

WEB Marketing

MKT 901



Course Details

- Lecture Plan -L-3, T-0, P-0, Credits -3

Course Assessment Model

Marks break up*

- Attendance 5
- CA (Two best out of three tasks) 25
- MTE (MCQ) 20
- ETE 50

Total

100

Course Outcomes

- 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 - 1

- **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 - 2

- **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 - 3

- **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 - 4

- **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 - 5

- **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 - 6

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

Books

TEXT BOOK- WEB MARKETING For DUMMIES by
JAN ZIMMERMAN WILEY

REFERENCES BOOK-

- SOCIAL MEDIA MARKETING FOR DUMMIES BY
SHIV SINGH & STEPHANIE DIAMOND ,WILEY
- EMARKETING EXCELLENCE DAVE CHAFFEY
AND PR SMITH, ROUTLEDGE

SOCIAL

MEDIA
MARKETING



Re Tweet

lol

Like

...

Hi

lol

Hi



WEB USERS





ABOVE 30 YEARS



More than half of the Human Race

IS UNDER **30** YEARS OLD



They have never known life
Without the internet

Guess How they feel about

Social Media ?

**Last Year, 1 in 6 marriages
were between people**



who met through social media

1/3

of women 18-34

check Facebook
when the first
wake up



Even before going
to the bathroom



95%
of
millennials
have joined a
SOCIAL NETWORK

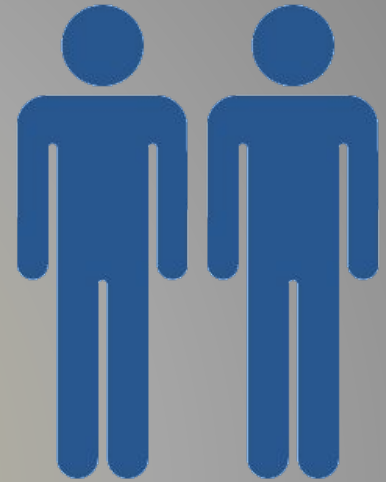
And those are your

consumers

co-workers

CEOs

Decision-makers



**81% of B2B companies have
accounts on social media sites.**

**93% of all business buyers
are social media advocates.**



**Radio took
38 years**

To reach 50 million users



**Television took
13 years**

To reach 50 million users



**The Internet Took
4 years**

To reach 50 million users



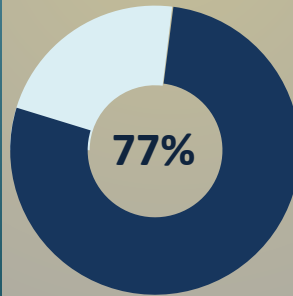


850 MILLION

Monthly active Facebook users

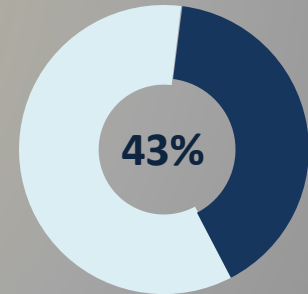


1+ million websites have
integrated with Facebook in
various ways



Of B2C
companies

&



Of B2B
companies

Acquired customers from Facebook



Added 100 million users
in less than 9 months

If Facebook were a country



**It would be the 3rd most
populated in the world**

Social Media

**More than 25 million pieces of content
are shared each month**

Share





**The number of minutes spent on
Facebook per month ?**

Search





The number of minutes spent on
Facebook per month ?

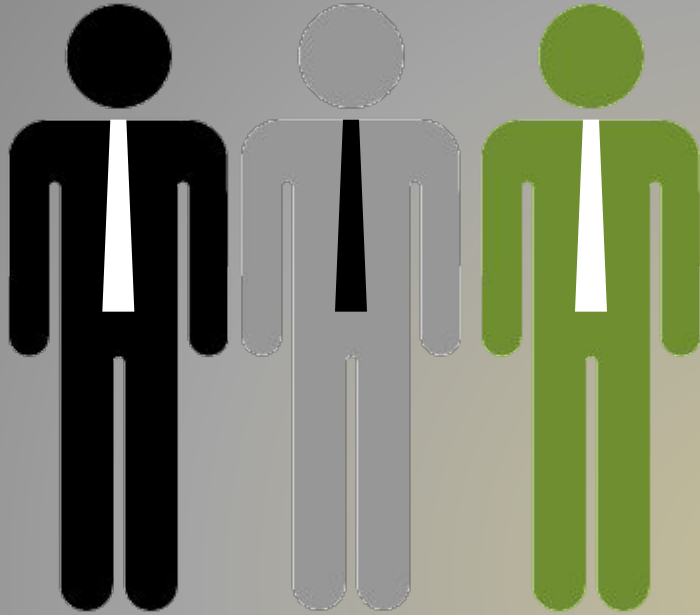
500 billion




Last year was only 150 billion



LinkedIn receives almost 12
million unique visitors
per day



Executive from all Fortune 500

Companies are on **Linked**

Search

There are more than
600 million
search on twitter
EVERYDA

V

Top 3 Countries On Twitter:

U.S.A



107 million

BRAZIL



33 million

JAPA
N



30 million



34%
Of marketers
have generated
leads using
Twitter

77%
Of Fortune
Global 100
companies have
a twitter account



Hit **10 MILLION**

U.S monthly unique visitors
faster than any independent
site in history

2702.2% Increase in total
unique visitors since
May 2011

69%

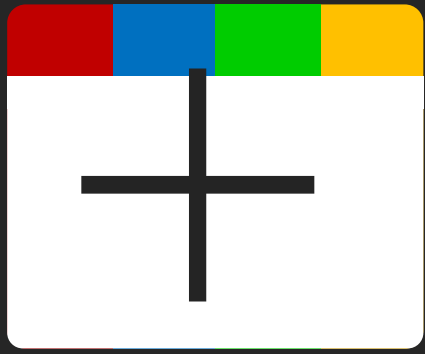
Of online
consumers who
visit Pinterest have
found an item
they've bought or
wanted to buy

25%

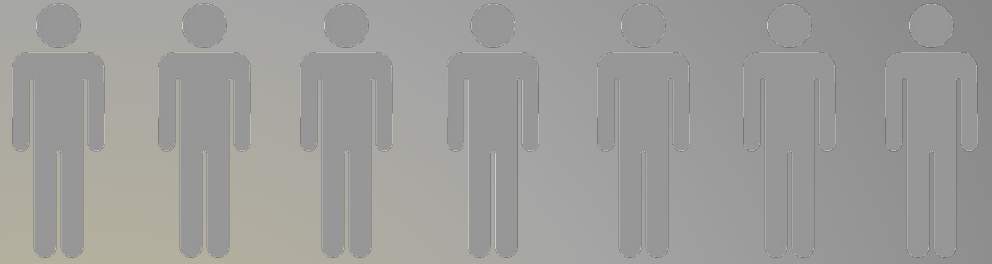
Of fortune
Global 100
companies
have
Pinterest
accounts



Google



500 MILLION+

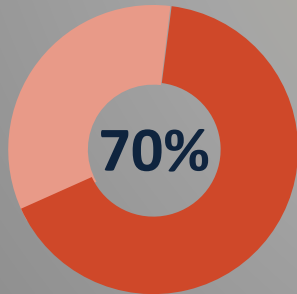


Registered user

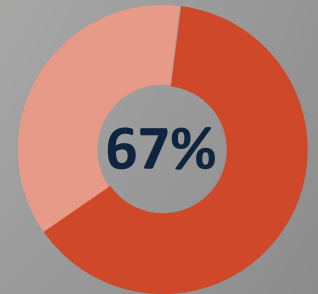
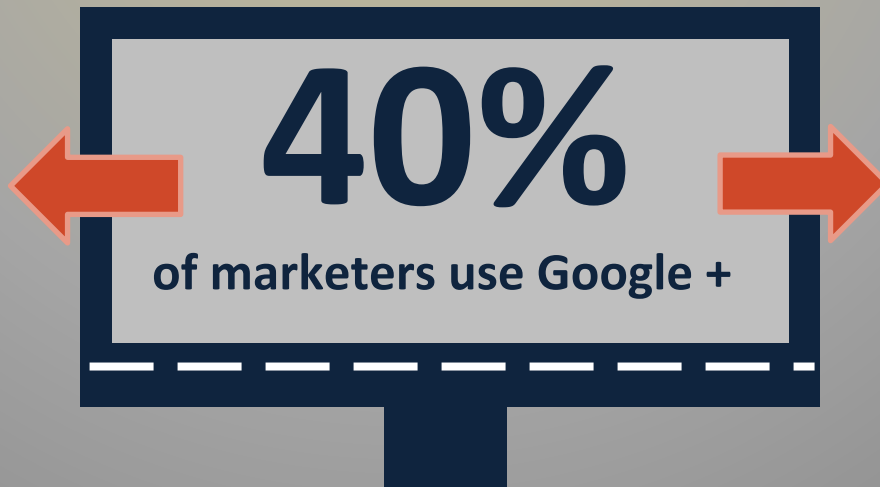


48%

Of fortune Global 100
companies are now on
Google+



Want to learn more
about it



Plan on increasing
Google+ activities



Search



24 HRS of video uploaded to
YOUTUBE every minute



**There are 2 billion
videos viewed each
day on**





uses the same
bandwidth now that
the entire internet
used in 2000.



You would need to live 1,000 years to
watch all the videos currently on
YOUTUBE

Traditional Media depends on intercepting the consumers



Cutting through



Getting attention

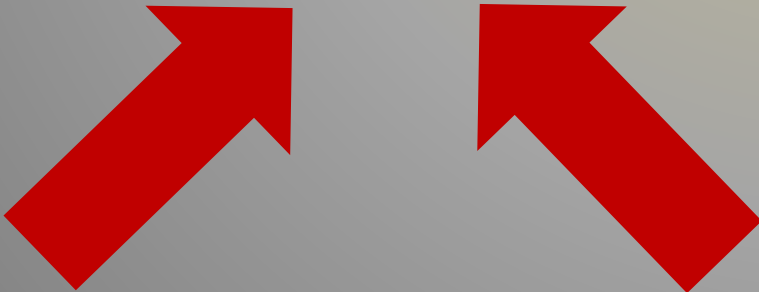
It's no longer about
shouting the loudest





Only 14%
of consumers
trust advertising

New Face Product





What are you doing ?

78% trust peer recommendation.



Today, people get their information
online



Social media is way of thinking....
And marketing.





**It is all about building a
dialogue...**

With your

customers

co-workers

potentials hires

**Still don't think social media
will affect your business ?**

It already has!

**Thank
You!**