

Online Marketing

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- **Web Analytics**



01

advertising

Online marketing and advertising

- Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers.
- form of marketing and advertising which uses the Internet to promote products and services to audiences and platform users.
- Online advertising includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising , and mobile advertising. Advertisements are increasingly being delivered via automated software systems operating across multiple websites, media services and platforms, known as programmatic advertising.
- Eg. Twitter, YouTube, Facebook, Pinterest and Instagram

Advantages of Online Marketing

- Online marketing is relatively inexpensive when compared to the ratio of cost against the reach of the target audience.
- From buyer's perspective it is faster and considered more convenient
- Variety of advertising methods are available with the advancement of technology.
- E marketers also have the advantage of measuring statistics easily and inexpensively.

Disadvantages of Online Marketing

- Internet marketing requires customers to use newer technologies rather than traditional media.
- From the buyer's perspective, the inability of shoppers to touch, smell, taste or "try on" tangible goods before making an online purchase can be limiting.
- In certain methods, it may affect the privacy of the customers.



02

PUSH AND PULL APPROACHES

- Push and pull distribution strategy is all about directing your promotional route to market. Either by the product being pushed towards customers or your customers pulling the product through the retail chain towards them.

Pull Tactics – ‘Client’ Centered

- Begin with a clear identification of the niche markets(s) you work with.
- Lead with client problems and concerns.
- Use the two elements above to create a picture that your target market can identify with.
- Provide useful ideas that your target market can use and that demonstrates your expertise.
- Offer something for free that is also useful to your target market and demonstrates your thinking.

PULL STRATEGY

- A pull strategy involves motivating customers to seek out your brand in an active process.
- "Getting the customer to come to you"

Pull Strategies

Producer

Demand

Push Tactics – ‘You’ Centered

- Focus on you, your services and staff.
- Focus on glowing testimonials and your client list.
- Use business speak, instead of language would understand.

PUSH STRATEGY

- A push promotional strategy involves taking the product directly to the customer via whatever means, ensuring the customer is aware of your brand at the point of purchase.
- "Taking the product to the customer"

Push Strategies

Promotional Activities

Producer



Examples:



Differences

Pull advertising is “client” centered approach	Push advertising is “You” centered approach
Pull advertising is a new approach to the advertising	Push advertising is a traditional approach to the advertising
Pull advertising is applied to that portion of the supply chain where demand uncertainty is high	is applied to that portion of the supply chain where demand uncertainty is relatively small
Production and distribution are demand orders	Production and distribution decisions are based on long term forecast
No inventory, response to specific orders	Excessive inventories due to the need for large safety stocks
Eg: search engine optimization, cost per click search engines, directory listings, yellow page ads, and shopping portals such as rediff.shopping, amazon.com	Eg: are magazines, billboards, newspapers, TV, classifieds,etc as well as online banners ads and email broadcasts are considered push marketing

Which Works Best?.....Both

1. Create resources that pull prospects to you and your firm.
2. Get prospects to give you their contact information. (Most see their information go away and never follow up)
3. Push useful information out to self-selected prospects on a regular basis.
(Remember the majority of buyers won't make a purchase until they have had a minimum of 5-6 contacts with your firm.)
4. Prospects will turn to firms that they've had regular communication with, know and trust.
5. **Use the pull then push strategy to get your marketing moving.**



03

Web Counters

- It is a computer software program that indicates the number of visitors or hits a particular web page has received.
- Once set up, these counters will be incremented by one every time the web page is accessed in a web browser.
- The counter should be accompanied by the date it was set up or last reset, otherwise it becomes impossible to estimate within what time the number of page loads counted occurred.
- They are not necessarily trustworthy as a website admin could start the counter high number, to give the impression that the site is more popular than it is.

WEB COUNTERS

- Advanced web counters can not only provide the number of visitors/hits, but also can provide information such as:
 - Keywords used to bring traffic to the website
 - Country of visitors
 - Traffic patterns
 - Date and time stamp of the visitors
 - Web browsers used
- The web counter statistics can also instill confidence in advertisers, as they can view the traffic details.
- Hit counters can provide the website owner with the details of the user data, which indirectly could be used to increase the reader base or sales.



04

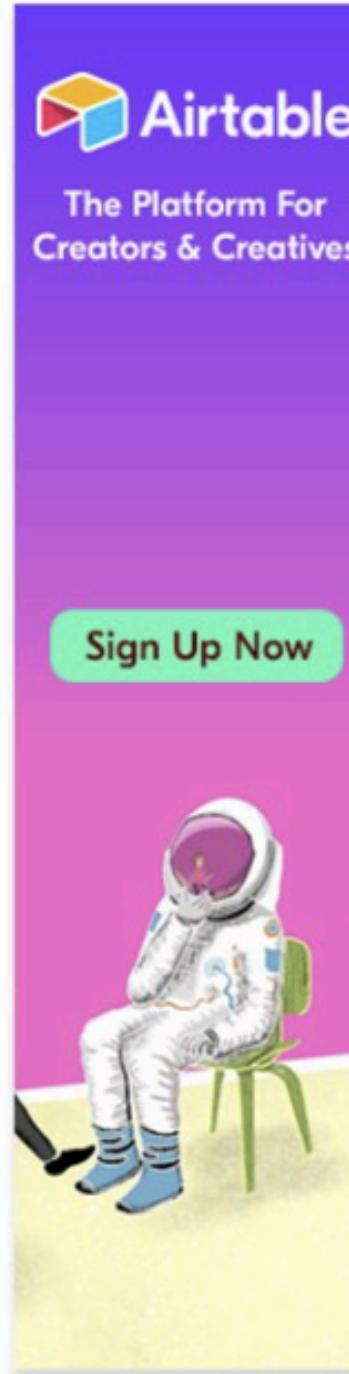
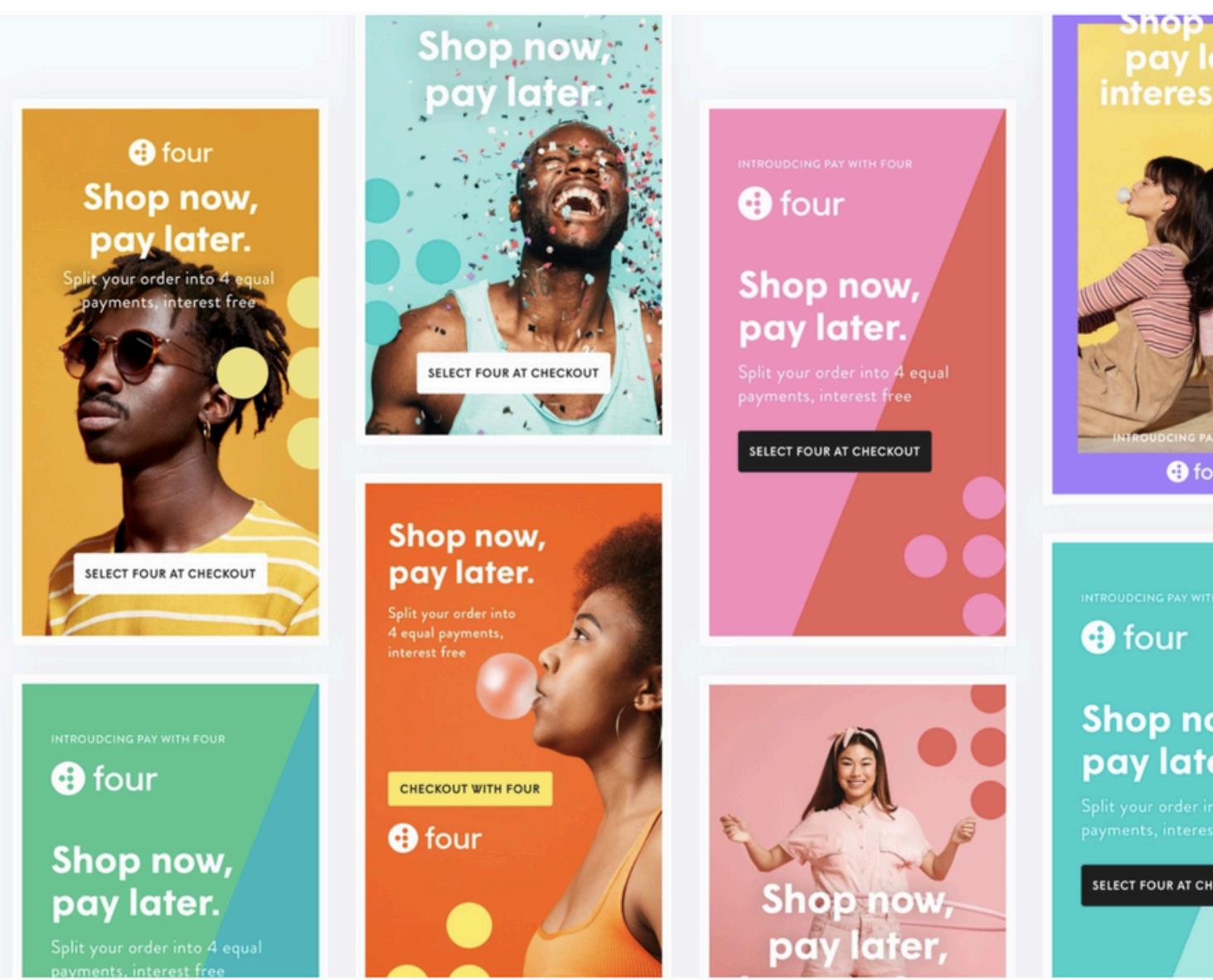
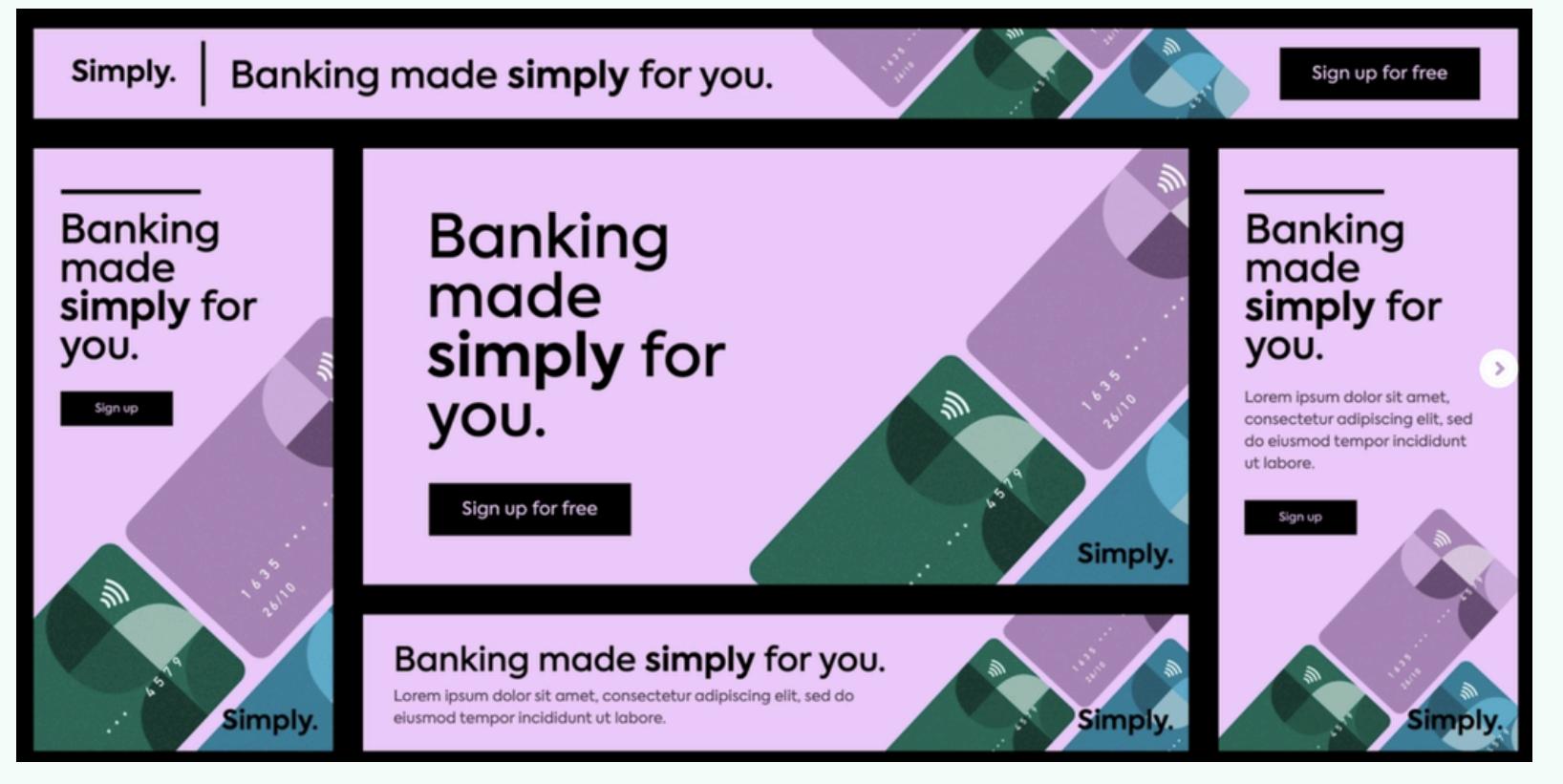
Web advertisements

