

## **Unit I**

### **INTRODUCTION TO DIGITAL MARKETING**

#### **OVERVIEW OF DIGITAL MARKETING**

##### **History of digital marketing**

- Digital marketing first appeared as a term in the 1990s but it was a very different world then.
- Web 1.0 was primarily static content with very little interaction and no real communities.
- The first banner advertising started in 1993 and the first web crawler (called Web crawler) was created in 1994 – this was the beginning of search engine optimization (SEO).
- This may not seem a deep and distant past but when we consider that this was four years before Google launched, over 10 years before YouTube, and that social media was not even a dream at this point, it shows just how far we have come in a short time.
- Once Google started to grow at pace and Blogger was launched in 1999 the modern internet age began.
- BlackBerry, a brand not connected with innovation any more, launched mobile e-mail and MySpace appeared. MySpace was the true beginning of social media as we define it today, but it was not as successful as it could have been from a user experience perspective and ultimately that is what led to its downfall.
- Google's introduction of Adwords was their real platform for growth and remains a key revenue stream for them to this day.
- Web 2.0 was a term coined in 1999 by Darcy DiNucci but not really popularized until Tim O'Reilly in 2004.
- With Web 2.0 there was no overhaul of technology as the name might suggest, but more a shift in the way that websites are created. This allowed the web to become a social place, it was an enabler for online communities and so Facebook, Twitter, Instagram, Pinterest, Skype and others were born.
- One trend that has certainly appeared in the last 10 years is an increase in buzzwords.

##### **The 4 Ps of marketing**

- 1. Product**
- 2. Price**
- 3. Place**
- 4. Promotion**

##### **Product**

Product This may be a physical product or it may be your service proposition. The key here is that something is developed that people want to buy. Some businesses begin with a

product and then try to force that on an audience. If there is no demand for your product and no one is interested then you will not be able to create demand.

### **Price**

Pricing is the second P and one that can be more of a science than an art. Understanding price elasticity and competitive positioning are angles to consider but we won't go into the economics of this here – the key factor is whether you are asking for a price that people are willing to pay. The 'willing to pay' element of that does of course have many factors behind it such as your brand value, online reviews, product quality and others but there are also numerous tactics that can be employed here.

### **Place**

Location, location, location. Building your shop in the wrong place decreases footfall and ultimately means fewer sales. Having your shop in the right place but not having the stock in the shop is even worse. Having your product in the shop in the right location but then not displaying it correctly – so people cannot find it – is also a factor of 'place'.

### **Promotion**

Promotion is what most people think of when they hear the word marketing. Your TV campaign, your press advertising, your display banners. This is often the first time that people will have any relationship with your brand and sometimes, certainly in below-the-line marketing, this can be a personal relationship. As we all know, first impressions are very important so getting your promotion right is vital.

## **EVOLUTION OF DIGITAL MARKETING**

- **The emergence of the Internet and Websites (1990s):** The Internet's widespread adoption laid the foundation for digital marketing. Basic websites served as online brochures, allowing businesses to showcase their products and services to a global audience.
- **Search Engine Optimization (SEO) and Pay-Per-Click (PPC) Advertising (2000s):** As search engines like Google gained prominence, SEO became crucial for businesses to improve their online visibility. PPC advertising also emerged, allowing companies to bid on keywords and pay only when users clicked on their ads.
- **1993** – The first clickable banner was deployed. An online magazine called Hotwired bought a few of these to advertise the magazine and increase subscriptions. Thus began the age of transition to digital marketing. With new technologies making their arrival, and Yahoo! Being launched, the evolution of digital marketing was well and truly underway in 1994. Yahoo received nearly a million hits in its first year of existence, prompting business owners and marketers to rethink their attitude toward digital marketing. They began to optimize their website to satisfy the search engine requirements.
- **1994** – Cookies were invented by Lou Montulli; these are small data packets created by the web server when you browse a site and are placed on your computer.

- **Social Media and Content Marketing (The mid-2000s - 2010s):** The rise of social media platforms like Facebook, Twitter, and LinkedIn changed the landscape of digital marketing. Brands began to create engaging content to build relationships and connect with their audience. Blogging, videos, infographics, and other forms of content marketing gained traction.
- **Mobile Marketing and Responsive Design (2010s):** The proliferation of smartphones led to a mobile-first approach. Marketers started optimizing their websites for mobile devices and utilizing location-based services for targeted advertising.
- **Data Analytics and Personalization (2010s):** Advances in data collection and analytics allowed marketers to gain deeper insights into consumer behavior. Personalization became a priority, delivering tailored content and experiences to users based on their preferences and actions.
- **Video Marketing and Live Streaming (2010s - Present):** Videos gained popularity as a highly engaging form of content. Platforms like YouTube and later TikTok became essential for brands to reach their audiences. Live streaming also gained traction, enabling real-time interaction with viewers.
- **Influencer Marketing and User-Generated Content (2010s - Present):** Brands started collaborating with influencers who had established online followings to promote their products. User-generated content became valuable, as consumers' experiences and opinions carried more weight than traditional advertising.
- **Artificial Intelligence (AI) and Chatbots (2010s - Present):** AI-powered technologies like chatbots revolutionized customer service, offering instant responses and personalized experiences. AI algorithms also enhanced ad targeting and campaign optimization.
- **Voice Search and Smart Devices (2010s - Present):** The proliferation of voice-activated devices like smart speakers and virtual assistants (e.g., Amazon Alexa, Google Assistant) led to the rise of voice search optimization and voice-based interactions.
- **Augmented Reality (AR) and Virtual Reality (VR) (2010s - Present):** AR and VR technologies have opened new avenues for immersive marketing experiences. Brands use AR for interactive product demonstrations, and VR for creating virtual showrooms and experiences.
- **Privacy Concerns and Data Regulations (2010s - Present):** With increased data collection, privacy concerns grew. Regulations like GDPR and CCPA were introduced to protect consumers' data and give them more control over their online privacy.
- **Post-Cookie Era and Contextual Targeting (2020s - Present):** With the decline of third-party cookies, marketers are exploring alternative methods like contextual targeting, which focuses on placing ads in relevant content rather than relying on user data.

## **IMPORTANCE AND BENEFITS OF DIGITAL MARKETING**

### **Importance of digital marketing**

1. Huge customer base digitally
2. Supply and Demand
3. Competition
4. Return on Investment (ROI)
5. Promotion or Marketing

### **Importance of digital marketing**

- **Huge customer base digitally:** The internet has made it possible for businesses to reach a huge customer base digitally. According to Statista, there are over 4.66 billion active internet users worldwide as of January 2023. This means that businesses have the potential to reach a global audience with their digital marketing campaigns.
- **Competition:** Competition is a major challenge in the digital marketing landscape. There are millions of businesses competing for the attention of consumers online. This means that businesses need to be creative and strategic in their digital marketing campaigns to stand out from the crowd.
- **Supply and Demand:** With a larger customer base comes a greater demand for products or services. Businesses need to ensure that they have the capacity and resources to meet this increased demand while maintaining the quality and satisfaction of their customers.
- **Return on Investment (ROI):** Digital marketing gives businesses more value for their investment — and it's easier to prove ROI because you can easily attribute sales and conversions to specific campaigns and touchpoints. In an age where marketers increasingly need to do more with fewer resources, digital channels empower businesses to market themselves in the most cost-effective way.

### **Benefits of digital marketing**

1. Easy to Communicate with Customers to gain Loyalty
2. Engage with Customers at Every Stage
3. Easy to Target the Right Audience
4. Generate Leads Consistently
5. Optimized and Better Conversion Rates
6. Gain Brand Reputation
7. Less Marketing Expense
8. Global Brand Recognition and Target Global Audience
9. Generate More Revenue

## **DIGITAL MARKETING CHANNELS AND PLATFORMS**

### **Digital marketing channels**

- 1. Content Marketing**
- 2. Search Engine Optimization (SEO)**
- 3. Email Marketing**
- 4. Social Media Marketing**
- 5. Paid Advertising**
- 6. Video Marketing**
- 7. Referral Marketing**

### **Content marketing.**

- Content marketing uses high-quality content to answer questions and help your target audience make informed decisions.
- It is often less promotional and more educational than other digital marketing campaigns.
- Some of the most common types of content marketing assets include:
- Blog posts, White papers, E-books, Case studies, Infographics, Email newsletters.

### **Search engine optimization (SEO).**

- Search engine optimization (SEO) is the process of improving the ranking of a website on search engines. The higher the ranking, the more likely people are to find the website and the higher your website traffic numbers from organic search.
- It's estimated that 68% of online experiences begin with a search engine, so the primary goal of SEO is to bring qualified visitors to your website so that you can eventually convert them into customers.
- For example, if you're publishing a blog post about making your own ice cream, your keyword might be "homemade ice cream." You'd include that keyword in your post's title.

### **Email marketing.**

- Email marketing remains one of the most important channels of digital marketing strategies.
- Email marketing involves sending emails to 'opted-in' contacts via solutions like Adobe's Market to engage to build relationships, convert prospects into buyers, and turn existing customers into loyal brand advocates.
- 59% of survey respondents revealed that marketing emails influence their purchase decisions, proving that this channel is an effective way to sell products and services.
- Examples:- Welcome emails, promotional emails, product recommendations, customer feedback, and surveys.

### **Social media marketing.**

- Social media can be one of the most effective channels for digital marketing that businesses can use to maximize their reach, engage with customers and convert sales.

- It's important to differentiate between how you will approach organic social media and paid social media.
- Organic social is best summarised as the 'unpaid posts' that sit on your different social media profiles. It can be challenging to gain broad reach with organic social, and content is likely to only reach your followers — unless one of your posts is lucky enough to go viral.
- Some of the most common social media platforms for brands to engage with customers on are Meta (facebook), Instagram, X(Twitter), and LinkedIn.

### **Paid Advertising**

- Paid search, also known as pay-per-click (PPC) advertising, is a digital marketing strategy where advertisers pay a fee each time their ad is clicked by a user on a search engine results page (SERP). It's a way to buy visits to a website rather than organically earning those visits through search engine optimization (SEO). Paid search ads appear at the top of search engine results, often marked with labels like "Ad" or "Sponsored."
- Examples:- search engine advertising, display advertising, and affiliate marketing.

### **Video Marketing**

- Video advertising is often sold on auction-based marketplaces.
- It is possible to self-serve your display and video buys via solutions like Google Ads, but you can often access a wider range of available inventory from specific display or video networks.
- Display and video are typically charged on a CPM-based (Cost per mile) model, where advertisers pay a fixed amount for every 1,000 impressions that are delivered.
- Display and video marketing are often used for two main objectives; top of funnel awareness activity, or lower-funnel retargeting activity showing ads to people that have been to your site but haven't yet converted.
- Examples:- Nike-Dream Crazier, Airbnb-Is mankind, coca-cola -Share a Coke.

### **Referral marketing**

- Uses conversation to spread information or opinions about products and services from one person to another. Since over 79% of people say user-generated content plays a vital role in their purchasing decisions, word-of-mouth marketing is very powerful.
- It may also help you build social proof and most importantly, increase your conversions and sales. Word-of-mouth marketing is ideal if you've been in business for quite some time and established a loyal following of satisfied customers who are willing to vouch for your brand.
- Create an exceptional customer experience. Go above and beyond to exceed their expectations so that they're more likely to refer your brand to their network.
- Encourage user-generated content. To do so, create contests and quizzes on social media, offer rewards, and ask questions.
- Push ratings and reviews. Ask your customers to review their experience with you on Google, Yelp, TripAdvisor, Angie's List, and other relevant review sites.
- Examples:- Tesla, Airbnb, Spotify, Uber Eats, swiggy, and dominos.

## **DIGITAL MARKETING PLATFORMS**

Digital marketing platforms refer to online tools, software, and technologies that businesses and individuals use to manage, execute, analyze, and optimize their digital marketing efforts across various channels.

These platforms provide a centralized and streamlined way to create, deliver, and monitor marketing campaigns on digital channels like social media, search engines, email, websites, and more

**Social media marketing platforms:** Facebook Business Manager, Instagram Business, LinkedIn Marketing Solutions, Twitter Ads, Pinterest Business Manager

- Today's consumers are highly reliant on social media platforms such as Instagram, Facebook, TikTok, LinkedIn, and Snapchat. This is why it is essential that brands are active across multiple social media accounts
- The average adult spends an average of 2 hours and 22 minutes on social media per day - that's almost 2 and a half hours for businesses to interact with and convert consumers every day.
- Out of the 5.11 billion people who have a phone, 3.26 billion access social media using it.
- People spend about 1/7<sup>th</sup> of their waking time on social platforms.

**Email marketing platforms:** Mailchimp, Constant Contact, AWeber, Sendinblue, HubSpot

- Email marketing campaigns allow organizations to stay connected with prospects and customers, sending them customized newsletters or offers based on past shopping history or brand engagements.
- Nearly 60% of consumers say that email plays a role in their purchase decisions. Furthermore, transactional emails - emails that help a customer do something, like complete a purchase or reset a login - are more likely to be opened by subscribers.

**Pay-per-click advertising platforms:** Google Ads, Microsoft Advertising, Facebook Ads, LinkedIn Ads, Twitter Ads

- Pay-per-click (PPC) is a form of paid advertising that allows marketing teams to purchase traffic to their website essentially. Marketers place ads on websites or search engines such as Google and Microsoft Bing and pay a fee each time their ad is clicked on.
- These ads often appear at the top of the search results page, and are typically determined by bids on specific keywords, while banner ads on websites usually have set prices.

**SEO platforms:** SEMrush, Ahrefs, Moz, Yoast SEO, Screaming Frog SEO Spider

- Search engine optimization, or "SEO", often goes hand-in-hand with content marketing. Pieces of content created by the business for their website, blog or other digital marketing platforms, can be written and posted online in such a way that they are more likely to be seen by prospective buyers searching for information on a certain topic than similar content created by their competitors.
- SEO, when done correctly, can be an extremely effective part of a business's marketing strategy. In fact, 53% of consumers say that they research their potential purchases



using a search engine before making a buying decision, and 51% of smartphone users have discovered a new product or service via a search engine on their phones.

