver advertising messages.
- Email is one of the fastest, cheapest and easiest ways for marketers to connect with customers.
- Email marketing is used to reach directly to customers encouraging them to trial and purchase of new products and services.
- Email marketing is also used to receive inquiries from customers for any kind of support.
- Email is a remarkably flexible tool that can accommodate a wide range of messages.
 - Ads can be quite simple, or they can be flashy, multimedia packages.
 - Some ads are only text while others include images, video, and long lists of links.

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The logo of Bharati Vidyapeeth Deemed University, featuring a circular emblem with the university's name in Devanagari script and English, surrounded by a decorative border.

Email Marketing: Introduction (contd...)

- **Outbound Email Marketing:** Campaigns are used as a form of direct marketing to encourage trial and purchases.
- **Inbound Email Marketing:** Emails from customers such as support enquiries are managed.
- **Type of Emails:**
 - Email Newsletters
 - Transactional Emails
 - Direct Emails

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Unit 9

Types of Emails: Newsletters

- These are regular emails that are sent to a list of subscribers who have chosen to receive updates from a company.
- Newsletters usually don't have explicit sales messages, but try instead to build a relationship between a customer and a brand.
- They contain news and information that will be of interest to the customer.
- The goal is to keep a customer connected to a company even when they are not buying anything.

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Types of Emails: Transactional Emails

- These are emails that are sent out after certain actions trigger them.
 - When a customer buys a product or makes a reservation, emails are sent out confirming that transaction.
 - They legitimize online commerce by giving customers a way to prove they have bought something.
 - Transactional emails often also contain new sales messages.
 - Marketers often try to insert new sales pitches into emails that are not explicitly for selling. For example, airline reservation emails often ask if you would like to upgrade your seat for a fee.
 - Studies have shown that transactional emails are opened 51.3% of the time, while newsletters are only opened 36.6% of the time.

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Types of Emails: Direct Emails

- These are used to inform customers about new products, sales and special offers.
 - They provide customers with direct information about products and usually provide a link or another easy way for customers to access the product.
 - They are similar to the coupons, catalogs, and sales fliers.

 - Email marketing is not used only for selling products online – non-profit organizations and political campaigns also make use of email to connect with supporters and donors.
 - It is now standard to ask for an email address when collecting information from interested parties.

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Email Campaign

- Email marketing is an inexpensive and easy way to connect with customers.
 - The only significant disadvantage of email marketing is that many countries have laws against sending spam. Companies that send out unsolicited emails can face significant fines.
- The first step is to collect a comprehensive list of email addresses.
- Designing the look and feel of the email is an important process.
 - The email needs to grab the reader's attention and draw them into the details of the sales pitch as quickly and succinctly as possible. If the email is confusing or boring, readers are likely to delete it before reading too far into it. All of that effort is then wasted.

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Email Campaign (contd...)

- Deciding which customers receive which emails is a way to give marketing messages relevance.
 - Matching the message to the customer leads to higher sales and greater levels of customer satisfaction. Email marketing software makes it easy for companies to segment their email delivery based on criteria that they establish.
 - It is important to make the process easy for customers to sign up for email updates - Incentives like one time coupons may be offered to encourage higher subscription rates.
 - After an email campaign is sent out, it will be important to track and evaluate the success of that campaign.
 - If a campaign is not performing well, marketers can change the design of the ads, the products being emphasized, or the deals being offered. The flexibility of email makes it easy to implement changes quickly and inexpensively.

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Email Marketing Success Factors: CRITICAL

- **Creative** – This assesses the design of the email including its layout, use of Colour and image and the copy.
 - **Relevance** – Does the offer and creative of the email meet the needs of the recipients?
 - **Incentive (or offer)** – The WIFM factor or ‘What’s in it for me?’ for the recipient. What benefit does the recipient gain from clicking on the hyperlink(s) in the e-mail? For example, a prize draw is a common offer for B2C brands.
 - **Targeting and Timing** – Targeting is related to the relevance. Is a single message sent to all prospects or customers on the list or are emails with tailored creative, incentive and copy sent to the different segments on the list? Timing refers to when the email is received: day of the week, point in the month and even the year.
 - **Integration** – Are the email campaigns part of your integrated marketing communications?
 - **Copy** – This is part of the creative and refers to the structure, style and explanation of the offer together with the location of hyperlinks in the e-mail.
 - **Attributes (of the e-mail)** – Assess the message characteristics such as the subject line, from address, to address, date/time of receipt and format (HTML or text). Send out MIME messages which can display HTML or text according to the capability of the email reader. Offer choice of HTML or text to match users’ preferences.
 - **Landing page (or microsite)** – These are terms given for the page(s) reached after the recipient clicks on a link in the email. Typically, on click-through, the recipient will be presented with an online form to profile or learn more about them. Designing the page so the form is easy to complete can effect the overall success of the campaign.

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Key Measures for Email Marketing

- Delivery Rate (Non-Bounce Rate)** – Emails will bounce if the email address is no longer valid or a spam filter blocks the email. So online marketers check their ‘deliverability’ to make sure their messages are not identified as ‘false positives’ by spam prevention software.
- Open Rate** – This is measured for HTML messages through downloaded images. It is an indication of how many customers open an email, but is not accurate since some users have preview panes in their email readers which load the message even if it is deleted without reading. Some email readers such as Outlook Express now block images by default (this has resulted in a decline in open rates).
- Click Through or Click Rate** – This is the number of people who click through on the email of those delivered (strictly unique clicks rather than total clicks).



Opt-in-Email Marketing

- Opt-in email is a term used when someone is given the option to receive email.
- Without obtaining permission before sending email, the email is unsolicited bulk email, better known as spam.
- There are several common forms of opt-in email:
 - Unconfirmed opt-in / Single opt-in
 - Confirmed opt-in / Double opt-in
 - Opt-out



Unconfirmed opt-in / Single opt-in

- Someone first gives an email address to the list software (for instance, on a Web page), but no steps are taken to make sure that this address belongs to the person submitting it.
- This can cause email from the mailing list to be considered spam because simple typos of the email address can cause the email to be sent to someone else.

Confirmed opt-in / Double opt-in

- A new subscriber asks to be subscribed to the mailing list.
- A confirmation email is sent to verify it was really subscriber.
- A confirmed opt-in (COI) (also known as a Double opt-in) procedure helps to ensure that a third party is not able to subscribe someone else accidentally, or out of malice, since if no action is taken on the part of the e-mail recipient, they will simply no longer receive any messages from the list operator.

Opt-out

- Instead of giving people the option to be put in the list, they are automatically put in and then have the option to request to be taken out.
- This approach is illegal in the European Union and many other jurisdictions.

Online PR

- Public Relation (PR) is a kind of a bridge between the organization and customer.
- When PR is connected to online world, it means that the public relation person is telling the policies of company or organization online using Internet on some particular website and promoting the products throughout the worldwide.
- PR is an integral part of company's marketing strategy.
- Public relation practitioner is the person or department which promotes the positive image of their respective company or organization.
- Public relation department deals with the people in such a way that they have to build the positive image of their product that it's the best one and they will not be able to find the better product in society.



Online PR (contd...)

- Public relation person or department makes the company's websites interactive and promote their products in such a way that the audience finds all the benefits and advantages of the product or organization and think that this is the best organization or brand to grab the product or do work.
- **Example:** Promoting the Facebook pages of brands and organizations. Once the people like their page, they get the updates of the respective company or product on their newsfeed on daily basis that helps the brand or organization in increasing their business.
 - The role of public relation department in such type of online world can be judged when any person comment or ask something about their product or organization, the public relation person has to answer that in such a convincing way that the other person gets satisfied.



Online PR (contd...)

- Nowadays, people have started rating companies, and, if a company does not have an active website or the Facebook page of that company has less 'likes', then people are less likely to buy products of that company.
- **Characteristics of Online PR**
 - **Immediacy:** The response in social media is measured in minutes so a PR person has to be actively engaged to the online profile of his company before other companies grab the narrative.
 - **Direct Engagement:** Social media demands an online engagement where the PR person has to be answerable to the public in an honest and open manner.
 - **Transparency:** This means that everything is open on social media so the PR person has to be very careful in building a positive image of the company.
 - **Reach:** This is the greatest benefit of the online world as it allows promoting and managing the brand on a global scale with minimum expenditure.



Principles of PR in Online World

- **Face up to Crisis** - The companies who indulge in crisis should accept their faults , write a sorry note for customers in their online profile and should also promise their customers that that mistake would never be repeated by the company in future.
- **Think Creatively** - Thinking creatively is very crucial for online PR. The online site of a company should consist of videos, pictures, games , discount offers to make it more engaging and intriguing so that more people are likely to buy products of that company.
- **A Tactful PR Strategy** - A very planned and systematic PR strategy should be used which includes pacing up with the internet , sensitively answering the questions of clients and creative interactions with the customers.
- **Identify Customers** - The PR person has to identify real clients of the company and influence them.
- **Monitoring** - While managing PR of a company in virtual world, the PR department has to monitor online conversations.
- **Build a Web Strategy** - Tools should be utilized to make an effective online strategy.



Interactive Advertising

- Interactive advertising refers to promotional techniques that include an element of feedback from those to whom the advertisements are directed.
 - This feedback gives the advertiser analytical data that can be used to improve the advertising methods being employed.
 - Interactive advertising is usually used to refer to online advertising, but can also be applied to offline advertising methods such as consumer surveys.
 - Through interactive advertising, the advertisers have given potential customers the opportunity to interact with companies and their advertising.
 - Interactive advertising may be done by using social media, branded polls and games, and many other approaches to engage the target audience.

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Online Partnerships

- If we build a website and no one visits, does it still exist?
 - Online marketing is just as important to the success of a website as the site's design, technical features, and server speed.
 - It is not enough to bring our store online and then just wait for the customers to come rolling in. We have to take an active — and ongoing — role in acquiring those potential customers, by making sure they know about our site and by encouraging them to visit.
 - One of the best ways to do that is to build partnerships with other, related sites on the Web.
 - Content Partnerships - Content-sharing partnerships can increase our visibility and get our content in front of more people.

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Online Partnerships (contd...)

- Content Partnerships
 - Content-sharing partnerships can increase our visibility and get our content in front of more people. For example - consider a company is selling bicycles online:
 - That company may form a partnership with an online retailer of bike clothing.
 - The company could sell retailer's bike shorts along with its bikes, or vice versa.
 - An online travel agent specializing in bike tours would be another good choice for a content/product partnership, as would a site offering books and magazines on biking.
 - If the bike company want to add interesting, current content on biking its website, find an online biking magazine and partner with them: their content can augment the company's website, and the company can sell bikes through their website, sharing a percentage of the revenue with them.
 - Link Exchanges and Search Engines

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Viral Marketing

- Viral marketing or viral advertising is a strategy that uses existing social networks to promote a product mainly on various social media platforms.
 - It can be delivered by word of mouth, or enhanced by the network effects of the Internet and mobile networks.
 - To make viral marketing work, three basic criteria must be met, i.e., giving the right message to the right messengers in the right environment:
 - Messenger
 - Message
 - Environment
 - The expansion of various social networks, such as Facebook, Instagram, and Snapchat, has contributed to the effectiveness of viral marketing.

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Viral Marketing (contd...)

- **Messenger** - Three types of messengers are required to ensure the transformation of an ordinary message into a viral one:
 - **Market Mavens** - Market mavens are individuals who are continuously 'on the pulse' of things (information specialists); they are usually among the first to get exposed to the message and who transmit it to their immediate social network
 - **Social Hubs** - Social hubs are people with an exceptionally large number of social connections; they often know hundreds of different people and have the ability to serve as connectors or bridges between different subcultures.
 - **Salespeople** - Salespeople might be needed who receive the message from the market maven, amplify it by making it more relevant and credible, and then transmit it to the social hub for further.

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Viral Marketing (contd...)

- **Message** - Only messages that are both memorable and sufficiently interesting to be passed on to others have the potential to spur a viral marketing phenomenon.
 - It should be unique and engaging with a main idea that motivates the recipient to share it widely with friends – a "must-see" element.
 - **Environment:** The environment is crucial in the rise of successful viral marketing – small changes in the environment lead to huge results, and people are much more sensitive to environment. The timing and context of the campaign launch must be right.
 - **Some approaches for effective marketing include:**
 - Offering a valuable service or product for free
 - Creating an emotional appeal
 - Enabling easy sharing and downloading

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Characteristics of Viral Marketing

- Instant Awareness**

- Viral marketing can be important in launching a new product by getting the brand in front of a large potential market quickly.
- A YouTube video costs a fraction as much as a TV commercial, but if it inspires people to share your message it can have a major impact on brand recognition.

- Make it Easy**

- A viral campaign is not the place to tell the audience every single detail of product or service.
- Instead, it should generate a reaction quickly and easily, such as laughter, surprise or shock

- Lower Advertising Costs**



Disadvantages of Viral Marketing

- A message may not be construed as intended, and could be discussed in a negative manner.
- Due to the large amount of email people receive daily, viral marketing messages may be viewed as spam.
- Viral marketing can also be hard to measure.



Blog Marketing

- Starting a blog and using it to promote the business can be set up within minutes. It is ongoing management and marketing that takes time.**
- Make a Blog Marketing Plan** - What are you going to share on your blog? News, tips, resources, etc? Further, how often will you update your blog? Daily, weekly, etc?
- Create Your Blog** - Decide on your blogging platform, and set it up, including customization that fits your business. Be sure to use the same logo on your blog as on your website (if you have a separate website) to retain consistency.
- Fill the Blog with Several Posts ASAP.**
- Market the Blog** - It is very easy to integrate social media into the blogs so that blog posts go out to the followers. Include the blog on marketing materials as well.
- Reply to Comments**
- Use Blog to Encourage Email Signups**



Digital Marketing

(Unit – 3)

by

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2023

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U3.1



Social Media Marketing

- Social media are interactive platforms where content is created, distributed and shared by individuals on the web.
 - Social media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content.
 - As the name implies, social media involves the building of communities or networks and encouraging participation and engagement.
 - Social media marketing is a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels.