- Display Ads
- Email Ads
- Native Ads
- Social Media Ads
- Pop-Up Ads
- Rich Media Ads
- Pay-Per-Click Ads
- Retargeted Ads

Display Ads

- Display ads-the ads contain **graphics, whitespace and text placed in an interesting manner.**

- These ads are an extension of the traditional banners and they come in various sizes. Such ads are used widely by advertisers because they help in building brand awareness, when viewed by site visitors.
- Moreover, carefully targeted display ads can generate high click-through rates, such as, a local Facebook ad presented only to people with profiles matching the target market description.
- **Rectangles, pop-ups, banners, buttons, and skyscraper** display ads occupy various amounts of pixels of dedicated space for rent on web pages.
- **Pop-ups usually appear in a separate window** that overlays or is behind the current browser window.
- Many people are irritated by Pop-ups because users must close them, so this format has declined in use.
- Newer sizes and formats break through the online clutter and grab the user attention better than the standard sizes, so things keep changing in display ads.



Email Ads

- It is one of the least expensive type of online advertising.
- It is just a few sentences of text embedded in the firm's content.
- Advertisers purchase space in the email sponsored by others.
- They generally prefer sending e-mail newsletters to them informing about the product.
- It is one of the oldest method used till date.
- This makes it much simpler to reach an audience that wants to read the email with their website content information included.

Google

Gmail -

Compose

Inbox (70)

Starred

Important

Sent Mail

Drafts

▶ Circles

Family (1)

Finance

Notes

Personal

Travel

Visa

Work

Liz

Click here to enable desktop notifications for Gmail. [Learn more](#) [Hide](#)

Forward

Dismiss

Shoes, Boots, Bags & More

JUSTFAB

2 STYLES FROM £35* ❤ FREE DELIVERY & EASY EXCHANGES

YOUR DREAM SHOE WARDROBE IS JUST A CLICK AWAY!

BUY 1+ GET 1 FREE*

GET STARTED ▶

YAHOO! MAIL

Search Mail

Search Web

Hi, Danny

What will the GAP do...

Compose

Delete

Inbox (999+)

Drafts

Sent

Spam (999+)

Trash

FOLDERS

MESSENGER

APPLICATIONS

FREE HOPPER upgrade!

PACKAGES \$ 29.99/mo.
STARTING AT... FOR 12 MONTHS

dish

change.org

Danny — There's a new petition taking off on Change.org, and we think you might be interested in signing it:

JC Penney, Gap & Co.: Put an end to the number of garment workers in

FREE HOPPER UPGRADE*

ONLY THE HOPPER WATCH ALL YOUR LIVE AND RECORDED TV ANYWHERE.

LEARN MORE

RESTRICTIONS APPLY.

Native Ads

- Then there are native ads that are **disguised in the form of a sponsored post**: for example, Virgin Mobile doing a post titled "6 Texts to Copy and Paste to Break Up With Your Significant Other" on Buzzfeed, or in the form of an advertorial, an online (and sometimes print) ad designed to look like editorial content but promoting a product or service.
- Native advertising is sponsored content that blends in seamlessly with the content it shares a platform with, with the exception of a "sponsored content" icon or tag.
- In other words, a piece of paid content can only be considered native advertising if it could pass for a piece of genuine journalism by readers of the publication it is in.
- For a piece of content to be "native", it needs to match the form and function of the other media that the user is likely to experience. The form can be defined as the structural, visual, and tonal elements of a piece of content, and the function is what a user consumes the content for, e.g. to become educated on a particular subject.





NEWS AND TRENDS

How Mark Zuckerberg and Tim Cook and More Are Reacting to Separation of Children and Parents At U.S. Border

Many tech leaders are speaking out against the policy.

Entrepreneur Staff

3 min read

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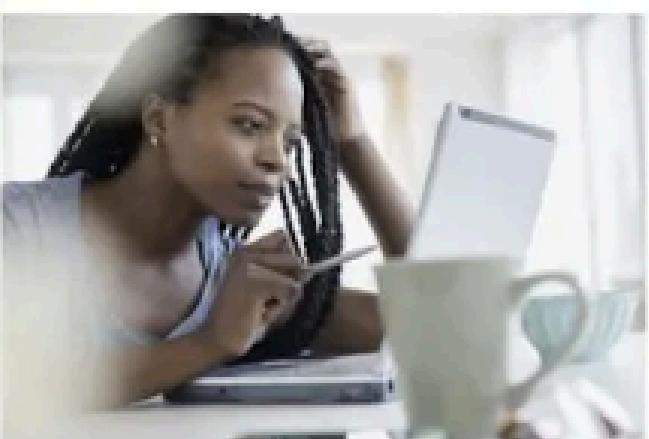


SPONSORED CONTENT

Attract More Customers ➤

Trying to grow an online business? These 5 tips will help do the trick.

By PayPal for Business



EMAIL

10 Tips for Writing Emails That Will Get You Tangible Results

If you follow this 10-step process, you'll avoid the email mistakes that other marketers are making.

Susan Gunelius

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TRANSPARENCY

If No One Is Engaging With Your Marketing, You Should Do This

Sometimes, being 'professional' is not what's best for your business.