**Marketing automation platforms:** HubSpot, Salesforce Marketing Cloud, Adobe Experience Cloud, Marketo, Oracle Eloqua

- Marketing automation platforms can be invaluable to any digital marketing strategy. Like so many other digital marketing strategies, marketing automation can be “stacked” on top of other digital marketing platforms to multiply and increase their effects.
- The simplest way to describe marketing automation platforms is to refer to them as software that can perform routine marketing actions on behalf of a business without the need for human action
- This lack of need for human action is a key benefit for marketing automation platforms, as this means the platform can essentially “run” parts of a business’ marketing strategy on its own, without increasing staff needs or payroll costs.

**Marketing analytics platforms:** Google Analytics, Adobe Analytics, IBM Watson Marketing, Marin Software, Kissmetrics

- Marketing analytics platforms allow businesses to collect and analyze the data from their digital marketing campaigns to determine how effective their campaigns have been, what ROI they can expect from them, and what can be done to increase revenue from their marketing in the future.
- The benefit of marketing analytics platforms to a company can be compared to the usefulness of a report card to a student: unless you know what results your digital marketing campaigns are getting, you won’t know how to correct them in the future. 21% of businesses cite marketing analytics as the single most effective way to create and maintain a competitive edge over similar companies.

## **DIGITAL MARKETING STRATEGY AND PLANNING**

### **DEVELOPING A DIGITAL MARKETING STRATEGY**

Developing a digital marketing strategy involves a comprehensive plan to promote your products, services, or brand online. A well-structured strategy should encompass various online channels and tactics to reach and engage your target audience effectively.

**Steps to develop a digital marketing strategy.**

- 1. Define your goals**
- 2. Select your target audience**
- 3. Competitor analysis**
- 4. Choose Channels**
- 5. Content Strategy**
- 6. Track your results**

#### **1. Define your goals**

Clearly outline what you want to achieve with your digital marketing efforts. Goals could include increasing brand awareness, driving website traffic, generating leads, boosting sales, or improving customer retention.



**2. Select your target audience**

Understand your ideal customer's demographics, interests, behaviors, and pain points. This information will guide your messaging and channel selection.

**3. Competitor analysis**

The process of identifying competitors in your industry and researching their different marketing strategies. You can use this information as a point of comparison to identify your company's strengths and weaknesses relative to each competitor.

**4. Choose Channels**

There are many different digital marketing channels available, such as search engine optimization (SEO), social media marketing, email marketing, and paid advertising. Choose the channels that are most likely to reach your target audience and achieve your goals.

**5. Content Strategy**

Your content is one of the most important aspects of your digital marketing strategy. It should be informative, engaging, and relevant to your target audience. Create a mix of educational, entertaining, and promotional content.

**6. Track your results**

It is important to track your results so you can see what is working and what is not. This will help you optimize your strategy and improve your results over time.

**Digital Marketing Strategies****Digital Search Engine Optimization (SEO):**

- Optimize your website for search engines to improve organic visibility.
- Use relevant keywords, create high-quality content, and ensure a user-friendly website.

**Content Marketing:**

- Develop valuable, relevant, and consistent content to attract and engage your target audience.
- Utilize blog posts, articles, videos, infographics, and other formats.

**Social Media Marketing:**

- Establish a strong presence on platforms relevant to your audience.
- Share engaging content, interact with followers, and use paid advertising on platforms like Facebook, Instagram, Twitter, and LinkedIn.

**Email Marketing:**

- Build and maintain an email list to nurture leads and engage with your audience.
- Segment your list and personalize content for better results.

**Pay-Per-Click (PPC) Advertising:**

- Use platforms like Google Ads and Bing Ads to run targeted ads.
- Set a budget, choose relevant keywords, and create compelling ad copy.

**Influencer Marketing:**

- Partner with influencers in your industry to reach a wider audience.
- Ensure that influencers align with your brand and target demographic.

**Affiliate Marketing:**

- Collaborate with affiliates to promote your products or services in exchange for a commission.
- Track performance using affiliate marketing platforms.

## **SETTING GOALS AND OBJECTIVES**

Setting clear goals and objectives is essential for any digital marketing campaign. It helps you to stay focused, measure your results, and make necessary adjustments along the way.

Goals are high-level statements about what you need to achieve to deliver against your vision. Goals tend to be long term and therefore set out the underlying elements of your vision. They bring your vision statement to life by moving it towards a practical reality.

**Goals need to be structured to meet a set of criteria. I call these the 4 Rs:**

**Relevant:** does it fit with your vision?

**Resonating:** does it fit with your business's values and goals?

**Responsive:** is it adaptable and flexible so that it can change if needed?

**Recognizable:** is it easily understandable?

**Some examples of goals are:**

- Increase sales; improve profitability
- Provide best-in-class customer service
- Deliver a world-class digital experience
- Hire the best talent
- Become the thought leader
- Gain market share.

**Here are some examples of digital marketing goals:**

- Increase website traffic by 10% in the next month.
- Generate 100 leads per month from social media marketing.
- Increase email open rates by 5% in the next quarter.
- Reduce the cost per acquisition (CPA) by 10% in the next year.

## **Objectives**

Your objectives are specific, quantifiable and time-based. They are the steps or milestones that you need to take towards meeting your ultimate goal. Many businesses use a **SMART** approach to creating objectives. SMART is simply a mnemonic that helps us to ensure that the objectives are well thought through and ultimately will serve their purpose.

## **SMART**

- **Specific:** no matter who were to look at your action plan it should be absolutely clear what needs to be achieved for the action plan to be met. There must be no ambiguity. Using the five 'W' questions can help here – again, there are differing interpretations of the five (or sometimes six) 'W' questions but below are those that I find the most useful:
  - Who: who will be involved in achieving the action plan?
  - Where: is a specific location involved?
  - What: what exactly needs to be achieved?
  - Why: what is this action plan going to achieve?
  - When: what is the deadline and any milestones along the way?

- **Measurable:** how will you know when you have met your action plan? There must be a clear measure so that everyone involved knows when the action plan has been hit and there is no confusion. This also allows you to understand how much progress you are making towards meeting your action plan.
- **Attainable:** setting realistic action plans is crucially important. If your action plans are not attainable then you can never meet them, which ultimately means you can never reach your goals. There is no harm in setting a stretching action plan – and indeed getting the balance between too stretching and too easy is important here. Setting an action plan that does not have this balance right can also cause demotivation among the team working on it.
- **Relevant:** the action plan needs to be relevant to your goal. Having an action plan that does not tie in with the wider work is not only irrelevant but also a distraction from achieving your goal. Think back to the five W's above and consider whether each of these is relevant.
- **Time-based:** this is where the sixth 'W' comes in: 'When'. Your action plan needs a time frame and also specific milestones. As with any piece of work, having a deadline gives the action plan a much greater chance of being delivered.

### Setting effective digital marketing goals and objectives

1. **Define Your Overall Marketing Goals:** Start by understanding your organization's or business's broader marketing goals. These could be increasing brand awareness, driving website traffic, generating leads, boosting sales, improving customer engagement, or something else. Make sure these goals align with your overall business objectives.
2. **Make Your Goals SMART:** Apply the SMART criteria to your digital marketing goals:
  - **Specific:** Clearly define what you want to achieve. For example, instead of saying "increase website traffic," specify "increase organic website traffic by 20% in the next quarter."
  - **Measurable:** Determine how you'll measure success. Identify metrics such as website visits, conversion rates, click-through rates, social media engagement, etc.
  - **Achievable:** Ensure your goals are realistic given your resources, budget, and current digital marketing capabilities.
  - **Relevant:** Ensure your digital marketing goals contribute directly to your overall marketing and business objectives.
  - **Time-bound:** Set a specific timeframe for achieving your goals. For example, "achieve a 15% increase in email subscribers within the next six months."
3. **Break Down Goals into Digital Marketing Objectives:** Based on your SMART goals, break them down into smaller digital marketing objectives. These objectives should be actionable steps that will lead to the achievement of your goals.

Once you know your overall goals, break them down into specific, measurable objectives. For example, if your overall goal is to increase brand awareness, a specific objective could be to increase website traffic by 10% in the next quarter.
4. **Make sure your goals are realistic and achievable:** Don't set yourself up for failure by setting goals that are too ambitious.

**5. Choose Relevant Key Performance Indicators (KPIs):** Select the appropriate KPIs to measure the progress of your objectives. KPIs could include metrics such as website traffic, conversion rates, click-through rates, social media reach, engagement, email open rates, and more.

**6. Implement Strategies and Tactics:** Develop strategies and tactics to achieve your objectives. These could involve content marketing, search engine optimization (SEO), social media marketing, email marketing, paid advertising (PPC), influencer collaborations, and more.

**7. Monitor, Analyze, and Adjust:** Regularly monitor your digital marketing campaigns using tools like Google Analytics, social media insights, and email marketing platforms. Analyze the data to determine what's working and what needs adjustment. If you're not meeting your objectives, revise your strategies accordingly.

**8. Stay Updated and Adapt:** Digital marketing trends and technologies evolve rapidly. Stay informed about industry changes and adapt your strategies to stay competitive and relevant.

**9. Track your results:** This will help you to see how you're doing and make necessary adjustments to your goals and objectives.

### **BUDGETING AND RESOURCE ALLOCATION**

This is a crucial area of planning, for obvious reasons, and some important techniques can be used to ensure this process is as smooth and accurate as possible. This section deals specifically with media budgeting rather than departmental budgeting. We will therefore not be considering the running of our department, including items such as salaries, expenses, IT costs, etc.

We are purely concerning ourselves with budgeting our marketing spend, including items such as media costs and agency fees.

Digital marketing is a very transparent area. Where some marketing channels may not be able to directly attribute sales or revenue, digital channels generally can. As such budgeting and forecasting accuracy expectations are high, so using solid techniques to enable you to establish this accuracy is key.

- The amount of cash that companies are prepared to spend on digital marketing varies considerably, from almost nothing to multimillion-dollar budgets.
- This is a document that is often used within business to establish a budget for the coming period based on previous results.
- Whatever your budget, you need to understand your business's KPIs and the level of spend associated with each.
- You may be promoting a low-margin product, for example, with a very specific cost per acquisition but no documented budget, in which case your challenge is to maximize volume within that cost per acquisition (CPA) limit.
- If on the other hand, the priority of the business is growth there may be a budget dedicated to achieving maximum growth in minimum time.

To produce this you will need to review historic performance of all of the key metrics such as conversion rates, engagement rates and response rates. Understanding how they have performed historically, and the trend you have seen over the previous period, will inform your view as to what to expect over the coming period. You also need to consider known macro factors such as seasonal changes, competition and regulation.

Whatever the priorities of your business, they will be reflected in the core principles behind the allocation of the budget, and it is vital to ensure that you bring this out in your proposal. There are four key principles:

**Channel optimization:** it is important to identify your best performing channel and ensure your proposal maximizes that before you move on to others. If, for example, you have a PPC campaign that is achieving lots of enquiries at a highly effective CPA, then it makes sense to gain maximum volume from your account by optimizing keywords, ad copy, customer journey and so on before you open up another channel.

**Website optimization:** all of your digital channels will be driving traffic to your site, so it is vital to optimize this end touchpoint, otherwise you are damaging the effectiveness of all your other channels. This may require some budget, depending on your technical and management set-up.

**Maximizing the use of free channels:** effective, integrated social media and SEO strategies are essential in today's digital world and these can be a fantastic source of low-cost business.

**Understand your business's budget cycle:** no matter how compelling your argument, if the budget is simply not available your proposal will fail. Make sure you are fully aware of any constraints around budget allocation, including timings, before you commit to an amount or schedule that could render your proposal worthless.

These principles will allow you to shape your budget allocation effectively.

### **Resource allocation**

Resource is another consideration. The management of digital marketing involves many skills that must be sourced either in-house or at an agency, such as content creation, technical build, copywriting, media buying, negotiation, SEO, and more.

While organizations can often achieve cost savings and greater control by keeping these in-house, agencies can usually offer a greater breadth and depth of expertise, and will often have stronger media-buying power.

Budgeting and resource allocation are essential aspects of effective business management, especially in the context of marketing and digital marketing initiatives. Proper budgeting ensures that you allocate your resources wisely to achieve your goals and objectives while optimizing your return on investment (ROI).

- **Prioritize your goals:** Not all digital marketing channels are created equal. Some channels are better suited for certain goals than others. Prioritize your goals and allocate more budget to the channels that are most likely to help you achieve them.
- **Consider your target audience:** Your target audience will also affect how you allocate your budget. If you are targeting a large audience, you may need to allocate more budget to channels that can reach a wide audience, such as social media. If you are targeting a more niche audience, you may be able to get away with allocating less budget to each channel.
- **Be flexible:** The digital marketing landscape is constantly changing. Be prepared to adjust your budget as needed. If a particular channel is not performing as well as you expected, you may need to reallocate your budget to other channels.

**There are several factors to consider when allocating resources in digital marketing including**

- 1. Set Clear Goals and Objectives**
- 2. Analyze Past Performance**
- 3. Determine Your Total Budget**
- 4. Prioritize Marketing Channels**
- 5. Allocate Resources to Each Channel**
- 6. Consider Seasonality and Timing**
- 7. Invest in Analytics and Measurement**
- 8. Allow Room for Experimentation**

## Unit-2

### CAMPAIGN PLANNING AND EXECUTION

Campaign planning in digital marketing refers to the strategic process of outlining and organizing all the necessary elements and steps required to achieve specific goals or objectives through digital channels and platforms

- **Setting goals:** What do you want to achieve with your campaign? Do you want to increase brand awareness, generate leads, or drive sales? Once you know your goals, you can tailor your campaign accordingly.
- **Research and Analysis:** Conduct market research and competitive analysis to gather insights into your industry, competitors, and target audience. Use this data to inform your strategy.
- **Identifying your target audience:** Who are you trying to reach with your campaign? What are their demographics, interests, and needs? Once you understand your target audience, you can create content and messaging that is relevant and engaging to them.
- **Choosing the right channels:** Where will you reach your target audience? This could include social media, email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, or a combination of all of these channels.
- **Budget Allocation:** Determine the budget for your campaign. Allocate resources to different elements such as advertising, content creation, design, and personnel.
- **Creating a content calendar:** This is a schedule that outlines when you will publish each piece of content. This will help you to stay organized and consistent with your publishing.
- **Tracking your results:** How will you track the success of your campaign? This could involve tracking metrics such as website traffic, lead generation, and sales.