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Types of Social Media Platforms

- There are several types of online platforms classified under the vast umbrella of social media.
 - **Social Networks**
 - Social networking websites allow users to build web pages featuring personal portfolios and interests.
 - These pages are used to connect with friends, colleagues and other users in order to share media, content and communications.
 - The core social platforms where people interact through social networks are Facebook, Instagram and Snapchat for consumer audiences, LinkedIn for business audiences, and Twitter for both.

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Types of Social Media Platforms (contd...)

- **Web Blogs**
 - Blogs are often viewed as online journals that order content chronologically, or by date, month, year and category.
 - Users can also maintain “vlogs,” or video blogs, featuring shared or homemade videos.
 - **Blogging websites include WordPress and Blogger.**
- **Microblogs**
 - Microblogs are blogging tools that feature short posts, as opposed to journal-style posts.
 - Users are usually restricted to posting a few lines of text, or uploading individual images and videos.
 - Microblogging is particularly common for posting quick updates and distributing content via mobile devices.
 - **Notable microblogging sites include Twitter and Tumblr.**



Types of Social Media Platforms (contd...)



Types of Social Media Platforms (contd...)



Use of Social Media for Digital 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).



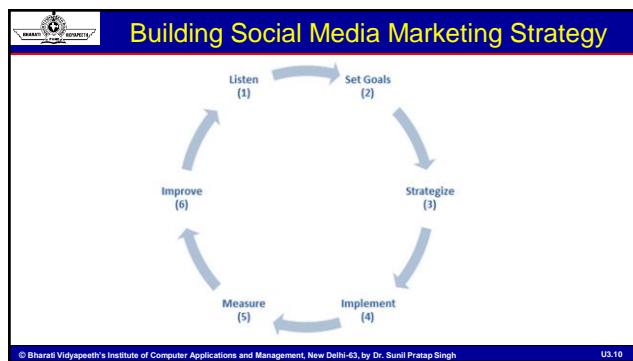
Advantages of Social Media Marketing

- Best channel to develop user following
- Best channel to begin with a 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 Marketing Strategy

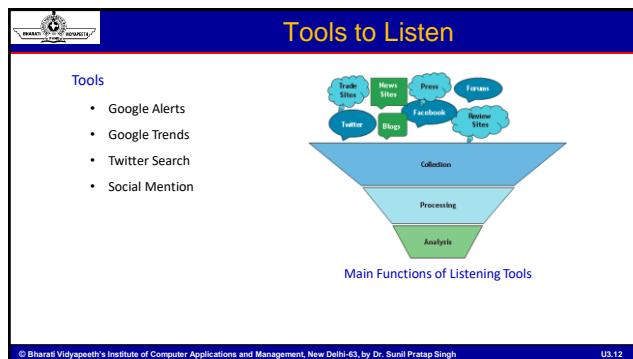
- Social media marketing strategy refers to a step-by-step methodological approach to achieve a certain objective using social media.
- The major objectives of social media strategy can be classified as follows:
 - **Customer engagement** (customer engagement refers to a company's or brand's efforts to build relationships with individuals through personalized interactions on multiple channels, with the goal of gaining and retaining loyal customers.)
 - **Brand building**
 - **Lead generation and conversions**



Listen

- Listening is the art of discovering valuable insights from people's public expressions all over the Internet. **The real value in social media comes from what we hear, not what we say .**
- Example of Listening - **Paytm Karo**
 - **Listening Exercise:** Market research showed that for Tier-1 and Tier-2 city customers, the world of online payment was becoming confusing. There were too many online payment options (Net Banking, Debit Card, Credit Card, etc.). The normal customer was not able to keep up with the emerging technology and their multiple options.
 - **Strategy and Result:** Paytm decided not to approach customers as one more payment method of same kind. They wanted to shift the perception to a new currency – **Paytm Cash** and wanted its customers to accept Paytm Cash as an alternative form of currency. To bring out this change in people's perception, **the ad commercial showed everyday situation like struggling with an auto driver for change. As a result, in just 10 months (during 2014), the number of Paytm Wallets increased from 23 Million to 105 Million.**

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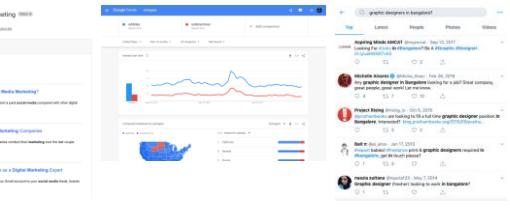


 Tools to Listen (contd...)

- **Google Alert** – It is a free content change detection and notification service. Once the search terms are defined, any new content found or change recognized related to defined search term is notified by email. The new content found could be blogs, news articles, scientific papers, etc.
- **Google Trends** – It is a web facility which shows how often a term is searched, relative to the total search volume.
- **Twitter Search** – With approx. 500 million tweets everyday, Twitter is a power-house of opinion and information. Filtering and finding the right data from this huge stake of information can easily be done through Twitter Advanced Search feature. This feature can be used to know the sentiment around the brand, reach out to dissatisfied customers, etc.
- **Social Mention** – It is an online media search engine that searches the user-generated content such as blogs, comments, social media posts, news articles, etc. and derives meaningful insights.

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 Tools to Listen (contd...)



The screenshot displays three side-by-side search results from different platforms:

- Google Alerts:** A search for "social media marketing" showing results from various websites like LinkedIn, Google, and Wikipedia.
- Google Trends:** A search for "graphic designer" showing a line graph of search interest over time, with a peak around January 2017.
- Twitter Search:** A search for "graphic designer" showing several tweets from users like "mukundan_kumar" and "Project Billing Services".

Google Alerts Google Trends Twitter Search

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 Goal Setting

- Based on the results of the listening exercise, one can generally arrive at a set of positive and negative sentiments prevailing about their brand in the market.
- **The goal should be set to strengthen the positive notions about the brand further and eliminate any negative views.**
- In specific cases, the goal setting may involve bringing in new perceptions about the brand among the various stakeholders. At times, goal setting may also include brand repositioning.
- Example: **Tata Nano** (Goal Setting for Brand Repositioning)
 - Initially, Tata Nano was perceived as the '**Cheapest Car**'. Further, as the organization realized that this was a hindrance to sales, it tried to reposition the car as a '**Fashionable Car**' and '**Car for the Youth**'.
 - The campaign was given a boost on the International Youth day with a series of graffiti based posters with youth-centric slogans.
 - In a single day, Tata Nano's daily organic reach rose over 57% above the average reach of the month.

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Strategy

- After defining a set of goals to achieve, develop a strategy to achieve those goals.
- The strategy consists of three main parts:
 - Content Strategy
 - Target Group
 - Platform



Strategy: Content Strategy

- Content strategy forms the heart and soul of social media marketing.
- It is the art of creating valuable content for the target audience.
- The ideal content strategy is one, which receives 'word-of-mouth publicity' (earned media) from key influencers in the industry.
- This is possible when the content is really compelling and **satisfies the following three criteria** and **is at the intersection of them**:
 - Match with the vision and mission of the organization
 - Be unique to the organization
 - Resonate with the audience's interests





Strategy: Content Strategy (contd...)

- **70/20/10 Content Approach**
- About 70% content should be low-risk content. It should mostly have everyday content for customer engagement.
- About 20% content should be medium-risk content (innovative).
- About 10% content should be high-risk content and must be used to create expectations upfront. This is completely new and unexpected content.

Strategy: Content Strategy (contd...)

70% Content	20% Content	10% Content
		<p>This will be completely new and unexpected content. For example, Shahrukh Khan, the brand ambassador of Big Basket, paying a surprise visit to the customer's house to deliver their grocery.</p> <hr/> <hr/> <hr/> <hr/> <hr/>

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Strategy: Content Strategy (contd...)

- **50-50 Content**
 - Approx. 50% of the content must be brand related.
 - The other 50% should be non-branded and should be a mix of humour, entertainment, monthly themes, product updates, current affairs, etc.
- **Brand Mnemonic**
 - Mnemonic are strong communication tools which helps in quick brand association and brand recall. Brand mnemonics may include logos, tag lines, etc.
- **Brand Story**
 - **People don't buy what you do, they buy why you do it'** – A brand story answers the latter part of the statement.
 - It tends to communicate with the customer, what the brand believes in and the unique reasons for the existence of the brand.

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Strategy: Content Strategy (contd...)

- Jiwa (former TEDx speaker) defines 20 key aspects of a brand story.

The 20 Keys To A Brand Story



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Strategy: Target Group

- Clearly defining and targeting a specific set of audience will help to promote the most relevant aspects of business to each set of audience.
- These sets of audience may be general public, customers, opinion leaders, investors, etc.
- The content strategy should be different for different target audience.
- Marketers often fail in social media because they do not segment target audiences and do not customize the content according to the target audience.



Strategy: Target Group (contd...)

- Interests of Various Sets of Audiences

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



Strategy: Platform

- Different target groups are present in different concentrations on various social media platforms.
- It is essential to reach out to the chosen target group on the right platform.
- For example:
 - If the target audience is opinion leaders, Twitter may be the platform of choice.
 - If the target audience is general public, Facebook may be apt choice.
 - For B2B company targeting customers, LinkedIn maybe more relevant.

 **Implementation**

- Planning only solve half problem, it is implementation which is the key to success.
- In case of social media, implementation consists of two parts:
 - **Timely Posts**
 - **Reaction Checks**

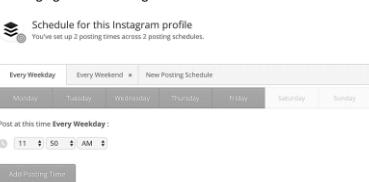
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 **Implementation: Timely Posts**

- Analytics must be used to identify the right time to post.
- The content should be scheduled at regular intervals.
- The schedule may include the **date, time, theme of the post, etc.**
- The most commonly used scheduling tools are:
 - **Buffer**
 - **TweetDeck**

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 **Implementation: Timely Posts (contd...)**

- **Buffer** - It is a tool for managing and scheduling the social media activities across various social media platforms.
 

Schedule for this Instagram profile
You've set up 2 posting times across 2 posting schedules.

Every Weekday	Every Weekend	New Posting Schedule				
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Post at this time Every Weekday:
11 : 50 AM

Add Posting Time

Buffer Screenshot
- **TweetDeck** - It is an application for effective management of multiple Twitter accounts. It can also be used for scheduling tweets.

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Implementation: Reaction Checks

- In social media marketing, reaction checks fall under the category of crisis management.
- At times, although well-planned, some social media posts may backfire.
- In order to avoid excessive damage, the audience's reactions to every post should be assessed.
 - Consider the OLA cabs' YouTube ad campaign video titled 'Micro Stories: Too Expensive to take Girlfriend Out of Date?'
 - This video faced huge backlash on Twitter, as the audience perceived it as demeaning the independence of women.
 - OLA cabs was quick to respond, and immediately took off the ad and could minimize the damage.

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Measures

- Some of the most widely used social media metrics to measure the performance of a campaign are:
 - **Conversion Rate** – Number of Comments/Reach
 - **Amplification Rate** – Number of Shares or Retweets/Reach
 - **Applause Rate** – Number of Likes or Favourites/Reach
- These can be calculated on page level and post level.
- There is one more derived metrics to evaluate social media performance:
 - **Engagement Rate** = $\frac{\text{Total Interactions (e.g. Likes+Shares+Comments on FB Post)}}{\text{Total Reach (No. of People who viewed the Post)}}$
 - **Economic Value** = Short-Term Revenue + Long-Term Revenue

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Improve

- Once the results are measured and compared with the goals, the next focus should be on the restructuring the strategy to meet the goals.
 - If the goals are met, them, the listening exercise should be repeated to establish new goals and new campaign to meet these goals.
- *****
- At any point in time, an organization's social media team should be actively performing any one of the steps of social media strategy cycle.
 - It is a continuous process, and there is always scope for improvement.

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The logo of Bharati Vidyapeeth's Institute of Computer Applications and Management, featuring a circular emblem with the text "Bharati Vidyapeeth" and "INSTITUTE OF COMPUTER APPLICATIONS AND MANAGEMENT".

Facebook Marketing

- Facebook marketing offers a variety of highly targeted paid advertisements and organic posts, allowing brands to put their products and services in front of the massive audience.
- **Importance of Facebook Marketing:**
 - **Has Global Coverage** - Over 1.5 billion users visit Facebook daily. About 2.3 billion — every month. More than 7 million active companies create ads for this massive audience.
 - **Offers Highly Targeted Paid Ads** - With Facebook Ads, we can tailor our promotions to a specific audience based on gender, age, location, job, interests — any demographical or behavioral data, which users willingly share with Facebook.
 - **Makes Organic Reach Possible** - If we do not have resources to utilize Facebook Ads, build relationships organically by sharing materials that bring value to people on your Facebook page. Your posts will show up in the newsfeed, though the high level of competition will make it harder to build an audience naturally.

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Benefits of Facebook Marketing

- Precise Targeting** – Facebook allows users to deeply segment their audience but let's take a closer look at the options available. Within demographic targeting, we can select an audience with a particular income, education level, life events, relationship status, or job. We can look for customers, taking into account their interests, such as their preferred entertainment, sports, hobbies, and shopping habits. Also, you can reach clients based on purchase behaviors, intent, device usage, etc.
- Increased Website Traffic** - We can drive our audience directly to our website. Moreover, these people will be higher quality leads than users who land on your site organically because they already know your company. Hence, we have more credibility in their minds. Encourage your followers to visit your site to find out more about your products. **Besides, when linking to a site, Facebook generates a full-size image if our site page has one.** So, it will attract many users' attention and help us boost website traffic.



Benefits of Facebook Marketing (contd...)



Benefits of Facebook Marketing (contd...)

- Positive Impact on SEO** - Some marketers claim that social media influences search rankings. It is believed that robots take into account our data in the About section while ranking. Moreover, our social media engagement contributes a lot. Shares, likes, and comments tell Google that people are interested in our brand and engage with it. Although there is no exact proof, it is not superfluous either.



Formats of Facebook Marketing

- Video ad**
- Image Ads** - In case our budget is too tight to make a video, image ad is a good idea for creating a high-quality ad fast and easy.
- Carousel Ads** – It allows showcasing up to ten images or videos inside a single advertisement — each with a link to a specific product page. It provides a vast field for creativity and interactivity since we can feature one product in detail, or a few different products, or tell a story, separated by those carousel cards.
- Collection Ad** - It is like a small catalog of our products right in a post on the Facebook feed. A Collection ad consists of one original video or image and four smaller pictures below in the form of a grid.
- Slideshow Ads** - It is a video-like format that displays well even if the speed of the internet connection is low. You can create such an ad using a variety of stock images, some handy tools for video editing, and even music.
- Lead Generation Ads** - It was developed to assist in generating leads, especially regarding mobile users. When a user taps on the image in such an advertisement, a subscription form shows up right in the ad, making a few taps enough to opt-in to your newsletters.



