

# UNIT 1

## Principles and Drivers of Digital Marketing:

In traditional days, business people marketed/promoted their products or services through TV, radio, newspaper, billboard, and print ads. For a few years, the number of mobile users are increasing day by day. So we need to change our marketing principles according to trends in technology. Now marketing uses digital marketing specialists to promote their products/services in online advertising through mobile, computer, tablet, etc. Digital marketing means promoting products/services online to reach your potential customers.

### Principles of Digital Marketing:

#### 1. Find your target audience

Do your research on your target audience to find and know more about them. Viewing their demographics, interest, and their needs for your services divide them into small groups based on their interest. With this data/information, you can focus on where to focus to get more success with your online marketing. This is the most important step in digital marketing to create and run your online marketing effectively.

#### 2. Create excellent content

For any website content is essential and the heart of the website. Create simple and excellent for searchers and provide appropriate content for their searches. You can also post your quality content as a blog which helps to reach your customers and make them engage with your great content. People don't engage with your content if it is not relative or valuable.

#### 3. Optimize your website

Optimization is a very essential part of digital marketing. Optimize your website and write quality content for people not for search engines. After optimizing, submit your website to search engines and it will rank higher on the search engine result page. SEO increases your target audience through organic search and converts them into long-term customers.

#### 4. Social media

In digital marketing strategy, social media is also a very important and wider platform to find your target audience and make relationships. Use content or post regularly about your relative content on social media like Facebook, Twitter, etc. Reach more audiences and form relationships with your potential customers.

#### 5. Use Email marketing

Email marketing is used to connect and send emails to your customers regularly. Use an automated email sender tool to send mail automatically when someone subscribes

or uses your services. Create quality content or offers to engage your audience to open up an email and buy your product/services.

### **6. Mobile friendly**

Usage of mobile phones increases day by day, most people use mobile for searches and to get their needs met. Your website should also be mobile-friendly. If it is not mobile-responsive you will lose your potential customers. So websites need to optimize for mobile.

### **7. Track your competitors**

Keep track of what your competitors are doing which helps you to stay ahead of the competitors. Gather the information about what works for them and what doesn't work.

### **8. Keep your customer as repeat customers**

If your target customer purchases a product/ service from you, keep them as your long-term customer by providing excellent customer service. With customer satisfaction, you can retain them as your repeat or regular customers.

### **9. Stay updated**

Digital marketing changes constantly when technology changes. So it is very important to learn new techniques and approaches. Continuous development is important for your business for the continuous changes in technology.

## **Drivers of Digital Marketing:**

Consider the three key forces driving the new marketing realities.

### **Customer Behaviour Prediction:**

Customer behavior is the most important factor that was, is and will always be a prominent mystery with new locks to be opened by a key provided by time differently. Before the era of the internet, Only the Brick and Mortar retailers existed, no e-commerce was present. So customer base was very restricted, and also customers did not have a scope of exploring options. After Internet (Initial Stage), Still coming in terms to understand how to decipher this new invention for marketing purpose, so by and large the same case. After Internet (present stage), Fully explored scope. The customer is god now. Online retailers at benefit leveraging the technology and offline now starting to realize the fear of losing out.

### **Marketing Budgets:**

Marketing Budget, as we will see later, takes up a huge chunk of spending in a business strategy. It is easy to provide some amount periodically for this purpose, but difficult to assess the right field of investment. Though this is a really important force, it's so huge that it itself is governed by sub-factors like Economic balance of nation,

Changing technology, Business Size, Brass decisions, Historical overview Various studies have demonstrated it well as to how budget rules the roost in the marketing strategy of businesses.

### **Technology and the evergreen challenge of Competition:**

Competition will never fade in its element to exist as a major factor affecting any line of business. The competitive environment is a boon for the customer's pocket while a bane for the seller's. Its prominence in the field of decision making is so huge that it cannot be avoided now at any level, at any cost. The above landscape picture representation might look confusing to anyone as it contains over 4000 new technologies which at present make competition tougher in the marketplace.

Imagine how it might affect the budget and strategies of businesses. This is the recent quest to clinch the title in the war among businesses. Competition has taken a toll on the marketplace so much so that imitation is the new villain here. One could find overlapping of campaigning strategies in electronics, media entertainment, apparels and many more sectors.

### **Digital Media Industry:**

Digital media is information shared through a digital device or screen. Essentially, it's any form of media that relies on an electronic device for its creation, distribution, viewing, and storage. Companies often use this media to advertise their businesses and brands. In fact, a majority of modern marketing involves some form of digital content to create and display advertisements—including social media posts, video advertisements, and blogs or research articles.

The Indian Media Industry is said to be at a digital crossroads today. The medium has almost spread to all the industries and traditional methods of marketing (TV, Print, radio, OOH, etc.) are being challenged by digitization.

The below are few reasons why digital media has evolved massively in environment.

#### **Trust Factor:**

The early apprehensions in the digital medium have now faded away and people have started trusting the information on the internet and have adopted e-commerce in a big way. People now shop for clothes, groceries, furniture, etc. through the internet and a considerable number of people have even adopted online and mobile banking.

#### **Communication revolution:**

Majority of Indians now have at least a low-cost Smartphone, which has increased the

penetration of high-speed internet exponentially. This factor has revolutionized the market for both consumers and as well as marketers. The number of internet users in India was 481 Million in December 2017, which give a huge opportunity to serve a large and growing population.

### **Adoption of Digital marketing by companies:**

All the top corporate in India have already either developed or are in the process of developing an integrated digital strategy for themselves. Traditional methods of marketing are no longer seen as sufficient and the dependence on digital marketing is expected to become even greater in the times to come. In fact, on the global level, 2021 is expected to be the year in which Digital marketing will out-do traditional methods of marketing.

### **Digital Marketing, Cheaper than traditional methods:**

Cost-effectiveness is one thing that makes digital marketing very popular today. TV & Print ads cost a lot, but online advertising, on the other hand, is something that even start-ups can afford.

Although Digital Marketing is growing leaps and bounds, there is still a lot of scopes for the industry to grow. And with demography on its side and zeal for entrepreneurship and innovation, India has a bright digital future.

## **Reaching audience through digital channels?**

One of the biggest pain points that you face as a marketer is reaching your target audience effectively. In fact, the main goal of digital marketing is to convey the right message to the right people. And to do that right, you need to learn how to reach your target market effectively.

If you market your product to the wrong set of people, you'll end up wasting your time and money. You need to figure out a way to reach your target audience to market your products. Here are the steps you need to take to reach your target audience more effectively.

### **Step 1: Define Your Target Audience**

To reach your target audience, you must first define your target audience. And, for this, you need to understand your customers.

You can do this by building a consumer persona. A customer or buyer persona is a generalized representation of how your ideal buyers would be like.

You list their demographic and psychographic attributes and preferences to gain a better understanding of your target audience.

Then you can market your brand and products only to those who are most likely to be

genuinely interested in them. This means that there will be higher chances of getting leads and conversions. This will help you increase revenue by investing less.

## **Step 2: Create Useful and Relevant Content**

The best way to reach your target audience is by providing them with useful and relevant content. Writing about topics that are of interest to your intended audience is a sure shot way of grabbing their attention.

The more targeted and relevant your content marketing is, the easier it will be for you to reach your target audience and engage them.

Content marketing plays a major role in helping you generate leads and conversions. It can be implemented in various ways to get your desired results.

- ✓ **Video marketing** – Videos are highly engaging and interactive in nature. A good quality video can catch the attention of the viewer easily.
- ✓ **Blog posts and articles** – Written content may not work as well as videos and images, but it still helps you get the attention of your audience. Just make sure that you write about topics that are of interest to your target audience and are useful to them.
- ✓ **Social media content** – You can connect with your target audience through social media platforms as well. Through a combination of images, videos, and text, you can engage and reach them more efficiently.

## **Step 3: Leverage Influencers**

Influencer marketing has quickly become the go-to marketing style for digital marketers. You can utilize the power of social media influencers to reach your target audience more effectively. In this form of marketing, you partner with influencers to market your brand to their audiences.

Influencer marketing is a very effective marketing technique that can help you attain numerous marketing goals. A well-managed and executed influencer marketing campaign can help your brand reach out to more people. You can extend your reach, generate leads, and drive sales without breaking the bank.

## **Step 4: Use Targeted Advertising**

You can reach your target audience more effectively by using targeted advertising. Whether it is Google ads or social media ads, they all provide advanced targeting options to help you reach your target audience. You can target the ads based on demographics, location, and interests of your audience.

This will make sure that your ads are only displayed to those who are likely to show interest in your brand. This means you don't need to spend a fortune on ads to reach

your target audience who are more likely to convert than anyone else.

Facebook, for instance, gives you access to multiple targeting tools that will help you create and run ads. They even offer analytics so that you can further optimize your advertising campaigns. Other social media platforms like Instagram and Twitter also have their own advertising tools.

### **Step 5: Referral Marketing**

Many businesses use a referral system to expand their reach and generate leads. A referral system can help you harness the power of your own customer base to expand your reach. You can give a referral code to your customers and incentivize them to share it with others. This way, you can reach your target audience quickly and with lower investment.

You can, of course, play around with your incentives. You could offer a discount to your new user and the referrer or could even give them a special offer. This not only incentivizes the new customer but also the referrer to make a purchase from you again.

### **Step 6: Reach Your Target Audience on Social Media via Hashtags**

With people spending more time on social media platforms, you can't ignore the importance of them to reach your target audience. However, to target people who might be interested in your brand, you need to use hashtags.

Relevant, industry-specific hashtags can help you broaden the reach of your social media content. And, it will help make sure it's displayed to people who might actually be interested in it.

## **Traditional and digital marketing:**

Traditional marketing includes any form of marketing that doesn't take place online.

Digital marketing, on the other hand, is every form of marketing that takes place online.

Specifically, Traditional marketing includes:

- ✓ Print (magazines, newspapers)
- ✓ Broadcast (television, radio)
- ✓ Direct mail
- ✓ Telemarketing
- ✓ Digital marketing includes:
  - ✓ SEO
  - ✓ PPC
  - ✓ Content marketing
  - ✓ Email marketing
  - ✓ Social media marketing

Although they're different, traditional and digital marketing don't have to be enemies. Both of them have their own distinct advantages that can help you get more for your marketing dollar.

### **Advantages of traditional marketing**

Traditional marketing works because it has its roots in — well — tradition, for lack of a better word. These marketing strategies all revolve around media that's existed for decades, if not centuries, so they're all tried-and-true methods of growing your business.

For the most part, they're built on brand awareness and product promotion on a massive scale. They may be a little expensive, but traditional marketing has its advantages:

- ✓ Active customer acquisition
- ✓ Accessibility
- ✓ Proven effectiveness
- ✓ Huge potential audience

### **Advantages of digital marketing**

Digital marketing is functionally different from traditional methods.

Digital marketing focuses on highly-targeted, results-driven marketing that lets you advertise exclusively to people in your niche. Digital marketing for environmental testing companies, for example, can reach its target audience easily.

It's narrow, laser-accurate, and — most importantly — affordable. You might not get the same reach as traditional methods, but you'll only reach out to people who are interested in becoming your customers.

The biggest advantages of digital marketing include:

- ✓ Passive customer acquisition
- ✓ Affordability
- ✓ Adaptability
- ✓ Niche

On top of all of this, Internet use is rapidly increasing, and it's slated to continue increasing for years to come. That means you already have a large audience already online — and it's probably going to get bigger. A bigger audience means more business, and that means more growth.

### **Advantage of using both:**

Diversity. If you can afford it, using traditional and digital marketing at the same time has the potential to yield some *insane* results for your business.

Customer acquisition, reputation management, brand recognition — it's all there when

you use every marketing strategy you have at your disposal. And when you build a strategy that allows them to work together, the benefits can be huge. Think about your marketing strategy like a stock portfolio — it's best to invest in a variety of marketing strategies so you can maximize gains and minimize losses.

If one strategy works really well, then you just make that much more money. Diversifying your marketing strategies is great for long-term growth. Short of some marketing catastrophe where every medium fails, you'll almost always continue moving forward.

## **Introduction to Online Marketing Environment:**

Online marketing is advertising and marketing the products or services of a business over Internet. Online marketing is also termed as Internet marketing, Web marketing etc.

Online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps.

### **Difference between Traditional and Online Marketing:**

<b>Traditional Marketing</b>	<b>Online Marketing</b>
It is difficult to measure. You cannot know how many people read your advertise and how many took favourable action upon viewing it.	It is measurable. You can know the number of people who viewed the online advertise, and the number of ones who purchased the product.
It is not cost-effective.	It is more cost-effective.
It is not so good for brand building.	It is fast and efficient for brand building.
In some way, it interrupts regular activities of users such as television advertises interrupt the program you are watching, billboards divert focus of the driver, etc.	It is not interrupting. The user can attend online advertises as per his/her convenience and preferences.
It may leave users' queries unanswered as printing or narrating complete information about the product or service may not be always feasible.	It can provide maximum information about the product or service, offers, and transactions.

### **Components of Online Marketing**

Online marketing has various components as shown in the illustration below –





### **Market Research**

Business organizations need to set clear objectives and strong market understanding. To research the market, you can –

- ✓ Review your website traffic.
- ✓ Review the Ad conversion rates.
- ✓ Review the queries asked by your existing customers.

Identify the customers' pain points that they post on various platforms such as yahoo answers, blogs, social media, and other sites.

Anticipate and compile a list of Frequently Asked Questions (FAQs) with their clear answers and align them to customers' pain points.

### **SEO Friendly Website**

Mapping the right keywords around the users' pain points in a hierarchical manner makes an effective website. You need to categorize the keywords in a thematic order and then link the respective articles to the keywords. This makes the website easy maintain.

### **Web Analytics**

The ultimate goal of analytics is to identify actionable insights on monthly basis which can help to make favourable changes to the website gradually. This in turn ultimately leads to strong profits in long term.

### **Online Advertising**

It is placing crisp, simple, and tempting Ads on the websites to attract the viewers' attention and developing viewers' interest in the product or service.

### **Mobile Advertising**

It is creating awareness about the business and promoting it on smart phones that

people carry with them inseparably.

### **Search Engine Optimization (SEO)**

It is the activity of optimizing web pages or complete website in order to make them search engine friendly, thus getting higher position in the search results. It contributes to overall rankings of the keywords through influencing factors such as appropriate titles, Meta descriptions, website speed, links, etc.

### **Social Media Marketing**

It includes creating profiles of your brand on social media platforms such as Google Plus, LinkedIn, Pinterest, Twitter, Facebook, etc. It assures that you remain connected to the existing or potential customers, build awareness about the products and services, create interest in and desire to buy your product, and interact with the customers on their own terms and convenience.

### **Email Marketing**

You can interact with the customers to answer their queries using automatic responders and enhance the customer experience with your website.

You can offer the options such as signing-in to subscribe to your newsletter. You can make the emails catchy and crisp, so that they don't make recipients annoyed. Also, you can use selected best words in the subject line to boost the open rate.

### **Content Marketing**

It includes creation and sharing of media and publishing the content in order to acquire and retain customers.

### **Blogs**

Blogs are web pages created by an individual or a group of individuals. They are updated on a regular basis. You can write blogs for business promotion.

## **Dot Com Evolution:**

The 'technology driven transformation' can be broken into three eras. This note attempts to bring out the core characteristics of each era as I see them and hazard my speculation on what lies ahead on the technology canvas.

### **1. Dot Com Era: Late 1990s to mid-2000s**

This era coincided with the spread of internet across the globe. A lot of software companies mushroomed delivering basic websites and rudimentary customer facing capabilities for their clients. Many of the early e-commerce companies folded during the great 'dot com bubble burst'. Some reasons for the rampant failure were –

Internet penetration was still confined to urban population. Moreover, the mobile internet access was in its nascent stage thereby shrinking the market size.

Most companies did not think end-to-end, supply chains were under-developed and costly, hampering the scale up and destroying customer value proposition.

## **2. Digital Social Era: Early 2000s till now**

This era was characterized by two mega trends that swept all walks of life namely, “digital ubiquity” and “social media”. Technology became omnipresent with sharply reducing device and internet access costs. The birth of Facebook, WhatsApp, Twitter and the likes created one giant hyper-connected world. This was also the era of “mobile apps”.

However, they did not make profits! Most of the e-commerce and ‘uberized’ digital companies make losses. Here are the reasons.

Both the types of companies focused heavily on acquiring large number of customers – at any cost! As the ownership of the company exchanged hands between VCs & PEs, the valuation became the only game and the number of customers certainly impacted valuation.