Once you have developed your campaign plan, it's time to start executing it. Here are some points for effective campaign execution:

- **Create high-quality content.** Your content should be informative, engaging, and relevant to your target audience.
- **Be consistent.** Publish new content regularly and stick to your content calendar.
- **Promote your content.** Share your content on social media, email marketing, and other channels where your target audience is active.
- **Track your results and make adjustments as needed.** Use analytics to track the performance of your campaign and make adjustments as needed to improve your results.
- **Engagement and Interaction:** Actively engage with your audience, whether through social media, customer service, or in-person interactions. Respond to questions and comments promptly.
- **Feedback Loops:** Establish feedback loops to gather insights from your audience and team members. Use this feedback to make necessary adjustments during the campaign.



## MONITORING AND ADJUSTING DIGITAL MARKETING CAMPAIGNS

Monitoring and adjusting digital marketing campaigns is the process of tracking the performance of a campaign and making changes as needed to improve its results. It is an ongoing process that should be done throughout the life of a campaign.

### Reasons to track marketing campaign

- **Measuring your marketing efforts**
  - **Monitoring and adjusting marketing campaigns as needed**
  - **Planning for future campaigns**
  - **Creating a more cost-effective marketing budget**
- 
- **Measuring your marketing efforts:** When you track a campaign, you can find out numbers, ratios, and costs related to specific marketing tactics or initiatives. This data may help you objectively assess which factors of your marketing campaign are successful.
  - **Monitoring and adjusting marketing campaigns as needed:** Tracking gives you data in real-time as the campaign occurs. Based on this real-time data, you can modify and optimize your existing marketing campaigns.
  - **Planning for future campaigns:** Tracking data can show you which aspects of your marketing efforts may benefit from improvements prior to your next advertising campaign. This allows you to design data-driven approaches for your future marketing initiatives.
  - **Creating a more cost-effective marketing budget:** Most companies track marketing statistics related to finances, such as the cost of converting a lead into a customer. Knowing which efforts are the most cost-effective can help you create a marketing budget that reduces acquisition costs and increases revenue.

### Ways to track marketing campaigns

- **Website analytics**
- **Customer relationship management tracking**
- **Call tracking**
- **Ad network conversion tracking**
- **Unique uniform resource locators (URLs)**
- **Key performance indicator (KPI) dashboard**
- **Customer feedback**
- **Forms**
- **Social media monitoring**

Here are some points for adjusting your digital marketing campaigns:

- **Make small, incremental changes.** Don't make drastic changes to your campaigns all at once, as this can make it difficult to identify what is working and what is not.
- **Test different variations of your campaigns.** A/B testing is a great way to test different versions of your campaigns and see which ones perform better.
- **Use negative keywords.** Negative keywords can help to prevent your ads from showing for irrelevant searches.

## **SOCIAL MEDIA MARKETING**

### **OVERVIEW OF SOCIAL MEDIA MARKETING**

#### **History of social media**

- Its origins in the 1970s with the advent of bulletin board systems – essentially a method to share data, code, and other information with other like-minded users. These bulletin boards were no flash in the pan, actually surviving right through to the 1990s.
- In terms of the big names we still know today, it is LinkedIn that has had the most staying power, having started out in 2003 (although an honorable mention needs to go to MySpace, which was launched at the same time, has since declined from its early success, despite efforts to rejuvenate it).
- Facebook commenced life in 2004, it was a full two years later that it opened to the world (initially being focused on Harvard students, then students in general).
- Twitter commenced in 2006 and early users (meaning the first five years or so) will be very familiar with Twitter's 'Fail Whale', which was displayed when the service went down, which it did, a lot – perhaps a reflection on how quickly the platform and social media was now growing
- Interestingly, social media is one area in which Google does not have a dominant status. Google+ was the breadmaker of the social media world. Lots of people had an account but very few actually used it.
- According to studied data compiled by Edward Morbius in January 2015 only 9 percent of the 2.2 billion registered users had posted something (Anderson, 2015)
- According to research by Wearesocial in January 2015 there were circa 3 billion active internet users in the world (about 42 per cent of the population) and 2 billion of those were active on social media – so two-thirds of all internet users. Also interesting is that 81 percent of those active users are active on a mobile device.

#### **Five pillars of social media marketing**

- **Strategy**
- **Planning and publishing**
- **Monitoring**
- **Analytics**
- **Advertisements**

## Types of Social Media

### Social Networking

- When most people think social they think of sites such as Facebook, which allows users to post most forms of media and share with a close group of friends or, if they prefer, the whole world.
- Typically these sorts of sites are categorized as true 'social networks' but the term should be used in a much broader sense
- Some social networks encourage face-to-face interaction, Meetup ([www.meetup.com](http://www.meetup.com)) being one example, and numerous 'friend finder'/dating applications being others
- For your digital strategy these networks can offer significant brand awareness opportunities and direct conversion campaign opportunities. Facebook, for example, offers paid campaigns, company pages and even insights to provide analytics on performance. These networks are probably the broadest in terms of opportunity.

### Blogs and micro-blogging

- Blogging is hugely popular. However, the vast majority of blogs are not! While some bloggers have hundreds of thousands of followers, the majority are small hobby sites for close family and friends
- Blogging platforms such as Blogger and WordPress are hugely popular
- While some blogs are global phenomena, for example, the Huffington Post typically receives over 100 million monthly visitors (Huffington, 2014), even these pale into insignificance compared to the largest micro-blogging platform, Twitter, which at the time of writing had 320 million active users sending 500 million tweets a month (Twitter, 2015).
- Twitter is great to push out pithy messages and indeed to receive them from your customers.
- Blogs allow for more detailed consideration and can therefore wield quite considerable power over potential customers.
- For example, positive reviews on technology, such as on Tech Radar or PocketLint, can have a significant impact on sales
- Blogs can offer an opportunity to organizations that have rich content to share or have products and services that can be promoted to highly relevant blog sites
- Micro-blogs such as Twitter and Sina Weibo can offer a great deal of advertising potential to an audience that is limited on time and looking for interesting content to share and absorb.

### Visual media sharing

- A number of social platforms have been developed that focus on visual media, the most ubiquitous being the video-sharing site YouTube
- Popular photo or image-sharing sites include Pinterest, Flickr, and Instagram.
- The 'Twitter of video' if you like. Two good examples are Snapchat, where the user 'snaps' a photo or a video, adds a caption, and then sends it to a friend – the twist being that the image/video disappears after a few seconds) – and Vine, which creates short, looped video clips.

- Being able to create adverts that fit with the visual medium is highly relevant for some businesses in areas such as media and fashion, although not relevant for others.
- We should expect to see more opportunities in this space in the coming years as these social sites expand even more.

### **Professional networking**

- Professional networking sites are, as the name suggests, largely for the business or academic world.
- LinkedIn is the most known and has replaced many people's rolodex of business cards, the huge benefit being that LinkedIn contacts remain up to date regardless of the number of job switches a person may have.
- With 350 million registered users it is also a recruiter's dream and has, perhaps inadvertently, helped mobilize the workforce.
- This can therefore be useful for building your digital team or even sourcing your agency.
- Also within this category are a number of document-sharing sites, for example Slideshare and Docstoc, which are both useful for publishing more formal content and researching an opportunity.
- Here the opportunity is not only to attract new employees but also to disseminate content to other professionals. This can be particularly advantageous in the B2B space, where being a thought leader and gaining trust are vital to success.

### **Reviews and ratings**

- Reviews and ratings sites answer a very basic human need – peer approval. We don't like to make mistakes when purchasing goods and services and, in this, peer reviews have always been important.
- The internet has allowed us to expand our 'peer set' on a global scale, thanks to the plethora of review sites and platforms. One of the best-known review sites is TripAdvisor, which covers over 4.5 million accommodations, places and attractions and operates in 45 countries.
- The power of consumer reviews has encouraged brands to offer customers the ability to review their products/services on-site. Third-party platforms such as Trustpilot and Reevo have been created to fill this demand.

### **Forums**

- Forums are often considered a little outdated and some of the younger social media professionals might question their inclusion here. However, there are still many highly active forums, albeit usually part of a larger site. Two great examples are Netmums and PistonHeads. Although the former is focused on babies and the latter on cars, it is important not to pigeonhole forums.

### **Social Media Platforms and Their Features**

- Social is big on a global scale. However, if you are a North American or European reader you might be surprised to learn that by far the biggest social user base is to be found in Asia.

- According to Steven Millward at techinasia.com, China had an estimated 597 million social media users in 2013 with the top 10 sites in China having 3.2 billion users between them (Millward, 2013).
- Micro-blogging sites such as Sina Weibo and the lesser-known Tencent Weibo use a similar model to Twitter.
- QZone, Pengyou, Renren, and Kaixin are broader networks, in a style more similar to Facebook.
- There is also WeChat and KakaoTalk, which are Whatsapp-style messaging apps. This presents a significant challenge and opportunity to global businesses that have focused on the European and US networks.
- According to Statista, 80 per cent of Twitter users are now mobile and the number is similar for Facebook. Mobile and social are intrinsically linked and it is vital to appreciate this
- There are 4.65 billion social media users on the planet. That's 58.7% of the global population, many of whom are using social media as a primary source of information.
- From news (and disinformation) to lifestyle tips, and decision-making to product research, social media users can gather all the information they need, without ever leaving their platform of choice.
- And it's not just in the U.S. (though 84% of Americans use at least one social media network). China now has more than 1 billion social media users, despite still having roughly 415 million citizens without internet access.
- For marketers, these are more than just eye-catching numbers – they're potential customers. And if you have a proper social media strategy, they can become realized customers.
- For example, if you're selling retirement homes, TikTok probably isn't the place for you, as 47.4% of users are under 30.
- Similarly, if you want to target native Chinese speakers, Facebook probably isn't the right platform for you, as it only has 3.3 million users in China.

### **Types of social media (Read from above pg:21)**

#### **Social media platforms**

- |             |             |
|-------------|-------------|
| • Facebook  | • TikTok    |
| • Instagram | • Pinterest |
| • Twitter   | • Reddit    |
| • LinkedIn  | • WhatsApp  |
| • YouTube   | • Telegram  |
| • Snapchat  | • Discord   |
| • Clubhouse |             |

#### **Social Media Platform Features**

- **Facebook:** Facebook is a general-purpose social networking platform with over 2.9 billion active users. It allows users to create profiles, connect with friends and family, share photos and videos, and join groups and communities. Facebook also has a number of features for businesses, such as Pages, Groups, and Ads.

- **Instagram:** Instagram is a photo and video-sharing platform with over 2 billion active users. It allows users to post photos and videos, add filters and effects, and share them with their followers. Instagram also has a number of features for businesses, such as Business Profiles, Insights, and Shopping.
- **Twitter:** Twitter is a microblogging platform with over 436 million active users. It allows users to post short messages, called tweets, which are limited to 280 characters. Twitter is often used for news and information sharing, as well as for real-time commentary on events and current affairs.
- **LinkedIn:** LinkedIn is a professional networking platform with over 830 million active users. It allows users to create profiles, connect with colleagues and former classmates, and search for jobs and professional opportunities. LinkedIn also has a number of features for businesses, such as Company Pages, Recruiter, and Sales Navigator.
- **TikTok:** TikTok is a short-form video sharing platform with over 1 billion active users. It allows users to create and share short videos, typically set to music or sound effects. TikTok is popular with users of all ages, but it is especially popular among younger users.

### **YouTube**

- Video Sharing: Upload and share videos.
- Subscriptions: Follow channels to receive updates.
- Comments and Likes: Interact with creators and their content.
- Monetization: Creators can earn money through ads and sponsorships.
- Live Streaming: Broadcast live video content.

### **Snapchat**

- Snaps: Short-lived photos and videos.
- Stories: Similar to Instagram, disappearing content.
- Discover: Discover and follow content from publishers.
- Filters and Lenses: Fun photo and video effects.
- Chat: Private messaging.

### **Pinterest**

- Pins and Boards: Users save and organize images and content.
- Search: Discover and save ideas for various topics.
- Following: Follow other users' boards and pins.
- Shopping: Users can shop for products.

### **Reddit**

- Subreddits: Communities based on various topics.
- Upvoting/Downvoting: Users can upvote or downvote posts and comments.
- Discussion Threads: Engage in discussions on a wide range of topics.
- Karma: A points system based on user interactions.

### WhatsApp

- Messaging: Text, voice, and video messaging.
- Groups: Create group chats with friends or colleagues.
- End-to-end Encryption: Messages are secure and private.
- Status Updates: Share short-lived updates with contacts.
- Community: WhatsApp Communities are a new feature that allows users to bring together related groups under one umbrella

## **CREATING AND OPTIMIZING SOCIAL MEDIA PROFILES**

### Social media profiles

Social media profiles are individual or business-specific accounts or pages on social media platforms where users can create a presence, share content, connect with others, and engage with their audience. These profiles serve as digital identities for individuals, brands, organizations, or entities on social media. Social media profiles typically contain information about the user or entity, including personal details, content, and interactions

**Creating social media profiles is a great way to connect with your target audience, build relationships, and promote your brand.**

- **Choose the right platforms**
- **Perfect your profile picture**
- **Use a consistent brand identity**
- **Complete your profile information.**
- **Write the perfect bio**
- **Use high-quality images and videos.**
- **Post regularly**
- **Use relevant hashtags.**
- **Engage with your audience**
- **Set your privacy**
- **Keep it clean**
- **Test your links**
- **Build trust**
- **Track your results**

**Choose the right platforms:** Not all social media platforms are created equal.

- Choose the platforms that are most relevant to your target audience and your goals.
- For example, if you are a business that sells clothes, you might want to focus on Instagram and Pinterest. If you are a musician, you might want to focus on Twitter and YouTube.

**Perfect your profile picture:** Brand consistency is important, so you likely want to keep the same profile picture across all social media sites. But that doesn't mean you can just upload the same JPEG everywhere. There will likely be some tweaks required for each platform.

