



FUNDAMENTALS OF DIGITAL MARKETING

Chapter One: Introduction To Digital Marketing

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Evolution of Digital Marketing

From Traditional To Modern Marketing

Definition of Traditional Marketing (According to AMA)

“The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”.

The Premise of Traditional Marketing

- Print Marketing (Newspapers/Magazines/Direct Mailers/Catalogues)
- Broadcasting (Television/Radio)
- Out of Home Marketing (Billboards)
- One-to-One Marketing (Telemarketing)

Factors Impacting the Shift From Traditional To Modern

- **Power shift from Business to Consumer** → Wide variety of product choices & saturation of key categories
- **Growing amount of communication channels** → Leading to clutter leads & brands moving from mass to customized online marketing
- **Consumers preference to interactive mediums** → Traditional channels (Newspapers, Magazines, TV) had a one-way information flow
- **The need to validate marketing with product and service recommendations** → Trusted group of influencers/social interactions
- **The need for comparison of product benefits to take informed decisions** → Multiple messages need to be heard, understood and trusted upon by target segment
- **Higher interaction with product** → Develop avenues for such interactions facilitating holistic messaging rather than one off marketing
- **Marketing has shifted to being a discovery-led immersive exercise** → Moving from forced to messages targeted to large audiences

Evolution of Digital Marketing

Rise of the Internet- The Dotcom Era

World Wide Web Leading to an Explosion of Information Share

The **evolution of WWW** brought with it the development of HTTP (Hypertext Transfer Protocol) which is the foundation of data communication for the World Wide Web.

Emergence of Websites and the Concept of URL

All the websites together constitute what we call the **World Wide Web**. Websites contain web pages which are typically documents in plain text with specified formatting instructions of **Hypertext Markup Language (HTML)**.

Dotcom Era and the Phenomenon of Modern Marketing

- **Modern marketing began** to create and use web pages to build virtual information centers for their products and brands primarily for information dissemination and also to become the first movers to adapt technology as a part of their marketing activities.
- **Phenomenon of Dotcom Bubble**
- **Post Dotcom Bubble**, many interesting business ideas came forth, which a decade later, would flourish to actually become internet behemoths

Evolution of Digital Marketing

Post Dotcom- Creation of Internet Business Models

Growth and Impact of Search Technologies

The biggest impact which internet had on marketing can be clearly attributed to the **rise of search technologies**.

From Web 1.0 to Web 2.0: The Changing Nature of Web

It is important to trace how **the nature of web transformed** over the years and how it impacted internet commerce and marketing.

The shift from Web1.0 to Web2.0 and now even extending to Version 3.0, has had a major impact on how marketing through the internet has evolved and continues to do so.

Evolution of Digital Marketing

Growth of 'E' Concepts

Understanding E-Models

The **key objective of 'e-business,'** which was set up to help transition of the physical processes of any business to make them more technology enabled and efficient. E-commerce is considered to be the sales aspect of e-business and involves a wide variety of internet-based business models.

The major difference between e-commerce and e-business is that while e-business is aimed at improvements in efficiency and productivity, e-commerce is a more revenue-oriented concept which focusses on bridging internal and external systems through improved collaboration across all commerce-oriented functions, from procurement to delivery.

Difference between E-Business and E-Commerce

Moving ahead from business and commerce, the most commonly used marketing term to denote any form of internet operations is **e-marketing**. This term is typically misused for e-business and e-commerce and, as per proper definition, should also be used to denote and represent marketing-related activities.

The focus of e-marketing is to facilitate the transition of physical marketing and sales-based activities to a more automated, technology supported system which can drive the product discovery process.

Online/Internet marketing started with reference to the internet and e-mail-based aspects of physical marketing and went on to grow and represent activities aimed at transitioning all marketing activities to web and online platforms — most primary of them being web-portals, e-mails, and blogs.

Evolution of Digital Marketing

Digital- the Next Wave of Marketing

Digital- the Next Wave of Marketing

Digital marketing if explained on the lines on the Porter Value Chain concept would include consumer and data-based technology implementations which aim at introducing and integrating newer technologies for a more data-oriented highly targeted marketing which is personalized for every consumer.

Definition of Digital and What It Means for Business

Digital by definition involves storing and transferring data in machine-readable language by conversion into binary values of 'zero' and 'one.' It involves a shift from the way data, be it audio, video, and images, was stored in the traditional mode (analog) to the manner in which it is presently stored in the digital world.