## **3. New Era of Hybrid Collaborative Models: The Future of digital economy**

UPI, digital wallets and Google Pay have made cashless payments between individuals and entities convenient, secure and real time. The entry of small & micro vendors (vegetable sellers, traders, door delivery vendors and the likes) and service providers (electricians, plumbers, painters, drivers, maids etc.) in the mobile commerce world has completed the missing piece in the digital business models. We are at the cusp of yet another digital transformation, an era of efficiency, speed and even better value to consumers. Below are some of the interesting possibilities the new era will usher in.

Undeniably, the rules of the digital commerce game are set to change! Traditional brands will need to reinvent themselves and craft a business model for themselves, otherwise, they are making themselves vulnerable for disruption that can come from very unlikely sources!

## **Digital Relationship management (Internet Relationships):**

With the advent of the internet and big data analysis, organizations have been able to use relationship marketing and database mining as a powerful marketing tool. This combination of the internet, technology and relationship marketing is referred to as customer relationship management.

Customer relationship marketing uses direct marketing, relationship marketing and database mining to create useful customer relationship marketing strategy. Direct marketing serves to deliver product communication as well as the product themselves to individual consumers.

### **Concept of Relationship Marketing:**

The development of relationship marketing is closely associated with the way marketing has evolved. Organizations often, to achieve economies of scale restore to standardization and mass customization. The products were sold on the basis of interpersonal relationships. In the last couple of decades, with the increase in competition the focus has moved to differentiation. To achieve this differentiation it is important to understand consumer needs and requirements. Thus marketing moved from mass appeal to customer focused marketing.

The main focus of relationship marketing is to retain customers and make them frequent buyer. The existing customers are the main focus of relationship marketing. The reason for targeting existing customer base is that there is no customer acquisition cost, lesser extent, of discount or vouchers, reduced price sensitivity, increase probability of referral and assured revenue growth.

### **Electronic Customer Relationship Management**

The concept of developing strategies through usage of the internet and other digital platform for customer relationship management is called as electronic customer relationship management.

The activities likely to get covered in customer relationship management are:

- ✓ Website as a base for customer development.
- ✓ Customer contact integrity.
- ✓ Applying internet to upsell and cross-sell.
- ✓ Focus marketing.
- ✓ Online customer service.
- ✓ Great customer purchase experience.

### **Customer Lifecycle Management**

A customer lifecycle management from an organization perspective contains selection, acquisition, retention, and an extension of the customer.

**Selection:** at this stage organization defines customers for whom marketing strategies will be developed. This also includes developing marketing strategies for customer acquisition, retention and extension.

**Acquisition:** at this stage organization attempt to form relationships with new customers at minimal acquisition cost. This includes targeting high potential and value customers.

**Retention:** at this stage organization develops strategies to retain the existing set of customers. This includes identifying product offering based on customer profile.

**Extension:** as this stage organization develops strategies to improve buying behaviour of existing customers. This includes upsell, cross-sell, re-sell and lead generation.

## **Business In modern Economy:**

The “digital economy” refers to the revolutionary way the general public and businesses interact and engage in transactions online. As the internet began to rise in popularity, businesses turned to the online world as a way to achieve brand recognition and status within their industries. Consumers and businesses alike turned to the internet as a way to research products, make decisions, and purchase what they need while skipping out on face-to-face interactions.

### **Why the Digital Economy Matters**

It’s important for business owners to understand the convenience that consumers experience when a brand offers services, communication, and information completely online. Businesses that harness the power of the digital economy provide this convenience to potential customers and current clients, so they’re more likely to see growth and success.

With closer connectivity to the general public, the collection of big data, and additional ways to achieve sales and marketing goals, the digital economy has proven to be essential. This shift has also provided:

- ✓ Easier ways for businesses to interact with consumers.
- ✓ Pressure for businesses to innovate with new products and services.
- ✓ Time-saving and efficient procedures for customer service, interaction, and sales.

As the digital economy weaves itself into consumers’ lives, it also becomes the influencer of most businesses’ service, sales, and operations techniques and strategies.

### **Impact of the Digital Economy on E-Commerce Sites:**

With the growing digital economy, e-commerce retail and digital services have exploded into many industries. With the internet so widely available, it’s become a common channel that businesses rely on to market their brand, provide information, and engage in transactions.

### **Business Strategies and Processes**

With the continued growth of the digital economy, businesses have had to develop new strategies and processes that embrace the way consumers do research, interact with companies, and purchase goods and services. E-commerce businesses have been pushed to enhance their services and ensure they’re providing consumers with exactly what they’re looking for.

**Payment systems:** Businesses must embrace digital payment systems that focus on customer convenience. With subscription billing, customers are billed regularly for

ongoing services. The digital economy makes it easy for these customers to receive their product, ask for assistance, and pay their monthly subscription bill. Automatic billing and different payment options make it easier and more likely for customers to purchase goods and services online.

**Marketing campaigns:** Advertising on billboards may have been enough for businesses to gain exposure in the past. However, in the digital economy, these companies must focus on search engines, social media, email campaigns, and other online marketing strategies to reach customers where they are.

**Big data:** With more online engagement, businesses have the opportunity to collect big data on their clients, buying patterns, and engagement. With this data, businesses can improve their processes, better understand which products and services their clients are looking for, and provide an upgraded customer experience based on what they know.

**Machine learning:** Big data is effectively used through machine learning. With algorithms and automated processes analysing the data collected, businesses gain knowledge on how they can alter their current processes to attract more clients and keep current customers satisfied.

**Artificial intelligence (AI):** Chatbots, interactive online commerce platforms, and other forms of AI are also crucial in the growing digital economy. These advancements ensure visitors and online shoppers find what they're looking for and get the service they're expecting, even without human interaction.

## **How to Integrate E-commerce into Your Traditional Business Model?**

Times are changing fast, and digital times are transforming all means of business transactions. Whether you run a small business or a medium-sized business, integrating e-commerce is an important part of today's operations.

Traditional businesses are quickly realizing the value of integrating e-commerce in an age driven by digital technologies and shifting consumer behaviours. Adopting e-commerce can create new opportunities for expansion, client involvement, and revenue generation, regardless of whether you run a brick-and-mortar store, a service-based business, or a manufacturing operation.

### **Identify and Recognize Your Market Well**

Prior to entering the realm of e-commerce, it's critical to have a solid understanding of your target market. Examine the digital preferences and habits of your target audience. Do they typically visit your physical business, or do they already purchase online?

Your ability to properly adapt your e-commerce approach to their requirements and preferences will be aided by this knowledge.

### **Pick a Reliable E-Commerce Platform**

Every platform has a unique collection of capabilities, costing schemes, and customization possibilities. When making this decision, take into account your financial situation, technical proficiency, functionality, scalability, and the unique requirements of your company. Additionally advantageous is seeking advice from an e-commerce specialist.

### **Establish Specific Goals**

Establish your e-commerce integration goals. Do you want to grow your customer base, boost sales, enhance customer service, or organize your business's operations? Your e-commerce strategy will be guided by specific objectives, which will also help you gauge success.

### **Implement secure payment methods**

In e-commerce, security is crucial. To safeguard customer transactions, use trusted payment gateways and SSL certificates. To win over internet buyers' trust, be sure to explain your security precautions. Popular payment gateways like PayPal, Stripe, and Square can be used. Customer data and privacy protection should exist at all costs.

### **Streamline Inventory Management**

Both online and offline sales depend on effective inventory management. To keep an eye on stock levels, automate replenishing, and avoid overselling, use inventory management software. Make sure your offline and online inventory systems are in sync.

### **Have an Improved Shipping and Logistics**

Chalk out a plan for your e-commerce business's logistics and shipping. There are other options, including drop shipping, third-party logistics providers (3PLs), and internal fulfilment. Take into account aspects like shipping expenses, delivery times, and returns administration. Customer satisfaction can be raised by providing various delivery options and transparent shipping rules.

### **Create a User-Friendly Website**

Your online storefront is your e-commerce website. Make sure it's user-friendly, aesthetically pleasing, and simple to use. For a smooth user experience, responsive design, quick loading times, and mobile optimization are necessary.

### **Product Catalogue and Descriptions**

Transfer your current catalogue of goods and services to your e-commerce site. Each product listing should include top-notch photos, thorough descriptions, prices, and

availability details. Ensure that clients can easily find what they're looking for.

### **Online Promotion and Marketing**

To draw in customers, your e-commerce website needs to be promoted. Use digital marketing techniques including email marketing, social media marketing, pay-per-click advertising (PPC), and search engine optimization (SEO). Utilize the clientele you already have from your offline firm to promote your online store.

## **Online Marketing MIX:**

The 7 Ps' Digital marketing model expects all elements of a marketing mix to use of digital technologies for modern businesses. Understanding how different aspects of an online marketing mix connect to your organisation is vital for creating and executing a suitable digital marketing plan. Every business model has its own set of requirements; some can profit directly from fully online approaches, while others require a more hybrid approach to flourish.

### **Understanding Marketing Mix**

Marketing mix refers to the strategies used to meet consumer needs and effectively place our offering in their minds. It includes the 7Ps' (Product, Price, Place, and Promotion) as well as three extra aspects that help us address the issues of marketing services.

Employing the marketing mix framework for business and marketing operations results in strategies that are:

- ✓ Effective
- ✓ Vital in developing a company's strengths while reducing its shortcomings
- ✓ Helpful in increasing market competitiveness
- ✓ Supportive in boosting a company's flexibility and innovation

Here's what the 7 Ps' mean in the Digital Marketing world:

### **Product**

This refers to the company's output (whether it's a product, a service, or a combination of both) that is designed to answer the customer's primary demand. The task is to come up with the correct 'benefits package' to suit the need. Think beyond the product itself when upgrading the product offerings – guarantees, certifications, after-sales or online assistance, a user-friendly app, or media products like a video that enables the client to get more out of the product, can all add value and difference.



**Price**

This is the only part of the marketing mix that generates income; everything else is a cost. The price of a product that your customers pay is referred to as price in an internet marketing mix. Before prices are set, you must gather information on what clients are prepared to pay and determine the market value of a product or service. In the digital era, price comparison is simple, and the low-cost market is fiercely competitive

**Place**

The location and method by which you provide your clients with access to your items are referred to as “place” in the internet marketing mix. This is the ‘location’ where people can buy something. The product’s distribution and where it can be found (logistics, distribution channels, market coverage etc). When it comes to online marketing, you have a lot of possibilities for selling on a variety of platforms and ways. The optimal location for your consumer is one that is easy to access and practical for your target demographic. A company store, a third-party store, a website, social media pages, or a blog are all examples.

**Promotion**

Adopting online marketing communication tools to engage your intended audience is referred to as promotion in the online marketing mix. To engage and influence an audience, promotion involves the use of digital ads, media relations, direct engagement, and sales promotions. It’s all about sending out messages that elicit notice, attention, desire, or action. Personal selling with a sales staff is great for creating customer relationships and closing transactions, whilst branding is good for generating awareness and bagging new audiences.

**People**

The measurement and evaluation of interactions between a firm and its consumers, as well as interactions between workers and customers, is part of the marketing mix’s people aspect. When dealing with clients, a company’s employees are at the forefront. They communicate with consumers along their journey and serve as the organization’s “face” to the public. Their understanding of the company’s products and services, as well as their capacity to access relevant details and their regular behaviour and attitude, must all be improved. Those who handle the calls, emails, chat lines, and contact centres are a crucial part of the process in today’s digital environment.

**Process**

This refers to the manner in which the service is delivered, such as the series of pages or emails that must be completed in order to make a purchase. The process, as a marketing move in the online marketing mix, specifies the procedures and optimizations required for supplying digital stores and core experiences. You must

take into consideration the tasks required for a service to offer its users its primary experience. Identifying the stages of the user journey – from making an online inquiry to seeking knowledge and making a purchase – allows you to determine what processes are required to create a great experience for the customer.

### **Physical Evidence**

Physical evidence gives you a sense of how good a company's experience is. Facilities, interior designs, services, and post-purchase items are all examples of service experience. It talks about the physical feature of a customer's environment that they encounter during the decision-making and purchasing process. A great example of digital evidence is online brand awareness across multiple media.

## **Mobile Marketing**

Mobile marketing is any advertising or marketing campaign that promotes products or services through mobile devices. By connecting with customers through mobile devices, you can create a cohesive customer experience. Most people always have their phones with them, allowing you to connect with customers in real time. Mobile marketing is used to attract customers in an interactive and personalized way.

### **Types of Mobile Marketing**

Mobile marketing works by connecting with customers through their mobile devices encouraging them to interact with your brand. Here are some types of mobile marketing:

#### **In-App Marketing**

In-app marketing is marketing through mobile apps. In-app marketing can be either for your own brand or for other brands. For your own brand, In-App marketing refers to the use of banners, overlays, and inbox messaging to market your products to your app users. You can engage customers who are active users of your brand's app and guide their user experience in your app. For other brands, ads can be included on popular apps or your brand's app. The ads can be banners, a full page, or videos. In-app marketing also allows you to increase your customer base through advertisements on popular apps.

#### **Mobile Push Marketing**

Mobile push marketing sends marketing messages on mobile devices using push technology. It allows you to deliver relevant information to users even if they are not on your website or app. Mobile push notifications allow you to communicate with existing and potential customers in a simple and effective way.

#### **SMS Marketing**

SMS marketing is a marketing campaign via text message. You can send promotions, alerts, offers, and more to current and potential customers' phones. Text marketing campaigns can be successful because most people have their phones with them, and it is difficult to ignore push notifications.

### **Social Media Marketing**

Social media platforms typically have billions of users, making social media a great place to advertise and promote your business. Social media marketing allows you to make a more personal connection with consumers through Facebook ads, promoted tweets, pins on Pinterest.

### **Location-Based Marketing**

Location-based marketing allows you to target a customer on their mobile device based on their location. You can create specific marketing campaigns based on your customers' location, making the marketing campaign more relevant.

### **QR Code Marketing**

QR code marketing allows you to create a link to your website, download your app, review your business, or signup for your newsletter. Customers can scan the QR code with the camera on their smartphones and it is simple to use. QR code marketing allows you to engage more customers and can be used for almost any marketing purpose.

### **Advantages of Mobile Marketing**

Mobile marketing allows you to reach highly targeted customer segments and engage with them through relevant marketing campaigns. Advantages of mobile marketing include:

**Accessible and Immediate** – you can reach an audience from anywhere at any time, the fastest way to communicate with customers

**Global Audience** – people have mobile phones across the world, so you can reach who you choose

**Multiple Channels** – provides flexibility and opportunity to reach customers through websites, apps, text, social media, and more

**Personalization** – mobile devices are an extension of the user, so any information customers receive from their mobile devices will seem much more personal to the customer

**Viral Potential** – content is easily shared creating free exposure and the potential for your content to be shared everywhere

**Mobile marketing also has some disadvantages including:**

**Little Room for Error** – hard to fix any mistakes before they are seen by customers, potential for a negative first Potential for

**Bad User Experiences** – bad ads can also go viral, which can be detrimental to your business

**Navigation Issues** – different devices have different screen sizes making it difficult to standardize an image, some people may not want to or be able to go to your ad with their type of device

**Privacy and Permission** – people are concerned about privacy on their mobile devices, so consider how customers protect themselves online and offer ways to opt out of communications

**Constant Updates** – technology is continually updated, so you will constantly have to educate your team on how to use the latest updates and ensure your customers also know how to access your ad with new updates

## **Digital Signage**

### **What is Digital Signage?**

Digital signage, sometimes called electronic signage, refers to display technologies like LED walls (or video walls), projection and LCD monitors to vividly display webpages, videos, directions, restaurant menus, marketing messages or digital images.

Digital signage functions in different settings — public spaces, museums, sporting arenas, churches, academic buildings, retail stores, corporate spaces and restaurants — to offer wayfinding, messaging, marketing and outdoor advertising.

### **How we can use Digital Signage:**

#### **Promotions**

Digital signage displays are a great place to feature promotions for products, services, events and sales. Since multimedia screens use video and animation in addition to rotating graphics, advertisers can incorporate digital signage content featuring static ads, product demonstrations or video testimonials. Retail settings are one of the most common places where you'll see digital signage.

#### **Service Offerings**

While paper menus or fixed displays are still common, businesses can artistically list their service offerings on digital displays. With digital signage, restaurants, salons, spas, auto repair shops and fitness studios can offer rotating content and information on walls, windows or a dazzling digital screen.

#### **Inspirational Quotes**

Digital signage doesn't have to be an advertisement. You can inform, entertain and inspire your potential customers with content featuring famous quotes. With

inspirational quotes, you can make your digital signage more engaging — which will instantly lift your visitors' moods. Organizations such as gyms, health and wellness establishments and open offices can leverage inspirational quotes to boost productivity and create a welcoming environment.

