

WEB ANALYTICS AND SEARCH ENGINE OPTIMISATION

What is marketing?



- Marketing - consumer education about your product and services
 - ▣ Why should customers choose your products and services

What is online marketing?

- **Online marketing** - promoting products and services via digital platforms e.g. Internet
- **Search Engine Optimisation(SEO)** is a subset of **Online/Digital Marketing**
- **SEO** and **Online/Digital Marketing** have shared strategies:
 - ▣ Email marketing
 - ▣ Content marketing
 - ▣ Social Media Marketing
 - ▣ Mobile Marketing

Email marketing

- Email marketing:
 - ▣ direct marketing
 - ▣ means of communication is email
- Email marketing:
 - ▣ emails to improve relationship
 - ▣ emails to acquire new customers
 - ▣ add adverts by other companies

Implementing Email Marketing

- ❑ Creative designs
- ❑ Relevant emails
- ❑ There should be an incentive
- ❑ Timing is everything
- ❑ Integrate with other methods
- ❑ Link messages to homepage

Advantages of Email Marketing

- ❑ Return on investment can be achieved
- ❑ Increase customer base
- ❑ Over 50% of Internet users use email
- ❑ Enables personalisation
- ❑ Automatic response
- ❑ Less intrusive
- ❑ Scalable
- ❑ Time saving

Disadvantages of Email Marketing

- ❑ SPAM rate
- ❑ Undelivered emails
 - ❑ Ending up in Junk Mail box
- ❑ Design problems
- ❑ Email size
- ❑ Resources for email campaign
- ❑ Skills for email campaign

Content Marketing

- Driving profitable action via valuable, relevant and consistent content
 - ▣ Value most important
- Content marketing is important
 - ▣ Customer awareness
 - ▣ Customer education
 - ▣ Customer choice
 - ▣ Customer decision

Implementing Content Marketing

- Graphs
- Web pages for content marketing
- Podcasts
- Videos
- Books

Tips for Design Web Pages for Content Marketing

- Use Visual
- Start with creative pitch
- Visual identity
- Storytelling
- Source user-generated content
- Highlight real employees and customers
- Interact with other brands

Advantages



- ❑ Leads to good impression of brand
- ❑ Can reach customers who avoid ads and emails
- ❑ Cheaper to implement
- ❑ Supports other marketing techniques

Disadvantages of Content marketing

- ❑ Benefits not immediate
- ❑ Requires specialised skills
- ❑ Resources
- ❑ Not easy to come up with content ideas
- ❑ Not easy to measure customer loyalty and brand reputation

Social Media Marketing



- Uses various social media platforms as marketing tools
- Use mainly for brand exposure via content share
- Can also be use to enhance customer relationship

Social Media Marketing

- Common platforms:
 - ▣ Facebook
 - ▣ Twitter
 - ▣ Instagram
 - ▣ Pinterest
 - ▣ LinkedIn
 - ▣ YouTube
 - ▣ Google + Business

Advantages of Social Media Marketing

- ❑ Social Media popularity
- ❑ Helps get attention
- ❑ Can understand customers better
- ❑ Free to create content
- ❑ Encourages sharing
- ❑ Helps increase brand loyalty

Disadvantages of Social Media Marketing

- ❑ Feedback from unhappy customers
- ❑ Posts can have negative consequences
- ❑ Time required to maintain interactive social media presence

Mobile Marketing

- Marketing aimed at mobile devices
 - ▣ smart phones & other hand-held devices
- Adverts delivered as text messages, graphics and video/audio

Implementing Mobile Marketing

- ❑ Mobile-friendly website
- ❑ Location-based service(geolocation)
- ❑ Email advertising for mobile
- ❑ Augmented reality
- ❑ Barcodes
- ❑ Location-specific messaging(GPS)
- ❑ Adding mobile apps

Advantages of Mobile Marketing

- ❑ Large audience
- ❑ Benefits can be immediate
- ❑ Good customer relationship model
 - ▣ Personalised interaction
- ❑ Less expensive to create content for mobile
- ❑ Small screen sizes reduces scope
- ❑ Easy to track user responses
- ❑ Mobile payment

Disadvantages

- ❑ Lack of standardisation
- ❑ Varied screen sizes
- ❑ Privacy issues
- ❑ Navigation on mobile device