- Nothing screams "unprofessional!" quite like an ill-fitting profile picture. It's important to adjust the size of your pics to fit each site, especially since some platforms have



circular profile pictures and others use squares. Try to keep them as similar as possible without sacrificing their appearance on each site.

**Use a consistent brand identity:** Your social media profiles should use the same branding as your website and other marketing materials. This will help your audience recognize your brand and remember you.

**Complete your profile information:** Make sure to fill out all of the required profile information, including your name, bio, and website address. This will help people find you and learn more about you.

**Write the perfect bio:** In case you haven't noticed, planning is the secret to perfecting your profile. And this is especially true with your social media bio, which is really an open-ended invitation to flex the written word.

- Want to offer a straightforward description of your company on your business page? Sure, that's a good bet for beginning businesses. But if you're well-established, you can use that space to drop a slogan, highlight your latest promotion, or even keep it intentionally vague.
- And don't forget that SEO also plays a role in social media bios most platforms are also search engines, after all. It's never a bad idea to work some specific and relevant keywords into your bio, as long as you can keep it natural and not be spammy.

**Use high-quality images and videos:** Visual content is more engaging than text, so use high-quality images and videos on your social media profiles.

**Post regularly:** The more you post, the more likely people are to see your content and engage with you. Aim to post at least once a day, but more often if possible.

**Use relevant hashtags:** Hashtags are a great way to get your content seen by more people. When you use relevant hashtags, your posts will show up in search results for those hashtags.

**Engage with your audience:** Respond to comments and questions, and participate in conversations. This will help you build relationships with your audience and keep them engaged.

**Set your privacy:** This one almost goes without saying, but it's still something you should double-check.

- If you want your social media posts to reach the maximum number of people, you should make sure they're all set to public and are easily shareable. On Facebook, in particular, you want to make sure that all of your posts can be shared with the click of a button.

**Keep it clean:** Your social media profile is your space, which means you'll need to do some regular housekeeping.

- That might mean untagging yourself from unflattering or inappropriate photos, deleting comments that cross the line, and making sure you keep an eye out for spam, which should also be reported and deleted.

- A clean social media profile sends the message that you're a legit brand that cares about how you're perceived.

**Test your links:**

- Try logging in from a different account on a different browser and click around for a while. Do all the links go where they're supposed to, or did something weird happen with the formatting? The email that's included in your Twitter bio is it loading into the mail app properly when you click it?
- We've all got clumsy fingers sometimes, and it's easy to miss weird formatting when we copy and paste. Still, a misplaced comma or quotation mark could be why you're missing out on the business opportunity of a lifetime. I mean, you never know.

**Build trust:** While you're looking around your social media profiles, try to envision them as an outsider. Do they look legit?

- If you've followed the previous steps and made sure all of your profiles are clean, consistent, and professional, they likely will.
- Check your grammar. While human beings are prone to typos and grammatical errors, we still associate them with untrustworthy sources online. Make sure your spelling and sentence structure are up to snuff.
- Post just enough. You don't want to flood the feed, but you also want people visiting your profile to see that you are an active (and, therefore, legit) brand.
- Get verified.

**Track your results:** Use social media analytics to track the performance of your profiles and see what's working and what's not. This data can help you improve your profiles over time.

**SOCIAL MEDIA CONTENT STRATEGY**

- Discovering great new content is increasingly difficult in a world dominated by big media brands and the vast quantity of new content added every second to the web.
- To help solve this issue a number of content curation services have been created, the vast majority of which leverage the power of the crowd to perform the curation.
- 'Storify' is a good example of a more commercially focused platform; pitched more to businesses than individuals, it allows for collaboration as well as curation.
- 'Reddit' is a good example of a very broad platform that is perhaps more consumer than business-focused.
- Two of note are Hootsuite and Buffer. Hootsuite syncs with Facebook and Twitter and is also fairly capable on other major platforms.
- It allows scheduling of posts, and team collaboration and, as one of the most widely used publishing platforms, is well supported.
- It is squarely pitched at community managers and does a great job of providing user interaction stats.
- It therefore has value from a customer service perspective as well. Buffer's attraction is the sophistication and simplicity of its user interface.

**Great content needs to be all of the following:**

- **Credible**
- **Shareable**
- **Useful or fun**
- **Interesting**
- **Relevant**
- **Different**
- **on brand**

**Here are the key components of a social media content strategy**

- **Identifying and setting goals**  
What do you want to achieve with your social media content? Do you want to increase brand awareness, generate leads, or drive sales? Once you know your goals, you can tailor your content accordingly.
- **Researching your audience**  
Who are you trying to reach with your social media content? What are their interests and needs? Once you understand your audience, you can create content that is relevant and engaging to them.
- **Analyzing your competitors**  
Analyze your competitors' social media strategies. Identify what works for them and where there might be gaps you can exploit. This can help you refine your own approach.
- **Auditing current social content**  
Auditing your current social content is an important step in developing an effective social media strategy. It allows you to assess your current performance, identify areas for improvement, and make necessary changes.
- **Choosing content types**  
What types of content will you create? This could include blog posts, infographics, videos, images, or even live streams. Consider the different social media platforms you are using and the types of content that perform well on each platform.
- **Building a content calendar**  
Develop a content calendar that outlines the type of content you'll post and when. Consistency is key in social media, so plan your posts in advance. Consider using scheduling tools to automate your posting schedule.
- **Promoting and distributing content**  
Promoting and distributing content is the process of getting your content in front of as many people as possible. It involves using a variety of channels to reach your target audience and encourage them to engage with your content.
- **Measuring results**  
Track the success of your social media content strategy? This could involve tracking metrics such as website traffic, lead generation, and engagement.

## **SOCIAL MEDIA ADVERTISING AND ANALYTICS**

### **Social media advertising**

Social media advertising is a paid advertising platform that allows businesses to target their ads to specific demographics, interests, and behaviors on social media platforms. It is a powerful tool for businesses of all sizes to reach their target audience

- For years many esteemed digital marketers suggested that social (in particular, Facebook) and advertising were simply not compatible, the rationale being that when on Facebook users' mindsets were not generally in shopping mode
- The problem was not that Facebook's audience had a lack of appetite, the problem was Facebook's layout.
- The ads were way too easy to ignore and in 2013 Facebook took the brave step of including them in the main news feed.
- Predictably there was a massive backlash
- The placement of ads made a difference, as did the targeting, which allows advertisers to create 'look-a-like' groups based on their current customer base.
- The mix of better targeting and better ad placement has worked wonders for advertisers and, of course, Facebook's bottom line.
- It is worth remembering, though, that social ads should not necessarily be duplicates of your direct response display ads.
- Social can absolutely be a direct response channel and indeed is well suited as such for some verticals (fashion, for example).
- The platform is also great for more engaging or even experimental ads – think awesome content that gives users something to share and advocate, not 'just an ad'.
- Finally we have also seen a growth in social advertising platforms to help advertisers spread their message through multiple sites, the most notable being Kenshoo, Marin, and Nanigans.

### **Some points for creating effective social media ads**

- **Use high-quality images and videos.** Visual content is more likely to grab attention and engage users.
- **Write clear and concise ad copy.** Your ad copy should be clear and concise, and it should highlight the benefits of your product or service.
- **Use a strong call to action.** Tell users what you want them to do, whether it's visiting your website, signing up for your newsletter, or making a purchase.
- **Test and optimize your ads.** Once you have created your ads, be sure to test them and optimize them for performance. Track your results and make adjustments as needed.

**Social media advertising platforms:** Facebook ads, Instagram ads, Twitter ads, LinkedIn ads.

## Social media Analytics

Social media analytics involves the collection, analysis, and interpretation of data from social media platforms to inform strategic decision-making. It provides valuable insights into the performance and impact of social media marketing efforts. Social media analytics can encompass various metrics and data points, offering a comprehensive view of how a brand or business is performing on social platforms.

- Social analytics refers to the tools used to monitor the effectiveness of social media.
- Social media itself, as we have already examined, is a relatively young channel and so the tools used continue to evolve.
- Some very clear metrics that should be monitored to determine the effectiveness of your social strategy.
- There are two distinct areas of social media that can be measured and they are content and promotion.
- Using social media to share engaging content is a goal of many businesses and one that can and should be monitored closely to learn how to improve future content plans.
- Using social to advertise your products and services to highly targeted and engaged audiences is also an increasingly common way of using the channel but one that involves very different metrics.
- In order to understand how your content is resonating with your audience you need to have visibility of how users are engaging with this content, what topics are the most popular and to whom, when users engage and on what device.

**Some of the key metrics you should be considering here are as follows:**

- Reach: the total users mentioning your brand plus their followers.
- Engagement: the people taking action on your content.
- Average engagement rate: the average rate of people who took action versus people who saw your content.
- Impressions: the number of times your content has been seen.
- Visits: the total number of times people have been to your site/page.
- Unique visitors: the total number of individuals who have been to your site/page.
- Bounce rate: people arriving and then leaving without visiting another page.
- Click-through rate: the percentage of people who see your content and click through to the end location.
- Conversion rate: the percentage of people who buy versus those who arrived on your site or began a purchase journey.
- Sales: total number of sales (you could also split this into separate sales channels, eg social, website, and phone as a result of the activity).
- Response rate: the percentage of people who have in some way responded to your content. Mentions: the number of times that your brand has been mentioned.
- Followers: the number of followers you have on any or all networks.
- Buzz: combination of a number of factors that suggest how popular you are right now.
- Share of voice: the number of conversations about you versus your competition.

- Sentiment: reviewing the types of message about you for positive and negative sentiment.

**Major players in social media analytics**

- Facebook Insights is the native Facebook analytics tool for tracking activity on your page.
- Twitter Analytics is a simple but effective native tool for measuring success on Twitter.
- Brandwatch is a social media monitoring company that is widely used globally for social listening.
- Hootsuite is often thought of as a tool for managing multiple networks together and it has certainly been widely used for that purpose for many years.  
Hootsuite Analytics measures brand growth, sentiment analysis, social demographics, and content engagement and identifies influencers.

## UNIT-3

### EMAIL MARKETING

#### INTRODUCTION TO EMAIL MARKETING

Email marketing is a technique commonly used by marketers to communicate with prospective and current customers by email. The goal of the communication is to educate, promote, and ultimately persuade readers to convert to repeat and loyal customers.

For example, a shoe company can email all customers who have bought shoes in the last year about a winter shoe sale. With the increase in email usage, email marketing is an ideal channel for direct, personal, affordable, and often very powerful promotion.

With an estimated 294 billion emails sent each day and over 1.9 billion email users worldwide, it is no surprise that electronic communication has replaced traditional alternatives. There are adults today who have never known about or taken part in traditional forms of business communication.

Email (electronic mail) has increasingly become a trend for marketers to communicate with current and prospective customers, a method that is formally called direct marketing.

Marketing by email is so popular because marketers are able to send direct messages to potential customers, which means that campaigns can be extremely targeted and more affordable than traditional channels, and the return on investment is measurable.

In 2010 alone, 90% of all emails sent per day were spam. Although these statistics are high, email marketing is not a dying technique. However, marketers need to ensure that they do not abuse this medium and must know the rules of the game so that they can craft unique, inbox-friendly, customer-relevant emails that convert to sales instead of adding to the clutter.

- Email marketing's return on investment is significantly higher than that for search and way higher than the ROI of social media, mobile, and every other channel.
- While other channels excel at raising awareness, customer acquisition, and fostering conversations
- Email marketing is the power channel for retention marketing.
- Consumers strongly associate email marketing with deals and product information, making it unrivaled at driving sales and increasing loyalty.



## **BUILDING AN EMAIL LIST**

Locating the best sources of quality subscribers and creating a subscription process that's as friction-free as possible is key to building a productive, low-risk email list.

List building is the process of adding email addresses to your mailing list.

List building is the process of collecting email addresses from visitors, customers, and other patrons of a business. This can be done using a website, social media accounts, events, in-store signup sheets, and more.

- **Recognize that all subscribers are not equally valuable or desirable.**

Tracking the performance of your subscribers by their acquisition source will allow you to see how each is performing and make decisions about which source to continue, improve, or abandon.

Email addresses can be acquired through many sources, including via your website, your store checkout, your blog, a signup request on product packaging or a receipt, an SMS text-to-subscribe sign, your Facebook page, sweepstakes or contest entry form, co-registration on someone else's website, and on and on.

- **Focus on adding engaged subscribers to your list.**

Growing your list expands the reach of your messages only if you're adding engaged subscribers. Adding low-quality subscribers to your list who are more likely to ignore or "junk" your emails than open and act on them is worse than pointless. It's counterproductive.

- **Recognize that the best email acquisition sources are always those that are closest to your shopping and customer service operations.**

People who are on your website, buying your products, shopping at your stores, and talking to your service reps are more familiar with and interested in your brand than those who haven't done those things.

- **Use confirmed opt-in to protect yourself from low-quality email acquisition sources.**

This involves sending an email to a new subscriber that requires them to click to confirm their signup. If they don't confirm, then they receive no additional emails. This ensures that you're adding active email addresses and subscribers who have a genuine interest in receiving your emails.

- **Don't force people to register as a customer in order to receive promotional emails from you.**

Don't hide your email signup on a customer registration form. Break it out into a separate form that you highlight on your homepage and throughout your website.

- **Make your email signup requests and forms prominent to boost their performance.**

Opt-in forms and links convert better when prominently placed high on your website where visitors don't have to scroll to find them.

- **Tell consumers why they should sign up to receive your emails.**

No one wants to join a list, get your emails, or receive discounts, product updates, helpful advice and company news. So be sure to sell people on the benefits of subscribing to your email program.

- **Avoid using overly rich signup incentives because they can attract low-quality subscribers.**

Some consumers will subscribe to your emails just for the signup incentive and then turn around and unsubscribe or report your email as spam.

- **Deliver signup incentives via email.**

If offered a discount, coupon, or freebie on the spot in exchange for their email address, some consumers will give you false email addresses to get the reward.