### **Interactive Forms & Games**

Who said that digital screens should be restricted to the wall for displaying certain information only? Let users control and engage with them. With interactive digital signage, users can select content, play games and even subscribe to email newsletters. This way, you'll be able to collect key information (that you can use for your marketing) from guests.

### **Social Media Streams & News**

Bring the online world into the office with social media integrated digital signage. Sync the screens with your Facebook, Twitter and Instagram feeds and artistically curate hashtag mentions to propel your brand into the real world. Fans get an opportunity to see their contribution featured in real time, and your content becomes a welcome source of information.

### **Company Memos for Recognition**

Rather than sending emails or paper memos, you can share updates via digital screens mounted in employee areas including lounges and break-rooms. It's not only quick and efficient but improves communication and workplace morale. Compared to text-heavy documents, people tend to pay more attention to engaging, visual-based content. When paired with tools like Hoopla, sales teams can check their rankings on the big-screen regularly. When a deal is closed, everyone knows!

### **Calendars & Event Schedules**

Hotels, shopping malls, universities, offices, theme parks and healthcare facilities can leverage digital content to create calendars that share event or work schedules as well as upcoming appointment times. This keeps visitors informed about daily activities while saving your staff time previously spent fielding questions.

## **UNIT - 2**

### **Purchase behaviour of consumers in digital market format:**

#### **What is Consumer Behaviour?**

Consumer behaviour is essentially the purchasing patterns and decision processes of consumers. These are people that are looking for products and services for personal consumption.

Information about consumer behaviour is important to businesses around the world. This is because they are constantly looking to boost their shopping experience and eventually their sales figures.

The study of consumer behaviour allows them to understand the expectations of consumers in the market. It also helps them make changes that will empower consumers to make better purchasing decisions.

#### **8 Ways Digital Marketing Has Influenced Consumer behaviour:**

Here are some of the ways that digital marketing has gone on to alter consumer behaviour.

##### **Ability to Research and Experiment:**

Modern-day consumers have become exceptionally good researchers when it comes to making a purchasing decision. They are gaining more insight and awareness as technology empowers them with a critical approach to making decisions online.

They are being exposed to a magnitude of content as brands try to market their products on the Internet. This has helped facilitate the purchasing process for consumers, wherein they are now able to research and compare products online before making a final decision on what to buy.

The amount of information available on the Internet has even allowed them to experiment with different brands and come to a conclusion. While they have allowed brands to influence their purchasing decisions, the same technology as empowered them to a huge extent.

##### **Accessible Word-of-Mouth**

Word-of-mouth is not something new. It is used both by brands and consumers to make business happen. Word-of-mouth is definitely the biggest factor that affects consumer's behaviour.

Consumers are always looking for what other people have to say about a brand. This is especially for a product that they are interested in purchasing. For brands, it means a lot when a consumer shares their experience with their network of people.

With the advent of technology, especially social media, consumers now have the power of projecting their opinion on a large audience. For instance, reviews from

bloggers, comments on a sponsored post, customer reviews left on brand pages, have all helped people widen their approach to consumerism.

### **Inconsistent Customer Loyalty**

However, digital marketing has also made it very difficult for consumers to stay loyal to a particular brand. Before the digital marketing revolution, consumers were always partial to a brand of their choice. They often preferred to stick to familiar products and brands.

This was due to the fact that they were not exposed to a large range of products and services like they are today. Nowadays, customers are looking forward to products that provide them with better value for the same amount of money.

When it comes to customer loyalty, we can say that digital marketing did not change consumer behaviour. It only highlighted it. This has made brands compete more fiercely, which only helped customers get better services at lower costs.

### **Boost in Customer Engagement**

Customers have always liked to be a part of a bigger thing. They don't let go of an opportunity where they can interact with their favourite brand.

There has been a significant increase in customer engagement thanks to the incessant penetration of mobile technology and the internet.

### **Artificial Intelligence Impacts Consumer Behaviour**

Artificial intelligence is definitely going to have a huge impact on consumer behaviour, since brands that make use of artificial intelligence are able to present their products and services more efficiently than those who don't.

Being that consumers are looking for convenience, they generally go forward with such brands.

### **Impulsive Buying Behaviour**

Digital marketing has successfully augmented the impulse buying phenomena. An impulse buying decision is essentially made directly before making the actual purchase. In other words, impulsive buying is a spontaneous decision that is made in a spur of the moment, when generally, customers usually pre-plan their purchases and pre-choose the products that they wish to buy.

### **Less Patience, High Expectations**

With technology, the consumers have become noticeably impatient as their expectations for fast, efficient service have doubled. Exposed to online customer reviews and forums, they receive sentimental, real feedback on products and services.

### **Personalised Shopping Experience**

Digital marketing has also accustomed consumers to a personalised shopping experience.

Today, they don't want to spend a great amount of time researching and purchasing their desired products.

## Online Customer Expectations?

Meeting customer expectations can significantly impact a business's long-term success. In understanding a customer's point of view, marketing and sales professionals also gain a window into spending habits and customer behaviour.

However, most businesses don't understand customer expectations.

Customer expectations are also crucial because they:

**Impact brand image:** When customers see your products or services as top-notch, it improves their overall view of your brand.

**Drive product sales:** When customers expect great things from your offerings, they're more likely to choose your brand, increasing your profits and hitting sales targets.

**Boost brand loyalty:** Surpassing customer expectations can make them more likely to buy from your brand again.

**Outshine competitors:** Satisfied, loyal customers may recommend your products or services to others, giving you an edge in a competitive market.

### Brands can meet digital expectations by thinking of the following:

**Offering more options when it comes to payment methods.** Customers now expect businesses to cater to their preferred payment choices, offering them flexibility in payment.

**Providing opportunities for feedback.** Your customers want to feel heard. Make sure you are giving them channels to easily communicate with you or your customer service teams.

**Ensuring seamless connectivity across all devices.** In the realm of ecommerce and SaaS, customers expect that they will be able to access your website with any device. This means you not only have to optimize your desktop experience, but you should also make sure that your mobile interface is seamless.

**Creating tailored offerings and recommendations.** Brands should be able to map the customer journey and identify areas where they can personalize the experience. You can leverage data from analytics and customer segmentation to create relevant suggestions for your customers' needs.

**Protecting their data and privacy.** There's nothing more important than gaining a customer's trust and maintaining that trust, which is why it is the foundation of our hierarchy of conversions. In order to keep your customers secure, you need to make sure that you are:



- ✓ Transparent about the data you are collecting
- ✓ Thorough with the security measures being implemented to safeguard their information
- ✓ Adhering to all relevant regulations pertaining to data protection and collection as required by the law

## **B2C Buying process (Online)**

### **B2C Buying Process:**

B2C, or business to consumer, is a type of commerce where a business sells products or services to individual consumers also called retail e-commerce, is a business model that involves sales between online businesses and consumers.

When you shop at a grocery store, browse an ecommerce clothing website, or visit a coffee shop, you're engaging in B2C e-commerce.

A popular example of a B2C ecommerce platform is Amazon. Ecommerce sales happen almost entirely over the internet, apart from the shipping and delivery processes, so they give sellers and buyers the comfort and freedom to make transactions at any time and from any place.

### **What are the types of B2C ecommerce businesses?**

There are five popular types of B2C ecommerce businesses:

#### **Direct sellers:**

Direct sellers are what most people think of when they hear B2C ecommerce. These are the online retail stores that either sell products from their own brand or sell a variety of brands. For instance, Zara's online store sells products that specifically come under Zara's brand. Other stores like Walmart and Costco sell products from all sorts of brands, but they're still direct sellers.

#### **Online intermediaries:**

Online intermediaries are mediators who use their websites to bring businesses and potential customers together. Online intermediaries do not own any product, service, or brand, and their only job is to form a path between those who sell and those who buy. For example, Etsy allows individuals and small businesses to sell their artistic products and services on the Etsy website under their own individual brands. Customers can then visit the site and make purchases directly from the sellers.

#### **Advertisement-based:**

Advertisement-based ecommerce sites also do not own any products or services. Instead, they sell advertisements for products and services that other businesses own.

Over time, as these sites grow more popular, they start to be referred to as influential websites that promote other businesses.

**Community-based:**

In the community-based ecommerce model, businesses target online forums that are related to the products and services they sell, and market their products there. For example, Facebook hosts groups and communities related to specific interests, so businesses can find an appropriate one in which to pitch what they offer.

**Fee-based:**

Fee-based ecommerce sites charge customers to use their websites, because their products or services can be directly accessed there. Examples include subscription-based entertainment service sites like Netflix, Amazon Prime, and Hulu, or sites that offer articles and stories, like Medium.

**How can B2C ecommerce benefit you over a traditional store?**

**Reach more customers:**

With a traditional store, you can expect that most of your customers either live in your area or have some reason to visit it. While you might have customers who don't visit in person, they probably won't make up the majority of your business. So your primary audience is limited to people with access to your store.

The "ecommerce" part of B2C ecommerce can overcome this problem. By putting your business on the internet, you're making your store available to everyone who's online, regardless of where they live. This not only includes potential customers who live in your area, but also customers across the country and even global customers if you choose to expand internationally.

**Reduce your overhead costs:**

Every business incurs some form of overhead costs. With traditional B2C commerce, running the physical store alone can entail expensive overhead costs like rent, employee salaries, property taxes, maintenance, utility bills (like water, phones, and electricity), and insurance. So the physical store adds even more overhead to the already expensive process of running a business.

By switching to ecommerce, you can significantly reduce your total overhead costs, since you will be able to run your store entirely online and won't require a physical store.

**Create detailed customer profiles:**

If you run a traditional store, you may have a few trusted or favourite customers who place regular orders with you. With these customers, you usually already know what they're looking for. So you can help them shop for their usual items quickly, or you can convince them to try new products or services that they might be interested in, or you

could even reserve highly desirable products just for them.

## **Online B2B Buying Behaviour:**

### **1. B2B buying is increasingly online and is set to rise:**

The report showed that the online buying behaviour accounted for 49% of all B2B spending in 2022, of which China accounted for 47%, despite the myriad social and political changes the world has endured. It certainly seems that this percentage will increase, with 68% of B2B buyers saying that they will increase their use of digital shopping channels in the future.

With so much B2B purchasing now happening online, could B2B sellers be doing a better job with their online sites? The answer is yes, as 46% of global B2B buyers say that they are frustrated with buying B2B products online, while 48% say they are frustrated by the lack of functionality on B2B websites. And this discontent is aggravated by the feeling that many B2B buyers are more digitally advanced than their B2B suppliers – something that 68% of B2B buyers agreed with.

### **2. There is a clear desire for improved mobile experiences in B2B:**

One thing that has come out loud and clear when looking at the customer journey for B2B, is the usage of mobile sites, and mobile apps. But there is a chance for the experience on mobile to be even better.

When it came to apps, 69% wished that vendors offered mobile apps. And when we asked about which technologies B2B sellers should use more in the future, the top two answers were mobile apps (31%) and mobile sites (28%).

### **3. B2B buyers are not as loyal as you might hope:**

While retaining customers is still a challenge for B2B vendors, 40% of global B2B buyers say they have changed all their suppliers in the last 12 months, according to the report.

In the top five reasons for changing suppliers, price and costs play a key role. The number one reason is better contract terms and pricing, while the increase in pricing seen over the last year seems to have had an effect with “price increase” coming in as the second reason to switch.

### **4. B2B buying is not just transactional, purpose and sustainability also play a key role:**

The role of sustainability and the environment in business operations has never been more important. In B2C world, we are seeing consumers demand that the businesses they buy from conduct themselves properly and with the long-term future of the planet.

It would certainly seem to be the case with B2B buyers too. In fact, it would appear

that it's even more important. Because while 61% of consumers say that they are more likely to buy from a retailer that has a purpose that goes beyond selling goods and services, 69% of B2B buyers say that they are more likely to buy from a supplier who has a greater purpose too. This is a powerful finding, and evidence that purpose and sustainability is feeding thro.

### **5. B2B buyers want innovation:**

With a clear shift in B2B buyer behaviours, there is certainly appetite for more innovation, as 67% of global B2B buyers said that they wished that B2B sellers online were more innovative in how they used digital technology to improve the experience. And a similar percentage (69%) said that if a B2B supplier is digitally innovative, they are more likely to purchase from them.

## **Website Designing & Website Content:**

As a business, you can't exist without a website, today. It helps you showcase your products and services in the best way possible. So, it should be designed well. In fact, every digital marketing strategy revolves around a website. A good web design and digital marketing strategy can together turn even a casual visitor into a paying customer.

There is no denying that digital marketing and web design are connected. By definition, digital marketing is the practice of carrying out marketing activities through an online medium or electronic device.

In digital marketing, you need a website to drive traffic to, either organically or through paid ads, and for people to take action, such as purchasing a product or making a reservation. And you cannot expect your audience to take the desired action if your website is poorly designed.

### **Why is Website Design so Important in Digital Marketing?**

Marketers have a plethora of internet marketing techniques at their disposal, such as Search Engine Optimization (SEO), Pay-Per-Click, Content Marketing, and Social Media Marketing, to achieve their objectives. None of these, however, will be effective without a well-designed website. Website design is regarded as the cornerstone of digital marketing for the following reasons:

1. It can help make a good first impression:

The quality of your website is the first thing that people notice about your brand, and if they aren't impressed, they will likely go to your competitor's site instead. A well-designed website can leave a positive first impression on their minds, keep them

interested in your brand, and make them want to buy your products right away.

2. It helps build trust with your audience:

If you have a poor-quality website, people might think your brand isn't reliable or trustworthy. While a well-designed website with regular page updates will keep your visitors interested and make them want to spend more time on your website. This also makes your brand seem more trustworthy and can help bring in more customers.

3. It makes SEO work better:

SEO is all about making your website more visible on search engines. A good web design makes it easier for search engines to find and rank your website. It also ensures that your site is responsive, easy to navigate, and crawl-friendly, which ultimately leads to more visitors spending more time on it.

Things to Keep in Mind about Web design for Effective Digital Marketing Campaign

- ✓ Friendly User Experience
- ✓ Search Engine Optimization (SEO)
- ✓ Conversion Rate Optimization (CRO)
- ✓ Site Speed
- ✓ Core Web Vitals
- ✓ Responsiveness
- ✓ Content Readability
- ✓ Branding
- ✓ Competition
- ✓ Analytics and Monitoring

Web design influences digital marketing strategies. Therefore, web design is no longer treated as a standalone service by digital marketing agencies. Here are some considerations to keep in mind while designing your website for the best results.

1. Friendly User Experience

Your website should be simple and easy to use. People don't use a website if it has a bad user interface. A user-friendly interface can be achieved by:

- ✓ Simplifying navigation
- ✓ Sticking to standard design practices
- ✓ Optimizing for mobile users
- ✓ Establishing credibility through better content:

2. Search Engine Optimization (SEO)

When designing your website, you must strike a balance between user-friendliness and search engine-friendliness. By integrating SEO into your website design process your website is more optimized for search engines. Meaning it will show up in searches happening for your products and services. SEO web design helps you:

- ✓ Get a higher ranking on search engines.
- ✓ Get high organic traffic

- ✓ Get the most out of your marketing spending

Your SEO agency can assist you in developing an SEO-friendly web design for your website.

### 3. Conversion Rate Optimization (CRO)

It's not worth having a website if it doesn't get people to do what you want them to do. In digital marketing parlance, it is called conversions. A conversion can be anything from signing up for a newsletter to clicking on a link to filling out a form to actually making a purchase. In fact, the effectiveness of a website design is measured by its conversion rates.

### 4. Site Speed

A well-designed website loads within three to four seconds. If the site takes more time to load, it reflects a poor user experience. Factors like the number of images and videos on the website, themes and web plugins installed on the site and the codes of your website can affect the speed of your site. The site speed of your website can be improved by:

- ✓ Eliminating unnecessary plugins
- ✓ Minifying HTML, JavaScript and CSS
- ✓ Enabling browser caching
- ✓ Caching your webpages
- ✓ Reducing your redirects
- ✓ Compressing your images

Choosing an excellent performance-optimized hosting solution

### 5. Core Web Vitals

Core web vitals are an essential component of digital marketing and web development. They are certain factors used by Google to measure a page's usability in a real-world scenario. Core web vitals primarily consist of three web page measurement metrics, they are:

- ✓ Largest contentful paint (LCP)
- ✓ First input delay (FID)
- ✓ Cumulative layout shift (CLS)

### 6. Responsiveness

The responsiveness of a website is determined by its ability to function properly on screens of various sizes. It is concerned with how well the website works on devices such as PCs, tablets, smartphones, etc. Its goal is to provide a flexible display of your website, irrespective of the device used. Responsiveness is a vital aspect of digital marketing and web development.