Facebook Ad Campaign

- The structure of a Facebook ad campaign is defined in **three levels**:
 - Ad Campaign**
 - At this level, the end goals of running ads (such as getting more page likes, app installs, etc. are defined.
 - Ad Set**
 - At this level, the organizations define their ad further through various optimization techniques such as targeting, bidding, scheduling, pricing, etc.
 - All these techniques help to focus the ad on a certain set of audience as per requirement.
 - An ad campaign can have multiple ad sets, each with a different combination of optimization techniques.
 - Ad**
 - The ad is what audience see. It may include the videos, images, call-to-action buttons, etc.

Adverts

- Facebook Adverts refer to advertisement on Facebook.
- **Page Post Engagement Adverts**
 - These Adverts are used to increase audience engagement on the post. This is done through [Boost Post](#) option on the page itself or through [Ads Manager](#).
 - By boosting, a post gets more people to see, like comment on and share page's contents on Facebook.
 - Boosting helps in gaining insights about what type of content the customers like.
- **Page Like Adverts**
 - It is an advertisement to organically get more people to like the fan page.
 - Higher the number of fans there are on the page, higher is the organic reach of the post, and consequently, higher are the chances of people engaging organically.

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Adverts (contd...)

- **Website Clicks and Conversions Adverts**
 - Facebook provides the option to run advertisements to redirect the users to company's website.
 - Whenever, users click on the ad, they are redirected to the website.
 - Inserting a code snippet to the HTML of website, it is possible to track conversations after landing on the company's website.
- **App Installs and Engagement Adverts**
 - Nearly 80% users access the Internet through mobile devices. Considering this, engagement on mobile is increasingly becoming important for businesses.
 - Facebook's app installs and engagement adverts enable the business to connect with audiences who are most likely to install the business app.

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Adverts (contd...)

- **Video Adverts**
 - Video is the easiest way to connect with the consumers.
 - Video adverts can help in communicating the brand's story and raising awareness about the brand.
- **Carousel Format Adverts**
 - It allows showing multiple products in a single advert or developing a story across multiple images in a single advert.
 - They are the most cost effective form of adverts because at the cost of single advert unit, multiple messages can be delivered to the audience through multiple images.

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Adverts (contd...)

▪ Dynamic Adverts

- When audience search for a flight ticket or try to book a hotel, they see corresponding adverts all over their Facebook news feed.
- Such advertisements, shown by Facebook fall under the Dynamic Adverts.
- Many a times, the product a user searches for on Amazon, instantly a product advertisement from Amazon is shown in his news feed.
- Whenever a user views a product on the business website, an advert is instantly generated from the uploaded product catalogue.
- These adverts are very effective in driving sales, as the audience see only adverts related to the products they have recently browsed or have shown interest in.



Adverts (contd...)

▪ Lead Adverts

- Lead adverts specifically helps in generating leads for businesses.
- They help in creating contact forms in the advert that are pre-populated with contact details such as email addresses.
- Facebook's Lead Adverts provide people with a quick and safe way to sign up to receive information from businesses, such as newsletters, offers, and quotes.

▪ Canvas Adverts

- Canvas is an immersive **mobile-only** advert for business to showcase their products or communicate their brand story.
- It is a combination of images, video and call-to-action buttons.
- Once the user clicks on the advert in the news feed, a canvas opens within the Facebook app.



Adverts (contd...)

▪ Offer Claim Adverts

- These adverts are designed particularly to communicate to the customers any discounts/offers that might be running on the products/services.
- Whenever, audiences claim an offer, they are redirected to the online store to shop and the related offer is applied at checkout.
- Offer Claiming Adverts are most effective in boosting sales.

▪ Local Awareness Advert

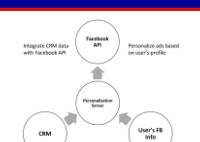
- It enables local business to reach audience nearby their business, thus increasing foot falls.
- They include inclusion of specialized options like a 'Get Direction' button to help the audience locate the business.
- Businesses can do radius targeting to reach people near them.

Adverts Targeting

- After selecting the appropriate advert for business, reaching out to the right people is the critical for success of the advert.
- This can be done through Facebook Advert's Audience Targeting option.
- Custom Audience**
 - Custom audience are specific set of people who have interacted with a business previously on Facebook or any other platform.
 - By choosing to show an advert to custom audience, businesses can show the advert to people who have downloaded their app, visited their website, commented on a post on their Facebook fan page.
 - Custom audience can be created from 4 major sources: **Customer File, Website Traffic, App Activity, and Engagement on Facebook.**

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Adverts Targeting: Tata DoCoMo for Custom Audience



Message 1: When logged on in Facebook, personalized ads with their name and recharge balance and urged to recharge.

Tata DoCoMo ad: Hi Suraj, Your balance is below Rs. 10. Please click here to recharge now and get 15% bonus talktime.

Message 2: After users recharged they were shown an ad with thank you message.

Tata DoCoMo ad: Thank you Suraj, Thanks for recharging. You can activate 3G pack here to buy.

Message 3: Options for subscribing to other value added services

Tata DoCoMo ad: Hi Suraj, Like Kishore Kumar songs? Click here to subscribe to Call Me Tonight Now suggestion.

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Adverts Targeting (contd...)

- Look-a-like Targeting**
 - It allows businesses to target people similar to their fans or similar to their custom audience, which could be based on CRM data.
 - This targeting method is very powerful and effective as it can expand the reach to new users who are likely to behave in the same manner as most desired target audience do.
- Generic Targeting**
 - Generic targeting works well for companies that have no specific customer database and would like to run an advert addressed to any set of audience satisfying certain criteria.
 - It allows businesses to filter out Facebook users based on various factors such as **location** and **demographics** (such as age, gender, language, etc.).

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Adverts Targeting (contd...)

Detailed Targeting

- It allows advertisers to target audience based on demographics such as education, field of study, school, college, workplace, etc.
- Facebook has factual data which is entered by users in their profiles and those can be used for targeting.
- **Examples:** Target people who belong to the generation X and who like coffee. Target people who use Windows 10 and use MS Teams.

Connections

- Businesses can target friends of their fans to increase their customer base

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Adverts Placement

- The adverts can be placed at different positions on different devices.
- Either Facebook can be allowed to automatically choose the best position for the advert or businesses can choose an advert position manually.
 - **Desktop News Feed** (posts that appears in the middle of Facebook webpage)
 - **Mobile News Feed** (similar to desktop news feed except that the adverts appear in the mobile device)
 - **Right Column**

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Adverts Bidding

- The Adverts' bidding is Facebook's way of channelizing the adverts and delivering them to relevant users.
- The Facebook Adverts' bidding process declares winner based on three factors:
 - Relevance Score
 - Estimated Action Rate
 - Advertiser Bid Rate

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Adverts Bidding: Relevance Score

- It is calculated based on the performance of the advert and interaction of the audience with the advert.
- If the advert's relevance score is high, it is more likely to be shown to the audience.
- The score ranges from 1 to 10 and can be determined only after the advert has about 500 impressions.
- **If someone clicks on "I don't want to see this ad", may damage the Relevance Score.**



Adverts Bidding: Estimated Action Rate

- Estimated Action Rate (EAR) refers to the likelihood of a user taking a positive action on a business advert to get the desired result from it.
- **Facebook decides the EAR based on the goal of the advert, audience and other factors.**



Adverts Bidding: Advertiser Bid Rate

- It is the amount the advertisers are willing to spend on an advert to achieve the targeted goal.
- Facebook allows to bid this rate in following two variations:
 - **Automatic Bid**
 - Automatic bid is decided by the Facebook dynamically on auction-by-auction basis.
 - The bid price is calculated with the goal of spending the entire budget throughout the advert campaign period in order to achieve the desired outcome.
 - **Manual Bid**
 - In this bid, the advertiser decides the maximum price it is willing to pay in order to achieve a goal by running an advert.

Daily Budget

Budget & schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ₹10,000.00

Actual amount spent per day may vary.

Schedule Run my ad continuously starting today
 Set a start and end date

Start	<input type="text" value="8/6/2019"/>	<input type="text" value="02:41"/>
End	<input type="text" value="8/7/2019"/>	<input type="text" value="02:41"/>
<small>(Pacific Time)</small>		

Your ads will run for 30 days. You'll spend no more than ₹14,000.00.

Lifetime Budget

Budget & schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ₹20,000.00

₹20,000.00 net

Schedule Start 02:41
 End 02:41

(Pacific Time)

Your ad will run until Monday, 8 July 2019. You'll spend up to ₹20,000.00 in total.

▪ Facebook allows advertisers to decide their advertising budget in two variations:



Adverts Scheduling and Objectives

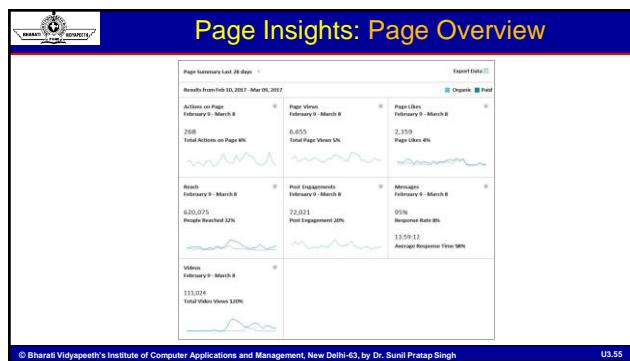


Facebook Marketing Tools: Facebook INSIGHTS

- Facebook INSIGHTS gives us the ability to use Facebook data for advertiser's advantage.
- Facebook data can be used mainly for two purposes:
 - Analyzing the audience (**Audience Insights**)
 - Analyzing the fans' activities (**Page Insights**)
 - Page Overview
 - Promotion
 - Post
 - Likes

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Unit-54





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- ## Other Marketing Tools of Facebook
- Facebook Groups
 - Polls
 - Hashtags
 - Facebook Live
 - Facebook Avatar

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- ## LinkedIn Marketing
- LinkedIn is a social networking site that has specifically proven to be a valuable platform for an individual's career and professional life.
 - This is a platform which we can utilize to showcase our skills, expertise, education, experience, etc.
 - A resume also can do these things, but one thing to keep in mind – resumes are not launched or sent to someone until we personally do it. We can update our resumes to job sites, but who sees them?

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Framing LinkedIn Strategy

(a) Build a Robust Company Page on LinkedIn

(1) Use an image that gets attention.

- The cover picture should be compelling.
- The image, description and different sections of the page should be optimized.

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Framing LinkedIn Strategy (contd...)

(a) Build a Robust Company Page on LinkedIn

(2) Create a clear and captivating pitch in description.

- LinkedIn offers its users a space below the cover image for their brand's description.
- The description should give the readers an idea of what the brand is about because it makes them engaged and interested enough to read the whole paragraph.

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Framing LinkedIn Strategy (contd...)

(a) Build a Robust Company Page on LinkedIn

(3) Make overview section clickable.

- Apart from crisp description, there should be a clickable website URL which will take interested users to their website for more information discovery.

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Framing LinkedIn Strategy (contd...)

(a) Build a Robust Company Page on LinkedIn

(4) Use of careers/jobs features.

- LinkedIn is often considered as a primary social networking site for finding suitable talent that matches the needs of the employers.
- As a company, we can tell our story, describe our culture, outline career paths and showcase awards and humanitarian activities on company's profile page.

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Framing LinkedIn Strategy (contd...)

(b) LinkedIn Groups

- Groups are powerful features of LinkedIn. One can leverage it by becoming member of groups that are of interest to them and grow their network

(1) Which groups to join

- For any topic, there are hundreds and thousands groups. It is crucial to have a clear purpose before joining any group. **There are some recommendations for joining a group:**
 - Size of the Group:** If the objective is to reach out as many people as possible, the number of members in a group is an important criterion.
 - Same Domain Group:** If one is joining a group that is like their domain then it will just let their competitors know. If we are a digital marketer, then instead of joining digital marketing groups, we should join marketing groups as those members are more likely to seek your digital marketing services.
 - Active Groups:** It is always important to join groups whose members are active otherwise marketing efforts will be ineffective.

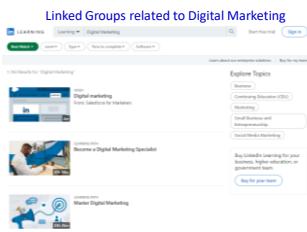
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Framing LinkedIn Strategy (contd...)

(b) LinkedIn Groups

(2) Start groups

- Apart from joining some groups, users can also starts their own groups.
- There are two kinds of groups that can be created:
 - For closed community** (moderator approves or rejects the member's request)
 - For open community** (anyone can join)



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Framing LinkedIn Strategy (contd...)

(c) Leverage Paid Ads and Sponsored Updates

- LinkedIn offers many marketing solutions including advertisements. Following are the benefits of using LinkedIn's paid ads:
 - Unlock a unique audience
 - Reach more than 450 million active professional members
 - Promote company or brand in a professional context
 - Target the right people
 - Attract talent and recruit candidates from the world's largest talent pool.
 - Create easy and effective ads
 - Using LinkedIn Market, one can build their brand, raise awareness and generate leads
 - Drive real business results by:
 - Setting own budget
 - Paying by clicks or impressions
 - Stopping ads at any time

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Unit 67

The logo for Smart Foundation, featuring a circular emblem with a stylized figure and the text "SMART FOUNDATION" below it.

Framing LinkedIn Strategy (contd...)

(d) Use Advanced Search

- Advanced Search is one of the most powerful features of LinkedIn where one can directly find targets.
- Even without the upgraded (premium) membership, a user can have great filters to narrowing down their search.
- With premium membership, we can use advanced filters such as years of experience, function, seniority level, company size, etc.
- By using all these filters, one can reach their precise target audience.

