

# MKT901:WEB MARKETING

L:3 T:0 P:0 Credits:3

**Course Outcomes:** Through this course students should be able to

- create SMART goals and objectives for websites
- design effective segmentation strategies for website visitors
- create an online business plans and strategies to enhance Results on Internet Marketing
- build strategies to capture customer feedback on website experience
- use web analytics for informed decision making
- examine competitors' websites scientifically

## Unit I

**Taking marketing to the web :** Rearranging the marketing mix, Understanding web marketing essentials, Adjusting the numbers for a new medium

**Planning for web marketing :** Preparing an online business plans, setting goals for the web site, Defining the target market and writing online marketing plan

**Taking steps to initiate online presence :** Deciding who will design your site, Creating a site index and writing a request for proposal, Finding the right domain name, Setting benchmarks, Gearing the site to yours visitors interests, Web site Designing

## Unit II

**Producing a business web site :** Deciding the structure of the website, Creating a concept and developing content, Ensuring easy navigation and making site accessible, Decorating the site and improving marketing efficacy

**Creating a marketing effective storefront :** Key components of a online store, B2B selling with an online store, Merchandising an online store, Making it easy for customers to buy, Shipping and communication, Specifying a storefront requirement

**Pulling repeat visitors with onsite marketing techniques :** Deciding for onsite marketing technique, Freshening your content, Building an online community, Reviews and testimonials, Incorporating freebees

## Unit III

**Marketing with online Buzz :** Guerrilla marketing, Chat rooms and message boards, Blogs and social networks, Buzzing influencers, Buzzing with press releases and inbound link campaigns

**The art of e-mail marketing :** Free e-mail tools and getting the most out of e-mail messages, Rolling out e-mail newsletter, Finding subscribers for your newsletter

**Staying ahead of online marketing wave :** Marketing your online business offline, Coordinating a site launch and producing online events, Marketing internationally online, Generating leads with an affiliate program, Establishing loyalty programs online

## Unit IV

**Secrets of search engine :** Building a search engine friendly site, Optimizing for Google, Optimizing for yahoo!, MSN, and other search engines with meta tags, Using open directory, Submitting to specialty search engines and maintaining your ranking

**Marketing with pay per click Ads :** Devising a pay per click strategy, Carrying out a pay per click plan, Google AdWords specifics, Working with shopping search engines

**Marketing with paid online advertising :** Understanding banner advertising and making banner advertisement decisions, Sponsoring newsletter and sites, Advertising with online classifieds

## Unit V

**Capturing customers with new technology :** Adding video blogging to your campaign, Feeding updates, Delivering content via webcasts, web conferences and webinars, Delivering content and generating leads with podcasts, Entering the wireless world

**Web analytics :** Tracking website activity, Identifying parameters to measure, Interpreting sales statistics, Diagnosing conversion rate

**Staying out of legal trouble :** Protecting copyright and reserving trademarks, Avoiding litigation, Linking legally and reviewing privacy policies, Establishing kid safe zones and safeguarding your business

## Unit VI

**Maintaining the web presence :** Reaching out to customers, Rewriting marketing plan for future

**Free ways of website marketing :** Learning ways to promote the website for free

**Common mistakes in web marketing :** Problems in business goals and planning, Ignoring search engines and myopic view, Ignoring statistics and back office problems

**Unit VI**

**Handling tired sites** : Diagnosing the problem, Checking statistics, Reviewing site design and operations, Building traffic, Optimizing for sales and embracing the worms

**Text Books:**

1. WEB MARKETING FOR DUMMIES by JAN ZIMMERMAN, WILEY

**References:**

1. SOCIAL MEDIA MARKETING FOR DUMMIES by SHIV SINGH & STEPHANIE DIAMOND, WILEY
2. EMARKETING EXCELLENCE by DAVE CHAFFEY AND PR SMITH, ROUTLEDGE