- ✓ It reduces cost by eliminating the need to create a new website.
- ✓ It improves user experience.
- ✓ It helps in SEO
- ✓ It helps to make quick and easy changes to your website.

## 7. Content Readability

Content readability is the ease at which a visitor can understand the text on your website. It is an essential component of content marketing. Readability helps to make the content more exciting and engaging. This, in turn, helps to improve your website's rankings on SERPs.

## 8. Branding

People tend to judge your brand by how your website looks because your website is your brand identity. Therefore, it's essential to make sure your website's design is consistent with your brand. Web design is an important component of online branding. If your website is well-designed you can earn some brownie points. Also, customers often visit and spend a lot of time on your website. So, make sure all the information you have on your website is legit and reliable.

## 9. Competition

Another factor to consider when designing your website is your competition; how your competitors have designed their websites, what new features they are bringing, how frequently they are updating their websites, etc. If you are able to outperform them, you win. But don't try to copy their design. It's good to keep it unique.

## 10. Analytics and monitoring

This is mostly relevant to website redesign. Google Analytics monitors and reports on the performance of your website and identifies areas for improvement. If you pay attention to these metrics, you can better tailor your website's design and content to your audience's needs. Search engines like Google, frequently update their algorithms, so by paying attention to them, you can make your website visible on SERPs. Reviewing the performance of your website on a regular basis can help your business thrive in an ever-changing environment.

# What is a search engine?

A search engine is a coordinated set of programs that searches for and identifies items in a database that match specified criteria. Search engines are used to access information on the World Wide Web.

## Types of Search Engines in the Internet World:

The last type of search engine is the metasearch engine, which pulls results from multiple sources. There are seven types of search engines: general, vertical, hybrid, metasearch, web search, image search, and video search engines.

**1. General Search Engines:** A general-purpose search engine is a search engine that indexes and ranks web pages based on their content for a wide range of topics. The most popular general-purpose search engines are Google, Yahoo, and Bing.

**2. Vertical Search Engine:** A vertical search engine is a search engine that specializes in a particular type of content. Vertical search engines are often used to find specific types of information, such as images, videos, news, or product reviews. Some popular vertical search engines include Google Images, YouTube, and Amazon.

**3. Hybrid Search Engine:** A hybrid search engine is a search engine that uses more than one search algorithm to find results. This means that the search engine can use different techniques to find the best results for a query.

The advantage of using a hybrid search engine is that it can find results that other search engines may miss. For example, if one search engine only looks at websites and the other only looks at images, a hybrid search engine can look at both to find the best results.

**4. Meta Search Engine:** A Meta search engine is a search engine that aggregates results from multiple other search engines and presents them to the user in a single list. Metasearch engines are often used to compare results from different general-purpose or vertical search engines. Some popular metasearch engines include Dogpile and MetaCrawler.

**5. Web Search Engines:** Web search engines are the most common type of search engine. They allow users to search for websites by keyword or phrase. The results of a web search are typically a list of websites that match the user's query.

**6. Image Search Engines:** Image search engines allow users to search for images by keyword or phrase. The results of an image search are typically a list of images that match the user's query.

**7. Video Search Engines:** Video search engines allow users to search for videos by keyword or phrase. The results of a video search are typically a list of videos that match the user's query.



However, it's essential to remember that not all metasearch engines are created equal, and some may only include results from sources that pay to be included.

### **How do search engines work?**

Google is the most commonly used internet search engine. Google search takes place in the following three stages:

**Crawling.** Crawlers discover what pages exist on the web. A search engine constantly looks for new and updated pages to add to its list of known pages. This is referred to as URL discovery. Once a page is discovered, the crawler examines its content. The search engine uses an algorithm to choose which pages to crawl and how often.

**Indexing.** After a page is crawled, the textual content is processed, analysed and tagged with attributes and metadata that help the search engine understand what the content is about. This also enables the search engine to weed out duplicate pages and collect signals about the content, such as the country or region the page is local to and the usability of the page.

**Searching and ranking.** When a user enters a query, the search engine searches the index for matching pages and returns the results that appear the most relevant on the search engine results page (SERP). The engine ranks content on a number of factors, such as the authoritativeness of a page, back links to the page and keywords a page contains.

## **Revenue Models in Search Engine Positioning:**

A good revenue model is a proven technique used by digital businesses globally, from start-ups to global corporations, to generate income from traffic on their website, mobile apps, and via digital channels.

The 10 digital revenue model options explained in this include both ad revenue models and charging for access to a digital service including freemium revenue models where limited free access is provided with fees charged for the full service.

### **10 revenue models for your business:**

For a publisher or other media site owner, I identify eight types of revenue models, which are possible online.

Of course, transactional sites have the option of these also in addition to sales - online, everyone is a media owner.

#### **1. Revenue from subscription access to content**

A range of documents can be accessed for a month or typically a year.

Publishers often use a freemium revenue model where subscribers gain free access to a limited number of sample articles or downloads, but this is limited or metered. This is a common approach on newspaper publishers today which may restrict to 3 articles per month for example.

Smart Insights have a freemium model with free membership for access to 20+ sample download templates but paid subscription for access to all templates and e-learning.

## **2. Revenue from Pay per View access to documents**

Here payment occurs for single access to a document, video, or music clip that can be downloaded. It may or may not be protected with a password or Digital Rights Management. Smart Insights monthly subscription is effectively PPV since members are limited to 5 downloads per month (otherwise they could download 100s of resources potentially).

Digital rights management (DRM) is the use of different technologies to protect the distribution of digital services or content such as software, music, movies, or other digital data.

## **3. Revenue from CPM display advertising on site:**

CPM stands for "cost per thousand" where M denotes "Mille". The site owner such as FT.com charges advertisers a rate card price (for example £50 CPM) according to the number of its ads shown to site visitors.

Ads may be served by the site owner's ad server or more commonly through a third-party ad network service such as Google AdSense as is the case with my site.

## **4. Revenue from CPC advertising on site (pay per click text ads)**

CPC stands for "Cost per Click". Advertisers are charged not simply for the number of times their ads are displayed, but according to the number of times, they are clicked. These are typically text ads similar to sponsored links within a search engine but delivered over a network of third-party sites on a search engine such as the Google AdSense Network.

Google's content networks are one of the biggest secrets in online marketing with search engines such as Google generating over a third of their revenue from the network, but some advertisers not realizing their ads are being displayed beyond search engines and so not served for this purpose.

## **5. Revenue from sponsorship of site sections or content types (typically fixed fee for a period):**

A company can pay to advertise a site channel or section. For example, bank HSBC could sponsor the Money section on a media site. This type of deal is often struck for a fixed amount per year. It may also be part of a reciprocal arrangement, sometimes known as a "contra-deal" where neither party pays.

## **6. Affiliate revenue (CPA, but could be CPC):**

Affiliate revenue is commission-based, for example, I display Amazon books on my personal blog site DaveChaffey.com and receive around 5% of the cover price as a fee from Amazon. Such an arrangement is sometimes known as Cost per Acquisition (CPA).

Increasingly, this approach is replacing CPM or CPC approaches where the advertiser has more negotiating power. However, it depends on the power of the publisher who will often receive more revenue overall for CPM deals. After all, the publisher cannot influence the quality of the ad creative or the incentivization to click which will affect the Click through rate on the ad and so the CPM.

## **7. Subscriber data access for e-mail marketing:**

The data a site owner has about its customers is also potentially valuable since it can send different forms of e-mail to its customers if they have given their permission that they are happy to receive an e-mail either from the publisher or third parties. The site owner can charge for adverts placed in its newsletter or can deliver a separate message on behalf of the advertiser (sometimes known as list rental).

## **8. Access to customers for online research:**

Considering all of these approaches to revenue generation together, the site owner will seek to use the best combination of these techniques to maximize the revenue. To assess how effective different pages or sites in their portfolio are at generating revenue, they will use two approaches.

This looks at the total they can charge (or cost to advertisers) for each page or site. By increasing the number of ad units on each page this value will increase. This is why you will see some sites which are cluttered with ads.

## **9. Online e-commerce sales transactions:**

This needs no introduction - these are where products are sold online and dispatched and have seen rapid growth rates in % of online sales.

## **10. Online digital service subscriptions for physical goods**

These take two forms:

- **Digital subscription:** to a digital service hosting digital assets like music or video. For example, Spotify, Apple Music or Netflix.
- **Digital subscription to a physical delivery:** these may be dedicated services for food (e.g. Graze or Simply Cook) or linking back to option 9. For example Amazon have their 'Subscribe and Save' option which other retailers have looked to emulate.

## **SEO – Search Engine Optimization:**

SEO stands for “search engine optimization.” In simple terms, SEO means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for:

- ✓ Products you sell.
- ✓ Services you provide.
- ✓ Information on topics in which you have deep expertise and/or experience.

The better visibility your pages have in search results, the more likely you are to be found and clicked on. Ultimately, the goal of search engine optimization is to help attract website visitors who will become customers, clients or an audience that keeps coming back.

### **Why is SEO important?**

SEO is a critical marketing channel. First, and foremost: organic search delivers 53% of all website traffic.

That’s one big reason why the global SEO industry is forecast to reach a staggering \$122.11 billion by 2028. SEO drives real business results for brands, businesses and organizations of all sizes. Whenever people want to go somewhere, do something, find information, research or buy a product/service – their journey typically begins with a search.

But today, search is incredibly fragmented. Users may search on traditional web search engines (e.g., Google, Microsoft Bing), social platforms (e.g., YouTube, TikTok) or retailer websites (e.g., Amazon).

In fact, 61% of U.S. Online shoppers start their product search on Amazon, compared to 49% who start on a search engine like Google. Also of note from that same research:

- ✓ 32% start on Walmart.com.
- ✓ 20% start on YouTube.
- ✓ 19% start on Facebook.
- ✓ 15% start on Instagram.
- ✓ 11% start on TikTok.

Trillions of searches are conducted every year. Search is often the primary source of traffic for websites, which makes it essential to be “search engine friendly” on any platform where people can search for your brand or business.

What this all means is that improving your visibility, and ranking higher in search results than your competition, can positively impact your bottom line,

SEO is also incredibly important because the search engine results pages (or SERPs) are super competitive – filled with search features (and PPC ads). SERP features include:

- ✓ Knowledge panels.
- ✓ Featured snippets.
- ✓ Maps.
- ✓ Images.
- ✓ Videos.
- ✓ Top stories (news).
- ✓ People Also Ask.
- ✓ Carousels.

Another reason SEO is critical for brands and businesses: unlike other marketing channels, good SEO work is sustainable. When a paid campaign ends, so does the traffic. Traffic from social media traffic is at best unreliable – and a fraction of what it once was.

SEO is the foundation of holistic marketing, where everything your company does matters. Once you understand what your users want, you can then implement that knowledge across you're:

- ✓ Campaigns (paid and organic).
- ✓ Website content.
- ✓ Social media properties.

SEO is a channel that drives the traffic you need to achieve key business goals (e.g., conversions, visits, sales). It also builds trust – a website that ranks well is generally regarded as authoritative or trustworthy, which are key elements Google wants to reward with better rankings.

## **Types of SEO**

There are three types of SEO:

- **Technical SEO:** Optimizing the technical aspects of a website.
- **On-site SEO:** Optimizing the content on a website for users and search engines.
- **Off-site SEO:** Creating brand assets (e.g., people, marks, values, vision, slogans, catchphrases, colours) and doing things that will ultimately enhance

brand awareness and recognition (i.e., demonstrating and growing its expertise, authority and trustworthiness) and demand generation.

You maintain 100% control over content and technical optimizations. That's not always true with off-site (you can't control links from other sites or if platforms you rely on end up shutting down or making a major change), but those activities are still a key part of this SEO trinity of success.

## **Display Advertising**

A popular and effective format of digital advertising is display advertising. It is completely driven by the visuals it uses to attract attention and spread brand awareness across the internet.

Display ads are a lucrative method of advertising for marketers looking for ways to reach and acquire customers. They make generous use of visual media in the form of texts, images, or even videos to catch people's attention.

You can usually spot display ads in designated corners of webpages and social media platforms, and they are usually showcased in the form of a banner ad (graphic or text). All campaigns ranging from the ones using simple text to those with attractive videos can be grouped under display advertising.

Most successful display advertising campaigns use a clever combination of images, text, gifs, and videos to stand out on the internet and send their message across to the targeted audience. Marketers can play around with language, design, shapes, and sizes of banners to create engaging display ads.

## **Trends:**

Technology moves forward fast. Every year, there are new, hot social media apps, better smartphones, and other tech advances that promise to revolutionize your digital marketing.

To help you wade through the hype, I've compiled a list of which digital marketing trends should be on your radar in the next year.

### **The top 10 digital marketing trends:**

Here are some up-and-coming digital marketing trends that can help you better

engage with your customers in the New Year:

### **1. Privacy and cookies**

To improve internet privacy, Google is on a mission to remove third-party cookies from its websites, and Firefox and Safari no longer support them. This change will likely impact how your onsite ads and banner ads are displayed. Websites won't be able to use tracking cookies to populate ads.

Thankfully, Google and other platforms are working on replacement algorithms to place onsite ads while improving privacy. And cookies won't officially be gone until 2023. You can adapt your digital ads by using keywords and advertising on sites that provide a logical context for your ads.

### **2. Voice SEO**

Digital assistants are still trending, and many of your customers are using them to make their lives easier. Features like Apple's Siri, Amazon's Alexa, Microsoft's Cortana, and Google's digital assistant let people search the internet without even picking up their phones. In 2021, 20% of internet searches were voice-based.

This year, think about tailoring your search engine optimization (SEO) for voice search. Think about conversational phrases people would use to find you through their virtual assistant. On the internet, a user might type "Italian restaurants in Chicago" while on voice search, they might say, "What's a good Italian restaurant in Chicago?"

### **3. In-feed shopping**

If you run an ecommerce business, you may be familiar with shoppable posts on social media. You can now link your Facebook and Instagram accounts to your digital catalogue and let people click right on posts within their feeds to buy merchandise.

Google Ads offers another in-feed shopping tool with shopping campaigns. These ads are linked to your product catalogue and display as shoppable photos. Create your ad and specify the search phrases people can use to find it. Then set your parameters, including your geographical area and an inventory number. Google can pull the ad once you've sold out of the product.

### **4. Push notifications**

Use this tool to remind customers of upcoming appointments, instantly send digital receipts, and promote upcoming sales.

An estimated 7.1 billion people used mobile devices in 2021. So it's a good bet that most of your customers are walking around with a smartphone. And push notifications let you reach your customers through their phones.

With push notifications, you can create personalized messages that pop up on their mobile device, either as a message bubble on their home screen or as an SMS message in their text feed.

## **5. SMS marketing**

Digital marketing trends also include directly connecting with your clients through texts. Along with push notifications and email marketing, use SMS messages to engage with your customers. This tool involves sending text messages directly to your clients — once they opt-in.

Common uses of SMS marketing include promotions, coupons, and personalized messages. Keep these messages short and make sure your customers can opt-out.

## **6. Video marketing**

The average person watches online videos for about 100 minutes a day. Watching videos is one of the most popular activities on Facebook. You can tap into this market by creating video ads. There are a few ways to go about this. You can create a YouTube or Vimeo channel and use video to educate and engage with your audience. You can also connect with your audience by creating TikTok business videos and other social media content. Share your videos with common hashtags to help users find them. If you're not interested in producing your video content regularly, you can use over-the-top (OTT) advertising. Create ads that are 10 to 15 seconds long that you can run over the top of other videos.

## **7. Email marketing/segmentation**

Privacy is top of mind for internet providers and users alike. Show the same consideration to your email list. When you're email marketing, segment your list and send personalized emails to different segments.

By doing so, you can add value to each member of your email list. Be thoughtful with your campaign in email marketing, and make sure it's easy for members of your list to opt-out.

## **8. Interactive content**

People like interacting with brands through social media and other platforms. And interactive content lets you talk to your followers in real-time.

Features like Instagram Live and Facebook Live let people talk to you while you're recording your video. Use this tool and engage with your customers. You can host an "ask me anything" live event or a product Q&A. Promote this event for a few weeks for more participation.

## **9. Conversational marketing**

Another digital trend gaining steam is conversational marketing. This refers to chatbots, AI assistants, and other tools through which customers can contact you. You can use it to improve customer service, generate leads, and answer questions.