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The logo of Bharati Vidyapeeth's Institute of Computer Applications and Management, featuring a circular emblem with the text "Bharati Vidyapeeth" and "INSTITUTE OF COMPUTER APPLICATIONS AND MANAGEMENT".

Lead Generation through LinkedIn

- Using LinkedIn's advanced search and filtering system to create high-quality lead lists.
- LinkedIn Sales Navigator** can be used for **Lead Generation Solution** with following features:
 - Advanced Search with Lead Builder** – Use custom criteria to build sales lead list.
 - Lead Recommendations** – Get recommendations on who are influencers and decision-makers.
 - Team Link** – See who within our company is connected to our prospects for warm introduction.
 - Extended Network Access** – Unlimited searches in extended network.

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Content Strategy

- Being a Professional Social Networking Site, the content strategies for LinkedIn are different from other social networking sites.

(a) Industry Insight (Most In-Demand Content)

- Industry and company insights should compose a significant amount of the posted content.
- Some call-to-action like download report, click for more details, etc. helps in engaging the readers.
- According to Griffin Report (2016), following are Top 20 Phrases on LinkedIn:

Successful People	Right Now	First Time	Job Interview	Best Employees
Best Reasons	Employees Quit	Finally Offering	Science Says	Study Finds
Next Big	People Want	Helps One	Work Helps	Crazy Hours
Stop Touting	Touting Crazy	Make Better	Now Available	Announce Shares

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Bharati Vidyapeeth's Institute of Computer Applications and Management

Content Strategy (contd...)

(b) Time it Well

- LinkedIn has found busiest times to be morning and mid-day throughout the week (Monday to Friday).
- During these timings, LinkedIn has maximum reach in terms of clicks, reading posts, commenting and liking posts.
- **It is recommended to avoid evenings, late afternoons and weekends, unlike other social media networks.**

(c) Post atleast 20 Times per Month

- According to Buffer App, 20 posts per month can help one reach 60% of their unique audience.

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Content Strategy (contd...)

(d) Create a Showcase Page

- The contents should be highly tailored according to the interests of the target audience.
- One way of segmenting the content is by creating showcase page.
- A showcase page is built to enable a company to market specific products and services to different audience or potential buyers.
- The advantage of showcase page is that instead of putting product-wise content on the corporate page, they can be put in product-specific showcase page so that corporate page is used only for corporate strategic level content and is not cluttered with product details.

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Unit 72

 Content Strategy (contd...)

(e) **Linked Pulse**

- LinkedIn Pulse is an online news aggregation feed within the platform.
- It is designed to share self-published content within the user's network.
- Pulse has now become the blogging platform as the network is already there on the platform.
- LinkedIn members can write posts and view analytics for each post.

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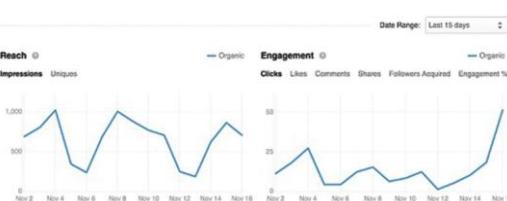
 LinkedIn Analytics

- LinkedIn provides companies with metrics about the pages.
- The metrics help companies to understand the profile of their followers – like:
 - Demographic Details
 - Reach
 - Engagement Level
 - Page Views
 - Unique Visitors
- LinkedIn has divided the analytics section into three categories:
 - Updates
 - Followers
 - Visitors

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 LinkedIn Analytics: Updates

- The Updates section provides insight into the reach and engagement of all the posts that are updated on company's page.



Date Range: Last 15 days

Reach: Impressions, Uniques

Engagement: Organic Clicks, Likes, Comments, Shares, Followers Acquired, Engagement %

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LinkedIn Analytics: Followers

- The Followers section has the following information:
 - Type**
 - Total:** It shows total number of LinkedIn members that are followers of company page.
 - Organic:** It shows number of followers that we have gained organically (without advertising).
 - Acquired:** It shows number of followers that we have gained inorganically (with sponsored content).
 - Follower Demographics**
 - Follower Trends** – It shows number of followers that have changed over the time.
 - Comparison** – How we compare with other companies.

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LinkedIn Analytics: Followers

FOLLOWER DEMOGRAPHICS

Seniority	Percentage
Owner	26%
Senior Manager	23%
Entry Level	18%
Manager	10%
Director	8%

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LinkedIn Analytics: Visitors

- The Visitors section has the following information about the viewers:
 - Page Views** – It shows how many times the company page was viewed.
 - Career Page Clicks** – It shows how many times viewers clicked on the various elements of the Career Page.
 - Unique Visitors** – It shows how many unique LinkedIn members visited the page.
 - Visitor Demographics** – It shows who is visiting the company's page based on seniority, function, industry, and company size.

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LinkedIn Targeting

- Most users post content to all the followers, but this only leads to spamming and hence users do not pay attention to the content.
- Targeted updates allow page admins to target their company to the most appropriate audiences.
- LinkedIn has rich targeting options:
 - Industry
 - Company
 - Job Title
 - Seniority
 - Demographics – Gender, Age, School, Education
 - Job Functions
 - Skills

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LinkedIn Targeting (contd...)

The screenshot shows the LinkedIn targeting search interface with various filters applied. The filters include:

- Keywords: [not required]
- Geography: Undergraduate, Industry: Hospitality, Relationship: Company headcount: 100 < 200
- Position: Business Owner, Experience: 4 years < 10 years
- Other filters: Postal code, School, Group, Years in current position, Years at current company, Years of experience, Past company, Company type, Work hours, Last name, Profile language, Member since

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Twitter Marketing: Introduction

- Twitter is a popular social networking site that allows individuals, companies, governments and other organizations to share (tweet) and view information.
- Twitter is widely used for building brand awareness, product launches and events broadcasting.
- This platform has proven to be a powerful marketing tool for businesses because it delivers real-time insights, engagement and feedback to accelerate the brand's performance.

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Twitter: Introduction

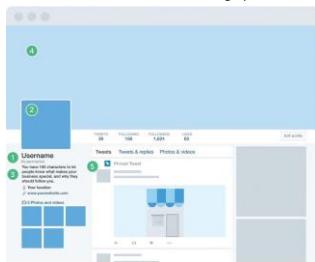
- Twitter allows its non-registered users to see what is happening on different networks via Twitter's home page.
- The home page offers a variety of options - it shows the trending news and groups them under different categories: Featured, News, Entertainment, Sports, Music, Government and Politics, etc.
- The home page also gives an option for the users to search on Twitter using keywords and hashtags.
- A registered user can send and read 140-character short messages called tweets.
- Tweets could be in the form of text, photos, GIFs, videos and polls.

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Twitter: Introduction (contd...)

- When a user signs in his/her Twitter account, he/she finds the following options elements:

- @Username
- Profile Photo
- Bio
- Header Image
- Pinned Tweet



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 How is Twitter Different from other forms of Digital Marketing

- **Anyone can Follow Anyone**
 - Twitter is not a two-way communication platform like other social networks such as Facebook. It operates on simple rule – ‘anyone can follow anyone’.
- **Reach and Speed**
 - Users can access any tweet. It also spreads faster due to features like retweets.
- **140-Character Limit**
- **Create your List**
 - Users can organize the followers into lists and can create a separate list for customer, potential customer, etc.
 - This list allows one to see the tweets from list members as a separate timeline and help the user to function better regarding follow-ups, action, etc.

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 Twitter - Framing Content Strategy

- It is important for brands to plan a content strategy that attracts new followers and keeps them engaged.
 - **Best Practices**
 - **Twitter Calendar**

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 Content Strategy: Best Practices

- **Drive Participation**
 - Brands should try to engage followers by encouraging them to retweet, reply or favourite once a tweet.
 - Once the brand has built some rapport with its followers, it can introduce some offers or promotions and motivate followers to take some action such as clicking on a hyperlink or registering on the website.
- **Let Your Personality Shine**
 - Brands should appear friendly and humane without being too formal.
 - They should use humour to connect with the audience.

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Content Strategy: Best Practices (contd...)



Content Strategy: Best Practices (contd...)



Content Strategy: Best Practices (contd...)



Content Strategy: Best Practices (contd...)

- Use Relevant Hashtags
 - Hashtags will help in extending the tweet reach into the relevant conversation.
 - Twitter recommends limiting the hashtags to **one or two**.
- Use Polls
 - Asking questions via poll will help brands to interact with their audience, bring them into conversation, and understand their opinions.
- Ask for What you Want
 - Brands should increase their reach by explicitly asking for retweets, replies, favourites or mentions.



Content Strategy: Best Practices (contd...)

Content Strategy: Twitter Calendar

- **Marketers** make use of **Calendar** very well by scheduling posts day-by-day.
- **Monday:** **Promotions** – Offer a special discount that can be redeemed using a special coupon code.
- **Tuesday:** **Behind-the-Scene** – Tweet a photo or video that showcase the brand's operations/work in progress.
- **Wednesday:** **Helpful Tips** – Create a regular series of tweets that are informative and helpful for the readers.
- **Thursday:** **Customer Spotlight** – Highlight a positive review to show to the customers how much the company appreciates them and respond to their questions.
- **Friday:** **Feature Industry Experts or News** – Encourage the followers to learn more from industry influencers.
- **Saturday:** **Community or Industry Spotlight** – Appeal to the followers to support the charities, community events, fundraising events the brand is associated with.
- **Sunday:** **Focus on your People** – By highlighting the people who work behind the scenes at the company, the followers would be happy to know the human behind the brands.

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Twitter Advertising Campaigns

- Twitter has many campaign types. Businesses must pick the right campaign to align with their strategy and goals.
- Website Click Campaigns**
 - This type of campaign is used to increase the website's traffic, or generate leads or increase sales.
 - The tweet in the campaign is called a **website card**.
 - It has a preview image and related content.
 - A clear call-to-action, in the card, should be setup.



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Twitter Advertising Campaigns (contd...)

- Follower Campaigns**
 - This campaign is used to increase the follower count on Twitter.
 - 85% customers and users say that they feel more connected to a brand after following it on Twitter.
 - According to a Compete (tool that deliver digital performance data), 72% of Twitter users say that they are more likely to purchase from a brand they follow on Twitter.
 - When a brand creates a follower campaign, they should provide a compelling reason for the target audience to follow them.
 - For example, one can give them some discount or provide them exclusive details about a product launch.
 - The promoted accounts appear in the timeline of the Who to Follow widget in Twitter.
 - Advertisers only pay when somebody follows their account.

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Twitter Advertising Campaigns (contd...)

- Engagement Campaigns**
 - This campaign is used when the individual or the brands want their followers to **retweet more, increase favourites, and use mentions**.
 - It will also play a pivotal role in building brand awareness.
 - The campaign lets the brand to promote their tweets to a larger targeted group of people.
 - These tweets will be clearly labeled as promoted and will appear in timelines, on profile pages, and in search results.
 - This is called promoted tweet campaign where one pays only when someone engages.
 - Only one promoted tweet appears in a user's timeline at a time.

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Twitter Advertising Campaigns (contd...)

- App Campaigns

- This campaign is used when one wants to increase their app downloads or encourage people to re-engage with their app.
- Around 80% of Twitter users use Twitter via mobile.
- It is easier for mobile users to navigate from Twitter's app to other app.
- Promoted tweets with **app card** are used in this campaign.
- These app cards will allow users to download the app directly from the tweets and tweets will appear only on the mobile user's timeline.**

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Twitter Advertising Campaigns (contd...)

- Quick Promote

- This campaign is used when a brand wants to promote a tweet quickly.
- The 'quick' word refers to the number of steps when compared with other campaign types.
- After login to analytics page (view tweet activity), one can promote a particular tweet in few easy steps.
- Quick promotions are used when one wants to see a high engagement rate for a tweet for an event when they are live tweeting.**

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Twitter Advertising Campaigns: Targeting

- There are several types of targeting defined by the Twitter to find exact matching needs:

- Language Targeting**
- Gender Targeting**
- Interest Targeting** - Twitter has a broad classification of interest-based categories like auto, business, dining, finance, lifestyle, retail, sports technology, travel, and more.
- Follower Targeting**
- Device Targeting**
- Behaviour Targeting**
- Tailored Audience Targeting**
- Keyword Targeting**
- Geography Targeting**

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 Twitter Ad Pricing

- **Automatic Bidding**
 - This bidding option enables the platform to auto-optimize bids for a campaign that is selected by the advertiser.

- **Maximum Bidding**
 - It allows the advertiser to manually select how much a click, a lead or engagement is worth to their business and how much they could afford.
 - It is the ceiling bid and the actual price may be lower than the ceiling bid.
 - This model is commonly called **second-price auction**.

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 First-Price vs. Second-Price Auction



First-Price Auction Second-Price Auction

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 Twitter Advertising Campaigns: Metrics

- Twitter marketing can be evaluated using following metrics:
 - **Follower Growth** – Number of new followers a brand get every day, week or month.
 - **Conversion** – How many users sign up for the services the advertiser offers or buy their products.
 - **Impressions** – Number of times the ads have been seen by the user.
 - **Engagement Rate** – It considers replies, likes, retweets as measures of engagement rate of the tweet to total number of followers/reach.
 - **Cost per Result** – Amount paid for each relevant action performed on the campaign.
 - **Overall Cost** – It reflects the overall results of the campaign like app download, lead collected, etc.

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Instagram Marketing: Introduction

According to Research Studies:

- On Instagram, brands enjoy engagement with 4% of their followers, whereas on other platforms such as Facebook and Twitter, the engagement rate is very less (approx. 0.1%).
- 70% of Instagram users search brands on the platform.
- 62% of users follow a brand on Instagram.
- In India, approx. 29% marketers use Instagram for brand marketing.

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Instagram Audience Size as of April 2021

- In India, Instagram has more users than Twitter.
- Source: www.statista.com

Country	Users (in millions)
India	400
United States	380
Brazil	180
Indonesia	170
Russia	160
Turkey	140
Germany	130
Mexico	120
United Kingdom	110
Canada	100
Italy	90
France	80
Spain	70
Argentina	60
Saudi Arabia	50
Philippines	40
Thailand	35
Colombia	30
United Arab Emirates	25
Egypt	20

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Instagram Marketing: Introduction (contd....)