Luis Congdon

6 min read Share Add to

ON THE RISE

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▲ +

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Rose Leadem

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Peter Page

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Rose Leadem

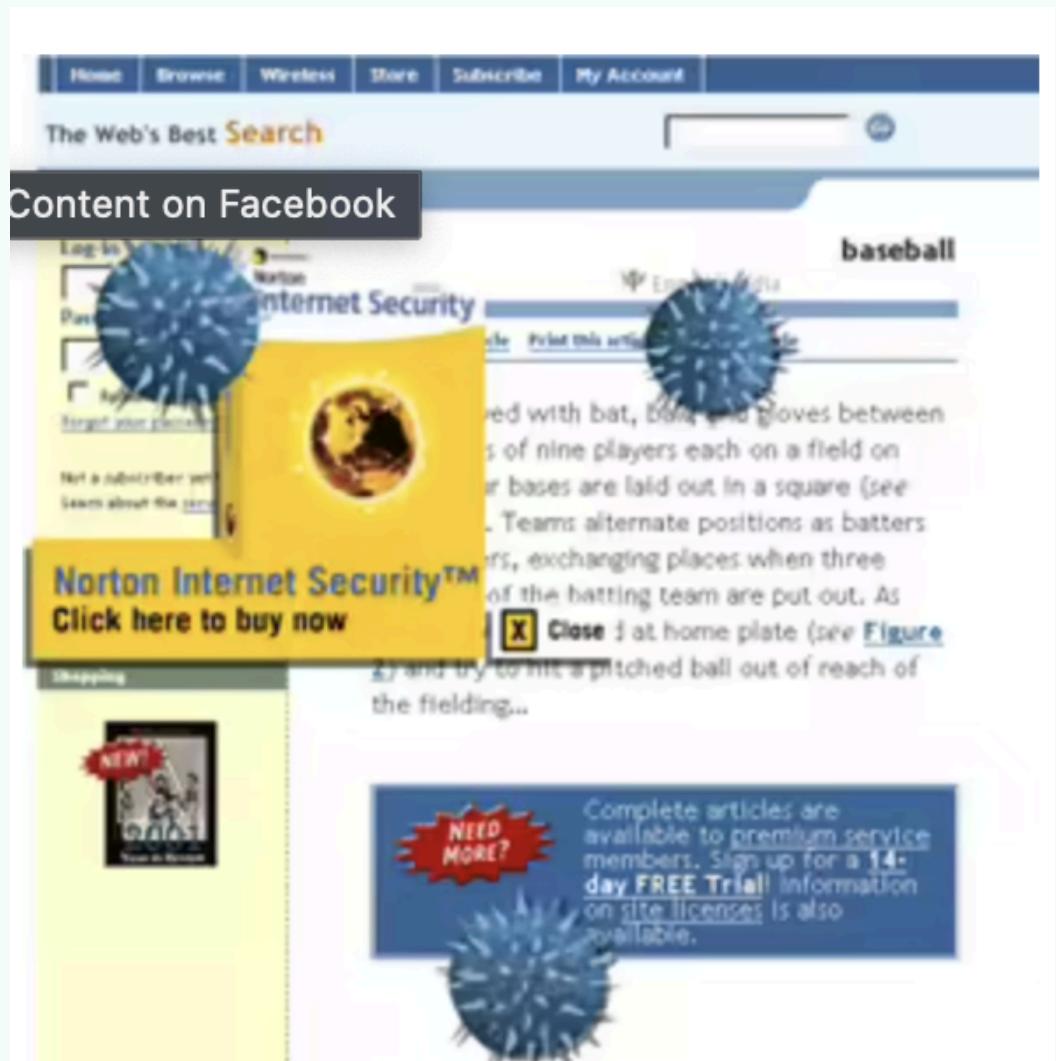
▲ +

Rich Media Ads

- Rich media ads-all ads in this category are **interactive** in nature as they offer click through option to the consumers.
- **By clicking on the ad, the consumer is transported to the advertiser's website**, where the transaction or any other objective is actually achieved.
- According to Wikipedia editors, rich media ads often use Flash animation and many other elements to attract attention.

- All of the following formats can be rich media:

1. **Banner ad**-an advertising graphic image or animation displayed on a website, in an application, or in an HTML email. This form of online advertising is older than the search engines themselves. In this case marketers put some sort of banner (usually with a catchy image and headline) on a relevant website. Users who choose to click the banners will end up on marketers website and hopefully will make a purchase. The problem is that these days, web users have developed “banner blindness” so only a small percentage of people actually click on the ad.
2. **Interstitial ad**-the display of a page of ads before the requested content.
3. **Floating ad**- an ad which moves across the user's screen or floats above the content.
4. **Expanding ad**-an ad which changes size and which may alter the contents of the webpage.
5. **Polite ad**-a method by which a large ad will be downloaded in smaller pieces to minimise the disruption of the content being viewed.
6. **Wallpaper ad**-an ad which changes the background of the page being viewed

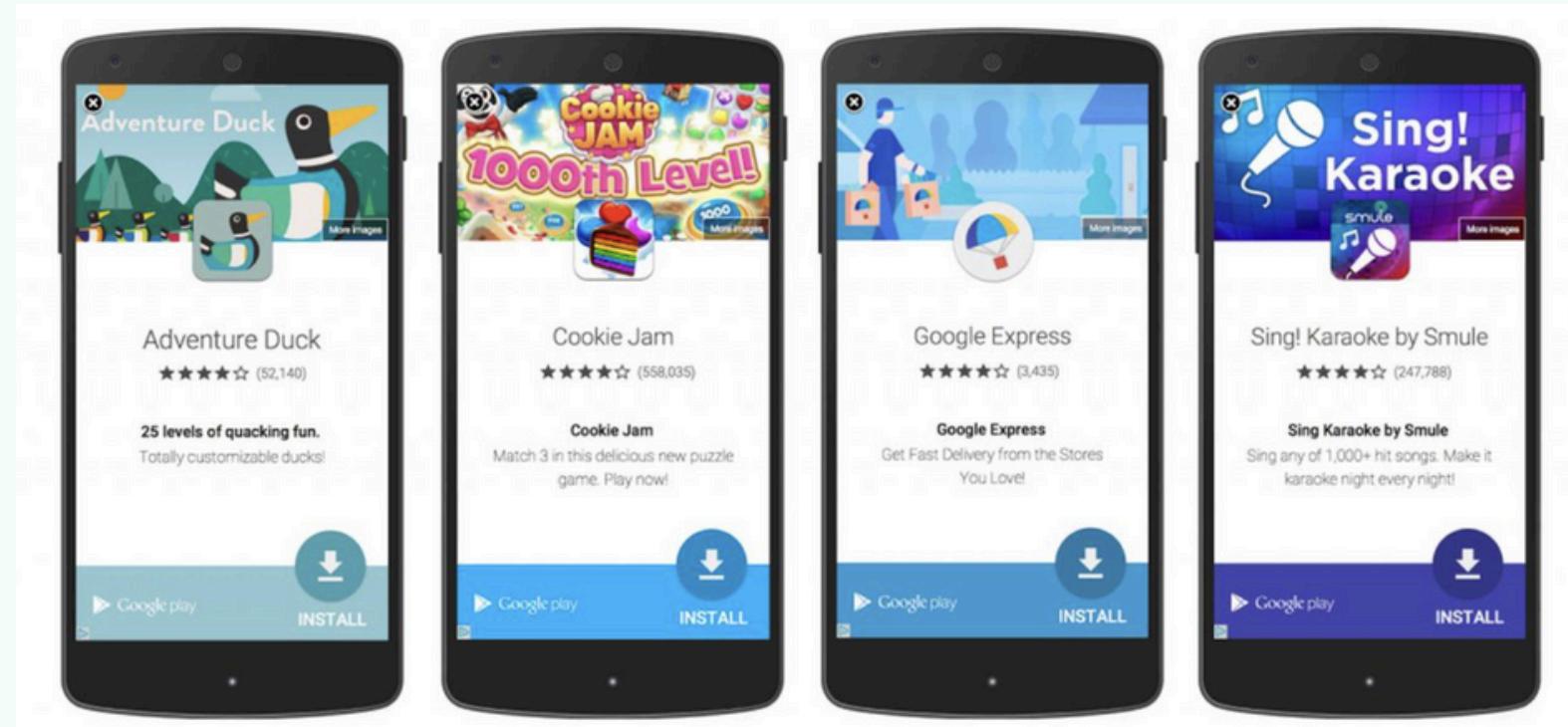


Desktop

New York Budget Hotel - Best NY Hotel Rates in Seconds
www.example.com/NewYorkCity/Budget
Book stylishly comfortable hotels in New York City today! Students save 20%.

Mobile

New York Budget Hotel - Best NY Hotel Rates in Seconds
www.example.com/NewYorkCity/Budget
Book stylishly comfortable hotels in New York City today! Students save 20%.



Home About Advertise T Shirts YouTube Facebook Twitter RSS Search

 Plunderbund

Please consider helping Plunderbund and unblocking ads for our site. [Instructions](#).

Lessons in Political Optics, the Economy, and Mitt Romney's Automotive Bailout Problem

Clever. Their site detects I'm blocking ads and asks me not to. ('Please consider helping Plunderbund and unblocking ads for our site. Instructions.')

Get Email Updates

Email Address*
First Name*

7. Trick banner-a banner ad that looks like a dialogue box with buttons.
8. Pop-up-a new window which opens in front of the current one, display an advertisement, or entire webpage.
9. Pop-under-Similar to a pop-up except that the window is loaded or sent behind the current window so that the user does not see it until they close one or more active windows.
10. Video ad-similar to a banner ad, except that instead of a static or animated image, actual moving video clips are displayed.
11. Video game ad-ads appearing in online games.

The screenshot shows a web browser window with multiple tabs open. A pop-under ad for "M3XS" VPS servers is displayed below the main content area. The main page is titled "News Style Joomla Template Plethora" and discusses the latest Joomla template from RocketTheme. The pop-under ad features the M3XS logo, a "CLICK HERE" button, and text about blazing fast fully managed VPS servers starting at \$30/mo.