With conversational marketing, your customers talk to a bot through text messages or a chat platform, letting them solve their issues quickly and effectively. You can use this tool to be available 24/7 without having to answer calls and emails yourself



## **10. Influencer marketing**

Partnering with an influencer in your industry can open you up to a wide range of potential customers. The industry has generated over \$13 billion in 2021.

This marketing strategy involves giving free products to a social media personality or paying them to promote your product. In exchange, they create a post telling their followers about your brand.

You can partner with popular personalities on TikTok, YouTube, or Instagram, for example. Instead of spending a lot of money to get a major influencer with millions of followers, consider partnering with a micro-influencer, which is someone who has 1,000 to 10,000 followers.

## UNIT - 3

### **Product attributes & Web marketing Implications:**

Product attributes are the properties that describe a product or service and provide shoppers with information they can use to find, compare, and, ultimately, make a purchasing decision.

Most often, product attributes will convey the physical aspects of a product, such as its size, shape, and colour. However, they can also include product descriptions and other intangible qualities. For example, a shopper may be researching small backpacks for day trips. A quick Google search brings back several results. There are two that look practical in size, shape, and colour — per their description and attributes — and they're similar to what the shopper has in mind. Both also say they're "durable," but that language is subjective. What's durable to one person might not hold up for another. That's why it's essential to have detailed and specific product information to answer consumers' unasked questions.

#### **Types of product attributes**

The example above demonstrates the two different types of product attributes: tangible and intangible attributes.

**Tangible product** attributes are the physical descriptions. These are features that can be weighed, measured, touched, smelled, and grouped based on objective qualities. They are quantifiable and specific.

**Intangible product attributes** are more subjective. They are the non-physical features that convey a feeling or belief about a product. It's a product's perceived value (not its actual price tag), quality, and prestige. Brand perception plays a lot into this as well, which is why building brand loyalty is so critical.

Both types of product attributes are important when bringing a product to life because they help customers make an informed decision. And while these attributes are necessary for in-store experiences, they're crucial for online sales. Since online shoppers can't touch a physical product, they rely on the accuracy of product attributes to make a purchase. Incorrect information can lead to mistrust, frustration, and lost customers.

#### **Examples of product attributes:**

Attributes vary and can apply to multiple products and product categories, but there are several common attributes you'll see regularly. Here are a few examples:

- ✓ Name
- ✓ Product ID
- ✓ Size or dimensions

- ✓ Colour
- ✓ Weight
- ✓ Materials used in construction
- ✓ Design features
- ✓ Country of origin
- ✓ Price

## **The Role of Product Attributes in E-Commerce:**

The attribute of a product goes beyond simply listing dimensions, features, and specifications. Each detail contributes to how a customer perceives a product and can influence purchasing decisions. It plays a key role in maximizing your potential to earn more and have repeat customers.

Understanding the significance of product attributes is crucial for online businesses seeking to optimize online growth. These details can directly affect brand loyalty, customer feedback, and satisfaction. By leveraging these attributes, businesses can differentiate their products from a crowded marketplace and help retain more customers.

### **How Product Attributes Influence Online Purchase Decisions**

Product attributes can have a direct influence on online purchase decisions because these are the details that buyers look into and consider before they make a purchasing decision. They will match these details to what they actually need and if they find it suitable, they will ultimately proceed to checkout.

Customers rely on product attributes to gain insights into features, quality, and suitability to meet their needs. Here are some ways in which product attributes impact online purchase decisions:

#### **1. Product attributes give consumers information and clarity.**

Product attributes offer more detailed information about a product, helping customers understand its key features and benefits. This helps a customer evaluate a product faster and whether it aligns with their requirements. Detailed information reduces the need for customers to delay purchases by inquiring with the seller first. Details give them more confidence in making a purchasing decision.

#### **2. Product attributes build trust and credibility.**

Positive attributes can help build trust and credibility in your brand. This is very important in online shopping. If you develop a good reputation through high ratings, positive reviews, and good customer feedback, your brand eventually becomes unquestionable and people will increase their willingness to make a purchase. How can you gain these attributes? By offering high-quality products, delivering as promised, and giving good customer service.

#### **3. Product attributes meet customer needs.**

When your product is able to meet customer needs, it can have a huge impact on a customer's decision-making process. Customers often evaluate how well a product satisfies their specific functional requirements. They can check these through attributes such as performance, compatibility, features, and usability. These things

determine whether a product can effectively resolve its problems, and when it does, it can ensure a satisfactory purchase.

#### **4. Product attributes of a product can elicit emotional responses.**

Believe it or not, some customers only seek products that align with their values, their beliefs and fulfil their personal desires. This is often a niche crowd but worth attracting because they can be very loyal and consistent with their purchases.

This is why emotional attributes can help attract these types of customers because they can have a profound impact on their purchasing decisions.

#### **5. Product attributes can influence a product's perceived value.**

Product attributes can actually influence how a customer perceives a product and its value. For instance, if you describe your product as "natural and organic," they will instantly have this notion that you are selling something that's good for their health.

The attribute of a product that emphasizes a unique selling point, competitive advantage, or special features can enhance a product's perceived value. By effectively highlighting these attributes, you can justify higher prices, differentiate your product from the competitors, and attract customers who want value for their money.

#### **6. Product attributes serve as a guide for comparison.**

Your product attributes can serve as a quick guide when customers compare products across different brands. With attributes, they will be able to easily see what features your product has that other brands don't. They serve as a reference point for comparison, allowing customers to assess and evaluate their options.

The attribute of a product that stands out positively in terms of quality, functionality, and customer benefits often wins the customers over and makes the decision-making process faster in your favour.

## **Augmented Product:**

An augmented product is an additional benefit or special service supporting the main product. Sellers use this method to provide their clients with additional value for free. Offering a warranty is an example of product augmentation.

### **Benefits of Product Augmentation**

Each product is sold as a complex of three components: a core product, actual product, and augmented product. A core product implies specific experiences or benefits a client will get when using it. An augmented product means providing additional features or services for free.

Brands use product augmentation to provide their customers with additional value. It means that clients get the main product along with some perks at the same price. This helps companies gain a competitive advantage and increase their market share.

Actually, this is a win-win for both parties. Customers get some extra benefits or upgraded services for the price of a single product. As a result, companies manage to provide a great customer experience that helps them increase the number of loyal clients.

## Examples of Augmented Products

You've definitely experienced this marketing technique when buying a washing machine, a phone, or booking a hotel room. We'll share some examples and ideas for product augmentation.

1. **Product warranty.** This is the most popular way to augment a product. This way, a company makes a promise to fix a certain item if it breaks down in a specified time period. You've got it when buying household appliances, for example, a fridge.
2. **Installation.** The companies have some technicians in their staff who can install or configure a product for free, for example, a washing machine or a TV set.
3. **Free delivery.** It belongs to widely used ways for augmenting products as well. Brands from different industries make use of this method. It's especially popular in the furniture industry, where clients make expensive purchases and are offered free delivery. Restaurants and e-stores provide free delivery for clients' orders starting at N-price or on special days.
4. **Refund.** Some businesses provide a refund option during a specified time period if a product doesn't meet their clients' needs.
5. **Updates.** They are common among online services and software products. Users are offered free and timely updates to their products since the chances that they will buy them then are low.
6. **Product trials.** This tactic is used by online services to engage more clients. Users are offered to test a particular service for free during a specified time period. This way marketers expect that leads will want to continue using a product and, as a result, buy it.
7. **Free samples.** They are popular both online and offline. Cosmetics stores usually give their clients free samples if they spend a certain amount of money on their purchase.

## Customizing in offering?

### Why Are Customization & Personalization So Important?

If you think about all of the things you're probably already personalizing or customizing online it's staggering:

- ✓ Calls-to-action
- ✓ Email openers
- ✓ Web pages
- ✓ Landing pages
- ✓ Opt-in forms
- ✓ Ads
- ✓ Drip sequences

Personalization vs Customization	
Personalization	Customization
Refers to tailoring an experience to an individual based on their unique characteristics and preferences	Refers to allowing an individual to choose or modify certain features of a product or service to fit their needs or preferences.
Focuses on delivering a unique experience based on data and behaviour of individual users.	Focuses on giving users control over certain aspects of a product or service.
Aims to create a highly individualized, relevant and engaging experience.	Aims to provide flexibility and choice to the user.
Relies heavily on user data, such as browsing history, purchase behaviour, and demographic information.	May or may not involve data, depending on the level of customization allowed.

### Things to consider for personalization and customization:

When you're looking to add some personalization and customization to your customer experience, there are a few key things to keep in mind.

- ✓ First off, you'll want to make sure you're **collecting relevant customer data** so that you can use it to create a more personalized experience. This could include things like purchase history, browsing behaviour, or even basic demographic information or collecting zero-party data about their preferences by using interactives!
- ✓ Of course, to do this, you'll need **the right technology and tools** in place to collect and analyse that data effectively. Make sure you're using tools that are up-to-date and that you're taking advantage of all the features they offer.
- ✓ But it's not just about data collection - you also want to ensure you're giving customers a **chance to provide their input and feedback on their experience**. This could mean asking for feedback on a purchase or allowing them to customize certain aspects of their experience.
- ✓ At the same time, you want to make sure you're **being transparent about your data collection and usage policies**. Customers are understandably concerned about their privacy, so it's essential to ensure you're taking steps to keep their data secure.
- ✓ When it comes to customization, it's important to **strike a balance between providing enough options and not overwhelming customers**. You want to give them choices, but you don't want to make it so complicated that they give up and go elsewhere.

# Dimensions of Branding Online:

Key Online Branding Factors:

## 1. Customer

In a branding process it all starts with the customer; considering a multitude of factors from age to gender to disposable income, through to their estimated frequency of purchase. Both an opportunity and a challenge, the online brand must identify, how through digital, they can raise awareness via the channels these customers frequent and engage with.

The demographics will have a digital footprint, more often than not multi-channelled. It is vital to determine what these customers will search for, what devices they will be using and when and which social networks, websites and apps they engage with, how often, and when.

## 2. Brand identity

For some, this is their understanding of where brand identity starts and finishes. A logo is a visual marker for a brand. Of course, we know there is much more, but it is true that it is what instantly connects customers with brands. It can create interest, curiosity, affinity, and connections.

Over time it becomes an engrained image to represent your consumer experience. An identity that delivers an emotion or a state of mind based on your perception, or positive or negative experience you may have had.

A hugely important factor to consider when it comes to identity is naming. In Digital Marketing this impacts most on search.

## 3. Competitors

Competitor analysis is a key part of the brand process in order to differentiate image, messaging, and approach. Digital channels and their transparency allow this analysis to be done more thoroughly than ever before. From searching online, to sampling apps, to experiencing website UX and subscribing to their emails, competitor analysis is more open and accessible than ever before.

More than ever before, insight can be gained to learn what they offer, how they communicate, what the experience is like and where they focus customer and product attention online.

This competitor analysis can provide key insight into such factors as:

- ✓ The social networks they should occupy and focus on
- ✓ The competitiveness for key search terms among competitors
- ✓ The content strategy employed to deliver more relevance

Online Value Propositions, a business can commit to that better or are different from those of the competition.

Identifying a strategic and unique gap a business can occupy and begin to monopolize

based on a customer-benefiting digital application

All brands have to be aware that they are being watched, monitored and ultimately driving a competitor response based on the transparency of the digital world. Prices are being matched, tweets are being scanned, and websites are being trawled through. But brands can compete, with the right resources and tactics.

- ✓ Free digital marketing plan template
- ✓ Free digital marketing plan template

Our popular marketing planning template is structured across the Smart Insights RACE Framework. Join Smart Insights as a Free Member to download our digital marketing plan template today

Access the Free digital marketing plan template

#### **4. Online Messaging**

Messaging is a key part of the online branding process. Key messages to support the product, service, or customer value add weight to identity and enable consumers to “get it” in a few seconds.

Best practice in terms of brand messaging and then delivering online can be viewed amongst a large number of brands but two personal favourites would be Tesco and Sky.

#### **5. Location**

When developing a brand project, location is a key factor. Where will the business be based, where do customers live, what languages do they speak and where do they demand orders to, or where will a business receive them from? These are some of the key questions worth answering.

With online, location becomes even more important because the business is not in total control of its audience and its location. A change may be required from a once in a one size fits all approach to content and the products and services on offer.

#### **6. Product**

Digital media, its consumption, various formats, and interactivity have given brands exciting opportunities to show, sell, share and deliver their products online. In branding processes, products are considered in terms of their key messaging and top-level display in line with the brand image and positioning of the company. If a brand is positioned as having unique or ‘competitor busting’ attributes then what digital media allows us the opportunity to show this like never before with features such as:

#### **7. People**

How people in an organization understand and deliver the brand promises is central to making the brand work. How they look, talk, write and their nature and approach are all part of the brand delivery process. This often takes time to educate, train, monitor, and recruit the right people.



Online, people still remain an important element to the brand on a number of levels. Customers may seek comfort online by seeing, hearing, and reading about key members of the management or customer service team. Customers may wish to check the history and credibility of the management team or find out more about a person they met to 'suss them out' further.

People are responsible for online brand delivery because a digital communications strategy is nothing without content. When it comes to delivering this content, businesses must ask these people-related questions:

## **Internet pricing influences:**

Effective digital marketing can affect price elasticity in a variety of ways. In most situations, certain digital marketing efforts provide consumers with full control in their purchasing decisions such as:

### **1. Knowledge of alternative options.**

Prices fluctuate all the time, but consumers don't necessarily need to pay for the new price of a product if there's an alternative just like it. That's just how digital marketing works. Through the combination of online ads, social media, and content marketing, marketers and business owners can inform consumers about the nature of their products and services, especially if it's priced lower than competing brands. The Internet is at the touch of a consumer's fingertips and provides them with countless options. Even a small increase in pricing can cause customers to look somewhere else for a product or service, which, in turn, increases price elasticity. Keep this in mind when you're deciding on a pricing strategy.

### **2. Increasing the appeal of a product.**

Most marketing efforts revolve around increasing a consumer's desire for a company's respective product or service. Due to the nature of most digital ads and content, consumers may feel they need to make purchases for a particular product, leading to a decrease price elasticity. For example, take a look at influencers on Instagram. Many consumers may feel compelled to purchase a product based on the appeal an influencer creates around it. This can even lead to the creation of a culture surrounding a product or brand loyalty (we'll get to that in a second!). This type of increased demand and brand appeal can decrease price elasticity so that any price changes you make won't make much of an impact.

### **3. Generating strong brand loyalty.**

Brand loyalty has a massive impact on price elasticity—and digital marketing is a key ingredient in generating it! Of course, this is easier said than done. Achieving brand loyalty takes work and most marketing campaigns have this as a key objective in mind during their runs. Through brand loyalty, consumers have a close connection to a respective brand, which means they'll purchase it over competing brands. This

type of attachment makes a product or service inelastic, so consumers aren't sensitive to price changes. Consider Apple as a perfect example. Most consumers are willing to pay for Apple products, regardless of pricing. Why? Apple has done a fantastic job in creating a culture around their products, so consumers feel a close attachment to the brand, leading to inelasticity.

## **What is customer value?**

Customer value is best defined as how much a product or service is worth to a customer. It's a measure of all the costs and benefits associated with a product or service. Examples include price, quality, and what the product or service can do for that particular person. There are also monetary, time, energy, and emotional costs that consumers consider when evaluating the value of a purchase.

### **What Is a Price?**

The price you charge for your product or service is one of the most important business decisions you make. Setting a price that is too high or too low will - at best - limit your business growth. At worst, it could cause serious problems for your sales and cash flow.

If you're starting a business, carefully consider your pricing strategy before you start. Established businesses can improve their profitability through regular pricing reviews.

When setting your prices you must make sure that the price and sales levels you set will allow your business to be profitable. You must also take note of where your product or service stands when compared with your competition.

## **Pricing Strategy Definition**

Pricing strategies are the methods and procedures companies employ to determine the rates they charge for their goods and services. Pricing is the amount you charge for your items; pricing strategy is how you calculate that number.

Pricing strategy can encompass anything from:

- ✓ The state of the market
- ✓ Competitors actions

- ✓ Account segments
- ✓ Profit margins
- ✓ Input costs
- ✓ The financial capability of the average consumer
- ✓ Amounts spent on manufacturing and distributing products
- ✓ Variable costs

## **What Is The Importance Of Pricing?**

A successful pricing strategy helps you strengthen your position in the market by earning your clients' confidence and bringing your company closer to achieving its objectives.

Pricing strategies can be important for various reasons, but those reasons might differ from company to company.