- Instagram is basically meant for visual contents.
- The links in Instagram are not clickable; therefore, the images and contents posted should be self-sufficient without depending upon the landing page.
- To achieve success on Instagram, it is important to have:
 - Clear Objectives,
 - Content Strategy,
 - Style Guidelines, and
 - Execution

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Instagram Marketing: Objectives

- Typically, the marketers have the following objectives:
 - Creating awareness about the brand
 - Showcasing their products or services
 - Building a community
 - Showcasing the company's culture and values
 - Increasing brand loyalty
 - etc.
- The best practice is to focus on just few goals/objectives and align content strategy and metrics with it.



Instagram Marketing: Content Strategy

- Whether a small or a big business, each has some stories worth telling its audience.
- A simple framework, marketer can use for content strategy, is **Product is the Hero**, or **User is the Hero**.
- If **Product is Hero**, then the content strategy can focus on **product uses, demonstration, and product is at the center of the story**.
 - Example: **Oreo**, **McDonald** and **Nike Running** have product as the hero and develop interesting images and videos showcasing different recipes of the product.





Instagram Marketing: Content Strategy (contd...)

- If **User is Hero**, then the content strategy can focus on the **aspirations, desire of the target audience met by the product** or show the lifestyle or characteristics of the target audience making them aspirational.
 - Example: Most luxury products (brands) such as **apparel, designer accessories, perfumes, watches and cigarettes** go for **user as the hero**.
- Some other content themes can be:
 - User generated content
 - Product showcase/demonstration
 - Company culture
 - Customer testimonials
 - Contest



Instagram Marketing: Content Strategy (contd...)

- Many brands rely on user-generated content.
 - Example: the Micromax logo is crowd-sourced; the Rupee symbol is crowd-sourced.
- Users want good contents; therefore, **it is important to post regularly**, at least once a day.
 - A research revealed that an average Instagram account posts once a day.
 - The accounts which have high number of followers post more than the average (2 or 3 posts/day).
- **Instagram also has a feature called Stories in which the posts disappear like Snapchat.**
 - It creates urgency to read as otherwise content will be gone.
 - It also ensures privacy as posts self-delete themselves.

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The logo of Bharati Vidyapeeth's Institute of Computer Applications and Management, featuring a circular emblem with the text "Bharati Vidyapeeth" and "INSTITUTE OF COMPUTER APPLICATIONS AND MANAGEMENT".

Instagram Marketing: Style Guidelines

- Style guidelines enable the brand to have a distinct look and feel which makes it recognizable.
- Style guidelines take into consideration following four elements:
 - Profile
 - Composition
 - Colour
 - Filters

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Instagram Marketing: Style Guidelines - Profile

- The profile is basically the home page on the Instagram platform.
- The profile should explain briefly what the business all about.
- It should include brand hashtag and should provide link to the landing page (helping drive traffic to the website).
- It can also include the brand's tagline.
- Profile Picture** - The profile picture should be recognizable as it increase the chances of users engaging with the contents.
 - Typically, brands use a logo as their profile picture.

Instagram Marketing: Style Guidelines - Profile

- Link – Instagram does not allow to put links in posts unlike other social media platforms.
 - Users get only one link in their profile.
- Most brands customize the link to the content of their posts and campaigns so that after seeing them, users can click on the link in the profile and engage with the brand more on the landing page.



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Instagram Marketing: Style Guidelines - Composition

- Composition refers to the arrangement of the post such as background, image and text so that there is consistent and unique look and feel to it.
 - For instance, Volkswagen believes in minimalist strategy so that there is a neat and clean look to the content.



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Instagram Marketing: Style Guidelines - Colour

- There should be a strategy for Colour.
- The advertiser must not limit themselves to only specific colours, but there should be some uniformity.
- The advertisers can choose vibrant colors.



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Instagram Marketing: Style Guidelines - Filters

- An amateur photographer, with no photo editing software and equipment, can use Instagram filters to enhance photos with various filters.
- According to research studies, filtered photos are
 - 21% more likely to be viewed, and
 - 45% more likely to be commented on than unfiltered ones.
- Studies also suggests that following filters work best:
 - High exposure
 - Warm temperature
 - High contrast

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Instagram Marketing: Hashtags

- If a brand wants to increase its number of followers, it should try using hashtags.
- Instagram allows maximum 30 hashtags per post.**
- According to a study by Track Maven, Instagram posts with 11 hashtags have highest number of engagement.
- It is important for brands to find out which hashtags are followed by the target audience and use them in their posts.
- Brands can choose to have brand hashtag and popularize it.
- According to a study, 7 out of 10 hashtags on Instagram are branded.
- One may decide to use only their hashtag to keep the focus. For example, Nike generally posts inspiring contents with hashtag **#justdoit** (which is also brand slogan).
- Emoji is also becoming very popular on social media. According to Instagram, about 50% of all captions and comments on the platform have emojis.**

The logo of Bharati Vidyapeeth's Institute of Computer Applications and Management, featuring a circular emblem with text and a central figure.

Instagram Marketing: Videos

- It is a good idea to mix photos with videos since audio-visual is a powerful medium.
- A study from Locowise found that only 10% of all posts are videos but they get 18% of all the comments.

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Instagram Marketing: Sponsored Ads

- Out of all the digital media platforms, Instagram is one of the cheapest and high number of users.
- One must leverage sponsored ads to reach out to more people in target audience instead of limiting the reach to only followers.
- Sponsored ads appear regularly in users' feed.
- One can run ads on Instagram through [Facebook Ad Manager](#).
- The targeting options are same since the Instagram is also owned by the Facebook.

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Instagram Marketing: Generate Leads

- Brands can generate leads by capturing email ids.
 - Use a call-to-action in caption such as '[click on link in the bio to download an eBook](#)', or '[attend a webinar](#)'.
 - [Give the customized link in profile](#).
- To leverage the lead capabilities, one should make a custom landing page for their Instagram followers.

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Snapchat

- Snapchat is a way to create content through snaps or pictures by clicking pictures on the go.
- The default screen is camera urging the user to click a fresh snap and share with their friends.
- Snapchat is a messaging service with special rules – [the users can send photos and videos that will disappear in seconds](#).
- Snapchat is a one-to-one and group messaging app for sending photos, videos, and text messages that disappear in seconds.
- [It has several features including Stories \(photos or videos that can be replayed for 24 hours\), Memories \(saved photos for future viewing and sharing\), and filters and stickers \(to embellish messages\)](#).

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Snapchat: Working

- The default screen is camera.
 - The app wants the user to take a snap.
- Other apps like Facebook, Twitter and Instagram show the feed first.
- Snapchat broke the rule by putting the camera first and reduced the number of steps to one tap instead of many.
 - Snapchat saves steps.
- Choosing a filter in Instagram creates a loop of two decisions – (a) Which filter to choose? and (b) Does it fit the picture?
 - In Snapchat, filters automatically apply when swiping so one less decision to make.
- Snapchat has geo filters, which on swipe, customizes the images based on location.

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Snapchat: Working (contd...)

- Sending snaps activates the rule of reciprocity.
 - Reciprocity in social psychology refers to our need to respond to a positive action with another positive action.
 - Following this rule, when a user gets a snap, they are somewhat obligated to send something back.
 - Because snaps disappear, users reply right away before they forget what snap they had received.

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Snapchat Marketing

- Snap Ads are full screen, mobile ads that appear in between or after content on Snapchat, such as Stories.
 - Snap Ads can be photos, videos, GIFs, and more, and last up to ten seconds.
 - The short clip should provide information about your company and what its products and/or services are.
 - Snap ads can offer some type of interactive element, such as a call-to-action to visit a specific link.
 - Two-thirds of all ads include audio, which play automatically with the sound on.
- As a brand, you can sponsor a Snapchat filter. These are a great form of advertising while your followers are in a specific location.

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Snapchat Marketing (contd...)

- Sponsored Geofilters**
 - Sponsored geofilters allow users to send Snaps from specific locations.
 - For instance, if your business has multiple branches, you can set the geofilters to your specific locations.
 - McDonalds created this filter for all Snapchat users who open the app near any store location in the U.S.**



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Snapchat Marketing (contd...)

- Sponsored Lenses**
 - Lenses are basically a way to augment your selfies. They are often goofy animations that are overlaid on top of your selfie.
 - Brands can also sponsor Lenses to create an experience for Snapchatters.
 - Users can add the Lens to their photo or video and send the Snaps to their friends or Story.
 - Lenses have special facial recognition technology, which allows users to pretend to be Santa Claus, wear flower crowns, etc.
 - If you sell coffee, it could be as simple as the filter allowing the user to drink coffee.**



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Snapchat Ads Manager

- Snapchat Ads Manager is a self-serve tool in which we can purchase various Ad products.
- With the Ads Manager, we can create and manage our campaigns, organize multiple Ad Accounts at once, handle all necessary payments, and invite members of our team to join the account.
- A business account to create ads on Snapchat.**



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Mobile Marketing

- The mobile marketing spectrum ranges from short-message service (SMS) to interactive advertisements.
- **Mobile Advertisement Model:**
 - On-device Advertising
 - Off-device Advertising



Mobile Marketing: On-device Advertising

- In on-device marketing, marketers can engage consumers on their mobile devices through two routes:
 - **Network-based Advertising**
 - It entails the use of mobile networks like Airtel or Idea for telecommunication services of voice-calling, sending SMS, and accessing specific data services like news, horoscope, stock market tracking, etc. through WAP (Wireless Application Protocol).
 - **Off-network Advertising**
 - With growing use of smartphones, 4G and Wi-Fi connectivity on mobile handsets, consumers have the opportunity to directly engage with content and activities that are being offered by the Internet, despite the telecom network.
 - It includes interactions with mobile apps and use of social media on mobile.



Mobile Marketing: Off-device Advertising

- This type of mobile advertising involves consumer engagement via the mobile device, but the brand first reaches the consumers through other traditional media.
- Such advertisements have interactive call-to-action messages where the brand urge consumers to participate in contest or offers by sending an SMS or missed call to a toll-free number.
- The activities in off-device advertising can include the following calls to action:
 - Barcodes/QR codes
 - Game/application download
 - Image download



Advantages of Mobile Marketing

- **Lower Cost:** Less expensive as compared to other traditional media channels like TV, print, etc.
- **Relevant and Accurate Data for Powerful Analytics and Targeting:** Since the mobile is personal device, the marketers will be able to track the response of the consumer at a personal level, leading to high accuracy.
- **Better Engagement:** Connecting with consumers on their personalized device, in a personalized manner, helps to build excitement and engagement.
- **Dedicated Mindshare:** Any engagement on the mobile will have a dedicated mindshare as the user will not be distracted by other activities.
- **High Reach:** The volume of mobile penetration provides huge reach.

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Advantages of Mobile Marketing (contd...)

- **Localized and Targeted Communication:** The presence of GPS in mobile phones allows access to a consumer's physical location and local business can enter to neighboring audience with sharp targeting.
- **Versatility of Message Formats:** The mobile platform allows for the use of different formats like text, images, voice, video, and other interactive formats.
- **Real-Time Engagement and Two-Way Interactivity:** The mobile allows for two-way interaction in real-time through voice, chatting, etc.

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Forms of Mobile Marketing



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Paid Forms of Mobile Marketing

Text	Voice	Display	Video
 Push SMS Tag Footers USSD String	 OBD CRBT AdRBT Mobile Radio Railway Enquiry	 WAP In-App Rich Media Native Ads	 Video Pre-rolls Ad as Content

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Paid Forms of Mobile Marketing: Text

- Push SMS** – It involves sending an entire advertising message to the consumer via a 160-character SMS ad.
- Tag Footers** – Tag footers are shorter ads (between 20 to 60 characters) that are appended at the end of a primary non-advertising SMS received by the consumer.
- USSD (Unstructured Supplementary Service Data)** – The user sends alphanumeric characters via SMS, which interacts with service provider's computers and hence two-way exchange of data happens. USSD is used in mobile banking by sending codes for balance and mini statement.
- Rail Sampark** – There are a large number of inquiry-based calls made to the Railway Inquiry helpline number 139, on a daily basis. Brands can leverage the contact by a tie-up with Rail Sampark.

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Paid Forms of Mobile Marketing: Voice

- OBD (Outbound Dialer)** – It involves mass calling to consumers with a pre-recorded audio message and helps achieve maximum potential reach.
- CRBT (Caller Ring Back Tones)** – When a person calls up another mobile number, instead of listening to the ringing sound, the person listen to the caller tune. Another variant of CRBT is **AdRBT (Ad Ring Back Tone)** which replaces the ringing tone with ad messages.
- Mobile Radio** – Mobile radio is a unique mobile platform that is effectively used in rural areas. Mobile radio is a substitute for the unavailability of FM in interiors of India. A large number of users have subscribed mobile radio service on Airtel, Idea and BSNL.
- Rail Inquiry - 139** – Approx. 8 million people call on 139 per month for railway inquiry. As a mobile marketer, we can include our voice messages in **jingle spots** to engage the consumer.

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Paid Forms of Mobile Marketing: Display

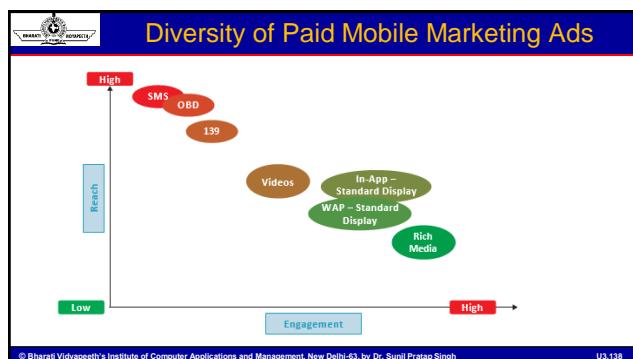
- **WAP Banner Ads** – Smartphones have full Internet browsers and can access all sites. But, feature phones can access only mobile-specific pages. For reaching such customers, WAP mobile ad and WAP sites have to be created.
- **In-app Ads** – These ads involve the use of clickable banners of different sizes that appear within a particular mobile app that is being used by the consumer.
- **Rich Media on Phone** – Dynamic, rich media content in the form of interactive elements can be created for smartphones.
- **Native Ads** – Native ads match the visual design and experience of the web page and look and feel like natural content.