Pop-Under Ads

M3XS VPS SERVERS
Blazing Fast Fully Managed VPS Servers
Plans Start at \$30/mo

CLICK HERE
TO SEE AVAILABLE PLANS

News Style Joomla Template Plethora

BY RAVI AHUJA — LEAVE A COMMENT

One thing that can be certainly said about Joomla Template from RocketTheme is that they are dynamic, flexible, and configurable. If you too are looking for such a Joomla Template from RocketTheme, then its latest release can surely fulfill your aspirations.

Yes, RocketTheme has come up with its latest Joomla Template release named **Plethora**. [Read more...]

FILED UNDER: JOMLA

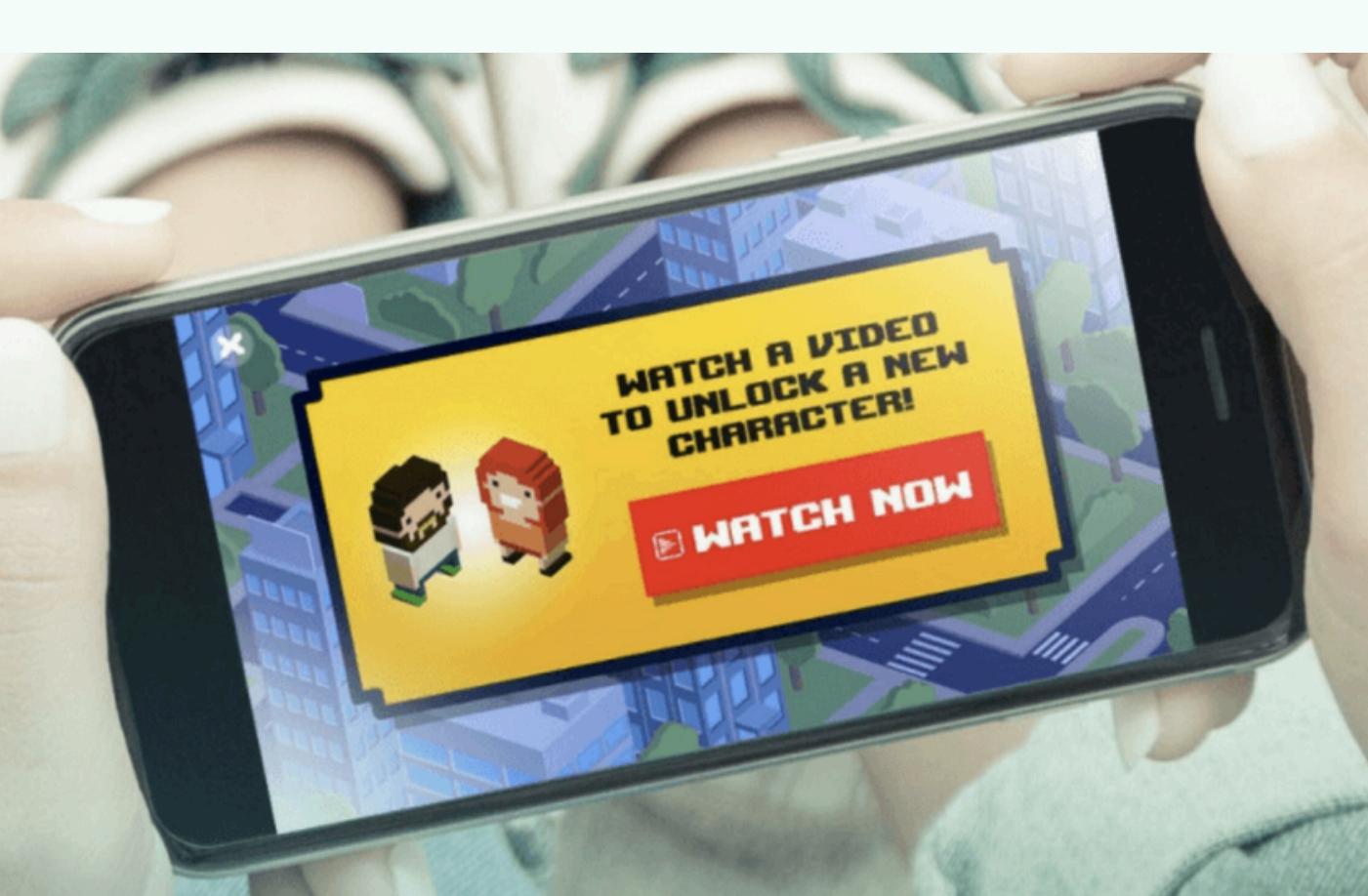
A mobile phone screen showing a promotional offer for Gatorade products. The offer is "SAVE 20% ON SELECT GATORADE PRODUCTS". It features images of Gatorade protein powder, protein bars, and energy chews. A "SHOP NOW" button and the text "OFFER VALID 6/14-8/5 WHILE SUPPLIES LAST" are also visible.

SAVE 20%
ON SELECT
GATORADE PRODUCTS

MAKES ABOUT 20 SERVINGS
GATORADE PROTEIN POWDER
WHEY PROTEIN BAR

SHOP NOW

OFFER VALID 6/14-8/5
WHILE SUPPLIES LAST



A screenshot of a training module completion screen. The text says "After completing this training, you will be able to:" followed by a bulleted list. To the right is a "CONGRATULATIONS!" message with a smiley face, the text "THIS IS NOT A JOKE! YOU ARE THE 100,000th LEARNER!", and a "Click Here" button. In the background, there is a dartboard and a "POST-ROLL AD" button.

After completing this training, you will be able to:

- Identify the Ethics Problem
- Describe the Ethics Problem
- Understand wrongdoings
- Understand question of right and wrong
- Understand how to report a grievance

CONGRATULATIONS!

THIS IS NOT A JOKE!
YOU ARE THE 100,000th LEARNER!

Click Here

Page of

A screenshot of a YouTube video player. The video thumbnail is for "woman's Cosmetics" and includes labels for "Beauty Care", "Soft + Natural", and "Skip Ad ►". Below the video, it says "Name of video", "452 294 views June 6, 2019", and "43 K likes 251 comments 15 shares". On the right, there is a sidebar with "Up Next" sections and a "SUBSCRIBE" button.