Pricing strategies aren't necessarily about profit margins, despite common opinion. For example, you can want to keep the price of an item or service low to keep your share of the market and keep competitors out.

We look at 11 common pricing strategies in detail below:

### **1. Cost-Plus Pricing Strategy**

One way to price a product is to add a fixed percentage to the manufacturing costs for each unit. This pricing technique is known as "cost plus" or "mark up pricing."

As a seller, you would calculate the fixed and variable expenses incurred in making your goods and then apply the mark-up percentage to that cost. This approach is popular since it's simple to defend and almost always results in a level playing field for all participants.

### **2. Competitor-Based Pricing Strategy**

Competitive pricing is the practice of setting your product or service prices based on the pricing of your competitors in your market or niche rather than on your company's costs or desired profit margins. Sometimes this means just raising your prices, but you also can offer better terms of payment as an alternative.

Recommended Reading: [How to Run a Competitive Analysis to Best Understand Your Market](#)

### **3. Value-Based Pricing Strategy**

The method of determining your rates, known as value pricing, considers how much your customer's value what you provide and adjusts your prices accordingly. You must employ a marketing mix to retain sales and deliver more value to your clients in the face of increased competition or a recession.

Due to the perceived worth of the product or service, buyers flock to this price strategy over the competition. Customers don't care how much it costs a corporation to manufacture a product; what matters is that the client believes they are getting a good deal when they buy it.

#### **4. Loss Leader Pricing Strategy**

Loss leader pricing is a marketing strategy where one or more retail goods are chosen and sold below cost – at a loss to the retailer – to entice customers. Loss leads are items offered at deeply discounted rates to draw customers into the business.

#### **5. Penetration Pricing Strategy**

The penetration pricing strategy aims to draw customers by providing products and services at lower costs than rivals. This tactic can take attention away from competing firms and lead to long-term contracts by promoting brand recognition and loyalty. However, in the long run, brand recognition may lead to higher earnings and help small businesses stand out from the crowd.

#### **6. Everyday Low Pricing Strategy**

Retailers use “everyday low pricing” to maintain perpetually low prices for their items rather than special promotions or sales.

As a result, the daily low pricing strategy aims to optimize sales by always giving the lowest prices on the market and anticipating huge sales volumes.

#### **7. Economy Pricing Strategy**

Economy pricing aims to get the most price-conscious customers to purchase the product. Because they don't have to pay for additional promotion or marketing expenditures, businesses may price their products according to their manufacturing value.

#### **8. Premium Pricing Strategy**

Businesses that charge premium prices do so because they have a specific product or brand that no one else can match. Suppose you have a significant competitive edge and know you can charge a higher price without being undercut by a product of comparable quality. In that case, you should consider using this technique.

#### **9. Skimming Pricing Strategy**

Price skimming is a dynamic pricing strategy businesses use to increase sales of new goods and services.

Price skimming is a strategy usually employed at a new product's debut. This strategy aims to maximize income to the greatest extent possible when customer interest in the product is strong, and your company faces low competition.

#### **10. High-Low Pricing Strategy**

High-low pricing is a strategy where a business focuses on marketing campaigns to entice customers to make purchases. For example, a company charges a high price for a product and then lowers the cost through promotions, markdowns, or clearance sales. A product's pricing fluctuates between “high” and “low” in a certain amount of time with this method.

#### **11. Dynamic Pricing Strategy**

Dynamic pricing involves charging variable costs depending on who or when you purchase your goods or service. Flexibility in pricing is one of this technique's essential features, which considers supply and demand.

While dynamic pricing is widespread in e-commerce and transportation, it isn't appropriate for all businesses. The greatest dangers lay in implementing variable prices with price-sensitive products and services.

## **Time Based Pricing/Dynamic Pricing:**

The term time based pricing refers to a method of pricing that charges its customers according to time. This stands differs from value based pricing – whereby the company charges its customers according to value delivered. The Time-Based Pricing Method is the standard in the tourism industry where customers are charged per night. Whereby prices fluctuate depending on what time they are being booked. With higher prices are charged during peak season, or during high demand times (conference and events).

Outside of the hospitality industry, in consultancy for example Time based pricing might not always be the best option as the faster you work, the less you get paid. Thereby the client will always want you to work less – while the organisation aims to take longer as thereby revenues increase.

### **8 types of dynamic pricing:**

Dynamic pricing became popular in the ecommerce market in 2015, but it is expected to grow significantly in use in 2022. Why?

Traditionally, dynamic pricing has been a method that was only available to a select few sellers, such as Amazon, because of its hefty implementation price tag. There are now many low-cost services and solutions available for practically every business type. As a result, this year will likely see a B2B acquisition race, with early adopters likely to outperform their competition. There are several types of dynamic pricing strategies, some of which include:

#### **1. Dynamic pricing based on groups**

These include discounts for specific identified groups, such as public servants and senior citizens. This type of dynamic pricing is typically used for promotions and to target various price sensitivities.

#### **2. Dynamic pricing based on time**

This pricing strategy covers a wide range of scenarios. It's common in businesses where service or product demand fluctuates throughout the day. Alternatively, your corporation

may wish to provide incentives to encourage purchasing for various reasons.

### **3. Cost-plus pricing**

Cost-plus pricing simply means selling a product you produce for a higher price. Many organizations use this strategy as it is the most basic pricing method.

### **4. Competitor-based pricing**

Competitor-based pricing is a costing technique in which a corporation determines the cost of its services or products after studying its competition.

### **5. Value-based pricing (price elasticity)**

Organizations use value-based pricing to cost goods and services at a price that they feel customers are willing to pay. Rather than estimating manufacturing costs and adding a conventional mark up, companies assess the value perceived by customers and charge them appropriately.

### **6. Price skimming**

Price skimming is a pricing method wherein businesses charge the maximum product entry price that customers can afford and then slowly decrease that sale value over time.

As clients' requirements are met, the company significantly reduces the cost of their products or service to appeal to price-sensitive individuals.

### **7. Bundle pricing**

Bundle pricing is a pricing method in which companies group several products into one and sell them for a specified price instead of charging separately for products or services.

In addition to items and products, businesses may use this pricing method to price a range of services. Bundle pricing may help grow revenue since it portrays items as having a higher overall worth.

### **8. Penetration pricing**

The penetration pricing strategy is frequently utilized when a new firm enters a market or an established business attempts to dominate it. Companies do this by offering cheaper costs than their competitors.

Of course, this cheap pricing will not last for long. Businesses gradually raise prices when they achieve a particular consumer base and demand level.

## **Personalised pricing:**

Personalized pricing is the latest automated pricing model available to retailers. In essence, it uses automation to target each individual website visitor with a price that matches their personal buying threshold.

A great example of personalized pricing is used by the hotel website Orbitz. The company uses data such as zip code, type of browser, and even type of device to determine the spending threshold of a website visitor. Then they display prices for

each user depending on the data. For example, Mac users can expect to see higher prices for hotels on Orbitz than their PC-using counterparts.

Personalized pricing is a growing trend in retail. By pricing for the individual and not for a broader demographic group, companies can earn extra sales that they might otherwise lose. Personalizing the shopping experience can also increase customer loyalty and happiness, and companies can reward returning customers with lower prices and other incentives.

However, personalized pricing does have some downsides. This model is complicated to implement because it needs to use data from each individual shopper as well as the broader market.

## **Bundle Pricing:**

### **What is bundle pricing?**

Bundle pricing is a business strategy where companies group several products together into a bundle and sell them at a single price, rather than attribute individual prices to each item. This means that a bundle is now an individual product. Businesses may also apply this pricing strategy to a variety of services in addition to items and products. Bundle pricing can benefit a company because it can display more value for the products overall.

Bundle pricing focuses on the idea of consumer surplus and the notion that customers typically have a predetermined price that they're willing to pay for an item. Consumer surplus is the difference between the price that the customer is willing to pay and the amount that a business charges for a product. Bundle pricing may help capture a greater amount of consumer surplus while still offering the customer a discount.

### **Two types of price bundling**

Price bundling falls into two broad categories: pure bundling and mixed bundling. Within pure bundling, there are two subcategories based on how customers get value from different products or features.

#### **1. Pure bundling**

Pure bundling takes place when a customer only has the choice to purchase the bundle as-is or not at all. This type of price bundling is simplest to accomplish, because the creation of a bundle is entirely controlled by you. Joint bundling and leader bundling look at the different features in your bundle and how they work together.

##### **✓ Joint bundling:**

Joint bundling is the process of offering two or more products together for a single price. The products can be obtained only through a single purchase. G Suite is an

example of this because you don't have the ability to purchase Gmail or Sheets as a stand-alone product.

✓ Leader bundling:

Similar to joint bundling, leader bundling is the process of offering two or more products together for a single price. The difference is that, in this bundle, one product is inherently more valuable and is therefore referred to as a "leader" product.

## **2. Mixed bundling**

Mixed bundling isn't as strict as pure bundling. When you create a mixed bundle, you're giving customers the option to purchase each feature together, or individually for a higher price. Microsoft Office 365 offers mixed bundles as well as the ability to purchase stand-alone instances of either Excel or PowerPoint.



## UNIT – 4

### Internet Enabled Retailing:

E-retail, also known as e-tail, internet retail or online retail, stands for electronic retail. In e-retail, a business or individual sells retail products and services through online stores. An e-retail company can be a purely digital presence, meaning there is no physical store for a customer to enter.

However, an e-retail business can also be a brick-and-mortar shop with an online presence. Brick-and-mortar retail stores are no longer the primary means for purchasing goods. Instead, they can act as one aspect of the customer's journey with a retailer's brand.

- ✓ An e-retail business model is where a business or individual sells retail products and services electronically, typically through the internet.
- ✓ Two subcategories of e-retail are business-to-business and business-to-consumer.
- ✓ To get started in e-retail, you'll need an attractive product, an engaging website, a digital marketing strategy and data analytics.

### E-retail vs E-commerce:

E-retail is a subset of ecommerce, meaning that 100% of e-tailers can say that they are an ecommerce business, but an ecommerce business doesn't necessarily do e-retail.

Aside from e-retail, ecommerce sites deals with a more extensive range of activities including:

- ✓ Electronic financial services like online banking, investing and money management
- ✓ Management of supply chains online
- ✓ Web hosting services like Blue host and Go Daddy
- ✓ Content management systems like WordPress or Joomla
- ✓ Digital marketing platforms
- ✓ Data collection systems

### How to start e-retail:

A common thread with e-retail companies is having an attractive product, an engaging website, a digital marketing strategy and customer data analytics.

#### 1. Attractive product

Since sight is the primary way an online retailer can showcase a product, the company should invest effort into making it appealing to consumers. Play with shape and colour when designing the product. Try gathering a focus group and present different options

to see which speaks to the most number of people. When shipping to the customer, you can even delight them with the packaging.

## **2. Engaging website**

Right from the homepage, provide beautiful, professionally made images. Can you add a 360-degree view or a video when displaying the product? Include chatbot technology on the site so customers can feel free to ask questions.

Don't feel that once you create a web design, you've completed that aspect of your e-retail business. Styles are constantly evolving, and the website should reflect that. If necessary, perform A/B testing to see if variations of your site can draw more customers.

## **3. Digital marketing strategy**

Search engine optimization, mobile apps, targeted emails and social media can be inexpensive Omni channel digital marketing strategies.

Another effective method to promote your brand and products is influencer marketing partnerships. Influencer marketing leans into the concept of social proof, where buyers trust the recommendations of people they admire. You can request an influencer to test your product and promote it on their social media platform if they genuinely enjoy it. There are several options for compensating the influencer, including money payment, free products or special discounts.

## **4. Data analytics**

Data analytics is essential for creating personalized customer experiences. For example, you can use past purchases to make product recommendations on the homepage. You can use information from shopper behaviour to create targeted emails. Properly analysing data can help make business decisions, such as closing a store at a location that isn't profitable or investing more in places that are.

# **Turning experience goods into search goods:**

## **Search Goods.**

These goods are commodities that have attributes that the buyer can evaluate before purchasing. With search goods, you can assess both the price and the value before purchase. Examples include paper towels, gasoline, apples, bottled water, canned vegetables, clothing, furniture, etc. This category mainly applies to goods but also applies to lower level services lawn mowing. Search goods are subject to substitution and price competition.

## **Experience Goods and Services.**

**Experience goods** are those where price, quality or some other attribute remains unknown until purchase." You must experience the good or service before you can evaluate how it fits your needs and whether the price of the good or service matched the perceived value. Examples include wine, restaurants, and haircuts. Another interesting example is backup cameras on cars.

A study found people who already had backup cameras on their cars would

require a sizeable payment to buy a new car without a backup camera while those whose cars didn't have a backup camera said they'd need to be paid less than \$50 to be induced to buy a new car without a backup camera. Thus, after you've experienced having a car with a backup camera it's hard to live without it, but if you've not experienced having a backup camera on your car it doesn't seem like it's all that useful.

### **Turning experience goods into search goods:**

- ✓ Experience goods is a product or service where product characteristics, such as Quality, are difficult to observe in advance but these characteristics can be ascertained upon consumption.
- ✓ Search good is a product or service with features and characteristics easily evaluated before purchase ex: paper (notebook, copier).
- ✓ The internet presents a great opportunity for business with experience goods (restaurants, bars, dance clubs, theme parks, etc.) to take and showcase their experience online.
- ✓ Not only will it reduce uncertainty amongst first time users, but it can tap into people's emotions thereby creating a stronger bond.
- ✓ Internet advertisement.

## **What Is Mass Customization?**

Mass customization is the process of delivering market goods and services that are modified to satisfy a specific customer's needs. Mass customization is a marketing and manufacturing technique that combines the flexibility and personalization of custom-made products with the low unit costs associated with mass production. Other names for mass customization include made-to-order or built-to-order.

- ✓ Mass customization is a process that allows a customer to personalize certain features of a product while still keeping costs at or near mass production prices.
- ✓ Innovative manufacturing techniques help companies produce interchangeable parts that can be combined in a variety of ways to build a cost-effective product that satisfies a specific customer's needs.
- ✓ The four primary types of mass customization are collaborative customization, adaptive customization, transparent customization, and cosmetic customization.
- ✓ Various companies employ mass customization techniques, including retail companies, software creators, financial services companies, and modular home builders.
- ✓ Companies that offer mass customization can give themselves a competitive advantage over other companies that only offer generic products.

## **Mass Customization vs. Mass Personalization**

- ✓ According to definition of the term “mass customization” in marketing, manufacturing, call centres and management, is the use of flexible computer-aided manufacturing systems to produce custom output.
- ✓ These systems combine the low unit cost of mass production processes with the flexibility of individual customization.
- ✓ “Mass personalization” on the other hand, is the custom tailoring by a company in accordance with its end users tastes and preferences.
- ✓ The main difference between the two concepts is the ability for a company to give its customers an opportunity to create and choose product specifications. There are however limits.
- ✓ The Financial Times lists “personalized production” among six other factors driving the future of manufacturing – namely network manufacturing, technological innovation, industrial democracy, boutique manufacturing, cluster dynamics, and environmental imperatives.

## **Individuality is a Sign of Personality: The Way Forward**

The mass customization trend has been a rolling bandwagon. Understanding and harvesting this demand is easier said than done. Smart firms generally respond by building production facilities and systems with an increasing number of modifications in order to produce and deliver individualized units as per customer's preference.

This certainly has its benefits and drawbacks:

Advantages:

- ✓ Allows customers to create customized products
- ✓ Products deliver excellent value for money
- ✓ Makes comparative shopping difficult
- ✓ Shifts the focus from price to benefits
- ✓ Economies of scale/mass efficiency
- ✓ Manufacturer can justify charging a premium
- ✓ Easily differentiated against similar products
- ✓ Provides deeper form of customer engagement and data

Disadvantages:

- ✓ Increased overall complexity
- ✓ A significant initial investment + per unit cost of production
- ✓ Layover time – takes longer to manufacture
- ✓ No return policy on custom orders

## **Choice assistance:**

I believe digital marketers are offering too many choices to their website visitors. Visit almost any web page these days and you will be faced with a myriad of choices. You can choose to read something, or sign up for follow-ups, or perhaps watch a video. Alternatively, you could choose something else to click on, look at an advert or go to the menu and choose something else. What are you expected to do? There are just too many things to think about.

The situation is worse in e-commerce stores. You are faced with row upon row of products to choose from, probably from a selection of a dozen or more different categories.