- **Set expectations regarding how many emails you'll be sending subscribers and what content will be in them.**

The top two reasons given by subscribers for why they unsubscribe are consistently that they “received too many emails” and that “the emails weren’t relevant.” Use your signup messaging, signup confirmation page, and welcome emails to set expectations appropriately.

- **Keep your email signup forms short and simple, and collect additional information after signups.**

For most brands, the only piece of information that is absolutely necessary for an email signup is the person’s email address. Every bit of information beyond that adds friction to the process and decreases signups.

There are many opportunities to collect additional information after email signup, including your opt-in confirmation page, preference center, welcome emails, registration forms, online checkouts, and progressive profiling efforts such as email surveys.

- **Recognize that requiring email subscribers to share additional contact information lowers signups significantly.**

Consumers are fairly willing to share their email addresses with brands, which is one of the attractive traits of email marketing. But people are significantly more guarded when it comes to sharing their mailing address, phone number, and cellphone number—especially if they think it will expose them to additional marketing communications.

- **Only ask for information you will use.**

Whether on your subscription form, on your opt-in confirmation page, in your welcome email, or further along in the email relationship, asking for information sets the expectation that you’ll use it for the subscriber’s benefit.

- **Explain to subscribers how sharing additional information with you will benefit them.**

If you require additional information, tell subscribers how you will use it to their benefit. For instance, if you require their zip code so you can send them news about local events or merchandise only carried by stores near them, make that clear.

- **Ask the right questions when profiling subscribers.**  
Try to be as direct as possible when asking about interests and collecting other information during signups, in your preference center, or elsewhere. Avoid making assumptions.
- **Use the signup confirmation page to continue to engage new subscribers.**  
Keeping an inventory of all your acquisition sources and tracking their performance is the first step toward identifying problems that might arise from technology and process changes. But regularly checking these subscription pathways for errors is also advised.

## **CREATING EFFECTIVE EMAIL CAMPAIGNS**

**An email campaign is a sequence of marketing efforts that contacts multiple recipients. Email campaigns are designed to reach subscribers at the best time and provide valuable content and relevant offers. Email campaigns allow you to build deep and trusting relationships with your customers**

### **Different Types of email campaigns**

1. **Sending newsletter**
  2. **Promotional emails**
  3. **Abandoned cart emails**
  4. **Re-engagement emails**
  5. **Lead nurturing emails**
  6. **Transaction emails (Transaction confirmation)**
  7. **Welcome emails**
- **Use faster channels to help determine the content of your emails.**  
Improve the results of your email marketing campaigns by incorporating learnings from faster channels like site search, pay-per-click (PPC) search campaigns, and Twitter.
  - **Make your calls-to-action clear in language and positioning.**  
If you want subscribers to do something, tell them by using direct language in your 'calls-to-action' (CTAs). If you want them to buy a product, use a "BUY Now" CTA rather than a generic "click here" CTA.
  - **Offer many paths to click through.**  
When we talk about calls-to-action, we're generally referring to buttons and text links. But subscribers have a much broader definition of a CTA. They see the logo in your header, headlines, and pretty much any image in your email, whether it is a product shot or not, as a CTA that they'll try to click.
  - **Don't limit your calls-to-action to online only.**
    - Email can drive subscribers to act offline just as effectively as it can drive them to act online, so don't shy away from promoting store events and other happenings.
    - In fact, the increase in emails being read on smartphones is making offline calls-to-actions more effective because subscribers can increasingly be reached when they are out.

- Subscribers are more likely to be out of the home on weekends.
- **Focus on maximizing the value of a subscriber, not on maximizing the results of a campaign.**

Every company faces pressure to maximize short term results; however, the ultimate goal of every business should be to maximize long-term results. In email marketing, that means looking at the lifetime value of a subscriber rather than per campaign results, which can be deceptive.
- **Measure your negative performance metrics, not just your positive ones.**
  - When assessing strategies and tactics, be sure to look at the complete picture by checking negative metrics like unsubscribes and spam complaints. Also, consider negative social media comments, word of mouth, and other signs of how people perceive your brand.
  - Negative signs can be disheartening, especially if the positive ones are strong, but it's important to minimize them as they could harm the success of future campaigns.
- **Use a consistent email design, but don't be afraid to occasionally deviate from it.**

Having a consistent email design is brand-building, makes you more recognizable in the inbox, and creates familiarity.
- **Keep a "swipe file" of your most successful email campaigns and components.**

A swipe file is a record of your subject lines, emails and landing pages that performed really well. It's a file to return to for learnings and inspiration.

## **EMAIL AUTOMATION AND SEGMENTATION**

Email automation and segmentation are two essential strategies for creating effective email marketing campaigns. They work together to deliver personalized messages to the right people at the right time, resulting in increased engagement, conversions, and overall campaign effectiveness.

### **Email automation**

Email automation is a way to create emails that reach the right people with the right message at the right moment without doing the work every time, sending automated messages leveraging a marketing automation tool.

Email automation allows marketers to create automated email workflows for every email marketing campaign. In these automated workflows, you can add actions, events, and conditions so that when a condition is met and an action is completed, the email gets triggered.

Here are the most common email automation triggers that are used by marketers and salespeople:

- **Welcome Emails:** Greet new subscribers with a warm welcome email, introducing them to your brand and showcasing your offerings.
- **Abandoned Cart Reminders:** Prompt users to complete their purchases by sending gentle reminders about items left in their virtual shopping carts.
- **Purchase Confirmations and Order Updates:** Keep customers informed about their transactions with confirmation emails and order status updates.
- **Post-Purchase Follow-ups:** Engage with customers after their purchases, requesting feedback, offering personalized recommendations, and encouraging repeat business.
- **Birthday Wishes and Special Occasion Greetings:** Delight your customers with personalized birthday wishes, anniversary greetings, and seasonal promotions.

### **Examples for email automation tools**

Hubspot, Mailchimp, Convertkit, AWeber, Constant contact, campaign monitor.

### **Email Segmentation**

Sending a particular message to only those subscribers who are likely to respond based on their geography, demographics, behavior or other factors; or sending the same message to subscribers at different times based on their time zone or geography.

#### **Send some segmented messages.**

In addition to sending broadcast messages to your entire file, regularly use segmentation to send messages to only those subscribers who are likely to respond. This makes your emails more relevant and increases your open, click, and conversion rates, while reducing unsubscribes and spam complaints.

#### **Use dynamic content and personalization to add targeted content to emails.**

Dynamic content and personalization turn promotional emails into personalized messages, similar to adding segmentation within an email, but taken to an individual level for even greater effectiveness.

Here are some effective segmentation strategies:

- **Demographic Segmentation:** Target emails based on age, gender, location, or other demographic factors.
- **Interest-Based Segmentation:** Send relevant content based on subscribers' expressed interests, hobbies, or product preferences.
- **Purchase History Segmentation:** Tailor recommendations and promotions based on past purchases and browsing behavior.
- **Online Behavior Segmentation:** Segment users based on their website activity, email engagement, or abandoned cart history.

### **Advantages of Segmentation and Email Automation**

- **Enhanced interaction:** Individualized emails have a higher opening, reading, and action rate.

- **Increased conversion rates:** More sales, sign-ups, or other desired activities can result from targeted messaging.
- **Improved customer experience:** Building brand loyalty and fostering strong customer connections are achieved through personalized communication.
- **Optimal use of available resources:** Automation frees up time and resources so you can concentrate on more important areas of your marketing campaigns.
- **Data-driven decision-making:** By offering insightful information about consumer behavior, segmentation and automation facilitate data-driven decision-making that helps you improve your email marketing tactics.

## **EMAIL MARKETING METRICS AND ANALYTICS**

### **Email marketing metrics**

Email marketing metrics are indicators that help assess the success of email campaigns. One can specify two categories: the first is standard engagement metrics, while the second category is focused on conversion aspects

### **Email marketing analytics**

Email marketing analytics track how your subscribers interact with your emails by tracking different metrics that deal with email delivery, engagement, and conversions. Such analytics helps email marketers draw valuable insights and optimize and strategize email campaigns for better performance.

- Any effective email marketing strategy must include email marketing analytics and metrics. Marketers may make wise decisions to maximize future efforts and obtain insightful knowledge about the effectiveness of their email marketing by tracking and evaluating these indicators.

The following is a summary of important email marketing stats and metrics:

- **Conversion rate**  
The conversion rate is the percentage of recipients who clicked on a link and did what the sender was expecting them to do.
- **Open rate**  
The percentage of receivers who opened your email is known as the open rate. You can use this metric to determine how well your subject lines are drawing readers in. A high open rate indicates that the curiosity piqued in your readers by your subject lines is encouraging them to open your emails.
- **Bounce rate**  
The percentage of emails that were not delivered to recipients is known as the bounce rate. Hard bounces and soft bounces are the two different categories of bounces. When an email address is incorrect or no longer in use, hard bounces happen. When the recipient's inbox is full or they have temporarily blocked your email address, soft bounces happen. Delivering emails in the future may become challenging if your sender reputation is harmed by a high bounce rate.

- **Click-through rate (CTR)**

CTR is another common metric that can help you determine how well your campaigns are performing. CTR measures how many people clicked on the links in your email. For example, if you included a link to redeem an offer, the CTR would measure what percentage of subscribers clicked on your links.

- **Unsubscribe rate**

Unsubscribe rate is the percentage of recipients who opted out of receiving future emails from you. A high unsubscribe rate can indicate that your emails are not providing value to your audience or that you are sending them too often.

- **List growth rate**

List growth rate is the rate at which your email list is growing. A healthy list growth rate indicates that you are attracting new subscribers and retaining existing ones.

- **Overall ROI**

ROI is the return on investment for your email marketing campaigns. It is calculated by dividing the total revenue generated from your email campaigns by the total cost of running the campaigns. A high ROI means that your email marketing campaigns are generating a positive return on investment.

- **Forwarding rate/email sharing**

Forwarding rate/email sharing measures the percentage of recipients who either shared your post via social media or forwarded it to a friend.

Forwarding rate or sharing is a helpful metric to track because it gives you an idea of how many brand advocates you have. It tells you what percentage of subscribers are recommending your emails to others.

**In addition to these key metrics, there are a number of other email marketing metrics that you can track, such as:**

- **Delivery rate**
- **Spam complaints**
- **Email sharing/forwarding rate**
- **Engagement over time**
- **Revenue per email**
- **Revenue per subscriber**
- **Email clients share**
- **Mobile open rate**
- **Mobile click rate**
- **Domain open rate**
- **Domain click rate**



## UNIT – 4

**CONTENT MARKETING****UNDERSTANDING CONTENT MARKETING**

**A type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.**

**CONTENT TYPES**

1. Articles or blog posts
2. Textual stories in e-newsletters
3. Videos
4. In-person events
5. Reports or white papers
6. Webinars/webcasts
7. Books (print or digital)
8. Printed magazines
9. Audio Programming
10. Printed newsletters

**The majority of Content success stories fall into the following content types:**

- Articles or blogs (or content-based websites). CMI's main platform for building an audience is by distributing content via a blog. Blogs started at three times per week and now run every day or multiple times per day.
- E-newsletter programs. As one example, Social Media Examiner delivers daily content via e-mail to over 300,000 business owners and marketers.
- Videos. Every week, Matthew Patrick (Game Theory) distributes a fresh video via YouTube.
- Podcasts. Every day, John Lee Dumas (EOF) presents a new podcast interview.

**Great content needs to be all of the following**

- **Credible:**  
Make sure your content is trustworthy and based on reliable information. This builds trust with your audience, establishing your brand as a credible source.
- **Shareable:**  
Create content that people want to share on social media. When your audience shares your content, it reaches more people, giving your brand wider visibility.
- **Useful or Fun:**  
Your content should either help your audience (be useful) or entertain them (be fun). This ensures that people find value in what you're sharing.
- **Interesting:**  
Capture your audience's attention by making your content interesting. Engaging stories, unique perspectives, or eye-catching visuals can do the trick.

- **Relevant:**  
Keep your content in tune with what matters to your audience right now. Being relevant shows that you understand your audience's needs and interests.
- **Different:**  
Stand out by being unique. Whether it's a fresh idea or a creative approach, being different helps your content grab attention in a crowded space.
- **On Brand:**  
Stay true to your brand's personality and style. Consistency in your messaging and visuals reinforces your brand identity and helps people recognize and remember you

## **CONTENT STRATEGY AND PLANNING**

**Content is anything that can help engage the end users of your product or service. It can be consumed both on and off your website and in any medium that is capable of delivering a message**

**Some of the most common content types are**

**website articles, news, case studies, white papers, blogs, videos, mobile apps, mobile content, testimonials, e-books, infographics, images, online presentations, annual reports, research papers, and podcasts.**

**A content strategy is the planning, creation, publication, management, and governance of content. A great content strategy will attract and engage a target audience, meeting their needs while driving business goals.**

**Strategies need to start with what your business wants to achieve. For example, if the focus is on retaining and growing existing customers then the content requirements will be very different from the focus on attracting new customers**

**Content marketing strategies can be linked to the sales life cycle.**

- **Create awareness:** increase visibility of the product service.
- **Change perception:** change views on the product service (for example following a product recall).
- **Create engagement:** increase interactions with the brand and website.
- **Drive transactions:** increase leads and conversions.
- **Increase retention:** improved loyalty and customer satisfaction.

**Points for content strategy planning**

1. **Define your goal.**
2. **Define your content's target audience.**
3. **Run a content audit.**
4. **Choose a content management system.**
5. **Determine which type of content you want to create.**
6. **Brainstorm content ideas.**
7. **Publish and manage your content.**

**Define your goal.**

- What's your aim for developing a content marketing plan? Why do you want to produce content and create a content marketing plan?
- It may seem obvious, but these questions are the core of a useful content strategy. Look at high-level business goals, notes from meetings, and notes from your team, then do some solo research to make sure your goals have staying power.
- Once you have a list of goals, rank them from most to least important. This can help you decide which parts of your strategy are an immediate need and which are for long-term action. By knowing your target audience, you can produce more relevant and valuable content that they'll want to read and convert on.

**Define your content's target audience.**

- To develop a successful plan, you need to clearly define your content's target audience also known as your buyer persona. This is a crucial part of the planning phase of content strategy.