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Paid Forms of Mobile Marketing: Video

- **Pre-App Video Pre-Rolls** – When a user opens an app, a short video ad plays before the app starts or loads.
- **Ads on Live TV Mobile Apps** – Pre-Roll Ad, Mid-Roll App, Post-Roll App

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Owned Forms of Mobile Marketing

- **Mobile Websites (Responsive Websites)**
- **Mobile Applications**

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Mobile Campaign Development

- Mobile campaign development is systematic, step-by-step process. Following is the flow of steps:
 - **Get the Brief**
 - The marketer is required to find out the needs of the target market and the objectives of the brand.
 - **Define the Solution**
 - Based on the objectives, solutions needs to be defined. The brands objectives could be to increase the awareness, engagement or to build loyalty.
 - According to the objectives, the solution can be defined as a mobile marketing program that aims to spread awareness or create engagement.
 - **Choose the Mobile Marketing Tools**
 - Based on the objectives and the target audience profile, the campaign tools can be chosen. For example, an SMS campaign for spreading awareness, especially in rural market.

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Mobile Campaign Development (contd...)

- **Define Performance Criteria**
 - Based on the objectives, the performance's success measures are defined with regard to brand metrics like awareness, purchase intentions, sales measures.
 - Also, to measure the success of the campaign, the number of views, clicks, downloads are also taken into the considerations.
- **Monitor and Modify**
 - Once the mobile campaign is launched, the performance metrics and the feedback on the campaign need to be constantly monitored.
 - If there are any glitches in the performance, modifications should be immediately made to improve the performance.

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Mobile Advertising Analytics

- Tracking evaluates the campaign on Key Performance Indicators (KPIs) which are measurable metrics defined as per the campaign objectives.
 - The KPIs can include the following:
 - Clicks to call
 - Clicks to offer
 - Clicks to a map or store locator
 - Clicks on a landing page or microsite
 - Clicks on the app download
 - Clicks to screen within an app
 - Time spent within the ad experience
 - Actions completed with the ad experience

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Mobile Advertising Analytics (contd...)

- Once the ad is clicked, and the consumer becomes the lead, the final conversation indicators can include:
 - Sales/orders placed
 - Coupons or offers redeemed
 - Requests for purchases
 - Email or SMS sign-up
 - Videos viewed
 - Polls or surveys completed
 - Likes/shares on social media

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Digital Marketing

(MCA-128)

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Search Engine Optimization

- Search Engine Optimization (SEO) is the process of enhancing the visibility of the website by improving the ranking in the Search Engine Results Page (SERP).
- It is a process of making the website much more search engine friendly, thus getting higher positions in organic or natural or unpaid search results.

Search Engine

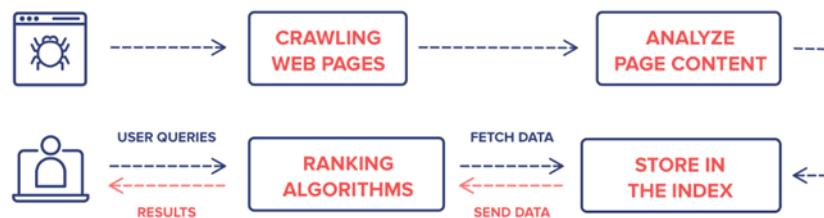
- A search engine is a program designed to retrieve or search information on the web.
- The search results are usually displayed on pages known as search engine results page.
- When a user enters search query, search engines display both organic and paid search results.
- Organic results are natural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

How Search Engines Work

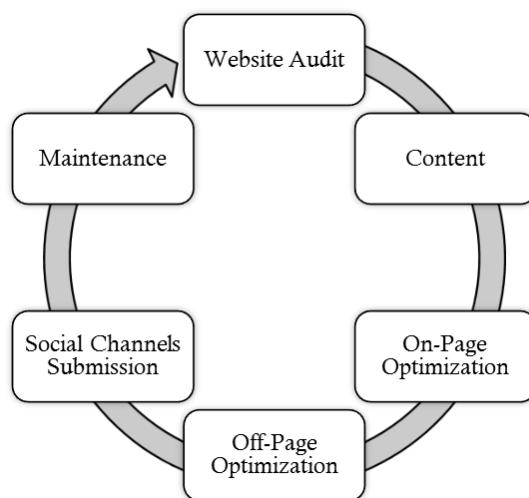


- The process starts with web crawling, which refers to looking for the content available on the web.
- Websites are crawled by automated bots or spiders or crawlers that are software programs that visit each webpage.
- How will crawlers know which domains to visit?
 - Crawlers get information about registered domain names and their IP addresses from Internet Corporation for Assigned Names and Numbers (ICANN) which is a non-profit organization responsible for assigning unique identifiers such as domain names and IP addresses for the entire Internet.
- Crawling is done periodically depending on the frequency that webmaster requests as websites keep updating their content.
- Search engines then take all the data that has been crawled and place it in massive data centres with thousands of petabytes worth of drives.
- Thereafter, search engines indexes the data, which is a classification of pages into categories, by identifying the keywords that best describe the page and assigning the page to keywords.
- When a search request comes, the search engine processes it i.e., compares the search query with the indexed pages in the database.

- Since more than one page will contain the search query, so the search engine starts calculating the relevance of each of the pages in its index to the query.
- The last step in the processes is retrieving the pages with highest relevance score on top of the search results and displaying them in the browser.



Phases of Search Engine Optimization



Website Audit

- The SEO process begins by conducting an audit for a reality check of the website.
- There are many free resources available on the Internet for doing an overall audit such as www.seositecheckup.com, www.smallseotools.com, www.majesticsco.com.
- They give a score out of 100, which gives a quick and easily understandable assessment of site performance on SEO.
- The target should be to get a score above 80. Some of the **main elements** of SEO audit are:
 - **Keyword Position** - For important keywords, what is the position of a website in SERP? www.smallseotools.com/keyword-position is a free resource for finding out the keyword position.
 - **Sitemap** - Sitemap shows the architecture of the site to search engines such as category and deeper pages and hence facilitates crawling and indexing by search engines. A free tool www.seositecheckup.com/tools/sitemap-test helps to know whether sitemap exists for a site or not.

- **Browser, Operating Systems, Devices Compatibility** - It is important to check if the website is compatible with different browsers, operating systems, and screen sizes. It is possible that a website may function well on Chrome but not on Internet Explorer or vice versa; or works on desktop but not on mobile devices. There are hundreds of screen sizes available in market and websites should be checked for their responsiveness.
- **Backlink Checker** - Search engines use backlinks as an indicator of the authority of the site. They check out how many backlinks are coming from which domains and what is the authority of those domains?
- **Domain Authority** - Many free tools give domain authority of the site based on backlinks which indicate the likelihood of a website coming high in SERP.
- **Keyword Cloud** - Which keywords appear more often and have greater density on the website? Are they the right keywords?
- **Speed Audit** - Website loading speed is one of the important aspects of user experience. A good benchmark is two seconds. Many users close the site if it takes more than three seconds to load. Two popular tools for measuring site speed are [Google Page Insights](#) and [Pingdom](#). They give the score out of 100; a score of 85 and above indicates good performance.
- The audit helps in identifying strengths and weaknesses of the website, and hence gives actionable insights.

Content

- Content refers to all the information contained in any webpage.
- The page content can be displayed in the form of text, hyperlinks, images, audio, animation, or videos.
- Text has advantages of speed, accessibility, and mobile responsiveness.
- It also has faster download capabilities from the server than images. This is because, texts takes less space on the server than images.
- Although, the search engines have a limited ability to understand images, animation, audio and video, these forms attract users. In these cases, to determine page content, it is important to use file names or **alt** (alternate).
- Content should be unique, fresh, original, and should add value to the target audience.
- Offering quality content not only attracts visitors but also attracts other websites link to the brand's site thus enhancing their authority.

- Several tools are available to check for plagiarism, www.duplichecker.com provides a plagiarism checker and conducts quality check of web contents including proofreading and editing.
- www.smallseotools.com/plagiarism checker is another plagiarism checker tool to make sure that content is original and unique.
- **Robots.txt:**

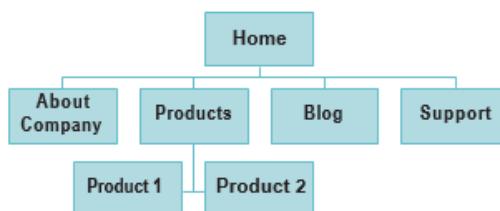
- The robots.txt file, also known as the **robots exclusion protocol** or standard, is a text file that tells web robots (most often search engines) which pages on site to crawl.
- It also tells web robots which pages not to crawl.
- When a search engine is about to visit a site, before it visits the target page, it will check the robots.txt for instructions.
- Basic Skeleton of a Robots.txt file:

```
User-agent: *
Disallow: /
```

- The asterisk after “user-agent” means that the robots.txt file applies to all web robots that visit the site.
- The slash after “Disallow” tells the robot to not visit any pages on the site.

- **Sitemap:**

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



- Crawlers may come and crawl only the home page (trunk) and few category pages (branches) and go away as they may not know that deeper pages (branches and sub branches) exist.
- To avoid this situation, it is best to create a sitemap so that search engines know all the URLs of the site.
- The sitemaps can be generated from tools in either XML or HTML (Hypertext Markup Language) format.

On-Page Optimization

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

- **Technical Elements**

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

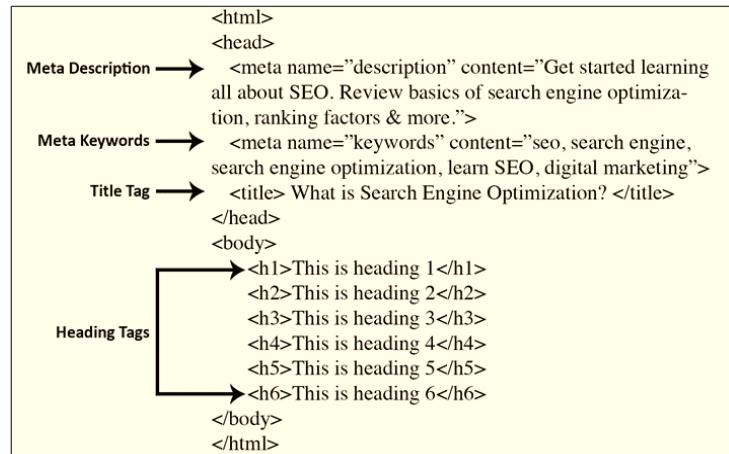
- ✓ **Site Performance**

- Site performance is about the page speed, which is described by the time it takes to load.
 - It is tough to hold a visitor on a website when the webpage does not load within few seconds.
 - The benchmark should be 2 seconds.
 - **There are many tactics to improve site performance, such as:**
 - ✓ **Enable Compressions** - by minifying HTML, CSS, JavaScript (minifying refers to the removal of all unnecessary characters from the source code without changing its actual functionality).
 - ✓ **Compress Images**
 - ✓ **Reduce Redirects** - When visitor experiences redirections over the website, there is a waiting time for HTTP Request-Response cycle to finish. Reducing these redirects can help to improve site performance.
 - **Domains:** There are few points that one needs to keep in mind while registering any domain.
 - ✓ **Domain Name Memorability** - A domain name should be short, catchy, and easy to remember, spell, and type.
 - ✓ **Keyword-Rich Domains** - Having one's keywords in their domain name can increase the Click through Rates.
 - ✓ **No or minimum sub-domains** - It is recommended to place link-worthy content in subfolders instead of sub-domains.
 - **Error (404/500):** It is important to setup the 404/500 error pages to give visitors navigational options to let them stay on to the website.

- ✓ **HTML Tags**

- A website is created using different HTML tags:

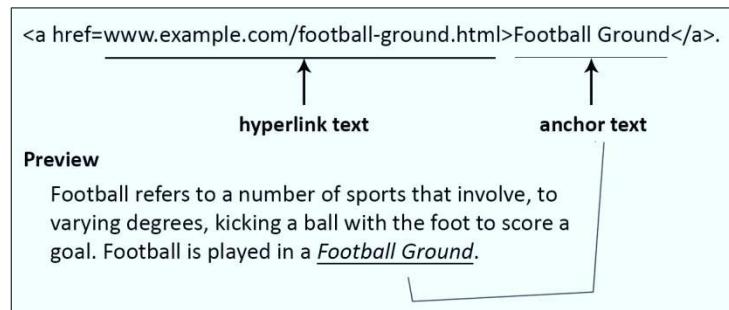
- ✓ **Meta Tags** - Meta tags (**title**, **keywords**, **description**) are written to describe a page's content and does not appear on the front end to users.
- ✓ **Heading Tags** - Heading tags helps to define page structure and allow users to scan a page quickly to find what they are looking for.



- ✓ **Anchor Tags** - For search engines, link relevancy is one of the factors that determine the webpage rank. Anchor text is the highlighted hypertext link that can be either internal website link or external source.

Appropriate anchor text helps the reader to learn content associations. Best practice is to use rich keywords in anchor text, which is related to the content of the landing page so that user can anticipate the nature of the landing page.

If a webpage has content about football, and has the anchor text-football ground and the landing page is an article about football ground, then it is an appropriate use of anchor text.



- ✓ **Image/Video Optimization** - In a webpage, the **alt** attribute provides image-related information. The **alt** basically stands for alternate, **where we describe an image in a textual form**.

Every image should have a distinct file name and associated text of image in the alt attribute that would allow specifying which image is for what.

It also helps visitors who cannot access image.

Syntax:

Search engines have capabilities to search images, based upon the query that is entered in the search bar, with these alt attributes.

✓ Schema

- Schema markup is code (semantic vocabulary) that is placed on website pages to help the search engines return more informative results.
- Example: The use of schema in the webpage enables the SERP to display a schedule of upcoming hotel events.