Key Digital Transformation elements include:

- (a) **Automation:** includes automation of various functions to enable faster and cheaper ways of performing key business activities
- (b) **Digitization:** involves conversion of physical assets and processes to port them on digital platforms to be utilized by stakeholders and delivered to customers
- (c) **Collaboration:** helps integrate and share knowledge through a set of tools and practices to provide customers with a multi-channel digital experience.

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Digital Marketing: An Introduction

Emergence of Digital Marketing as a Tool

Digital Marketing Definition

The **definition of digital marketing** according to IDM includes ‘the management and execution of marketing using electronic media such as the web, email, interactive TV, wireless media in conjunction with digital data about customers characteristics and behavior.’

Key Reasons why Digital scores over other forms of marketing: Audience Targeting: Cost leverage: Actionable reporting: Location-based messaging: Quicker funnel fulfillment: Multi-channel reach: Instant customer interaction

Emergence of Digital Marketing as a Tool

The difference which successive marketing concepts kept bringing about till the present digital marketing era relate most to the manner in which the power of consumer choice has shifted from being a tame receptor to an active seeker of information.

Push & Pull Marketing

Two types of marketing include:

Medium-initiated contact (Push marketing): This is the traditional type of marketing where marketing messages are packaged with information pre-configured for a particular set of users.

Consumer-initiated contact (Pull marketing): Pull marketing involves a consumer placing his intent and specific interest for a particular type of information and being offered that information along with marketing messages suited to his intent, query, or profile-based interests.

Digital marketing includes all those techniques and concepts that utilize the intent (pull-based) action of the consumer to market products and services (in a push-based manner) which would be most needed, relevant, and of interest to him/her.

Digital Marketing: An Introduction

Media Consumption Drivers for New Marketing Environment

Media Consumption Drivers for New Marketing Environment

Key drivers behind this change in marketing to digital platforms and the reasons for shifting consumption patterns:

1. **Emergence of internet** was one of the biggest factors of the transition to digital marketing
2. **Rise of millennial generation** or Generation Y
3. **Technology advancements** in devices and investments in hardware, infrastructure, location positioning and device memory
4. **Advancements in design/UI** is becoming crucial.
5. **Consumerism/rising global economies** in the context of emerging nations since the past two decades and with the rise of discretionary income across many work sectors.

THANK YOU



FUNDAMENTALS OF DIGITAL MARKETING

Chapter Two: Digital Marketing Foundation

Digital Marketing: An Introduction

Digital Marketing Channels: Types and Business Models

Digital Marketing Types Explained through REAN Marketing Framework

We have used the **REAN (Reach Engage Activate Nurture)** marketing funnel model and added a Plan Stage before the four stages (to include the set of activities which involve planning and creation of the marketing material) and termed it as the ‘Marketing Funnel’ view.

Explanation of Marketing and Consumer Funnel Stages

With digital marketing providing a strong platform for consumers to proactively show their intent and interest towards a product, service, or brand, we felt it imperative to move beyond the regular ‘**Marketing Funnel**’ model to also add the ‘**Consumer Funnel**’ to it.

Interaction Points of Marketing and Consumer Funnel Stages

Key Interaction points include:

- **Interaction Point A (PLAN-INTENT)**
- **Interaction Point B (REACH-AWARENESS)**
- **Interaction Point C (ENGAGE-INTEREST)**
- **Interaction Point D (ACTIVATE-ACTION)**
- **Interaction Point E (NURTURE-FOLLOW)**

Understanding Digital Marketing Business Models

Five types of Digital Marketing Business Models include: advertising, subscription, commerce, transaction fee, and social collaboration-based revenue models.

Digital Marketing: An Introduction

Digital Marketing Applications and Benefits

Digital Marketing Applications and Benefits

Key Digital Marketing applications include:

- **Enhancement of revenues**
- **Brand presence amplification**
- **Support information-seeking and customer validation exercise**
- **Develop customized forms of consumption**
- **Mixing multiple digital channels and online-offline media**
- **Instant response generation mechanism to negative customer feedback**

Key Benefits include:

- (a) Provides a level-playing field
- (b) Much cheaper to run campaigns, collaborate, and analyze insights
- (c) Helps to reach out to customers in real time based on their latest actions
- (d) Easier to measure effectiveness of a campaign or a marketing message
- (e) Viral effect includes ability of a strong concept to reach the mass market instantly
- (f) Provides greater engagement with the use of imagery, content, information, customer support, and personalization
- (g) Utilizes multiple technologies and collaborative platforms available to harness the power of big data and internet reach
- (h) Acts as a medium to understand customer segments and their actions better
- (i) Helps understand customer intent across multi-channel platforms
- (j) Utilizes the power of social networks to reach out to multiple users in a trusted environment
- (k) Integrates traditional campaigns to extend the reach of branding to its longest possible tail

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Internet Marketing- Underlying Technologies and Frameworks

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Internet Marketing- Technologies and Frameworks

Internet Basics—Internet/Intranet/Extranet/Portals

Internet Basics—Internet/Intranet/Extranet/Portals

An **intranet** is a local network that uses internet technologies and creates a localized version of the internet that would only be used by the members of a corporation with authorized access to share data on the network.

On the other hand, **extranet** can be looked at as an extension of the company's intranet. Stakeholders can have specific access areas based on the type of interaction and collaboration set up for each of them.

Portals as a concept and terminology is very common in internet parlance and is used to describe sites which have been developed on specific business interest topics or verticals like business, government, culture, entertainment, etc.

Internet Marketing- Technologies and Frameworks

Understanding Web and Wireless Technologies

Understanding Web and Wireless Technologies

Web technologies involve a combination of multi-tier infrastructure stacks which put together help deliver the data and content requested through any specific web browser.

Client Server Model

Deals with the most important concept which forms the basis of web technologies relates to how a request is placed and information packets are sent back to the receiver.

Wireless Networks

Wireless by definition is the transfer of information between two or more points that are not connected by an electrical conductor.

Mobile as the Most Important Wireless Technology for Marketing

Marketing through a wireless device, mostly referred to as mobile marketing, provides multiple advantages of an easy-to-carry computing device, location-based promotion, personalization, multiple communication channels, etc., which are difficult to achieve with any fixed line or communication device.

Internet Marketing- Technologies and Frameworks

Reshaping Interactions: Individuals/Businesses/Non-Profit

Reshaping Interactions: Individuals/Businesses/Non-Profit

As we move forward and embrace the complex digital world and its multiple channels of interactions, we would see a change in the manner various entities interact and produce business possibilities.

Key Business interactions include:

1. **Individual to individual**
2. **Individual to SMBs**
3. **Individual to NGO**
4. **SMB to individual**
5. **SMB to SMB**
6. **Large business to individuals**
7. **Large businesses to social enterprises**
8. **Government to government**
9. **NGO to consumer**

Internet Marketing- Technologies and Frameworks

Opportunities and Challenges to Internet Marketing

Internet Marketing Opportunities

Key opportunities include:

1. Reaching out to new set of prospects and leads
2. Improving customer connect
3. Increasing availability
4. Multiple pricing options
5. Reaching international markets

Challenges to Internet Marketing

Six biggest challenges in introducing and establishing internet marketing in any new organization:

1. Investment
2. Adoption
3. Resource
4. Training
5. Integration
6. Establishing RoI

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- Market Opportunity Analysis and Digital Services Development
- ASCOR Digital Marketing Framework
- Application of Digital Marketing
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The Digital Marketing Framework

Delivering Enhanced Customer Value

Understanding Problem-Value Mapping

The **core of any marketing activity** is to ascertain that the customer has a specific need and is looking to a solution to meet that need.

There are two sides for any business transaction to occur: **The Buy side and the Sell side**

There has to be a **mapping between the left and right sides** and only when the Sell side is able to identify the right kind of needs and service them with an appropriate kind of product/service does a business transaction occur.

The term **value for a customer** would be any kind of tangible or intangible (or a mix of both) enhancement which a customer experiences while interacting with any product or service in comparison to similar products/services which he has used/interacted with earlier.

The **problem-value mapping** helps entrepreneurs and business owners launch new products to test the feasibility of product launches in the market.

The Digital Marketing Framework

Market Opportunity Analysis and Digital Services Development

Market Opportunity Analysis and Digital Services Development

Market Opportunity Analysis helps clearly identify a market segment (which is ready to consume their products/services) and a viable revenue mode towards adoption of those products/services.

Digital Services Development has also become an important step as products and services need to be oriented or developed from scratch to suit the digital marketplace and its consumption pattern.