Up Next

Lorum ipsum dolor sit amet elit BBC EARTH 9M views

Lorum ipsum dolor sit amet elit BBC EARTH 9M views

Lorum ipsum dolor sit amet elit BBC EARTH 9M views

Lorum ipsum dolor sit amet elit BBC EARTH 9M views

Lorum ipsum dolor sit amet elit BBC EARTH 9M views

POST-ROLL AD

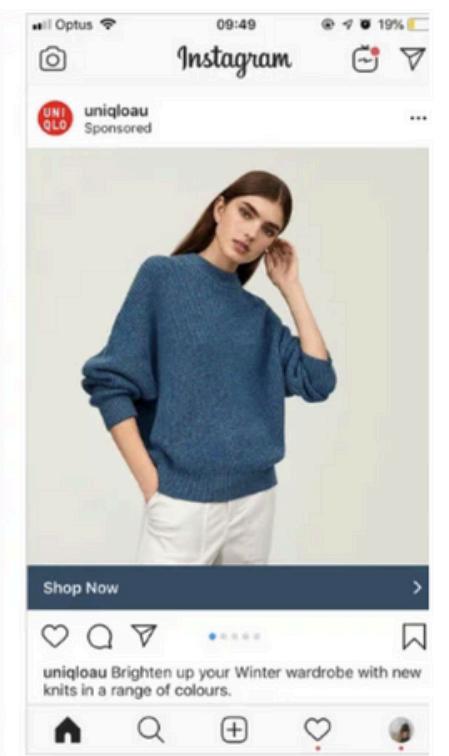
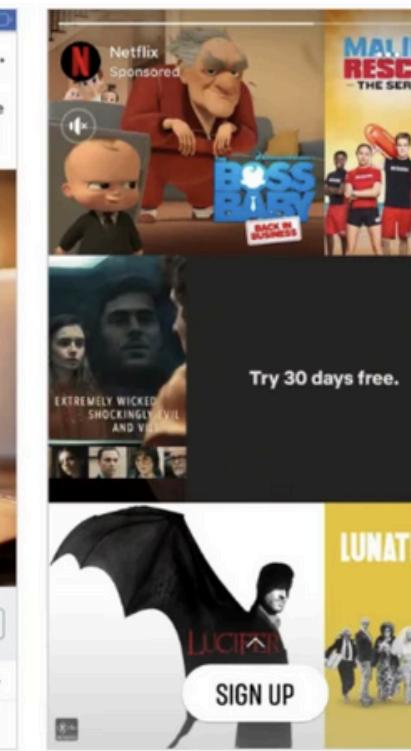
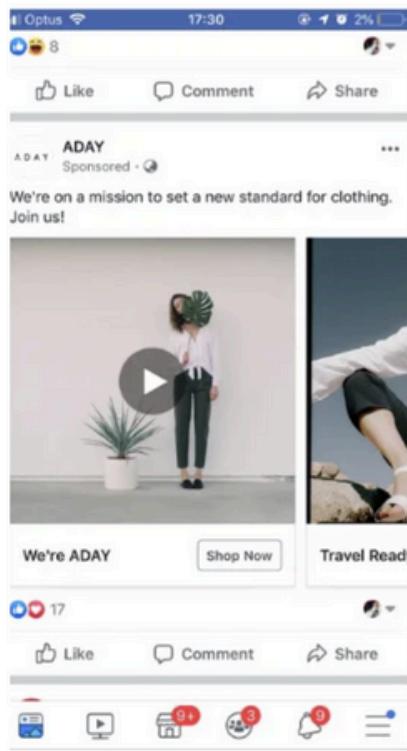
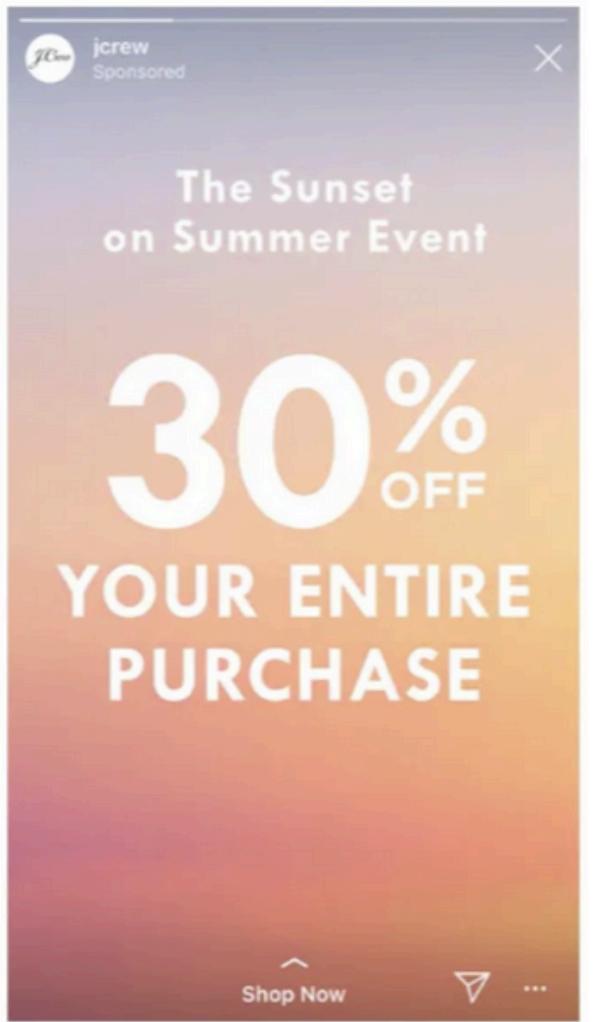
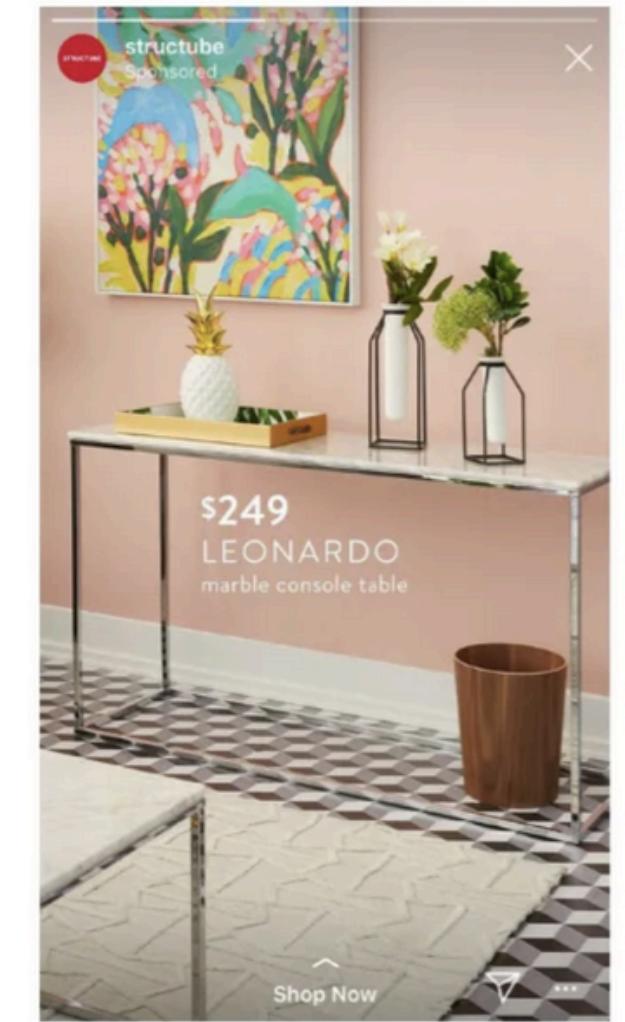
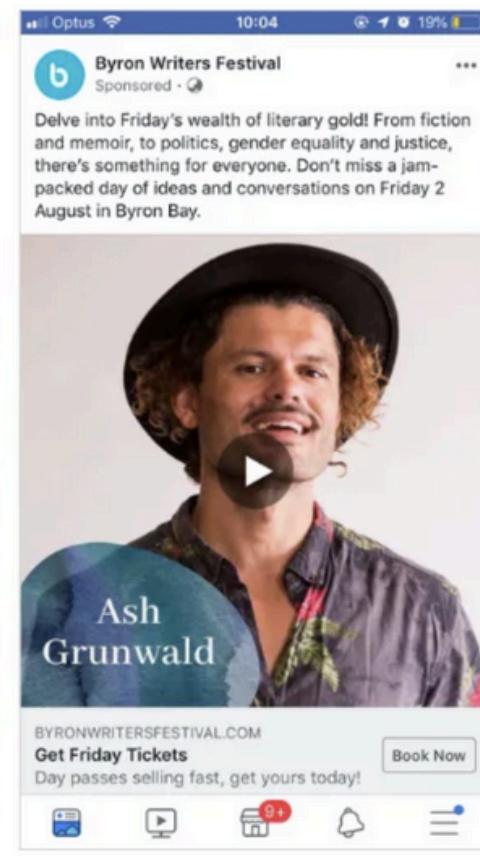
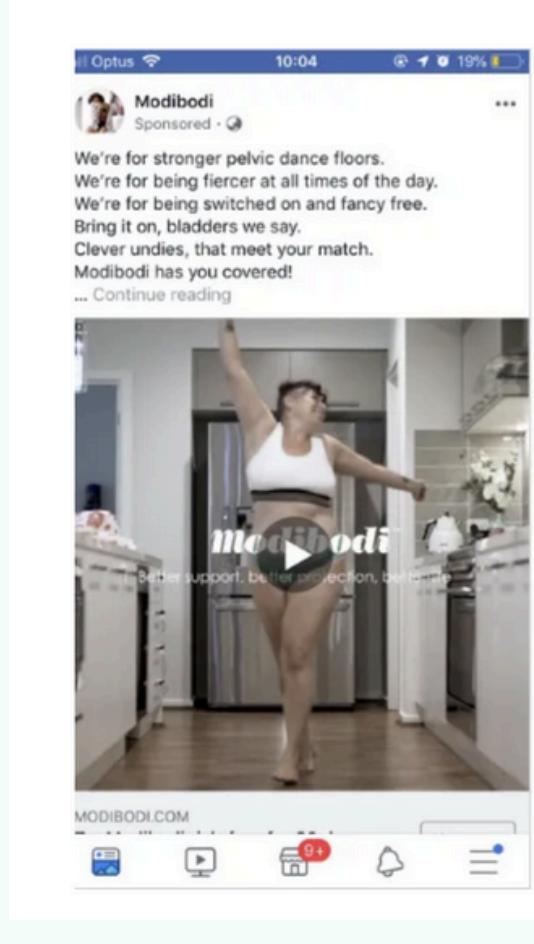
Name Name 248K subscribers

SUBSCRIBE

<https://oko.uk/blog/video-ad-formats>

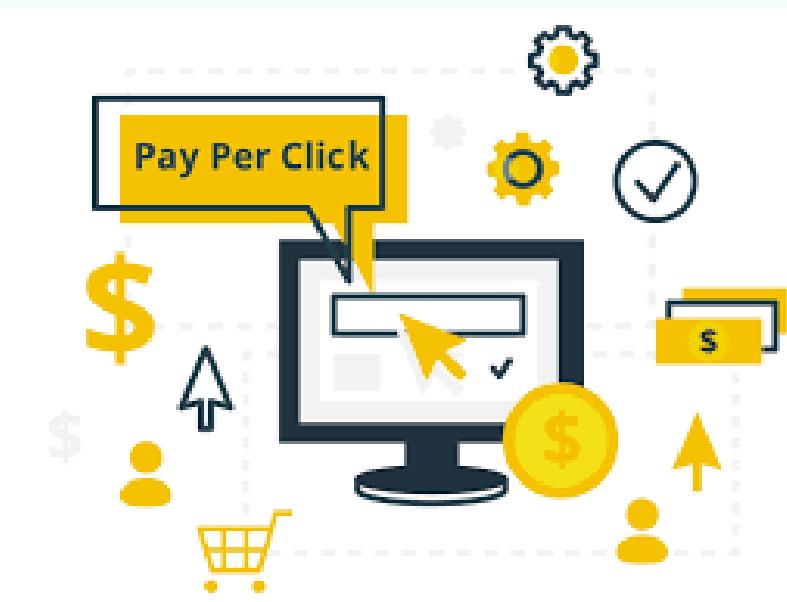
Social Media Ads

- Whether it's Facebook, Twitter, or YouTube, marketing messages are everywhere on social media platforms.
- From Facebook ads to sponsored tweets and ads that pop up between YouTube videos, social media is an effective place for marketers to reach their audience because we spend so much time scrolling through our newsfeed, commenting, liking, and sharing.
- A newer form of social media advertising are sponsored filters on apps like Snapchat that tie in a fun component, like a taco face filter, with a sponsorship by Taco Bell.