**Run a content audit.**

- Many brands start with blog posts or social media. If you want to venture out into different formats, you can run a content audit to assess your top-performing and lowest-performing content.
- Review content for quality and relevance.

**Choose a content management system.**

- Content management includes content creation, content publication, and content analytics.
- You want to invest in a CMS to create, manage, and track your content easily and sustainably.
- With the HubSpot CMS, you can plan, produce, publish, and measure your results all in one place.
- Another popular CMS is WordPress, to which you can add the HubSpot WordPress plugin for free web forms, live chat, CRM access, email marketing, and analytics.

**Determine which type of content you want to create.**

- There are a variety of options out there for content you can create, from written content like ebooks and blog posts to audio content like podcasts. Great content strategy is a balance of decision-making, data analysis, and risk-taking. Those skills will all be put to the test in this step.
- You may need different types of content for different personas and goals. Take a careful look at your end goals and the actions you want each persona to take.
- Choose the right topics, formats, and channels for your content.

**Think different content ideas.**

- Use your content audit, persona research, and goals to make the best content decisions for your business.
- The Feedly RSS feed is a wonderful way to track trendy topics in your industry and find content ideas at the same time.

- Buzzsumo helps you find trending content and ideas by using market research tools, including one that analyzes social media shares to determine the popularity of a piece of content.

### **Publish and manage your content.**

- Publish and manage your content efficiently to a well-planned schedule and utilizing content management tools. This ensures timely delivery and organized oversight of your materials across various platforms.
- Develop a content calendar and create a social media content calendar to promote and manage your content on other sites.
- Optimize your content for reach.
- Track and analyze content performance and process.
- Revise your content strategy with data insights.

## **CONTENT CREATION AND DISTRIBUTION**

### **CONTENT CREATION**

**Content creation is the process of generating valuable and engaging information that resonates with your target audience. It's the heart of any successful digital marketing strategy, driving website traffic, brand awareness, and lead generation.**

#### **1. Audience-Centric Approach:**

Identify and understand the target audience, including demographics, preferences, and behaviors.

Create content to meet the specific needs and interests of the audience.

#### **2. Goals and Objectives:**

Define clear objectives for the content, aligning with overall digital marketing goals.

Objectives may include brand awareness, lead generation, customer retention, or driving website traffic.

#### **3. Diverse Content Formats:**

Utilize various content formats such as blog posts, articles, infographics, videos, podcasts, and interactive content.

Different formats cater to diverse audience preferences and consumption habits.

#### **4. Search Engine Optimization (SEO):**

Optimize content for search engines to improve visibility and organic reach.

Incorporate relevant keywords, use SEO-friendly structures, and focus on providing value to the audience.

#### **5. Social Media Integration:**

Create content for different social media platforms (Facebook, Instagram, Twitter, LinkedIn).

Leverage social media for content distribution, audience engagement, and brand promotion.

#### **6. Visual Appeal:**

Invest in high-quality visuals, including images, graphics, and videos, to capture audience attention.

Visual content tends to be more shareable and memorable.

**7. Consistency and Branding:**

Maintain a consistent brand voice and style across all content.  
Consistency builds brand recognition and trust among the audience.

**8. Interactive Content:**

Include interactive elements like polls, quizzes, and surveys to boost engagement.  
Interactive content encourages audience participation and enhances the overall user experience.

**9. Analytics and Measurement:**

Use analytics tools to track the performance of content.  
Monitor metrics such as engagement rates, click-through rates, and conversion rates.

**CONTENT DISTRIBUTION**

**Social media content distribution is the process of sharing, publishing, and promoting content on various social media platforms. This content may be created strictly for social, or it might be re-formatted and used on social.**

**Content Distribution Channels****Owned Content Distribution**

- Owned channels are the content properties your company owns. You can control when and how content is published on your owned channels. These include your website, blog, social media profiles, email newsletter, or mobile publishing app.

**Earned Content Distribution**

- Earned channels (also known as “shared” channels) are when third parties promote or share your content. These third parties could include customers, journalists, bloggers, and anyone who shares your content for free hence the name “earned.”
- These channels include public relations, social shares and mentions, guest articles and roundups, and product reviews
- They also have forums and communities like Reddit or Quora while posting on these sites is free, the content is owned by these third parties and therefore falls under earned channels.

**Paid content distribution options**

Before you gain organic search traction and build a massive audience of subscribers, your content may need a boost to gain readership. It is completely acceptable to engage in paid content distribution techniques to acquire new subscribers.

**Pay per click**

- Until you can be found in your target keywords on search engines, it may make sense to pay for promotion.
- Pay-per-click (PPC) is the idea that you promote your content on search engines and are charged every time someone clicks on your link.
- PPC charges can range from 5 cents for less popular keyword phrases up to multiple dollars per click for popular searches

**Sponsored Content**

- Sponsored content is promotional media paid for by an advertiser, created and shared by another person, brand, influencer, or publisher.
- Sponsored content is most effective when it includes a person or brand that already targets your audience and buyer personas and already aligns well with your brand.
- You can use sponsored content in various ways, including images, videos, podcasts, social media, and any influencer content.

**Paid Influencer Content**

- Paid influencer marketing requires you to employ leading content creators in your business niche to help you improve your brand awareness, traffic, and conversions among your shared target audience to your target audience.
- Influencer marketing is effective because it taps into powerful strategies such as word-of-mouth marketing and social proof, which — for today's buyers — may feel more trustworthy and believable than the marketing a company does for itself.

**Paid Social Ads**

- Paid social ads can include PPC, sponsored, or influencer content. Paid social media ads share your marketing messages and campaigns on social media platforms such as Facebook, LinkedIn, and Instagram while targeting a specific sub-audience on those platforms.
- PPC advertising, branded or influencer-generated content, and display ads are all examples of paid social media.

**CONTENT PROMOTION AND AMPLIFICATION****CONTENT PROMOTION**

**Content promotion in digital marketing refers to the active efforts made to distribute and increase the visibility of content across various online channels. The goal of content promotion is to reach a broader audience, drive traffic to a website or platform, and enhance engagement with the content.**

**Here are some key aspects of content promotion**

- **Social Media Promotion:** Sharing content on popular social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and others. This involves creating engaging posts, using relevant hashtags, and encouraging social sharing to increase the content's visibility. **Example:- Hootsuite, Sprout social.**
- **Email Marketing:** Sending out newsletters or email campaigns to a subscribed audience, notifying them about new content, updates, or promotions. Email marketing helps maintain a direct and personalized connection with the audience. **Example:- Mailchimp, Constant contact.**
- **Search Engine Optimization (SEO):** Optimizing content for search engines to improve its organic visibility in search results. This involves using relevant keywords, creating high-quality content, and following SEO best practices. **Example:- Google Analytics.**

- **Paid Advertising:** Using paid advertising methods such as pay-per-click (PPC) campaigns on platforms like Google Ads or social media ads on platforms like Facebook Ads. Paid promotion can quickly increase the reach of content to a targeted audience.
- **Influencer Marketing:** Collaborating with influencers or individuals who have a significant following in a particular niche. Influencers can share and promote the content to their audience, leveraging their credibility and reach.  
**Example:- Influencity, Traackr.**

### **Benefits content promotion**

- **Increased Brand Awareness:** Get your brand name and message out there to new audiences who might be interested in your products or services.
- **More Website Traffic:** Drive traffic to your website or landing pages, leading to increased leads and sales.
- **Improved Search Engine Optimization (SEO):** Promote your content to search engines like Google and Bing, leading to higher organic search rankings and increased visibility.
- **Lead Generation and Conversion:** Turn website visitors into leads and customers by offering valuable content that addresses their needs and pain points.
- **Brand Building and Engagement:** Foster relationships with your audience and build a community around your brand.

### **Content amplification**

**Content amplification is the process of using online platforms and other channels to reach a larger or more targeted audience with your content.**

**The process involves multiple strategies and techniques, all to generate web traffic. Typical amplification tactics include online advertising, influencer partnerships, and email marketing.**

### **Key Strategies for Content Amplification:**

1. **Create high-quality content:** This is the foundation of any successful amplification strategy. Focus on creating content that is:
  - **Informative:** Provides valuable insights and knowledge to your audience.
  - **Engaging:** Captures the reader's attention and holds their interest.
  - **Visually appealing:** Uses strong visuals like images, videos, and infographics to enhance understanding and engagement.
2. **Compelling headlines and visuals:** Grab attention with strong headlines and eye-catching visuals to encourage users to click and engage.
3. **User interaction tools:** Include features like comments, quizzes, polls, and social sharing buttons to stimulate discussion and interaction with your content.
4. **Influencer collaborations:** Partner with influencers in your industry to promote your content to their audience and leverage their credibility.
5. **Social proof:** Highlight positive reviews, shares, mentions, and testimonials to build trust and encourage further engagement.



**6. Run contests and giveaways:** Incentives like giveaways can generate excitement and encourage people to share your content.

#### **Benefits of Content Amplification:**

- **Deeper Audience Engagement:** Encourage interaction, discussion, and community building around your content.
- **Enhanced Brand Authority and Credibility:** Establish yourself as a thought leader in your field.
- **Extends Content Lifecycle and Impact:** Amplification prolongs the lifespan of your content and its potential impact.
- **Enhanced Social Proof:** Highlight shares, mentions, and positive reviews to build trust and encourage further engagement.
- **Improved Brand Loyalty and Advocacy:** Amplification helps build deeper connections with your audience, leading to increased brand loyalty and advocacy.

### **CONTENT MARKETING METRICS AND ANALYTICS**

#### **CONTENT MARKETING METRICS**

Content marketing metrics are quantitative measurements used to evaluate the performance and effectiveness of your content marketing efforts. These metrics provide insights into various aspects of your content strategy, helping you understand how well your content resonates with your audience, drives engagement,

Here are some types of content marketing metrics:

- **Reach and engagement metrics:**
  - **Website traffic:** track the number of visitors coming to your website or landing pages.
  - **Page views:** measure how many times individual pages are viewed.
  - **Unique visitors:** count the number of distinct visitors to your website or content.
  - **Social media engagement:** include metrics like likes, comments, shares, and retweets on your social media posts.
  - **Time spent on page:** indicate how long visitors are engaging with your content.
  - **Bounce rate:** measure the percentage of visitors who leave your website after viewing only one page.
- **Conversion metrics:**
  - **Leads generated:** track the number of potential customers you acquire through your content, such as email subscribers or contact form submissions.
  - **Conversion rate:** measure the percentage of visitors who take a desired action, such as making a purchase or signing up for a free trial.
  - **Sales generated:** track the direct sales revenue attributed to your content marketing efforts.
- **SEO and search engine visibility metrics:**
  - **Organic search ranking:** measure the position of your website pages in search engine results for relevant keywords.



- **Organic traffic:** track the number of visitors coming to your website from search engines.
- **Backlinks:** measure the number of other websites linking to your content, which indicates its authority and credibility.
- **Social media analytics:**
  - **Follower growth:** track the number of new followers you gain on your social media channels.
  - **Impressions:** measure the number of times your social media posts are seen.
  - **Click-through rate (CTR):** measure the percentage of people who click on your social media posts.
  - **Brand mentions:** track the number of times your brand is mentioned on social media.

Content marketing analytics refers to the process of measuring, analyzing, and interpreting data related to your content marketing efforts. These analytics provide valuable insights into how your content is performing, how audiences are engaging with it, and the overall impact on your business goals.

Analyzing and utilizing metrics through tools like Google Analytics, social media analytics platforms, and email marketing software can offer valuable insights.

- **Identify trends and patterns:** understand how your content is performing over time and see what types of content resonate best with your audience.
- **Set goals and track progress:** define clear content marketing goals and measure your progress towards achieving them using specific metrics.
- **Benchmark your performance:** compare your metrics to industry averages or competitors to understand your relative standing.
- **Make data-driven decisions:** use your insights from metrics to inform your content creation, distribution, and promotion strategies.
- **Test and iterate:** experiment with different content formats, channels, and approaches and analyze the results to optimize your strategy continually.

## CONTENT MARKETING ANALYTICS

Analytics is the process of gathering, analyzing, and interpreting data related to your content marketing efforts. It helps you understand how your content is performing, identify areas for improvement, and optimize your strategy for maximum effectiveness.

Here's what content marketing analytics helps you achieve:

- **Measure the effectiveness of your content:** Track key metrics like website traffic, engagement, conversions, and sales to understand how your content is contributing to your overall marketing goals.
- **Identify your audience and their preferences:** Analyze user behavior data to learn who is consuming your content, how they are engaging with it, and what topics they find most interesting.

- **Discover what content resonates with your audience:** Identify the types of content that perform best in terms of engagement, conversions, and social shares.
- **Optimize your content creation and distribution strategy:** Use data-driven insights to inform your content calendar, choose the right channels for distribution, and improve your content quality.
- **Measure the ROI of your content marketing efforts:** Track the financial impact of your content marketing activities to understand its value to your business.

**Here are some tools and resources that can help content marketing analytics**

- **Google Analytics:** A free and powerful web analytics platform that provides detailed data on website traffic, user behavior, and conversions.
- **Social media analytics platforms:** Most social media platforms offer built-in analytics tools that provide insights into your audience and engagement.  
**Examples:-** Sprout Social, Hubspot.
- **Email marketing platforms:** Email marketing platforms like Mailchimp and Constant Contact offer analytics tools that track email open rates, click-through rates, and other key metrics.
- **SEO tools:** Tools like SEMrush and Ahrefs provide data on organic search ranking, keyword research, and backlinks.
- **Content marketing analytics tools:** Tools like Buzzsumo and Curata provide insights into content performance across social media platforms.

