

# **M9, M10 - Digital Business Models, Digital Marketing**

## **Digital Business Models**

### **Free**

- Offer service for free
- Targeted ads to make profit
- Eg: Instagram, Facebook

### **Freemium**

- Offer basic version for free
- Premium version with additional features
- Eg: Spotify, YouTube

### **On-Demand Model**

- User pays for product/service when they need it
- Eg: Fiverr, YouTube Movies

### **eCommerce Model**

- Sell products online
- Eg: Nykaa, Samsung

### **Marketplace Model**

- Sellers and buyers use a third party platform to trade goods and services
- Eg: Amazon, Uber

### **Digital Ecosystem Model**

- Provide many digital services across platforms
- Eg: Google, Apple

### **Sharing/Access-Over-Ownership Model**

- Pay for a product/service for a certain time without actually owning it
- Eg: Airbnb, Zipcar

### **Experience Model**

- Add value to items that would not be possible without digital tech
- Eg: Tesla

# Subscription Model

Netflix (not like I need to say anything else here)

# Open Source Model

Red Hat, FireFox

# Hidden Revenue Model

- User is no longer the one generating revenue
- Main source of revenue is now a third party
- Eg: Google Search

# Aggregator Sites

These websites compile product listings from multiple providers, allowing users to compare prices and features. Examples include PriceRunner and Expedia. Instead of charging businesses for listings, aggregators generate revenue through referral fees.

# Crowdfunding Model

Platforms like Kickstarter and Indiegogo enable businesses to raise funds through small contributions from many individuals. Creators use sites like Patreon to monetize ongoing content such as music, videos, and writing.

# Digital Marketing

# Differences with Traditional Marketing

Parameters	Traditional Marketing	Digital Marketing
Target Audience	Easy to reach out to local consumers	It can reach the targeted consumers globally
Marketing Approach	Impersonal approach where individual customers may not be targeted.	Personalised approach. Organizations like to know and target their customers individually
Documentation	Provide the hard copy of product description which can be read again and again.	Provide the description in softcopy over the website, or through videos, youtube, etc. which can be accessed as per their desire
Consumer Interaction	Very less interaction is involved	Highly interactive and consumers can be engaged consistently
Marketing Cost	Traditional marketing is expensive as it involves printing, radio/tv etc.	Digital marketing is less costly than the traditional methods of marketing
Marketing Analysis	Result analysis is complex as the companies need to rely on the surveys and the findings of the market.	Data and facts are recorded and stored online which makes it easy for the marketers to analyze the marketing result.

<b>Real-Time Result</b>	Wait for weeks/ months to get result.	Quick results
<b>Interruptions</b>	Consumers cannot choose to skip advertisements	Buyers can skip the interruptive part
<b>Strategy Refinement</b>	Drafting the marketing strategy takes time as it is dependent on the marketing results.	Digital marketing provides real time results; thus, strategy refinement becomes very easy
<b>Communication</b>	Traditional marketing involves one-way communication	Online marketing promotes two-way communication

## Keywords

- Words that describe your content the best; words and phrases people use to search for your product/service
- Help drive qualified traffic to site, increase on site time, increase conversions etc
- Keyword research: Research popular search terms that people use in relation to your field/market, and include them strategically in your content so that your results appear higher on a search engine results page (SERP)

## Search Engine Optimisation (SEO)

Improve visibility of site on organic search results

- Two types: on page SEO, off page SEO
- First on page SEO is done, and then off page SEO

## On Page SEO

- Meta Tags – Title, Description, H1 and Keywords tags
- Internal and External links
- Page naming / URL Structure / Permalink
- Anchor Text
- Alt Tags and Optimizing Images
- Content Optimization
- Robots.txt
- URL Canonicalization
- Creation of XML Sitemap & its implementation

- Keyword Proximity and Keyword Density
- Broken link analysis
- Bread Crumbs
- Social media icons
- Custom 404 Implementation Web page

## Off Page SEO

- Link building: get other websites/contents to lead to your content
- These links -> backlinks/inbound links
- Many ways to do this: sponsor bloggers/influencers, forum posting, commenting, reposts etc

## Search Engine Advertising (SEM)

- Advertisers bid on certain keywords to get their content to show up first on search engines
- Main example: Google Ads
- Google Ads: enables businesses to set a budget for advertising and only pay when people click the Ads. The ad service is largely focused on keywords

## Email Marketing

- All of the potentially annoying mailing lists you're on comes under this
- Enables more personalised marketing which also integrates actionable measures (click to sign up, buy etc)
- Measurable insights: total emails delivered, total opened, click through/conversion rates, no. of unsubscribes, no. of bounces etc
- Economical and cost effective
- More effective than social media campaigns especially if you don't have clout on platforms. Generally has better conversion rates