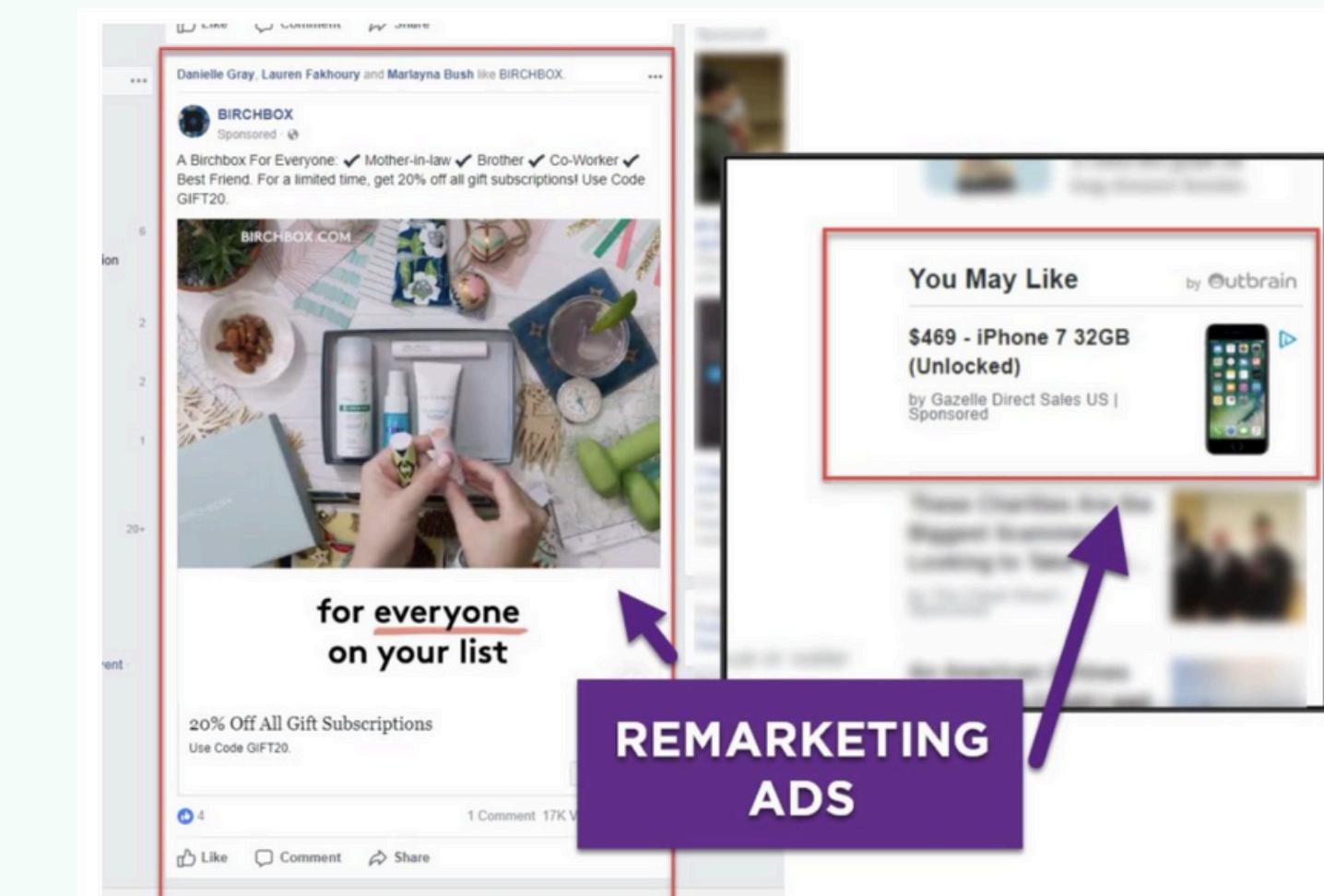
Pay per click

- Pay per click advertising is a new form of advertising online.
- In this case, a relevant text ad with a link to a company page is displayed when the user types in a specific phrase at search
- A series of text ads usually labelled as 'sponsored links' are displayed on the right-hand side of the search engines, pages.
- Unlike conventional advertising, an advertisers doesn't pay when the ad is displayed, they only pay when the ad is clicked on which then leads to a visit to the advertiser's website- that is why this is called` pay per click.
- Most clicks result in a visit to the site, although there may be a small attrition, that cannot be controlled but marketers have to be aware of it.
- Pay per click advertising is an excellent alternative for companies who have the financial resources and can make an investment in order to bring targeted traffic to their websites.
- Like SEO traffic, Google AdWords is considered targeted because people are actually typing in keyword phrases that are relevant to the products and services they are searching for before clicking on their advertisement. This can bring a flood of traffic to the online business very quickly, and this is an excellent choice as long as marketers are able to turn it into profit.

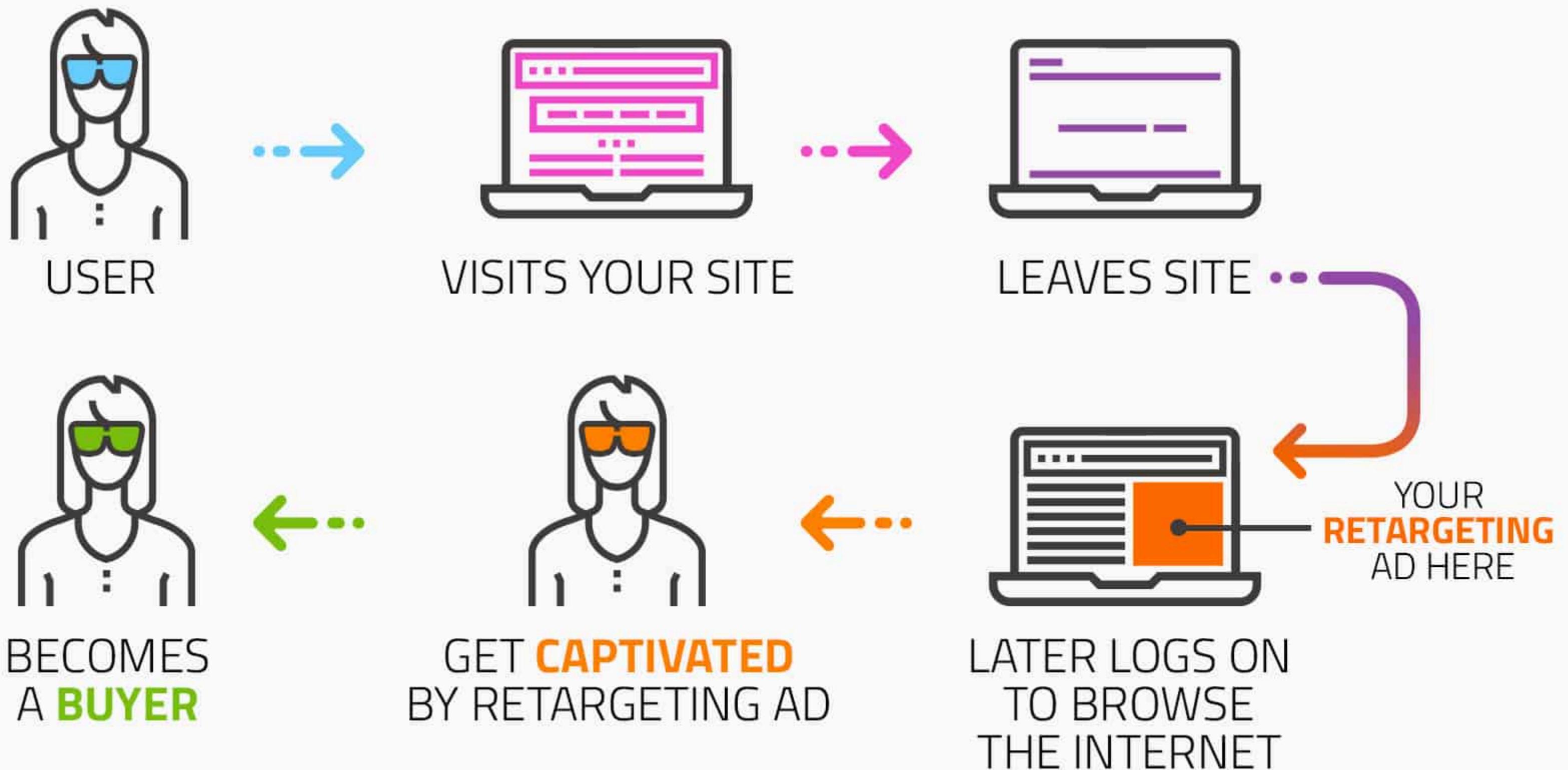


Retargeting ads

- Retargeting ads allow your business to show targeted ads to the users who visited your website and didn't complete a conversion – purchase an item, fill in a contact form, download a file, etc.
- Retargeting ads are served through third-party networks such as the Google Display Network and Facebook, which give you the opportunity to reach out your potential customers on a multitude of websites.



WHAT IS RETARGETING?





05

Content Marketing

- Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.
- It is the process of planning, creating, distributing, sharing, and publishing content via channels such as social media, blogs, websites, podcasts, apps, press releases, print publications, and more.
- The goal is to reach your target audience and increase brand awareness, sales, improving search engine rankings and generating audience interest, engagement, and loyalty.
- Businesses use content marketing to nurture leads and enable sales by using site analytics, keyword research and targeted strategy recommendations.

Why is content marketing important?