**By implementing content marketing metrics and analytics effectively, you can ensure your content resonates with your target audience, achieves your marketing goals, and drives business results**

### **MOBILE MARKETING OVERVIEW**

**Mobile marketing refers to the use of mobile devices, such as smartphones and tablets, as a platform for advertising and promoting products, services, or brands.**

- **SMS Marketing (Short Message Service):** This involves sending text messages to a targeted audience. SMS marketing is a direct and immediate way to reach users, often used for promotions, alerts, and reminders.
- **Mobile Apps:** Many businesses develop mobile applications to provide a more personalized and interactive experience for users. Apps can be used for various purposes, including e-commerce, customer engagement, and loyalty programs.
- **Mobile Websites:** Ensuring that your website is mobile-friendly is crucial. Responsive design and optimization for smaller screens are essential for providing a seamless user experience on mobile devices.
- **Location-Based Marketing:** Utilizing the location data of mobile users to deliver targeted and relevant content or offers based on their geographic location. This can include geotargeted ads, location-based notifications, and check-in promotions.
- **Mobile Advertising:** This encompasses various forms of advertising on mobile devices, such as display ads, video ads, native ads, and in-app advertising. Social

media platforms, search engines, and mobile ad networks are common channels for mobile advertising.

- **Social Media Marketing on Mobile:** Given the widespread use of social media on mobile devices, marketing strategies often focus on platforms like Facebook, Instagram, Twitter, and LinkedIn, optimizing content for mobile consumption.
- **Mobile Analytics:** Utilizing analytics tools to track and analyze user behavior on mobile platforms. This data can provide valuable insights into user preferences, engagement patterns, and the effectiveness of mobile marketing campaigns.
- **Mobile Payments:** With the rise of mobile wallets and payment apps, businesses can incorporate mobile payment options to facilitate seamless transactions and improve the overall customer experience.
- **Push Notifications:** Send targeted messages directly to users' mobile devices to inform them of promotions, updates, or other relevant information. Push notifications can help increase user engagement and retention.

### **Advantages of mobile marketing**

- **Reaches a Lot of People:** Lots of people use smartphones, so businesses can connect with a large audience.
- **Instant Connection:** Messages can be sent and received right away, allowing for quick communication.
- **Engages Users:** People spend a lot of time on their phones, so businesses can capture their attention through apps, social media, and other mobile content.
- **Personalized Messages:** Businesses can send messages that are tailored to individual preferences, making the communication more relevant.
- **Cost-Effective:** Mobile marketing can be cheaper than traditional advertising methods like TV or print.
- **Builds Customer Loyalty:** Through apps and special offers, businesses can encourage customers to come back, building loyalty.
- **Targets Specific Locations:** Businesses can send promotions based on where users are located, making messages more relevant.
- **Uses Exciting Content:** Mobile marketing allows for creative content like videos and interactive features, making messages more interesting.
- **Supports Mobile Commerce:** Businesses can sell products or services directly through mobile devices, making it convenient for customers.
- **Tracks Performance:** Tools provide information on how well marketing is working, helping businesses improve their strategies.

### **Disadvantages of mobile marketing**

- **Small Screens:** Phones have tiny screens, so it's hard to show a lot of information. Different Phones, Different Problems: Not all phones work the same way, making it tricky for businesses to create a consistent experience for everyone.
- **Privacy Worries:** Some people worry about their personal information being used for ads, and there are rules about this.
- **Easily Distracted Users:** People on phones get distracted easily, so it's hard to keep their attention on ads.

- **Ad Blockers:** Some people use tools to block ads on their phones, so they might not see marketing messages.
- **Too Many Messages:** People get a lot of messages on their phones, so marketing messages can get lost in the crowd.
- **Security Concerns:** Phones can have security issues, and people might worry about their info being at risk.

## **MOBILE ADVERTISING STRATEGIES**

### **Mobile advertising objectives**

- Just as with any other aspect of mobile marketing we should start by clearly defining what our actual end objectives are and how mobile advertising is going to contribute to these goals.
- The reason this is even more important to define when considering mobile ads is because of the way they are often priced and measured.
- Most online advertising is sold on a cost per mille (CPM) basis. This basically means that you pay a certain fee every time your ad is shown a thousand times, ie you are paying for display, not for clicks, and certainly not for results.
- This isn't the only option, but it is still the most common, and it's very easy to waste a budget on views of your ad by the completely wrong audience.
- Your ad being shown once is called an 'impression'. If I hit 'refresh' 10 times on a page with an ad on it that will be 10 ad impressions. Also, if a page loads that my ad is on, but the ad is below the fold (below the part of the page that I can see without scrolling down), and the user doesn't scroll down the page, the ad will still register an impression even though nobody saw it.
- The impression also doesn't tell you how long the user was actually on the page that the ad was shown on. This 'page view duration' is referred to as 'dwell time', and even if my dwell time was half a second, if the ad loaded, an impression gets counted.
- Another challenge with online advertising is that results are often measured on a click-through rate (CTR) basis.
- Even if we get clicks it doesn't mean that the visitor that drives to my site will necessarily carry out the action that we want them to.
- the newer mobile ad platforms now offer different pricing models, such as cost-per-click, cost-per-install (for app installs), and cost-per-view (for video ads)

### **App advertising**

- The options for advertising on mobile sites, we also need to consider ads within apps.
- This may be from the perspective of running ad campaigns on inappropriate apps that are used by my target audience, but it may be from the perspective of making money by placing ads within our apps.
- There is a huge range of mobile ad platforms out there, and unsurprisingly, Google owns one of the largest (AdMob).
- On both iOS and Android, you can integrate ads from a wide variety of different ad networks.

- All of these solutions generally work by automatically placing ads within your apps (in the locations you have decided in the app) and then giving you a share of the revenue made from the ads.
- If you want to advertise within apps, then there are several different ad networks you could go to or you could approach an app owner directly to negotiate a deal.

### **Ad networks vs media owners**

#### **Ad networks**

- An ad network manages the advertising space on several different mobile properties that may include both mobile sites and apps.
- These ad networks may also manage advertising space on desktop sites. They offer a range of targeting options and then place your ads within the sites they manage according to your targeting criteria.
- Different ad networks have different targeting criteria, which can vary from fairly basic options like category matching (automotive, finance, etc)
- ad networks charge a fee and then share some of this with the owner of the location the ads are shown in. They provide the technology for placing the ads, the account management to the advertisers and provide some form of reporting for all parties involved.
- Ad networks are the reason for there being standard sizes and types of ads. This means you can create an ad once and it can be run across multiple properties (mobile sites and apps) without the need to redesign every time.
- The **Internet Advertising Bureau (IAB)** is the trade association for online and mobile advertising. It promotes growth and best practices for advertisers, agencies, and media owners.
- Rather than going to an ad network, you could go directly to a media owner.

#### **Media owners**

- A media owner in mobile marketing is somebody who owns a site or app (or even an e-mail list) that you may wish to advertise on. Going directly to a media owner has the advantage of knowing exactly where and how your ads will be shown (this often isn't true when using ad networks because much ad placement is 'blind placement', meaning you set the targeting criteria but don't get to choose the exact sites your ads show on).
- The disadvantage is that very often you are targeting one site or app at a time and they don't have the targeting technologies available via the ad networks. They may also be limited in the types of creative options they can offer and the reporting facilities they can give you.

### **Targeting options**

Different ad networks offer different types of ad targeting.

A single network normally doesn't offer all of the different targeting options, and different networks will be able to place advertising on different websites. You may need to work with multiple ad networks to achieve your campaign objectives

- **Location**  
Place your ads based on location-based criteria such as country, city and distance from a physical location. This option can often also be used to exclude as well as include an area.
- **Device and OS**  
Place ads based on the device and operating system. Some networks also allow you to choose by version of the operating system.
- **Carrier**  
Ad placement by the network provider. This can also allow you to choose between a Wi-Fi and carrier-based internet connection (based on the fact you may only want to target ads when users have a fast internet connection).
- **Demographic**  
Target by criteria such as age and gender. This may be based on users having registered their details or it may be based on some sort of modelling, in which case it's worth understanding how this data is modelled and how likely the data is to be accurate.
- **Category**  
One of the simplest forms of targeting is based on the category of the content within the site or app. For example, automotive, finance, etc.
- **Content matched**  
The content of the page the ad is being placed on is read, and ads are matched based on that content. This can be effective, but just because I am reading a news story about pirates doesn't mean I want to buy a boat.
- **Behavioural**  
There are lots of different approaches to behavioral targeting, but generally these rely on being able to see a user's behavior across a website (or several websites) and then target ads accordingly. I may be looking at an automotive website, but if I have just been on three websites looking at credit card deals, then it is perfectly valid to show me an ad for credit cards on the automotive website.
- **Re-targeting**  
This allows you to show ads to people who have visited your site before. So for example, if I visit your site but don't buy anything, I could then be shown ads for your site on other websites.

### Creative options

- **Banners**  
Images can be displayed with or without animation, and users can 'tap' the banner to be taken to a variety of destinations. The ad type is most prone to overuse and an easy way to annoy users by taking up valuable screen space.
- **Native**  
Native ads blend in with other content and are presented in the same format as surrounding content. This is a fast-growing and promising ad type for mobile as it is less interruptive. These ads are often used for content-based marketing, presenting relevant and related content. For this reason, relevance is of the utmost importance.
- **Expandable**  
Expands an ad to cover the full/part of the screen upon a tap, without removing the user from the app or mobile browser experience.

- **Interstitial**  
Displays rich media ads either at app- or mobile-browser launch or in between content pages.
- **Video**  
Various options to place video before/after/during other video content or within other rich media formats. Video ads include 'Trueview' ads. Trueview is a YouTube ad format that gives the viewer options, the most common of which is to skip the ad after 5 seconds.

## **MOBILE APP MARKETING**

It is very easy to create a fantastic app that gets hardly any downloads. For every success story, there are tens of thousands of apps that never get anywhere. The pure volume of apps means that you need to get visibility to stand a chance of achieving success. The more downloads your app gets, the more visibility it tends to get in the app stores, and in turn the more downloads you get. It's a virtuous circle once it gets going, but it's hard to get going in the first place.

### **App store algorithms**

The visibility you get in the app stores is based on several factors, and these factors or rules make up the algorithms behind the charts. There is a fair bit of complexity to these algorithms.

**The core factors below decide whether you are at the top of the app charts and getting lots of visibility, or are nowhere to be seen**

- **Number of downloads**
- **The recency of these downloads**
- **Number of reviews**
- **Average star rating of reviews**

Based on this you want lots of downloads and positive reviews, concentrated over some time to get a boost up the charts.

### **Outside the app stores**

- Due to the huge volumes of apps being published, it is often hard to stand out within the app stores.
- We need to make sure we are leveraging our other channels to drive app downloads.
- This can include promotion via social media sites as well as creating app landing pages.
- These landing pages can form part of our website and can drive increased downloads via cross-promotion and discovery via search engines.
- A novel use of SMS messaging is to use a website landing page to offer the service of sending an SMS to a mobile device in order to make the app download easy.



### Social media sharing and interaction

- Make sure that you make it as easy and as likely as possible that a user will share your app via social media
- Social sharing options within apps can work well, particularly when the user is rewarded in some way for sharing.
- This reward could be by highlighting an achievement within an app, or by giving extra rewards in exchange for sharing.

### Gamification

- Gamification is the principle of encouraging behaviors by rewarding a user in some way
- This may be as simple as posting a high score to a public leader board (this doesn't need to be limited to games; it could be for the most technical questions answered, etc).

### LOCATION-BASED MARKETING

Location-based marketing is using data from mobile device users' current or past locations to display relevant content to them. Other names for location-based marketing are location marketing, geo-targeting marketing, and geolocation marketing.

- **Geotargeting:** This involves delivering marketing messages to users based on their specific geographic location. For example, a retail store might send a special offer or discount to users when they are near the store.
- **Geofencing:** Geofencing involves setting up virtual boundaries around a specific physical location. When a mobile device enters or exits this predefined area, it triggers a response, such as sending a targeted notification or promotional offer. This is often used by retailers, event organizers, and businesses with physical locations.
- **Beacon Technology:** Beacons are small devices that use Bluetooth technology to communicate with nearby mobile devices. When a user's device comes into proximity to a beacon, it can trigger location-specific content or offers. Retailers often use beacons to enhance the in-store shopping experience.
- **Location-Based Notifications:** Mobile apps can send notifications to users based on their current location. For instance, a restaurant app might send a notification about a special deal when the user is near the restaurant.
- **Local Search Advertising:** Businesses can optimize their online presence for local search, ensuring that their products or services appear in search results when users are looking for nearby offerings.
- **Localized Content:** Adapting content to be relevant to a user's location is another aspect of location-based marketing. This could include featuring products or services popular in a specific region.
- **Event Promotion:** For events or conferences, location-based marketing can be used to target attendees with relevant information, promotions, or schedules based on their current location within the event venue.
- **Public Transportation Advertising:** Ads can be targeted to users traveling on public transportation, providing information about nearby businesses or promotions.



**Benefits of location-based marketing**

- You get special offers or discounts when you're close to a store.
- Businesses send you promotions or messages based on your location.
- Businesses can spend their advertising money more wisely by targeting people who are likely to be interested in what they offer.
- You might get notifications that encourage you to visit a shop when you're nearby.

**MOBILE MARKETING ANALYTICS**

Mobile marketing analytics involves the systematic analysis of data generated from mobile marketing activities to gain insights into user behavior, campaign performance, and overall effectiveness.

- **Data Collection:** Gather data from various sources, including mobile apps, websites, social media platforms, and advertising campaigns. Data points can include user interactions, app installs, ad clicks, and more.
- **User Behavior Analysis:** Examine how users engage with mobile content. This includes understanding app usage patterns, screen views, session duration, and interactions within the app or on mobile websites.
- **Conversion Tracking:** Monitor and measure the conversion of mobile users, tracking actions like app downloads, sign-ups, purchases, or other predefined goals. This helps evaluate the success of specific marketing campaigns or conversion paths.
- **App Analytics:** Analyze metrics specific to mobile apps, such as user retention, active users, in-app purchases, and the performance of specific features. This data aids in refining the app experience for users.
- **Location-Based Analytics:** Understand the geographic location of mobile users to tailor marketing strategies. This can involve analyzing user behavior in specific locations and implementing location-based marketing initiatives.
- **Social Media Analytics:** Assess the impact of mobile marketing on social media platforms, including follower growth, engagement rates, and the effectiveness of mobile-specific campaigns on these channels.
- **Push Notification Analytics:** Track the performance of push notifications, including open rates, click-through rates, and user engagement. This helps refine push notification strategies for better user interaction.
- **Mobile Search Analytics:** Evaluate the performance of mobile search campaigns, analyzing search query trends and optimizing content for better visibility on mobile search engines.
- **Cross-Device Analytics:** Understand how users transition between different devices, ensuring a seamless experience across platforms. This includes analyzing user behavior when switching from mobile to desktop or other devices.
- **Performance of Mobile Ads:** Assess the effectiveness of mobile advertising campaigns by analyzing metrics such as click-through rates, impressions, conversion rates, and return on investment (ROI).
- **Data Visualization and Reporting:** Present the analyzed data in a visually comprehensible format through charts, graphs, and reports. This aids in communicating insights to stakeholders and making informed decisions.