### **People find it hard to choose**

When human beings are faced with a choice, they actually find it difficult to make a selection. The ease of choosing decreases as the number of choices rises. Research from Erasmus University, Rotterdam, found that our satisfaction rose as we were offered more choices but fell dramatically when those choices became “too many” for us to cope with. Interestingly, the study showed that there were some personality differences in our response to choice. Some people love a lot of choice, whereas others are satisfied with only a limited selection. Even so, these two extremes of preference had significant overlap, with the number of choices being “too many” being pretty similar for both extremes.

### **Multiple small choices are better than one big choice**

In practical terms, what this means for digital marketers is ensuring that whatever customers are faced with it is “drilled down” to only a small amount of choice.

Imagine you sell pencils. There are thousands of different options of pencils. You can have pencils with rubbers, without them. There are hard pencils and soft pencils. You can have round pencils or triangular ones. You can have wooden pencils, propelling pencils or even pencils inside plastic. You can have one pencil, five pencils or a hundred pencils in a pack. I could go on and on. One popular stationery supplier online showed me 326 different pencils. Another had 356 of them. How are you meant to choose?

Breaking down pencils into categories helps. Our brains love to categorise things; it is a fundamental part of the way in which we can cope efficiently with the world around us. So, as soon as a website offers us categories, we find it easier to choose.

Hence, if I typed in “pencils” into a stationery website instead of it offering me 356 different options, it would be better to ask a question. Do you want wooden pencils, propelling pencils or pencils made of plastic? In other words, it gives me three choices – not 356. No longer is a visitor like me suffering from “analysis paralysis” but they have simple choices to make.

## **Reduce your choices to sell more**

In this classic, oft-quoted study of the sales of jam, psychologists from the University of Columbia offered people the chance to get a discount coupon if they sampled the various jams on display. On day one there were 24 varieties of jam available. On day two of the study, there were only six varieties of jam available. There was a dramatic and significant difference in the amount of jam sold. When there were 24 varieties on offer only 3% of people used their coupons to buy some jam. However, when there were only six jams on sale, 30% of people bought some.

## **Personalized Messaging**

Personalized messaging delivers a specific, valuable message that is relevant to users. Traditional messaging comes in a “one size fits all” blast and does not take user behaviour into consideration. For example, a push notification reminding a user of their flight time and hotel booking would be especially valuable when the user is at the airport, or on the day leading up to the trip.

### **Who Does Personalized Messaging Benefit?**

App users will benefit significantly from targeted promotions that suit their personal preferences, which in turn may increase conversion rates for marketers. Similarly, app developers who specialize in the realm of breaking news, music, or travel can alert their customer’s at the most convenient times, like when an artist releases a new album. This ensures ongoing app engagement from the user.

### **What Does Personalized Messaging Mean For Marketers?**

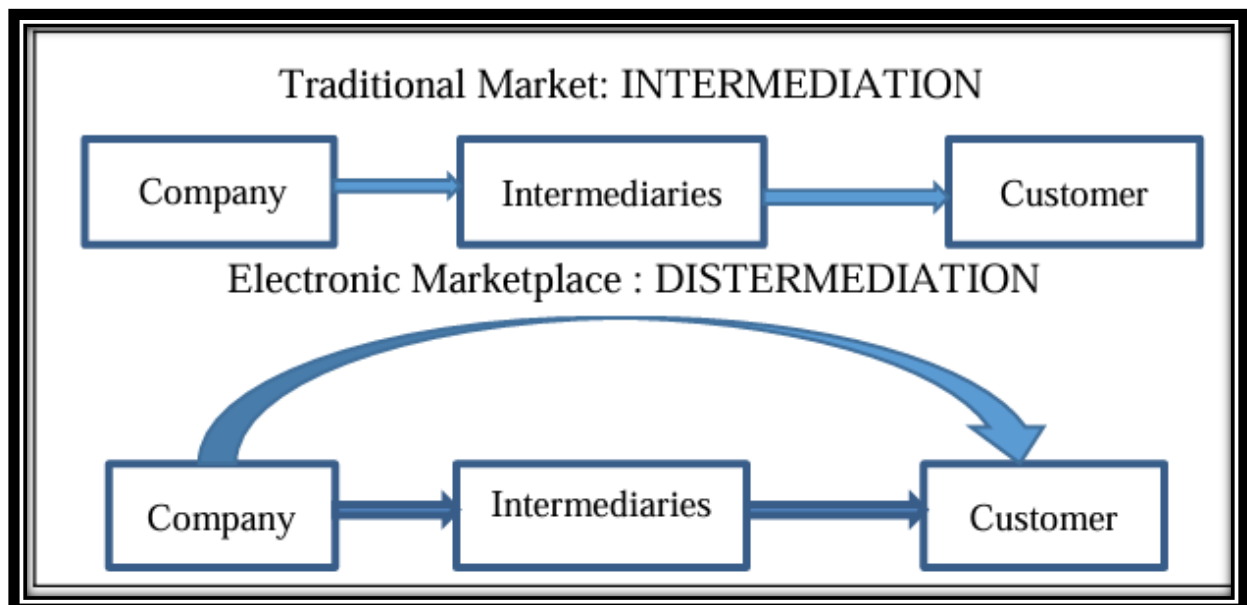
When it comes to personalization, the statistics speak for themselves. A recent study by Leanplum revealed that personalized push notifications are 800 times more likely to be opened by users than generic notifications. Personalization also provides a better platform for marketers to get to know their customers, taking into account key customer details such as age, location, gender, and purchasing habits. All of this information can be used to make future decisions for the app, as well as to set up mobile marketing automation to streamline the notification process. Better understood customers are happier ones, with higher conversion and app retention rates guaranteed.

## Selling through online Intermediaries:

Situation of intermediaries in the electronic marketplace the value of intermediation services may be reduced once a relationship moves to an electronic marketplace. In particular, electronic markets do not require services related to matching of customers and suppliers in the physical space. In fact, the information infrastructure makes it easy to match customer and suppliers that the role of intermediaries may be reduced eliminated.

The relationship between the company and its channel partners (customers) shown in Figure can be dramatically altered by the opportunities afforded by the Internet. This occurs because the Internet offers a means of bypassing some of the partners. This process is known as disintermediation or 'cutting out the middlemen'. Disintermediation means that the removal of intermediaries such as distributors or brokers that formerly linked a company to its customer.

Intermediation in the Traditional market and Electronic marketplace now, advanced use of Information Technology and the evolution of electronic marketplaces to reduce the transactions costs for procedures, thus enabling them to internalize activities purchased from intermediaries in the traditional market.



## **Direct to Customer Interaction:**

### **How would you interact with a customer?**

High performing customer experience teams interact with customers across the channels of their choice. Beyond email and the phone, today's customers expect organizations to interact with them where they are, including text, chat, and social engagement. In fact, leading customer service teams provide their customers with an average of two more channels of engagement than underperforming teams, according to research, the report found that while the use of phone and email are nearly ubiquitous, high performing teams are more likely to interact with customers on emerging channels, such as:

- ✓ Self-service resources
- ✓ Messaging apps
- ✓ Social engagement
- ✓ Live chat
- ✓ Chatbots
- ✓ SMS

### **5 reasons customer interactions are important**

- ✓ They drive customer satisfaction
- ✓ They help with training
- ✓ They resolve customer issues
- ✓ They motivate employees
- ✓ They provide data to improve operational procedures

## **Online channel design for B2C and B2B Marketing:**

### **B2B:**

A B2B business model refers to online commerce between two businesses, where one company sells products to another business.

### **B2C:**

B2C business model is when a company sells directly to individual consumers.



## **B2B vs. B2C: What's the Difference?**

Comparing B2B vs B2C ecommerce, it's important to remember that they both ultimately have the same goal. B2B and B2C ecommerce sites are indeed both executing the same general function—selling goods and services to their customers—however, they typically have different functionality and different styles. The two audiences have different needs, and different approaches when it comes to purchasing online. The customer journey is typically a richer experience for the consumer, and a more tactical experience for the business customer, requiring unique functionality for each website.

B2B businesses have more inherent complexity due to the general nature of wholesale selling, which often features highly specialized product offerings and component parts. B2B businesses need to manage high volume orders, very elaborate inventory catalogues, and payment terms which might be negotiated on a client-by-client basis. These factors require more robust fulfilment systems, complex buying pathways, and more team members to manage operations. As B2C businesses sell directly to retail customers, they might have anywhere from a few SKUs to thousands, and anywhere from one worker to over a million. That means that B2C ecommerce systems need to be flexible enough to support a broad range of businesses and business models.

## **How to Sell Both B2B and B2C**

The differences between B2B and B2C sales obviously extend to websites. Generally speaking, the customer journey is typically richer for the consumer and more practical for the business customer. As a result, many businesses separate their online presence into two different customer groups with discrete B2B and B2C ecommerce sites, in order to appeal to both types of customers.

## **Advantages of B2B over B2C**

- ✓ Higher order values
- ✓ Easier to establish repeat customers & supplier relationships
- ✓ More efficient data use due to complex integrations
- ✓ More informed and empowered sales teams
- ✓ Advantages of B2C over B2B
- ✓ Faster pathway to purchase
- ✓ Larger potential customer base

- ✓ Well-established content and social marketing opportunities
- ✓ Emotionally engaged customers

Increasingly, sellers are looking for ways to combine the best of both worlds and sell to combined audiences. These hybrid selling models can vary wildly from one business to the next, driving home the point that modern B2B and B2C ecommerce websites need to be flexible enough to adapt to a business' uniquely crafted audience. There are benefits of separating your online presence, but this approach is not without drawbacks. Maintaining two websites for a single business means increasing costs. It means managing two sites, two transaction processes, and two web servers. It means integrating two sites with back-office software. It means paying for two separate software licensing fees. Most importantly, building and managing two separate websites is just simply inefficient.

There is value in building a single online ecommerce experience that serves the needs of both consumers and business customers. A capable and full-blown ecommerce platform has robust functionality which allows you to build that perfect B2B and B2C ecommerce website. However, knowing the motivators, preferences, and nuances of both buyers and consumers will help deliver an authentic, customer-centric experience no matter the way you're selling to them. This larger goal should always be priority one, and understanding the difference between B2B and B2C ecommerce preferences is simply the best way to achieve it.

## **UNIT – 5**

### **Integrating Online Communication to IMC Process:**

#### **What is integrated marketing communications?**

Integrated Marketing Communications (IMC) is a cohesive strategy that aligns and harmonizes a brand's messages across all marketing mediums. It ensures that whether through advertising, social media, or direct marketing, the brand consistently communicates its core message, strengthening its relationship with the audience and reinforcing its identity at every touchpoint.

#### **Why is integrated marketing communications important?**

Every organization uses multiple channels to communicate with its audiences. We've come a long way from having a relatively small number of "traditional" channels like TV, radio, newspapers, out-of-home advertising, and mailboxes. In today's digital world, it can get difficult to keep track of all the media you can reach your potential customers with.

Focusing on multiple marketing channels at once is a necessity for many companies. This Omni channel marketing requires a strategic approach to make it all work together toward achieving marketing objectives. This is when IMC comes into play.

There are four main reasons why IMC is important:

1. Need for consistency throughout the whole customer journey
2. IMC helps with brand-building
3. Properly using right mix of marketing channels helps boost campaign effectiveness
4. IMC contributes to marketing channels reinforcing each other

### **Online Advertising:**

What is Online Advertising?

Online Advertising is the art of using the internet as a medium to deliver marketing messages to an identified and intended audience. It is helpful for attracting website traffic and brand exposure, but first and foremost, online advertising is designed to persuade the targeted customer to engage in a specific action - like, making a purchase.

#### **The different types of Online Advertising**

There are many different types of online advertising - or internet advertising/web advertising

as it is otherwise known - and it can be difficult to know where to start. To help, we have highlighted some of the most important types of online advertising for you to consider:

- ✓ Social Media Advertising
- ✓ Content Marketing
- ✓ Email Marketing
- ✓ SEM (Search Engine Advertising) - including PPC
- ✓ Display Advertising - including banner advertising & retargeting
- ✓ Mobile Advertising

### **1. Social Media Advertising**

Once you have established a clear social media marketing strategy, you can start to consider advertising on social media platforms. Most social media sites now easily allow advertisers to utilise their reach and promote their products from within the platform. They also include good analytics tools to assess the success of the investment made.

This might include a promoted tweet or post, a promotion of user-generated content or even an entire campaign that is released across multiple social channels. , you can start to consider advertising on social media platforms. Most social media sites now easily allow advertisers to utilise their reach and promote their products from within the platform.

### **2. Content Marketing**

Content Marketing is another great way to get a brand and message in front of the right people. It's primary focus is to attract organic traffic to a website by improving a site's SEO, but once you have the strategy and content in place, you can increase its reach and engagement by paying for the content to feature on relevant websites. Paid advertising can help to increase the ROI of content marketing - i.e. without promotion, the production costs can often outweigh the potential return.

Native advertising, a form of paid media, is a clever way of creating an ad that follows the theme of the site where it is placed i.e. it is intentionally designed to look like the media where it appears, and is sometimes referred to as an advertorial or sponsored content.

### **3. Email Marketing**

Email Marketing should be an integral part of your online communications as it's an important way to keep in touch with your existing customers. As such, consideration and investment should certainly be on your radar. Whether you love or loathe Amazon, they are undoubtedly one of the leaders when it comes to sending targeted email campaigns and we can all learn a lot from them in this respect. We have gone into the concept of email marketing in more detail on this page.

### **4. Search Engine Marketing (SEM)**

Search Engine Marketing is designed to increase the visibility of your website on the search engine results pages (SERP) by paying to appear on search engines, such as Google. It is not to be confused with SEO (search engine optimisation), which is the art of appearing as

high as possible within the search engines without having to pay for it. SEM is often called PPC (pay per click) and can be used on Google Ad words or Microsoft Bing Ads for example. The effectiveness of the investment is generally measured by CPC (cost per click) or CPI (cost per impression).

## **5. Display Advertising**

Display advertising is when your advert - usually made up of branded photos, videos, graphics or rich media content - are placed on third party websites, which when clicked, refer the user back to your own website. It's important to consider the journey the user takes when they click on an ad as it would be a waste of time, effort and money to attract web traffic that doesn't convert to business because the UX on the landing page hasn't been properly thought out.

One of the safest ways to advertise online is through carefully selected website placements that will complement your brand positioning. It means you'll always appear on sites that you actually WANT to be on, rather than sites chosen by a third-party platform.

One of the most effective forms of display advertising is retargeting, or remarketing as it is otherwise known. Unlike other banner ads, retargeted ads are served to users who have already visited your website or are an existing contact in your database.

## **6. Mobile Advertising**

With so many of us spending such a big part of our day using our smartphones, it's no wonder advertisers are using mobile advertising to reach their customers. However, this is becoming an increasingly regulated way to market products and services, so it should be approached with caution. Different types of mobile specific marketing includes advertising via mobile apps, push notifications, SMS/text messaging and MMS.

# **Email Marketing:**

What is email marketing?

Email marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing that uses email to promote your business's products or services. It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts. It can also play a pivotal role in your marketing strategy with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.

## **Advantages of email marketing**

Email has become such a popular marketing tool for businesses partly because it forces the user to take some kind of action; an email will sit in the inbox until its read, deleted, or archived.

Email marketing can help you build a relationship with your audience while also driving traffic to your blog, social media, or anywhere else you'd like folks to visit. You can even segment your emails and target users by demographic so you're only sending people the messages they want to see most.

Email marketing also allows you to run A/B tests of a subject line or call to action to identify the best performing message by using email marketing software that can also be configured to easily send out emails. Check out Mail chimp's email templates to see more of what you can do with email marketing.

## **Disadvantages of email marketing**

While email marketing seems like the perfect way to reach out to customers, create new prospects, and grow important business relationships, there are some drawbacks.

Here are some of the significant downsides to email marketing campaigns.

### **Spam**

It seems like our inboxes are filled with worthless information. "Lose 25 pounds in two weeks," "Click here for a big discount." We all get them and nearly instantly hit delete. In addition, we never even see many of these emails because they end up in our junk or spam folders. Unless you are actively avoiding spam filters, these are messages are often just a waste of time for the company that sent them.

### **Size**

If your email is too large, it might take a long time to load—or even not load at all. In that time it takes to download, a potential customer has just lost interest, costing your business.

### **Competition**

Disadvantages aside, email marketing is a popular form of marketing, which means that your email isn't going to be the only one flooding users' inboxes. This means that to stand out from competitors, you might need to invest in strong copywriters or offer additional promotions to capture your audience's attention.

### **Engagement**

Frequently, a customer sees an ad and signs up for emails based on that 1 instance or offer. They may or may not use it. In any case, they are now in the clients' database, but that doesn't mean they will keep opening up your emails and clicking through to your site. You have to continuously find ways to engage your audience, or you might find yourself with high unopened rates or a lot of people unsubscribing.