- Educate your leads and prospects about the products and services you offer
- Boost conversions
- Build relationships between your customers and business that result in increased loyalty
- Show your audience how your products and services solve their challenges
- Create a sense of community around your brand

Types of Content Marketing

1. Social Media Content Marketing

With over [3.6 billion global social media users](#), it's easy to understand why so many businesses invest in [social media marketing](#). There are a number of platforms (e.g. Facebook, Instagram, Pinterest, LinkedIn, Snapchat) to work with and several ways you can create and share content on each of them (e.g. photos, live videos, pre-recorded videos, stories).

2. Infographic Content Marketing

[Infographics](#) display content, information, and data in an easy-to-understand, graphic format. With a mix of simple wording, short statements, and clear images, infographics are a great way to effectively communicate your content. They work well if you're trying to distill an educational and/ or complex topic down so all audience members can understand it.

3. Blog Content Marketing

[Blogs are a powerful type of inbound content](#) and allow for a lot of creativity in terms of their purpose and topic. With a blog, you can do things like promote other internal and external content and blog articles via links, add social share buttons, and incorporate product information.

Types of Content Marketing

4. Podcast Content Marketing

A 2020 survey found that 49% of 12-to-32-year-olds in the U.S. had [**listened to a podcast within the last month**](#), with an average of six listening hours a week. For this reason, many businesses and media outlets have begun creating and sharing their own podcasts. Podcasts allow for a lot of creativity as they can be about any topic of choice. Additionally, you determine other factors related to the podcast such as cadence of episodes, who's on the podcast, where you advertise the podcast, and how long episodes are.

5. Video Content Marketing

According to Wyzowl research, [**69% of consumers**](#) say they prefer to learn about a brand's product or service through video. Additionally, [**video marketing**](#) can boost conversions, improve ROI, and help you build relationships with audience members. You may choose to share your video content on social media platforms, landing pages, or on a [**co-marketer's**](#) website.

6. Paid Ad Content Marketing

[**Paid ads**](#) can help you reach a broad audience and allow you to position yourself in all of the places you want to be seen — paid ads are especially beneficial when paired with inbound marketing. There are many places you can share paid ads including on social media, landing pages, banners, and sponsored content.



06

Need of Digital Marketing for an e-commerce Business

NEED OF DIGITAL MARKETING FOR E-COM BUSINESS

➤ Strategize with The Valuable Data and Analytics

- In the age of information, marketers can analyze the traffic towards the digital media and gathered the information to make the proper plan for creating new marketing strategies.

➤ Content Performance and Lead Generation

- For getting and achieving the specific goals, every business has their relevant and accurate content. This will help the business to generate the lead on social media, by considering the informative and relevant content for the advertising purpose.

➤ Improved Conversion Rates

- Digital marketing always build the path for better and efficient interaction with the business targeted audience and take rapid action which will help in conversion of the lead in very effective way.

NEED OF DIGITAL MARKETING FOR E-COM BUSINESS

➤ Cost Effective than Traditional Marketing

- If any organization or company wants to promote their brand in less cost, then for those we have digital marketing.

➤ Higher Revenue Generations

- Digital marketing is vastly used by many companies for better revenue growth. Higher conversion rates can also provide the beneficiary aspects for your business.

➤ Higher ROI from Campaigns

- Digital marketing helps to generate the better cost-per-lead. Business owners can earn a better return on their marketing investment

➤ Compete with Large Corporations

- Digital marketing can help to increase the business and work for the growth even a startup or a small or medium scale business.

NEED OF DIGITAL MARKETING FOR E-COM BUSINESS

➤ Get Prepared for the “Internet of Things”

- In today's time people are becoming techno savvy, it would be a good to promote business through the digital platform to connect with target customers at any time anywhere in an effective way.

➤ Earn People’s Trust and Build Brand Reputation

- Digital marketing can help to build the trust and provide their ordered on accurate and specific time that will help the customers in a convincing way.

➤ Ensure Online Business Survival

- Digital marketers can implement the innovative ways to attract the customers. Marketers can take necessary steps for the betterment and success of their business.

NEED OF DIGITAL MARKETING FOR E-COM BUSINESS

➤ Know All About Your Competitors

- One Thinker say – “Keep your friends close and your enemies closer.” Digital marketing always have competitive analysis. When we are engaged with the digital marketing, we can always ask the experts to look into the competitor's business strategies online.
- **Real Time Results**
- Digital marketing helps you to know how effective your approach has been. By understanding the actual working you will take necessary steps to improvised the results.
- **Improve Your Outreach**
- Digital marketing is the best medium to connect any consumer worldwide. By



07

Search Engine Optimization (SEO)

Search Engine Optimization (SEO)

- SEO is the process of taking steps to help a website or piece of content rank higher on Search Engines.
- The key difference between SEO and paid advertising is that SEO involves “organic” ranking, which means **you don’t pay to be in that space**.
- To make it a bit simpler, search engine optimization means taking a piece of online content and optimizing it so search engines like Google show it towards the top of the page when someone searches for something.
- Look at it this way. When someone types “Veg Biryani” into Google, they’re likely looking for a recipe, ingredients, and instructions on how to make it. If you wrote an article about making *Veg Biryani*, you’d want people to find your recipe. For anyone to find it, you need to rank above all the other websites with recipes for *Veg Biryani*. It’s not easy, but that’s what SEO marketing is all about.

Search Engine Optimization

- SEO uses **ORGANIC** tactics to gain visibility in Search Engine Ranking Pages(SERP).
- Brands don't pay for placement on SERPs
- Focus is to increase the search ranking and get the content near the top of SERPs
- SEO techniques are grouped into 3 categories:
 1. **On-page SEO**
 2. **Technical SEO**
 3. **Off-page SEO**

On-Page SEO –

- Optimize each individual page of a website to target a specific keyword and appeal to search engines
- Helps search engines understand the content present on a page.
- It includes keyword research, content creation, and keyword optimization.

Off-Page SEO –

- Builds a website's reputation and authority by connecting it to other high-quality websites.
- When many websites link to a brand's website, it shows search engines that the brand's website is trustworthy, reliable, and reputable, which increases its search rankings.
- It includes link building (acquiring high-quality backlinks), managing local listings and directory profiles.

Technical SEO –

- Optimizes the non-content elements of a website and the website to improve its backend structure.
- Technical SEO improves both user and search crawler experience, which leads to higher search rankings.
- It focuses on site speed, mobile friendliness, indexing, crawlability, site architecture, structured data, and security.

SEO uses ORGANIC tactics to gain visibility in SERPs.
SEO includes hundreds of tactics. They are often grouped into three categories.



Tools for SEO

- ✓ **Keyword Density Checker** - Check your keywords density on your web page by using this tool.
- ✓ **Keyword Suggestion Tool** - A tool from Google which suggest you various keywords when you type a word.
- ✓ **HTML/XHTML Validate** - Check if your site is compliance to W3C standard or not.
- ✓ **On-Page SEO Audits** - find out if your pages are well optimized and compare your performance against leading competitors.
- ✓ **Competitive Research Tools** - see what keywords your competitors are targeting.
- ✓ **Google algorithm updates**- highlights of major Google updates

08

Search Engine Marketing (SEM)

Search Engine Marketing (SEM)

- Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.
- SEM is one of the most effective ways to grow your business in an increasingly competitive marketplace.

SEM vs SEO

SEM	SEO
search marketing, a system where businesses pay for clicks.	clicks; rather, they earn a free spot in the search results by optimizing their website.
SEM is a high-level term that includes SEO.	website in order to rank in the organic, non-paid search results.

The Foundation of Search Engine Marketing

- **Keywords**

- Keywords are the foundation of search engine marketing. As users enter keywords (as part of search queries) into search engines to find what they're looking for, it should come as little surprise that keywords form the basis of search engine marketing as an advertising strategy.

Importance of SEM

- With an increasing number of consumers researching and shopping for products online, search engine marketing has become a crucial online marketing strategy for increasing a company's reach.
- In search engine marketing, advertisers only pay for impressions that result in visitors, making it an efficient way for a company to spend its marketing dollars.
- Search marketing reaches consumers at exactly the right time: when they are open to new information.



09

Marketing (SMM)

Social Media Marketing (SMM)

- The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services.
- Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone.
- Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts.

Fundamentals of Social Media Marketing

SOCIAL MEDIA MARKETING FUNDAMENTALS

PROFILE OPTIMIZATION

Accurate, complete, active, links to website and has CTA.

POSTING

Useful, entertaining, relevant posts, photos, videos, lives, stories.

ENGAGING

Like, share, comment, and follow customers, followers, influencers.

ADVERTISING

Paid methods of reaching targeted audiences.

MEASURING

Use platform and website analytics to see what's working.

Key Aspects of SMM Strategy

1. **Knowledge of your audience:** What platforms they use, when they go on them and why, what content they like, who else they're following, and more.
2. **Brand identity:** What is the message you want to convey to your audience? How do you want them to feel when viewing your content?
3. **Content strategy:** While there is a level of spontaneity on social, you'll need a structured content strategy to be able to have a consistent voice and produce quality content regularly.
4. **Analytics:** Quantifiable insights will inform your strategy, including who you're reaching, the right content to share, the best times to post, and more.
5. **Regular activity:** Social media is a real-time platform. If you want to use it to grow your business, you need to post regularly, stay on top of engagements with your business, engage back, keep up with trends, and maintain accurate profiles.
6. **Inbound approach:** Don't use social media to pitch your business. Focus on adding value through useful and interesting content and building up those around you.