**Metrics In mobile marketing analytics**

- **Acquisition metrics:** App downloads, website visits, cost per install (CPI), cost per acquisition (CPA).
- **Engagement metrics:** Session duration, screen views, active users.
- **Conversion metrics:** Purchase rate, conversion rate.
- **Retention metrics:** Uninstalls, app opens, repeat purchases.

**Tools Used for Mobile Marketing Analytics**

- **App analytics platforms:** Google Analytics for Apps, Firebase Analytics, Mixpanel.
- **Mobile ad network analytics:** Facebook Ads Insights, Google Ads, Twitter Analytics.
- **Website analytics platforms:** Google Analytics, Adobe Analytics, Clicktale.

## UNIT - 5

**ANALYTICS AND REPORTING****IMPORTANCE OF ANALYTICS IN DIGITAL MARKETING****1. Understanding Customer Behavior**

Analytics helps digital marketing agencies understand the behavior of their target audience. This information can be used to tailor the marketing strategy to meet the needs and preferences of customers.

**2. Measuring Campaign Success**

Without analytics, it can be difficult to measure the success of a digital marketing campaign. Analytics tools provide detailed insights into the performance of a campaign, allowing digital marketing agencies to see what is working and what isn't.

**3. Campaign Optimization**

Through continuous monitoring of analytics, marketers can identify underperforming aspects of their campaigns and make necessary adjustments. Whether it's optimizing ad creatives, refining targeting parameters, or adjusting the timing of posts, analytics enable ongoing optimization for better results.

**4. User Experience Enhancement**

Analytics tools provide information on how users interact with websites and digital assets. Marketers can identify areas for improvement in user experience, such as page load times, navigation issues, or content preferences, leading to a better overall user experience.

**5. Improving ROI**

By using analytics, digital marketing agencies can identify areas for improvement and optimize their campaigns to deliver better results. This can lead to increased ROI and a more efficient use of the marketing budget.

**6. Real-Time Monitoring**

In the fast-paced digital landscape, real-time analytics enable marketers to respond quickly to changes in user behavior or market trends. This agility is crucial for adapting strategies on the fly and staying competitive.

**7. Data-Driven Decision Making**

Analytics empower marketers to make informed decisions based on data rather than relying on intuition or assumptions. By analyzing user behavior, engagement metrics, and conversion rates, marketers can understand what is working well and what needs improvement.

**8. Staying Ahead of the Competition**

With the right analytics tools, digital marketing agencies can gain a competitive edge by having a better understanding of their audience, the market, and the competition.

## **SETTING UP WEB ANALYTICS TOOLS (E.G., GOOGLE ANALYTICS)**

- It is the tool that collects and reports on all of the key data on the performance of our website
- Google's standard freemium offering of Google Analytics (often known as GA) has now moved on to its more advanced product known as Universal Analytics.
- This tool offers all of the key metrics you would expect above plus a great deal more.
- Google also offers its paid product, known as Premium Analytics, which offers a great deal more customization and scale. Google Analytics is the most widely used web analytics tool on the market.

**Setting up web analytics tools, such as Google Analytics, involves a series of steps to ensure accurate data collection and reporting.**

**Here's a general guide for setting up Google Analytics:**

### **1. Create a Google Analytics Account**

- Go to the [Google Analytics website](#).
- Sign in with your Google account or create a new one.
- Click on "Start for free" and follow the prompts to set up your account.

### **2. Create a New Property**

- Once logged in, click on "Admin" in the lower-left corner.
- Under the "Account" column, select the account where you want to add a new property.
- Click on "Create Property" and follow the instructions.

### **3. Configure Property Settings**

- Fill in the necessary information for your property, including the website or app name, URL, industry category, and time zone.

### **4. Get Tracking Code**

- After creating a property, you'll receive a unique tracking code (a snippet of JavaScript).
- Copy the tracking code.

### **5. Add Tracking Code to Your Website**

- Paste the tracking code just before the closing `</head>` tag on every page you want to track.
- If you're using a Content Management System (CMS), you can often add the tracking code through the platform's settings.

### **6. Verify Tracking Installation**

- After adding the tracking code, return to the Google Analytics dashboard.
- Click on "Admin," then "Tracking Info," and select "Tracking Code." Google Analytics will show you the status of your tracking installation.

### **7. Set Up Goals**

- Goals help you track specific user interactions on your website (e.g., form submissions, purchases).
- In the "Admin" section, go to your property, click on "Goals," and set up the goals relevant to your business objectives.

**8. Enable E-commerce Tracking (if applicable)**

- If you run an online store, enable e-commerce tracking to monitor transaction data.
- In the "Admin" section, under your property, click on "E-commerce Settings" and enable "E-commerce" and "Enhanced E-commerce Settings."

**9. Configure Site Search (if applicable)**

- If your website has a search functionality, configure site search to understand what users are searching for.
- In the "Admin" section, under your property, click on "View Settings" and enable "Site search Tracking."

**10. Set Up Filters and Views**

- Create filters to exclude internal traffic or filter specific data.
- Set up different views to analyze specific segments of your data.

**11. Link Google Analytics with Other Tools (optional)**

- Link Google Analytics with other tools such as Google Ads, Search Console, or Google Optimize for more comprehensive insights.

**12. Regularly Review and Adjust**

- Regularly check your Google Analytics reports to gain insights.
- Adjust your setup, goals, and configurations as your business needs evolve.

**TRACKING AND MEASURING KEY PERFORMANCE INDICATORS (KPIs)**

Key performance indicators (KPIs) are an essential method of measuring the success of your campaign

The purpose of tracking and measuring key performance indicators (KPIs)

- **Measure progress towards goals**
- **Gain actionable insights**
- **Make data-driven decisions**

**1. Selection of Relevant KPIs**

- **Identify Objectives:** Clearly define your digital marketing objectives. Whether it's increasing brand awareness, driving website traffic, or boosting sales, your KPIs should align with these goals.
- **Choose Appropriate KPIs:** Select specific KPIs that directly reflect your objectives. Common digital marketing KPIs include conversion rates, click-through rates, social media engagement, cost per acquisition, and website traffic.

**2. Implementation of Tracking Tools:**

- **Utilize Analytics Platforms:** Implement analytics tools such as Google Analytics, Adobe Analytics, or other relevant platforms to track and measure KPIs.
- **Integration with Marketing Platforms:** Integrate analytics tools with marketing platforms like Google Ads, Facebook Ads, or email marketing platforms to consolidate data.

**3. Setting Goals and Benchmarks**

- **Establish Specific Goals:** Set specific, measurable, achievable, relevant, and time-bound (SMART) goals for each KPI. For example, increasing website traffic by 20% in the next quarter.

- **Create Benchmarks:** Use historical data or industry standards to set benchmarks for your KPIs. Benchmarks provide context for evaluating performance.

#### 4. Implementing UTM Parameters

**Tracking Campaign Performance:** Use UTM parameters in your URLs to track the performance of different marketing campaigns. This allows you to attribute traffic and conversions accurately.

#### 5. Regular Monitoring and Analysis

- **Scheduled Monitoring:** Set up regular intervals for monitoring KPIs based on the frequency of your campaigns (daily, weekly, monthly).
- **Data Analysis:** Analyze KPI data to identify trends, patterns, and anomalies. Understand what is working well and areas that require improvement.

#### 6. Creation of Dashboards

**Visual Representation:** Develop dashboards that provide a visual representation of your KPIs. Dashboards make it easy to quickly understand performance at a glance.

#### 7. Customer Journey Analysis

**Understanding User Pathways:** Analyze the customer journey across different touchpoints. Understand how users move from awareness to conversion and identify opportunities for improvement.

#### 8. Adapt and Optimize

Based on data analysis, make informed decisions to optimize your marketing strategy. Continuously refine campaigns to align with changing market conditions and consumer behavior.

#### 9. Customer Feedback and Surveys

Gather qualitative insights through customer feedback and surveys. Understand customer satisfaction and identify areas for improvement.

### **CONVERSION TRACKING AND OPTIMIZATION**

#### **Conversion Tracking**

Think of it as your virtual detective, tirelessly keeping tabs on every visitor's journey through your website. It monitors specific actions they take, like making a purchase, filling out a form, or downloading an ebook. These actions, known as conversions, are the lifeblood of your digital marketing success.

#### **Conversion tracking tools (like Google Analytics) help you**

- **Identify conversion sources:** See which marketing channels (ads, social media, SEO) are driving the most conversions.
- **Measure campaign effectiveness:** Track the performance of individual campaigns and adjust them for better results.
- **Understand user behavior:** Analyze how visitors navigate your website and identify potential conversion roadblocks.

- **Calculate key metrics:** Track conversion rates, cost per conversion, and return on investment (ROI) to gauge your overall success.

### **Conversion Optimization**

With the insights from conversion tracking, you can now unleash your inner alchemist and transform your website into a conversion-generating machine. This involves:

- **A/B testing:** Experiment with different versions of your website elements (headlines, buttons, call-to-actions) to see which ones convert best.
- **Landing page optimization:** Craft persuasive and focused landing pages that cater to specific campaigns and audience segments.
- **Website speed and usability:** Ensure your website loads quickly and offers a smooth user experience, eliminating friction in the conversion journey.
- **Personalization:** Tailor your website experience to individual users based on their preferences and behavior.
- **Targeted offers and incentives:** Entice visitors with relevant offers and discounts to nudge them towards conversion.

### **Benefits of Effective Conversion Tracking and Optimization**

- **Increased conversion rates:** More leads, sales, and sign-ups, translating directly to higher revenue.
- **Improved ROI:** Maximize the return on your marketing investment by focusing on what works best.
- **Better customer experience:** Create a smooth and seamless journey for your visitors, resulting in higher satisfaction and loyalty.
- **Data-driven decisions:** Base your marketing decisions on concrete data, avoiding guesswork and wasted resources.

## **REPORTING AND DATA VISUALIZATION**

Reporting and data visualization are critical components of data-driven decision-making in various fields, including business, marketing, finance, and more. They involve the presentation of data in a visual format, making complex information more accessible, understandable, and actionable. Here's an overview of reporting and data visualization

### **REPORTING**

Reporting is the process of gathering and analyzing marketing data to create a clear report. The goal is to inform future marketing decisions, strategies, and performance. Great digital marketing reports uncover meaningful, actionable insights and inspire action.

#### **Purpose of Reporting**

- Reporting involves the collection and presentation of data to convey information, monitor performance, and support decision-making.
- It provides stakeholders with insights into key metrics, trends, and the overall health of a system or process.

#### **Types of Reports**

- **Operational Reports:** Provide day-to-day details on processes and activities.

- Tactical Reports: Offer insights to support short to medium-term decision-making.
- Strategic Reports: Focus on long-term planning and overall organizational strategy.

### Components of Effective Reports

- Clear Objectives: Define the purpose and goals of the report.
- Relevant Metrics: Include key performance indicators (KPIs) aligned with organizational objectives.
- Actionable Insights: Provide insights that can lead to informed decisions and actions.
- Visualizations: Use charts, graphs, and tables to present data in a digestible format.

### Reporting Tools

- Business Intelligence (BI) Tools: Platforms like Tableau, Power BI, and Looker enable organizations to create interactive and visually appealing reports.
- Custom Dashboards: Build customized dashboards that allow stakeholders to view relevant metrics at a glance.

## Data Visualization

Data visualization is when you help people understand the significance of data by placing it in a visual context like a chart, a table, or a graphic. Essentially it helps to make Big Data understandable using patterns, trends, and correlations that might be undetected in text-based data.

### Purpose of Data Visualization

- Data visualization transforms raw data into visual representations, making it easier to understand patterns, trends, and relationships within the data.
- It aids in the communication of complex information and supports decision-making.

### Benefits of Data Visualization

- Clarity: Visuals provide a clear and concise way to convey complex information.
- Insights: Visualization helps uncover insights and trends that may not be apparent in raw data.
- Decision-Making: Facilitates quicker and more informed decision-making.
- Common Types of Data Visualizations:
  - Bar Charts and Histograms: Display the distribution of data or compare categories.
  - Line Charts: Show trends or changes over time.
  - Pie Charts: Represent parts of a whole.
  - Scatter Plots: Display relationships between two variables.
  - Heatmaps: Visualize the intensity of data values in a matrix.

### Best Practices in Data Visualization

- Simplicity: Keep visualizations simple and avoid unnecessary complexity.
- Consistency: Use consistent colors, fonts, and terminology.
- Interactivity: Enable users to interact with the data by incorporating filters or drill-down options.
- Storytelling: Arrange visualizations in a logical sequence to tell a cohesive story.

### Data Visualization Tools

- Tableau: A powerful and widely used tool for creating interactive and shareable dashboards.
- Power BI: Microsoft's business analytics tool that facilitates data visualization and sharing insights across an organization.



- Google Data Studio: A free tool for creating customizable and shareable reports and dashboards.

**Integration of Reporting and Data Visualization:****Unified Dashboards**

- Combine reporting and data visualization into unified dashboards to provide a comprehensive view of key metrics.
- Create a one-stop shop for stakeholders to access relevant information.

**Real-Time Reporting**

- Utilize real-time reporting capabilities to ensure that stakeholders have access to the most up-to-date information.
- Implement automated updates to reflect changes in real-time data.

**Automation**

- Automate the reporting process to save time and reduce manual effort.
- Schedule regular updates and automate the generation of reports for timely distribution.

**User Training**

- Ensure that stakeholders are trained on how to interpret and utilize reports and visualizations effectively.
- Foster a data-driven culture within the organization.