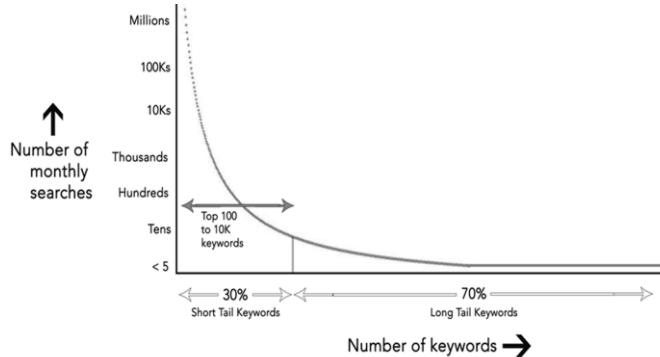
The screenshot shows a snippet of a Providence Journal article about Lupo's Heartbreak Hotel. The title is "Lupo's Heartbreak Hotel - Things to Do - Providence Journal". Below the title, the URL "thingstodo.providencejournal.com/.../11365-lupos-heartbreak-..." is visible. A call-to-action text "Come to The Providence Journal to get information, events, reviews and ..." follows. Below this, there is a list of events with dates and names:

- Wed, Oct 3 The Punch Brothers
- Fri, Oct 5 Wolfgang Gartner
- Fri, Oct 12 Waka Flocka Flame

- Google's Structured Data Markup Helper tool helps in configuring the scheme for the websites.

✓ Keywords

- Keywords are words and phrases that make it possible for users to find any website by using search engines.
- Use of synonyms and related keywords help search engines to learn better about the webpage.
- Suppose one decides to write a webpage about the President House, then the related keywords will be related keywords such as 'President', 'New Delhi', 'Government', and the secondary keywords may be 'Pranab Mukherjee', 'Abdul Kalam', etc.
- Long Tail and Short Tail Keywords
 - ✓ The web is made up of short tail and long tail keyword searches.
 - ✓ Short tail keywords are very few and each one has millions of monthly search volume. They are typically generic or category keywords.
 - ✓ Most keywords are the long tail ones, which have longer phrases, and each of them has only a few hundreds of monthly search volume. Long tail keywords are specific brand or product related queries.
 - ✓ Long tail keywords lead to more conversion, but less traffic as few people would search for them.
 - ✓ Short tail will result in high traffic, but conversions will be low as user queries are generic.
 - ✓ Market leaders will target short tail keywords whereas new entrants or smaller players may start with long tail keywords.
 - ✓ As the company grows, SEO strategy should evolve from long tail keywords to short tail keywords.

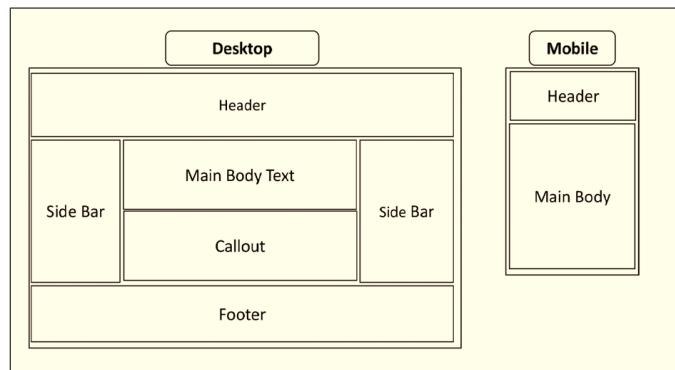


○ Keyword Density

- ✓ Keyword density is the frequency of a keyword that appears on a webpage.
- ✓ Keyword density is calculated in terms of percentage compared to the total number of words on that page.
- ✓ Keyword density of the word is 2% if it is repeated two times in a 100 word of a webpage.
- ✓ Abnormally high keyword density can be considered as a search engine spam where the website will be devalued and then appear lower down in organic search results.
- ✓ **Keyword density ideally should be between 0.5 to 2.5%.**

○ Page Segmentation

- ✓ Keywords appearing in main body section have greater weight in SEO than appearing in header or footer or sidebars of the webpage, as shown in Figure.



○ Synonyms

- ✓ It is a better strategy is to use natural variants and synonyms instead of using only one keyword, so that search engines can understand what the page is all about.
- ✓ **For example, ‘plant’ can be a ‘factory’ as well as ‘vegetation’. By using a natural variant shrub, search engines know a page is about vegetation and not factory.**

✓ RSS Feeds

- An RSS (Really Simple Syndication) feed is an online file that contains details about every piece of content a site has published.

- Each time a site publishes a new piece of content, details about that content—including the full-text of the content or a summary, publication date, author, link, etc.—are automatically generated in the file and displayed in reverse chronological order.
- **Search engines prefer websites that consistently update their content and RSS feeds as it helps search engines find updated content faster.**

✓ **Microsites**

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

✓ **Site Structure**

- A site structure helps us in understanding how the website is set up and how individual subpages are hyperlinked
- Crawlers should be able to find them quickly. A landing page should refer to all important subpages.
- **Breadcrumbs**
 - ✓ A breadcrumb is a list of internal links in a hierarchical form that allows users to quickly navigate back to a previous node or section in any website.
 - ✓ Text in breadcrumb is clickable in nature in order to improve the user's experience while they are viewing information on any website.



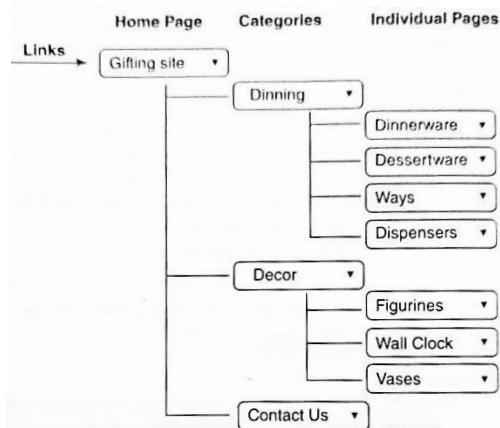
- ✓ It is always suggested to use breadcrumbs as it allows visitors to understand the structure of the website and directly navigate from one page to another without having to follow a linear path.

○ Optimize URLs

- ✓ URLs create the first impression in users mind about the webpage before they visit the page.
- ✓ Familiar and descriptive words in URL motivate users to click.
- ✓ It is recommended to use hyphens (-) to separate words.
- ✓ Example: www.example.com/on-page-Optimisation.html
- ✓ (-) is preferred over underscore (_) as search engines take the hyphen (-) as two words but underscore (_) as one word.
- ✓ It is recommended to use of words in URLs instead of numbers to make the website easier to navigate.
- ✓ Creating descriptive categories and filenames for webpages also leads better crawling by search engines.

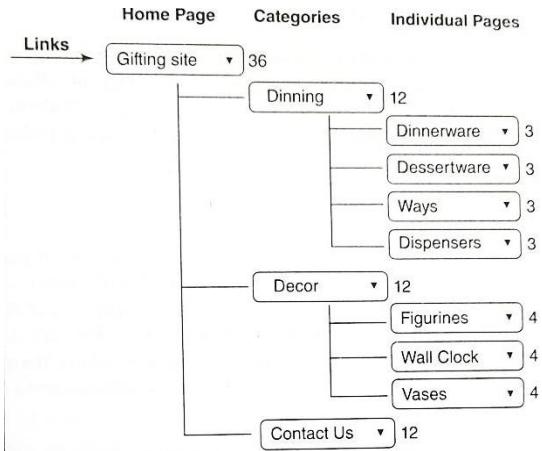
○ Internal Linking

- ✓ Internal links are those links that point to another page on the same domain, and are used for internal navigation purposes.
- ✓ Internal linking is mostly useful for establishing website architecture and spreading ranking power (often termed as link juice).
- ✓ Example: Consider a website that has many products as shown in Figure:

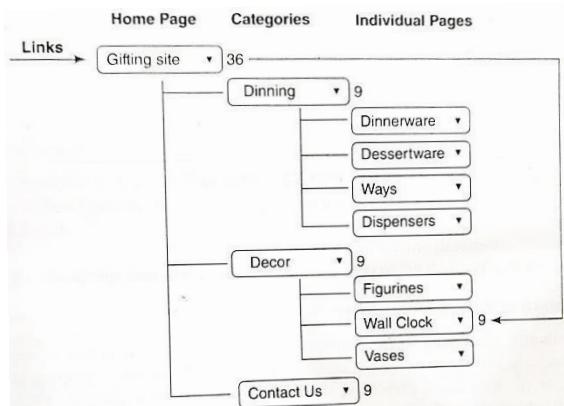


- ✓ The home page is linked with the main category, and main categories have individual product pages.
- ✓ It shows a clear structure that search engines and users both can understand. Let us say 'wall clock' generates 50 per cent of profits. The website has a logical structure, but it is not going to be good for the business. The reason is that the "wall clock" page that generates 50 per cent of revenue is buried deep into the site.
- ✓ A home page is the most powerful page with maximum link juice.

- ✓ The website navigation will pass link power from the home page through the category pages onto the product pages. For example, let us assume that the website has 36 link powers from other sites pointing to the home page. The home page has three links to category pages. Each link transmits one-third of the link juice from the homepage such that each category page has 12 units of link juice, shown in Figure. So, each of our product pages has respective units of link juice.



- ✓ Since the wall clock' page accounts for substantial profit, we would like to improve its ranking. Site navigation links are passing four units of link juice, but can we increase the link juice? To do so, most important pages are linked directly from the home page. So, it would have internal links from the home page as before, but we would also add a link direct to the wall clock' page, as shown in Figure. The home page still has 36 inbound links; but, now each of the category pages receives one-fourth of the link power nine units as the 'wall clock' page also receives nine units of link power. Each of the category pages continue page receives 12 units in total, which means it is likely to rank higher in SERP. Now that is beneficial because that is the page where most conversions happen.



Off-Page Optimization

- Initially, SEO was mainly on-page.
 - Since it was under control of webmasters, some started abusing it by stuffing keywords.
 - Hence, search engines introduced the concept of off-page optimization which includes activities done outside of the webpage that help in its ranking.
 - Publishers do not directly control those platforms where the activities are done.
- Authority**
 - The most important objective of off-page activities is to build the authority of the website.
 - The more the number of sites hyperlinking and the higher the quality of these sites, the higher would be the authority of the website under consideration.**
 - In sociology, Authority is decided by the number of referrals an individual has as well as the quality of his referees.*
 - Backlink**
 - Backlinks is a process of getting hyperlinks from external pages that link to a webpages of website.
 - Backlinks helps in building the authority of the website.**
 - Each link to a webpage is counted as a vote for that page and page with most votes win.
 - Building backlinks is the most important and challenging activity in SEO.
 - Not all the backlinks would help one to improve their search engine rank: only quality backlink will.
 - High-quality backlink comes from high-quality websites that are trustworthy. Some examples are Wikipedia, BBC, The Hindu, Information Week, etc.
 - Source Diversity** - Source Diversity is to have backlinks from different trustworthy websites instead of having backlinks from just a few websites. For example, if 100 backlinks are coming to a site it is better to have 100 backlinks from 100 different domains rather than all 100 backlinks from a single domain.
 - Source Independence** - If all the backlinks are coming from one's microsites or blogs, then they will not get any SEO advantage as the source is not independent or unbiased, as they are owned by the brand only.
 - Blog Posts/Commenting**
 - Blogs are informational websites displayed in a reverse chronological order.
 - A blog can positively boost one's search engine ranking. Customers can also comment in blogs of others and leave their link that can serve as a backlink.

- **Press Release**

- A press release is a way to spread organizational news and information to the news media.
- The news and information may be related to recent updates, new product announcements, etc.
- Press releases fructify when journalists pick these stories from wires and publish them on newspaper sites.
- There may be a backlink from these sites to the company's site which will boost their SEO.

- **Directories/Classifieds**

- Directories are like a database that has a list of websites in defined categories.
- Directory submissions were very popular earlier, and the webmasters used to submit website URL with other details such as type of business, etc., to directories such as Dmoz and Yahoo.
- **It was used to improve your authority, but with the algorithmic updates of search engines, it does not affect SEO much nowadays unless directories are very reputed.**
- *Classified sites and listing sites such as Just Dial, IndiaMART, Alibaba also give a backlink if they do not do 'no follow'.*

- **Forums**

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

- **Article Promotion and Syndication**

- Many article databases which are focused on niche areas also exist.
- One must identify them, submit their articles and place an Author Bio at the end with a link back to their website.
- It will help in getting backlink as well as increase in website traffic.
- Syndication is when the same content is posted on more than two websites.
- This content is either the whole or part of it.

- **Unnatural Links**

- Search engines categorize some links as unnatural links and hence do not give any SEO advantage for them.
- These links are:
 - ✓ Paid links
 - ✓ Giving Free product to blogger in exchange for them writing about it
 - ✓ Reciprocal linking (two sites decide for quid pro quo and link to each other)
 - ✓ Large number of guest posting backlinks
 - ✓ Advertisements on other sites with backlinks
 - ✓ Low-quality directory or bookmark sites backlinks
 - ✓ etc.
- **The spiders would not crawl links in following situations:**
 - ✓ Links in hard-to-parse JavaScript
 - ✓ Links in flash, java, or other plug-ins
 - ✓ Links in power point and PDF files
 - ✓ Links on pages with hundreds of links
 - ✓ Links pointing to pages blocked by the meta robots tag, rel = ‘No follow’, or robots.txt

SEO Tactics

- **Black Hat SEO**

- Black hat SEO refers to a set of practices that are used to increase a site or page's rank in search engines through means that violate the search engines' terms of service.



- It's crucial to realize that implementing Black Hat SEO tactics and strategies can get your site banned from search engines.
- **Keyword Stuffing** - Some SEO practitioners increase keyword density to get a higher ranking, which is considered a black hat SEO technique. High keyword density (more than 4) will irritate your readers and affect your ranking.

- **Cloaking** - It refers to coding webpages in such a way that search engines see one set of content, and visitors see another set of content, i.e., a user searching for "gold price" clicks on a search result "current gold price" and is greeted with a travel and tourism site.
- **Hidden Text** - The text which search engines can view but readers can't is known as hidden text. This technique is used to incorporate irrelevant keywords and hide text or links to increase keyword density or improve internal link structure. **Some of the ways to hide text are to set the font size to zero, use CSS to set text off-screen, create white text on a white background, etc.**
- **Doorway Pages** - The poorly written pages which are rich in keywords but don't contain relevant information and focus on the links to redirect users to an unrelated page are called doorway pages. These pages are used by black hat SEO professionals to pass on user traffic to unrelated sites.
- **Article Spinning** - It involves rewriting a single article to produce its different copies in such a way that each copy looks like a new article. The content of such articles is repetitive, poorly written, and has low value for the visitors. In this technique, such articles are regularly uploaded to create the illusion of fresh articles.
- **Duplicate Content** - The content copied from a website to publish it on another website as the original content is known as a duplicate content. This black hat technique is known as plagiarism.
- **Page Swapping (Bait-and-Switch)** - In this technique, first, the webpage indexed and ranked on Search Engine listings, and then the contents of the page are changed entirely. In this case, the user is diverted to a different page when they click on a result in the SERP.
- **Link Farms** - A link farm is a website or collection of websites intended to increase the link popularity of a site by increasing the number of incoming links. It is considered black hat SEO as links farms' sites have low quality and irrelevant content.
- **Improper Use of Snippets** - The snippets which are not relevant to site or page are used to drive traffic to a website. For example - using a review snippet even when the web page does have a single review.