Important strategies for Digital Service Development:

1. Converting present traditional products to digital formats
2. Looking at avenues to create new digital/virtual avatars of present physical products
3. Understanding the impact and pressure digital marketing is placing on the whole backend value chain to help provide efficiencies
4. Defining strategies for procurement, production, fulfillment, and channel digitization
5. Realize aspects related to storing of digital products on cloud platforms, the way they are searched and retrieved, how their metadata is managed, and how they are rendered onto multiple platforms, devices, applications

The Digital Marketing Framework

ASCOR Digital Marketing Framework

ASCOR Digital Marketing Framework

ASCOR Digital Marketing Framework is an underlying conceptual framework which helps map the process and progress of the entire digital marketing value chain and set of activities. The Acronym consists of five phases:

1. Assessment Phase	2. Strategy Phase	3. Communication and Channel Mix Phase	4. Operations Phase	5. Refinement Phase
1. External Analysis 2. Internal Analysis 3. Digital Presence Analysis 4. Objectives Development and Review	1. Digital Strategy Definition 2. Customer development strategy (STP2.0) 3. Digital marketing mix (8Ps): 4. 6S Digital marketing implementation framework	1. Digital Media Planning 2. Communication Program Design 3. Channel Mix Development 4. Budget Allocation for Channels	1. Digital Campaign Planning 2. Multi-channel Campaign Set-up 3. Campaign Execution 4. Campaign Monitoring and Tracking	1. Implementing Web Analytics 2. Defining Measurement Framework 3. Marketing Implementation Role 4. Digital Marketing refinement

The Digital Marketing Framework

Application of Digital Marketing

Application of Digital Marketing

Involves application of specific stakeholder-based scenarios to understand how digital marketing can be applied by individuals, SMB (small and medium businesses), and large companies as per their needs and end outcomes.

Representative Use Cases:

- **Individual**
 - A local orthopaedic wants to build his reputation online
 - A Digital Media manager wants to setup online consulting services
- **SMB**
 - A homebased handicrafts developer wants to increase sales through online platforms
 - A medium business owner wants to build a pan- India brand for toy products
- **Large Businesses**
 - An erstwhile top product is struggling for sales and wants to go online for revenue
 - A large brand strong on web platform wants to position its brand as mobile first

The Digital Marketing Framework

Critical Success Factors for Digital Marketing

Critical Success Factors for Digital Marketing

Digital marketing, by definition, cannot change the physical attributes of the product but in reality it does much more to make it more marketable than competitive. With the use of testimonials, customer reviews, positive social feedback, and product championing by top adopters, marketers are able to influence key buyer groups and create a positioning in their mind which adds tremendously to a positive marketing influence.

‘6i Model’ includes six key elements that in a combined manner help create a compelling reason for any product/service to be marketed online:

- Intent-based
- Interactive
- Immersive
- Immediate
- Interesting
- Informative

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Chapter Three: Digital Marketing Operations Set-up

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Understanding Digital Marketing Conversion

Basics of Lead Generation and Conversion Marketing

Basics of Lead Generation and Conversion Marketing

Lead generation, by definition, is the generation of consumer attention or inquiry into products and services of a business. A lead is differentiated from a visitor or a prospect primarily in its intent, as it is more ‘qualified,’ thus, has higher chances of conversion.

Lead Generation Process

The lead generation process (according to ‘The Definitive Guide to Lead Generation by Marketo’) involves:

- (a) Agreeing on a clear definition of the lead:** Sales and marketing teams need to discuss the elements that actually define a target as a lead.
- (b) Defining a mechanism to gather leads from all marketing channels:** Firms need to develop a mechanism to be able to gather and create a view of all their leads across multiple online and offline channels.
- (c) Classifying leads for better targeting:** Firms should classify their leads list based on demographics, budget, authority, need, time, and other such parameters.
- (d) Identifying gradation of importance and developing a list of ‘quality leads’:** Each company, depending on its business and nature of lead-generation process, should define a ‘quality lead’ for their business which they should nurture.
- (e) Developing Service Level Agreements (SLAs) between sales and marketing:** Once leads are in place and have been shared with the sales teams, SLAs should be developed between marketing and sales to ensure that sales follow through the leads in a diligent manner.

Conversion Marketing across Consumer Funnel Stages

Activities performed at each of the funnel stages to take the consumer forward in the consumer funnel.