Social Media Marketing Platforms

1. Facebook

- Industry impact: B2C
- **Best for:** Brand awareness; advertising

Facebook is the largest social media platform and the most established. Since its launch in 2004, it has become an invaluable tool for B2C businesses, offering advanced advertising tools as well as organic opportunities.

2. Instagram

- Industry impact: B2C
- **Best for:** High-quality images and videos; user-generated content; advertising

Today, users can discover brands, browse their products and/or service, and complete a purchase without ever leaving the app – making Instagram a hard platform to beat.

3. Twitter

- Industry impact: B2B and B2C
- **Best for:** Public relations; customer service; community building

While Instagram focuses on visuals, Twitter focuses on words. Since the early days of 140-character Tweets, the platform has now expanded to include an audio tool called [Twitter Spaces](#), a community-building tool called [Twitter Communities](#), and [Twitter Moments](#) to share interesting content with your followers.

4. LinkedIn

- Industry impact: B2B
- **Best for:** B2B relationships, business development, and social selling

LinkedIn is Facebook's professional cousin. It's perhaps the only platform where its audience is clearly defined: Working professionals looking to network and seek out new opportunities.

That makes it the ideal platform for B2B companies looking to identify key decision-makers and build an industry-specific community.

5. YouTube

- Industry impact: B2C and B2B
- **Best for:** Brand awareness; long-form entertainment, and how-to videos

According to [HootSuite](#), YouTube is the second most visited website in the world. In addition, marketers name it the best platform to build community.

In addition to being an incredibly popular platform, its users also tend to stay longer on it because it features mostly long-form content – making it an ideal platform to share educational content.

6. Snapchat

- Industry impact: B2C
- **Best for:** Brand awareness; advertising

When Snapchat came out in 2011, leading the charge in ephemeral content. It introduced content that you could share with your friends and that would expire after 24 hours.

The platform peaked in 2015 and has held strong since then. Many thought the brand would disappear once Instagram introduced Stories, the same feature with a different name. However, Snapchat continues to be popular among young adults.

7. Pinterest

- Industry impact: B2C
- **Best for:** Visual advertising; inspiration

Think of [Pinterest](#) like a visual storyboard that allows users to get inspiration for everything from fashion to home decor.

[85% of Pinners](#) say Pinterest is where they go to start a new project. In addition, 80% of weekly Pinners say they've discovered a new brand or product on the platform. So, not only is it a great discovery tool but it's also a way for brands to build their narrative through visual stories.

Social Media Marketing Strategy

1. Research your buyer personas and audience.

- are so you can target their needs and interests appropriately.

2. Determine which social platforms you'll market on.

- It's important to be where your audience of potential customers is today, and where they might be tomorrow

3. Establish your most important metrics and KPIs.

- focusing on the social media metrics that matter such as Reach, Clicks, Engagement, Hashtag performance, Organic and paid likes, Sentiment.

Social Media Marketing Strategy

1. Get to know your competition.

- A competitive analysis will help you set social media targets of your own. It will also help you spot opportunities.

2. Create unique and engaging content.

- you must have engaging social media content that stands out and provides viewers with a reason to click that "Follow" button and interact with your brand.

3. Organize a schedule for your posts.

- you should only post on social when you have quality content to share. Meaning, there's a reason you're posting the content. This is how you'll strike the right balance when it comes to your posting frequency.

Advantages of SMM

- Humanize your business
- Drive traffic
- Generate leads and customers
- Increase brand awareness
- Build relationships

Disadvantages of SMM

- Negative feedback and business risk.
- Low return on investment.
- Expensive and Time consuming.
- Constant user engagement.
- Security risks.
- Doesn't work for all age groups.
- Vulnerability to misinformation.



10

Web Analytics

Web Analytics

- Web analytics is the process of analyzing the behavior of visitors to a website.
- This involves tracking, reviewing and reporting data to measure web activity, including the use of a website and its components, such as webpages, images and videos.
- Web analytics enables a business to retain customers, attract more visitors and increase the dollar volume each customer spends.
- The objective of web analytics is to serve as a business metric for promoting specific products to the customers who are most likely to buy them and to determine which products a specific customer is most likely to purchase.

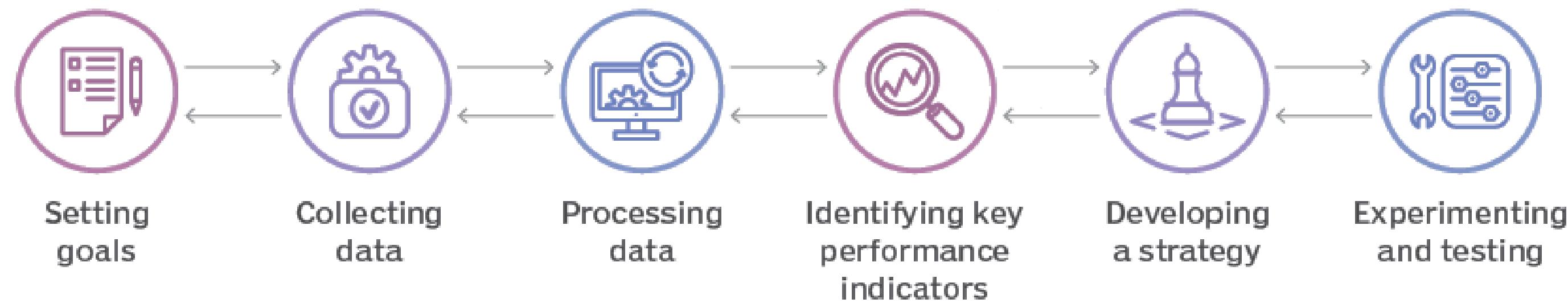
How web analytics work

- Most analytics tools ‘tag’ their web pages by inserting a snippet of JavaScript in the web page’s code.
- Using this tag, the analytics tool counts each time the page gets a visitor or a click on a link. The tag can also gather other information like device, browser and geographic location (via IP address).
- Web analytics services may also use cookies to track individual sessions and to determine repeat visits from the same browser.
- Since some users delete cookies, and browsers have various restrictions around code snippets, no analytics platform can claim full accuracy of their data and different tools sometimes produce slightly different results.

Categories of Web Analytics

- Off-site web analytics
 - The term off-site web analytics refers to the practice of **monitoring visitor activity outside of an organization's website to measure potential audience**. Off-site web analytics provides an industrywide analysis that gives insight into how a business is performing in comparison to competitors. It refers to the type of analytics that focuses on data collected from across the web, such as social media, search engines and forums.
- On-site web analytics
 - On-site web analytics refers to a narrower focus that uses analytics to **track the activity of visitors to a specific site to see how the site is performing**. The data gathered is usually more relevant to a site's owner and can include details on site engagement, such as what content is most popular. Two technological approaches to on-site web analytics include log file analysis and page tagging.

Essential web analytics steps



Web Analytics Process

The web analytics process involves the following steps:

- 1. Setting goals** – determine goals and the end results to achieve. These goals can include increased sales, customer satisfaction and brand awareness.
- 2. Collecting data** – collection and storage of data. Businesses can collect data directly from a website or web analytics tool, such as Google Analytics. The data mainly comes from requests, network/application log files, etc..
- 3. Processing data** – Converting the collected data into actionable information.
- 4. Identifying key performance indicators (KPIs)** – KPI is a quantifiable measure to monitor and analyze user behavior on a website. Examples include bounce rates, unique users, user sessions and on-site search queries.
- 5. Developing a strategy** – involves implementing insights to formulate strategies that align with an organization's goals.
- 6. Experimenting and testing.** Businesses need to experiment with different strategies in order to find the one that yields the best results.

What to measure in Web Analytics?

- **Engagement Rate** – It shows how long a person stays on your web page. What all pages he surfs. To make your web pages more engaging, include informative content, visuals, fonts and bullets.
- **Page Load Time** – More is the load time; the more is bounce rate. Tracking page load time is equally important.
- **Behavior** – Behavior lets you know page views and time spent on website. You can find out how customer behaves once he is on your website.
- **Bounce Rate** – If a person leaves your website within a span of 30 sec, it is considered as a bounce. The rate at which users spin back is called the bounce rate.
- **Visitor Flow** – It gives you a clear picture of pages visited and the sequence of the same. Understanding users' path may help you in re-navigation in order to give customer a hassle-free navigation.
- **Event Tracking** – It allows you to track other activities on your website. For example, you can track downloads and sign-ups through event tracking.

Why use Web Analytics?

Analytics can help in the following ways:

- Determine the likelihood that a given customer will repurchase a product after purchasing it in the past.
- Personalize the site to customers who visit it repeatedly.
- Monitor the amount of money individual customers or specific groups of customers spend.
- Observe the geographic regions from which the most and the least customers visit the site and purchase specific products.
- Predict which products customers are most and least likely to buy in the future.

Web analytics tools

- **Google Analytics** is a web analytics platform that monitors website traffic, behaviors and conversions. The platform tracks page views, unique visitors, bounce rates, referral Uniform Resource Locators, average time on-site, page abandonment, new vs. returning visitors and demographic data.
- **Optimizely** is a customer experience and A/B testing platform that helps businesses test and optimize their online experiences and marketing efforts, including conversion rate optimization.
- **Kissmetrics** is a customer analytics platform that gathers website data and presents it in an easy-to-read format. The platform also serves as a customer intelligence tool, as it enables businesses to dive deeper into customer behavior and use this information to enhance their website and marketing campaigns.
- **Crazy Egg** is a tool that tracks where customers click on a page. This information can help organizations understand how visitors interact with content and why they leave the site. The tool tracks visitors, heatmaps and user session recordings.

THANK YOU