- **White Hat SEO**

- An SEO technique is considered white hat if it conforms to the search engines' guidelines and involves no deception.



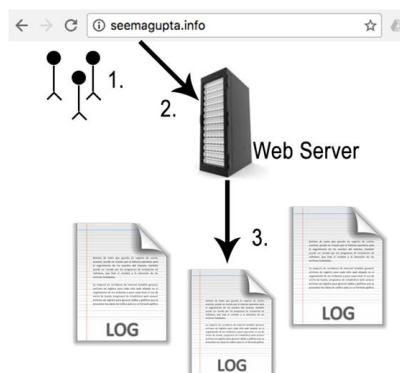
Web Analytics

- Web analytics is the process of tracking, collection, analysis, and reporting of web data.
- It provides a number of key metrics which, when analyzed, can provide actionable insights.
- It is performed to optimize marketing activities over the Internet.

Data Collection for Web Analytics

• Web Logs

- Web logs or server logs are one of the oldest data collection techniques that were built for collecting information about server activity.
- It is automatically created and maintained by the website's server.
- The logs consist of details such as visitor's IP address, date and time, HTTP code, bytes served, referrer, user agent, etc.
- These web log details are not publicly available and require admin's access to the server where the website is hosted.

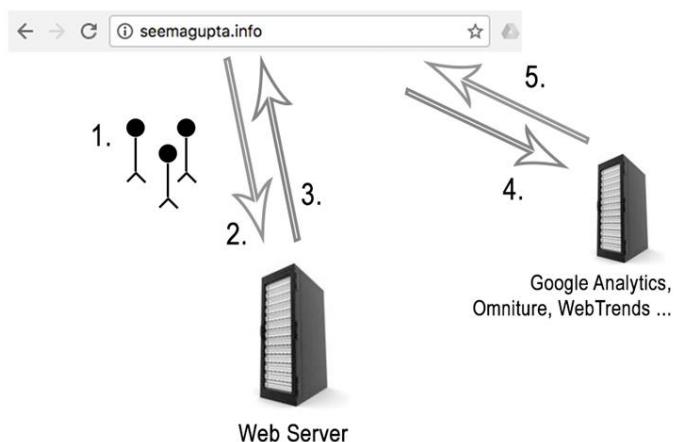


- Every web server has an inbuilt capability to create log files whether we want or not.
- If any other tool for web analytics such as Google Analytics has not been activated, one can use weblogs to analyze user behaviour on their website.
- The advantage of weblogs is that they belong to the business and is their own data.
- **Weblogs is a useful source for tracking the behaviour of search engine robots.**
- Robots do not execute JavaScript tags, and thus they leave no trail in other JavaScript based data capture methods such as Google Analytics.
- From weblogs, one can know the frequency with which robots are crawling and indexing your site.
- **Challenges with Weblogs:**
 - **Page caching by ISP** - ISPs keep a temporary copy locally of the page served for a defined period that when the next time requests comes on the same page, the request is met locally instead of being sent to the server.

This helps in cutting down the time taken in serving the page, and the page to the user to load faster thus enhancing the user experience. **Since the request is not going to the server, the log file will not be created and hence metrics such as page views, visits will be under reported.**

- **Dynamic IP Addresses** - With increasing number of users being assigned with dynamic IP addresses using Dynamic Host Configuration Protocol (DHCP), it becomes difficult to identify unique users. Many times, users with an ISP get allocated a new IP address each time they connect to the web. This results in the opposite effect of inflating the number of unique users and visits in the weblogs because their IP keeps changing.
- **Proxy Server** - Proxy server is a network server that acts as an intermediate between the user's computer and server on which the website is hosted. They help in improving the server's performance and its security. When anyone uses proxy servers to access websites, the request will not be sent to the main server.
- **JavaScript Tags**
 - The JavaScript tag is used to define a client-side script (JavaScript).
 - The <script> element contains scripting statements, or it may even point to an external script file through the **src** (source) attribute.
 - It is commonly used in image operations, form validation, and dynamic changes of the content on the webpage.
 - **Working of JavaScript tagging for Data Collection:**

- The user types an URL in a browser.
- The request comes to the web server.
- The web server sends back the webpage along with a snippet of JavaScript code attached to the webpage.
- As the webpage loads, it executes the JavaScript code, which captures the analytics such as page views, details about the visitor session and cookies, and sends it back to the data collection server as shown in the Figure.



- Web analytics tools such as Google Analytics and Adobe uses the JavaScript codes.
- Google Analytics sets first-party cookies.
- First-party cookies are set by the domain itself because the Google Analytics code is enabled on the website. By default, first-party cookies are allowed in every web browser.

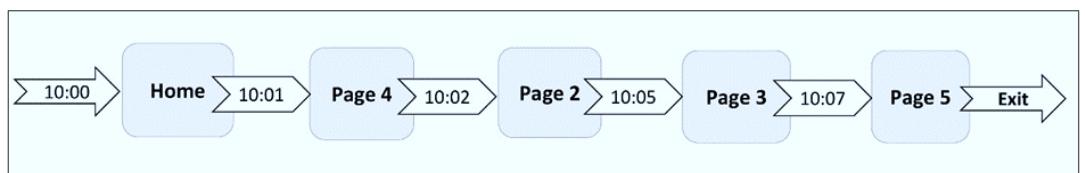
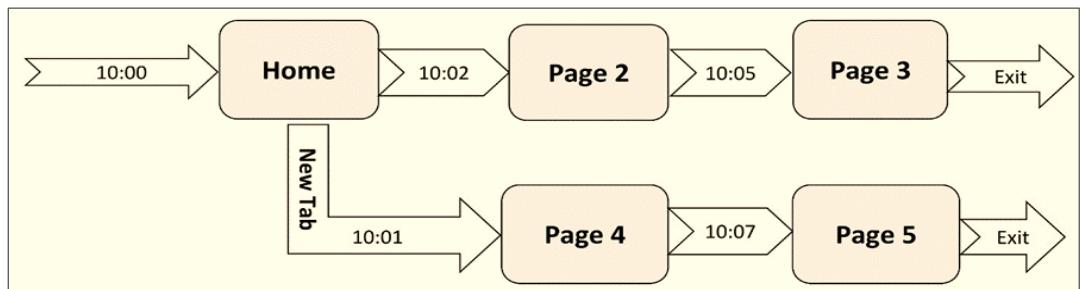
Metrics for Web Analytics

- There are three metrics in Web Analytics –

- Behaviour Analysis
- Outcome Analysis
- Experience Analysis

- **Behaviour Analysis**

- It is the process of collecting, analyzing and reporting aggregate data about which pages a website visitor visits and in what order.
- **Visits/Sessions** - When someone visits your webpage, it is called a visit or session.
 - **Clicks and Visits**
 - **Unique Visitors** - Unique visitors are the number of different users requesting webpages of a website during a given period, regardless of how often they visit those webpages. There are primarily two methods of calculating unique visitors: **cookie-based method** and **IP-based method**.
- **Time on Site** - Time on site metric indicates engagement of the visitor.
 - **Tabbed Browsing** – There are two ways to calculate time when multiple tabs are open:



- The second method is called the **linearization** method of calculating time spent.
- Google Analytics uses the second method called “linearization” method.

- **Page Views** - Page views are the number of pages viewed or requested by a user. It is also referred as *depth of visit*.
 - Every unique URL is a page.
 - One can calculate an average number of page views per visitor.
- **Bounce Rate** - Bounce Rate is the percentage of single-page visits.
 - They are visits in which user leaves from the landing page without interacting with the page.
 - **If the user interacts by playing a video or answering a poll then it will not be counted as a bounce.**
 - **One can also modify the way bounce rate is calculated based on the nature of their website.**
- **Exit Pages** - Pages from where visitors are dropping off in the process of buying a product are called Exit Pages.
 - It is important to know from which pages users are exiting the most.
 - Businesses must critically analyze what leads the user to exit.
- **Traffic Sources** - This is one of the most important metrics and a very good segmentation variable. There are three kinds of traffic source:
 - **Direct Visitors** - Users that visit a website by directly typing your URL in their browser address bar.
 - **Search Visitors** - Users that visit a website based on a search query in the search engine.
 - **Referral Visitors** - Users that visit a website because it was mentioned on another blog or website.
 - If one gets many visitors directly, it indicates that the brand has a high brand image.
 - If a business's dominant traffic source is a search engine, then it means their SEO is good.

● **Outcome Analysis**

- Businesses are interested in knowing how much revenue was generated, how many conversions happened, etc.
- **Conversion Rate** – The conversion rate is the percentage of users who perform an action that is desired by the website owner.
- **Average Order Value (AOV)** – It can be formulated as the sum of revenue generated divided by a number of orders.
 - One can segment visitors and marketing campaigns into high, medium, and low AOV groups and identify where the best (e.g., high AOV) customers are coming from.

- **Multi-Channel Funnel** - Multi-channel funnel reports enable understanding of the different channels users interact with on the path to conversion.
- **Visitor Frequency and Recency** - Visitor frequency means, during the reporting time period, how often users visit a website. Visitor recency is how long has it been since a visitor last visited a website.
- **New versus Return Visitor Conversion** – It represents how many new visitors there are in comparison to returning visitors.
 - If a website has very less returning visitors, then it means it lacks user loyalty.
- **Value per Visit** – There is a certain value that one must assign to every single visit to the website. These values can be categorized into two conversions:
 - **Micro Conversion** – Micro conversions are basically **Assist Conversions** which include some intermediate step, which might lead to macro conversion. They are not ultimate sales, but the consumer is moving towards it by downloading an e-paper or registering.
 - **Macro Conversion** – It is the ultimate sale or conversion. One must calculate economic value per visit from different channels such as paid search, organic, direct, Facebook, Linkedin for both micro and macro conversions. It will give insights into which channels generate more revenues for the business and the relative value of visits from different channels.
- **Percent of Visitors who View Product Pages** – The ultimate objective of the website is to get sales or conversions, and that will happen only when the users visit the product pages.
 - If the per cent of visitors who view the product pages is less, then it is important for businesses to examine what are the reasons.

• **Experience Analysis**

- It is vital to do research on a continuous basis to know if visitors can find the information they are looking for and if the webpage served its purpose.
- There are many ways to know the experience of customers on a website: **Research Data and Website Experimentation and Testing**
- **Research Data** – Research can be carried out using three methods:
 - **Site Survey** - Survey questions can be asked for understanding the value of the webpage. Three important survey questions are:
 - What is the purpose of your visit to our website today!
 - Were you able to complete your task today?
 - If you were not able to complete your task today, why not?
 - **Usability Testing** - This is to ask real users to test the functioning of the site to know how easy it is to navigate and also how intuitive it is.

- **Site Visits (or follow-me-homes)** - It is done by going to the customers' premises and observing how they accomplish tasks on websites amidst all distractions.
 - One is not relying on feedback alone but observing real behaviour.
 - Sometimes users are generous and may give a good rating despite poor site experience.
 - The user conditions will be in real-life, including their device, Wi-Fi, operating system and hence can throw light on any practical challenges they may be facing.
- **Website Experimentation and Testing** – One must regularly experiment and test different things on the website to know what can be improved.
 - Businesses must assign one day of the week for experimentation and testing.
 - **A/B Testing** - A/B testing is sometimes also called split testing where one compares two versions of their webpage to see which performs better.

Multi-Channel Attribution

- Users are exposed to multiple channels before they purchase a product from any website.
- Suppose one is selling a product; user saw the product advertisement on Facebook but did not buy it at that instance.
- Now the user sees the same advertisement again on search network (AdWords) but does not buy this time as well.
- The user finally buys typing URL (direct).
- **This is called 'multi-channel attribution.'**
- **The question then arises is how much contribution will FB or AdWords have in that purchase?**
- Historically, all credit went to the direct channel.
- But, this is not fair as the channels that assisted are as important as channels that led to final buy.
- There are different models that can be deployed to measure the contribution of different channels:
 - **Last Interaction/Last Click Attribution Model**
 - **First Interaction/First Click Attribution Model**
 - **Linear Attribution Model** (every channel gets equal credit)
 - **Time Decay Attribution Model** (media touch point that is closest to the conversation will get most of the credit and the touch point prior to that will get less credit based on some algorithm)
 - **Position Based Attribution Model** (the first and the last position gets the most credit)

Tracking Code

- A tracking code is a small snippet of code that is usually implemented as JavaScript in the HTML source code of a website.
- **Google Analytics Code**
 - This code is for tracking web analytics such as unique users, page views, bounce rate, etc.
 - Google provides a free web analytics service that offers tracking and reporting of users for the website.
 - The code gets applied to all the pages of the website.
- **Google AdWords Conversion Code**
 - This code is used for tracking conversions from campaigns run through Google AdWords.
 - One can take the code from ‘Tools’ section in Google AdWords and put on the ‘**Thank You**’ or the ‘**Action Confirmation**’ page.
- **Remarketing Code**
 - If one wishes to remarket and show ads to users who visited their site, they must use the remarketing code.
 - If one wishes to do remarketing using AdWords then they must generate AdWords remarketing code and put on all pages of the website.
 - If businesses wish to do remarketing on Facebook, then they must put the Facebook remarketing code on their website.

Universal Analytics

- Universal Analytics is a version of Google Analytics that set a new standard for how user data is collected and organized.
- Universal Analytics is the most current data collection technology for web-based Analytics.
- Universal Analytics offers new tracking codes for websites and features that can more accurately measure user behavior (**enables a shift from tracking visits to tracking customers**).
- Both Google Analytics (GA) and Universal Analytics (UA) are available to users.
- However, Universal Analytics is the only officially supported version today.
- Google is encouraging all users to migrate their properties to Universal.