### **Design**

Today, you can access an email across a range of devices, such as phones, tablets, and computers. This means that unless you're designing an email for each platform, your customers might see a less than ideal version of your email.

Email marketers don't know what type of operating system the recipient is

using. In many cases, what was once a visually appealing email, can have odd breaks, missing visuals, and logos? These are annoying to the recipient and are quickly deleted—especially if the recipient mistakes it for spam or a scam.

### **Cost**

While many email services purport to be free, many still charge fees for additional actions such as adding images or exceeding a word count. Make sure that you know exactly what the guidelines are for free emails or understand what additional charges you may incur. When you have someone design an email template, help build a database of relevant contacts, and the dissemination of the email may start stressing the budget.

## **Viral Marketing:**

### **What Is Viral Marketing?**

Viral marketing seeks to spread information about a product or service from person to person by word of mouth or sharing via the Internet or email.

- ✓ Viral marketing is a sales technique that involves organic or word-of-mouth information about a product or service to spread at an ever-increasing rate.
- ✓ The Internet and the advent of social media have greatly increased the number of viral messages in the form of memes, shares, likes, and forwards.
- ✓ Some marketing campaigns try to trigger vitality; however, many times just exactly what goes viral remains a mystery.
- ✓ Once something goes viral, it is an easy and cheap way for a message to gain popularity.
- ✓ Viral marketing can increase a company's reach and, ultimately, its customer base.

<b>Pros</b>	<b>Cons</b>
Wider reach	Negative word-of-mouth
Faster and exponential growth	Hard to measure
Lower costs	Low virility

## Affiliate Marketing:

Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

- ✓ Affiliate marketing is a marketing scheme in which a company compensates partners for business created from the affiliate's marketing tactics.
- ✓ Digital marketing, analytics, and cookies have made affiliate marketing a billion-dollar industry.
- ✓ Firms typically pay affiliates per sale and less frequently by clicks or impressions.
- ✓ The three main types of affiliate marketing are unattached affiliate marketing, involved affiliate marketing, and related affiliate marketing.

Pros	Cons
Access to a broader market	Subject to fraud
Better accounting of qualified leads	Less creative control
Low-cost advertising	Vulnerable to theft

## Participatory communication networks:

Participatory communication is a term that denotes the theory and practices of communication used to involve people in the decision-making of the development process. It intends to return to the roots of its meaning, which, similarly to the term community, originate from the Latin word communis, i.e. common.

The purpose of communication should be to make something common, or to share...meanings, perceptions, worldviews or knowledge. In this context, sharing implies an equitable division of what is being shared, which is why communication should almost be naturally associated with a balanced, two-way flow of information."

The development of a participatory communication model has to take place in relation to overall societal emancipation processes at local, national, as well as international levels. Several authors have been trying to summarize the criteria for such a communication model.

1. Communication is a human need. The satisfaction of the need for communication is just as important for a society as the concern for health, nutrition, housing, education, and labour. Together with all the other social needs, communication must enable the citizens to emancipate themselves



completely. The right to inform and to be informed, and the right to communicate, are thus essential human rights, and this both individually and collectively.

2. Communication is a delegated human right. Within its own cultural, political, economic, and historical context, each society has to be able to define independently the concrete form in which it wants to organize its social communication process. Because there are a variety of cultures, there can therefore also arise various organizational structures. But whatever the form in which the social communication function is embodied, priority must be given to the principles of participation and accessibility.
3. Communication is a facet of the societal conscientization, emancipation, and liberation process. The social responsibility of the media in the process of social change is considerable. Indeed, after the period of formal education, the media are the most important educational and socialization agents. They are capable of informing or dis informing, exposing or concealing important facts, interpreting events positively or negatively, and so on.
4. The communication task involves rights as well as responsibilities or obligations. Since the media in fact provide a public service, they must carry it out in a framework of social and juridical responsibility that reflects the social consensus of society. In other words, there are no rights without obligations.

## **Social media communities:**

Communities are social units that create a feeling of fellowship with others as a result of sharing common interests, goals, and attitudes. Social media marketers are responsible for fostering thriving communities. It's not enough just to have a huge social following. You must also have an engaged community.

### **Why are communities important?**

- ✓ Communities are important because they promote engagement.
- ✓ Every active engagement brings users closer to your brand.
- ✓ They increase your brand visibility on the platform.
- ✓ They attract more potential customers to your profiles.
- ✓ They create a welcoming, engaged environment.
- ✓ They foster brand affinity and loyalty, as community members will reference your brand as the entity responsible for their positive experience and growth.
- ✓ Communities are incubators of inspiration because they encourage members to share their own stories, which can create connections and inspire others to action.
- ✓ They foster trust. If you can get your followers to function as a community, it will be a sign that your brand is trustworthy.
- ✓ They attract more followers and earn higher retention rates as a result.

# **Consumer Engagement in Digital Marketing:**

## **Understanding Customer Engagement:**

Consumer engagement refers to the interactions, experiences, and emotions customers have with a brand throughout their journey. It encompasses a wide range of activities, including social media interactions, website visits, content consumption, feedback, and purchase decisions. By actively engaging customers, businesses create a connection that goes beyond transactions, leading to stronger brand affinity and customer loyalty.

## **Building Trust and Brand Loyalty:**

Customer engagement serves as the foundation for building trust and brand loyalty. When businesses genuinely connect with their audience, they establish a sense of authenticity and credibility. By consistently delivering value through relevant content, personalized experiences, and exceptional customer service, brands can foster trust and loyalty. Engaged customers are more likely to become brand advocates, referring others, and providing positive reviews, thereby amplifying the brand's reach.

## **Enhancing Customer Experience:**

Customer engagement is closely linked to enhancing the overall customer experience. By actively listening to customer feedback, preferences, and pain points, businesses can tailor their products, services, and marketing efforts to meet their customers' needs effectively. This personalized approach creates a seamless and enjoyable experience, leading to increased customer satisfaction and repeat business.

## **Driving Business Growth:**

Effective customer engagement directly impacts business growth. Engaged customers are more likely to make repeat purchases, spend more, and become loyal advocates who promote the brand to others. Furthermore, engaged customers provide valuable insights and feedback that can drive product innovation and service improvements. By understanding their customers' evolving needs and preferences, businesses can stay ahead of the competition and seize new growth opportunities.

## **Leveraging Digital Channels for Engagement:**

Digital marketing offers a plethora of channels and tools to engage customers effectively. Social media platforms, email marketing, personalized websites, and mobile applications provide avenues for businesses to interact with their target audience in real-time.

In today's hyper connected world, customer engagement has become a critical component of successful digital marketing strategies. By prioritizing customer engagement, businesses can create memorable experiences, build trust, foster brand loyalty, and drive sustainable growth.

## Co-Created content management:

### What is co-creation?

Co-creation is a process finalised to produce new ideas capitalising on collective creativity, not a marketing or communication tool to collect countless suggestions. That makes the co-creation experiences less visible to the media, compared to crowd sourcing and contest-like experiences; yet, the results and the efficacy of this process are seen in the products and ideas that are co-created with benefits on the long term on the brand.

Co-creation requires the involvement of people in *teams*, and it's a process that is enhanced through well designed activities that aims at unleashing individual creativity in a meaning sharing, sense-making, decision-making collective experience.

Butterfly works, a Dutch co-creation studio, has published their co-creation methodology based on 7 steps:

- ✓ Social need: Problem definition and problem owners
- ✓ Research: User, context, technology and partner research
- ✓ Ideation
- ✓ Co-Creation workshop
- ✓ Collaborative making
- ✓ Pilot test
- ✓ Implementation and scaling-up

The co-creation process always begins with understanding a need and in framing properly what are the expected outcomes of the work. Understanding is based on the context and existing research, while the research phase uses all sort of methods, i.e., interviews, ethnographic research, personas, focus groups, contextual inquiries and web analytics to get a clear understanding of the problem.

Ideation is the early stage of the co-creation process and it involves users in sharing their initial ideas. It involves a mixed group of participants, made by users, stakeholders, and designers. The key activities are making random connections and brainstorming, to explore the problem in all directions.

## Interactive Digital Networks:

Interactive digital networks refers to digital content that allows the user to engage dynamically and interactively. It integrates multiple forms of media, such as text, audio, video, images, and animation, to create an immersive and interactive experience. Benefits of using interactive digital networks include:

- **Enhanced engagement and interactivity:** This enables users to actively participate in the content, leading to a more engaging and immersive experience.

- **Improved learning outcomes:** Provides a dynamic and engaging **learning ecosystem**, leading to better retention and understanding of information.
- **Increased accessibility:** Makes complex and technical information easier to understand and access.
- **Personalization:** Allows users to customize and control their experience, subsequently creating a more personalized and satisfying interaction.
- **Better audience retention:** Captivates and **engages audiences**, leading to longer attention spans and better recall of information.
- **Increased accessibility:** Makes multimedia content accessible to a wider audience, including people with disabilities or language barriers.
- **Enhanced creativity:** Allows for creating dynamic and innovative multimedia content, leading to a more engaging and memorable experience.
- **Better collaboration:** Enables **remote cooperation and teamwork** through shared interactive multimedia experiences.
- **Increased efficiency:** Streamlines communication and collaboration, leading to improved productivity and faster decision-making.
- **Increased revenue:** Enhances marketing and advertising efforts, boosting sales and revenue.

## Customer-Led Marketing campaigns:

Customer-led marketing is focused on your audience, not the product itself. It's diving incredibly deep into your audience segments. It prioritizes not just increasing the number of clients, but increasing the quality of customers by boosting the entire customer experience.

### What are the Goals of a Customer-Led Marketing Strategy?

The goal of a customer-led marketing strategy is to utilize customer data and feedback to better understand who your target audience is, how they benefit from your product, and how you can reach them.

You're not necessarily trying to find how to shape the product to the market, but instead how to make the customer experience and marketing funnel more impactful for what you have.

While customer-led marketing strategies do look at most of the KPIs that product-led marketing strategies evaluate, they're also going to be more heavily focused on types of engagement, retention, and expansion of usage overtime.

Think long-term customer loyalty with high-value customers purchasing mid- and high-tiered plans as opposed to prioritizing a large number of sales at a low-cost plan. That's where customer-led strategies can get you.

## How to develop a customer-led marketing strategy:

- **Dive deep into who your target audience is.** Look at the existing data, and don't just look at who might sign up and convert, but consider who is either converting at higher levels, or converting and retaining longer.
- **Consider how your high-value audiences use the tool.** What seems to be their activation point? Which features are they using, and how often? An appointment booking SaaS, for example, might realize that single-member businesses primarily use the free plan, but that businesses with more employees and revenue that use the paid plan take advantage of group-calling and automatic call assigning features, indicating that the collaborative features are crucial.
- **Get feedback directly from customers.** What do they love about your product? What would they change? Which features do they use, and why? How do they feel about your pricing? You may find opportunities to offer additional value, but it also gives you an abundance of information you can use to create high-converting marketing campaigns.
- **Create full-funnel campaigns.** You don't just want to focus on initial customer acquisition, you also want to have active outreach to keep users engaged so they retain longer. Consider how to keep existing users engaged through email marketing, private social media groups, and customer-centric resources like webinars. And always remember to market directly to those high-value audience segments that you've already identified.

## Legal & Ethical aspects related to Digital Marketing:

Digital marketing is the process of promoting a brand using a variety of online tactics. These tactics include having a website, blogs, social media, and mobile marketing. Although, unlike traditional advertising, the reach occurs almost instantaneously and is more engaged with the audience. The advertising is also more sophisticated and can be tailored to specific audiences.

The sharp rise in new technologies has meant the rise in unprecedented challenges. Many of the ethical and legal considerations could not have been anticipated until they had already caused problems; the challenge now is to quickly adapt to this ever-changing landscape and ensure safe and responsible practices within digital marketing.

There are several things to consider when dealing with the ethics and legalities of digital marketing, including;

### Lack of Transparency

Digital platforms and online services often have complex algorithms determining what

content is shown to users. However, the lack of transparency regarding how these algorithms work and what data is being collected and used can be a major ethical concern. Additionally, online advertising and sponsored content can sometimes be presented in a way that is unclear to the audience, further exacerbating the lack of transparency issue.

### **Ownership of Information**

The digital age has blurred the lines regarding ownership and control of information. Issues surrounding copyright, data ownership, and intellectual property have become more complex. For instance, when individuals upload content to social media platforms, there can be ambiguity regarding who owns that content and how it can be used by others, including the platforms themselves.

### **Concerns of Trust and Integrity**

The anonymity and vastness of digital media can sometimes undermine trust and integrity. For example, fake reviews on e-commerce or review sites can mislead consumers, and anonymous trolling can create a toxic online environment. Moreover, the integrity of digital media platforms can be questioned when they are used for nefarious purposes, such as spreading hate or enabling harassment.

### **Misinformation and False News**

The rapid dissemination of information online can also lead to the spread of misinformation and false news. Without proper verification mechanisms, false information can spread widely and quickly, leading to public confusion, panic, or misinformed decision-making. The prevalence of “fake news” has been a significant concern, especially during critical times like elections or public health crises.

### **Echo Chambers**

Digital media platforms often utilize algorithms to show users content that aligns with their existing beliefs, interests, and interactions. This can create “echo chambers” or “filter bubbles” where individuals are only exposed to information and opinions similar to their own, thereby reinforcing their existing beliefs and isolating them from diverse perspectives.

These ethical issues in digital media pose significant challenges and call for a thorough examination by policymakers, platform operators, and the general public. Addressing these issues may require a combination of legal, technological, and educational approaches to promote transparency, trust, and ethical conduct in the digital media landscape.

## **Legalities of digital marketing guidelines**

In the bigger realm of things, it may also be wise to follow standards of conduct based on the American Bar Association (ABA). They have specific guidelines discussing advertising, blogging rules, social media, and marketing activity. While the rules change based on state, having your general counsel develop a set of rules and regulations based on these documents can cover you if any legal matters come to light.

Here is a general overview:

**False statements** – Don't do it. When advertising and using social media, it is important to be as transparent and truthful as possible. Users appreciate brands that can own up to their flaws, missteps and mistakes.

**False promises** – Don't do it. You should be able to stand by every statement you make regarding promotions and advertising. If you are advertising a prize, make sure you stick to the terms and conditions. Any deviation could be a social nightmare.

Understanding the pitfalls of improper marketing tactics will help you develop a campaign that is both socially and morally responsible and within the legalities of digital marketing.

## **Ethics of Marketing:**

Marketing ethics refers to the area of applied ethics which deals with the moral principles behind the operation and regulation of marketing. Some areas of marketing ethics (ethics of advertising and promotion) overlap with media and public relations ethics. Whether it's via traditional print or an online medium, ethical considerations remain a constant.

Here are several key points to consider for the ethics of marketing:

### **Truthfulness and Honesty:**

All marketing messages should be truthful and not misleading. Companies must avoid making false claims about their products or services.

### **Transparency:**

Transparency in marketing means being open and honest with customers about pricing, product ingredients or materials, and other key information.

### **Privacy:**

Respecting customer privacy is crucial, especially when it comes to handling customer data and using it for marketing purposes.

### **Fair Competition:**

Ethical marketing practices encourage fair competition and ensure that companies compete fairly and honestly.

**Cultural Sensitivity:**

Marketers should be sensitive to different cultures and avoid creating messages that could be offensive or misunderstood.

**Sustainability:**

Ethical marketing can also extend to promoting sustainability and ensuring that marketing practices are environmentally friendly.

**Consumer Autonomy:**

Marketing practices should not manipulate or coerce consumers into making purchases they would not otherwise make.

**Disclosure:**

If there are any affiliations, sponsorships, or other business relationships that could affect the objectivity of marketing, these should be disclosed.

**Pricing Integrity:**

Ethical pricing strategies are fundamental to ethical marketing. This involves being transparent and fair in pricing, avoiding price fixing, price discrimination, or deceptive pricing.

**Legal Compliance:**

Abiding by the laws and regulations governing marketing practices is a basic requisite for ethical marketing.

**Responsible Representation:**

Representing products or services responsibly and accurately, avoiding exaggeration or misrepresentation.

**Consumer Education:**

Providing consumers with adequate information to make informed decisions.

Adhering to ethical principles in marketing not only builds trust with customers but also improves a company's reputation and mitigates legal issues. Moreover, it fosters a culture of integrity within the organization, which can have long-term benefits for both the company and its stakeholders. Ethical marketing is about making marketing decisions that are morally right and just.

# Thank you