Understanding Digital Marketing Conversion

Lead Nurturing and Lead Scoring Concepts

Lead Nurturing

It involves the series of steps marketers need to execute as a well-defined program to continually reach out to and build relationships with targets and qualified leads, and influence them throughout the consumer decision journey till they become a customer.

Elements of Lead Nurturing

Any lead-nurturing exercise should typically have the following elements built into them:

- (a) Be permission lead
- (b) Include educational elements
- (c) Create moments of conversation
- (d) Follow a natural progression
- (e) Measure regularly
- (f) Multi-channel interactions
- (g) Develop interactivity

Types of Lead-Nurturing Campaigns:

Include 1) Incoming lead-processing campaigns; 2) Stay-in-touch campaigns; 3) Accelerator campaigns; 4) Lead life cycle campaigns; 5) Buying stage campaigns; 6) Interest-based campaigns

Lead Scoring

There are three aspects to a lead scoring exercise:

- a) Lead Fit: Firms should first see whether a particular lead fits in their description of who they would want to nurture.
- b) Lead interest: Also known as implicit lead scoring, it involves measuring the level of interest a prospect has in the firm's product/service.
- c) Lead recycling: Some of the leads might not be ready for the purchase stage and need to be sent back to the lead-nurturing cycle

Understanding Digital Marketing Conversion

Setting up for Conversion: from Web-Page to Landing Page

Setting up for Conversion: from Web-Page to Landing Page

A *landing page*, known as a ‘lead-capture’ page or a ‘lander,’ is a single web page which has been customized to receive and convert visitors on specific objectives from multiple other media channels like search campaigns, social media, e-mail campaigns, etc.

Landing Page Optimization

All activities towards analyzing conversions and trying newer and effective variations of landing pages include landing page optimization.

Landing Page Optimization (LPO) Techniques

Landing pages can be optimized based on inputs from multiple sources. Key techniques include:

LPO Based on Targeting includes:

- (a) **Associative content targeting** (also called rule-based optimization or passive targeting)
- (b) **Predictive content targeting** (also called active targeting)
- (c) **Consumer directed targeting** (also called social targeting)

LPO Based on Targeting includes:

- (a) **Close-ended experimentation**
- (b) **Open-ended experimentation**

Introduction to Marketing Apps

A *marketing app* is a browser-based digital experience designed for user interaction, which provides an experience even more engaging than the landing page. Not only does it refer to mobile apps but such a marketing app can reside within the browser regardless of the device.

Understanding Digital Marketing Conversion

Lead Management across Channels—Owned, Earned, and Paid

Lead Management across Channels—Owned, Earned, and Paid

This section helps understand the various ways in which leads can be generated and converted across different types of digital media channels—owned, earned, and paid. Key channels discussed include:

- **Owned channels**—website, blogs
- **Earned channels**—social media
- **Paid media**—SEM, e-mail marketing

Below is an understanding of these channels:

- (a) **Website-based lead management**: It involves utilizing the product/brand website as the base for lead generation to conversion activities.
- (b) **Blog-based lead management**: Blog opt-ins or subscriptions is a great way to lock-in target audience, keep them engaged and offer them multiple points of conversion
- (c) **Social media**: Social content and CTA have become a stable and effective way not only to share engaging messages but to also generate leads without spending a lot.
- (d) **SEM (Search Engine Marketing)**: With search marketing being one of the most prominent paid lead-generation techniques, firms depend on it the most to start their lead-building efforts.
- (e) **E-mail marketing**: E-mail marketing has been the cornerstone for engagement building with audiences and historically has had the highest ROI of all paid programs, primarily due to the cost-effectiveness of paid e-mail programs.
- (f) **Other paid channels**: Apart from SEM and e-mail marketing, there are other types of paid marketing channels which are also the key to lead generation. These include affiliate marketing, content syndication, direct marketing, online events, among others. Apart from these, other traditional methods like inbound and outbound tele-calling are also channels.

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- Website Content Development and Management

Basics of Web Development and Management

Pre-Planning for Web Development

Pre-Planning for Web Development

firms need to pre-plan their objectives and goals from the development standpoint.

Key pre-planning activities include:

- (a) Developing the purpose of the website**
- (b) Defining visitor segments and characteristics**
- (c) Researching competitive websites/elements**
- (d) Understanding latest computing platforms, browsers, devices**
- (e) Firm's planned spend on the site**
- (f) Developing in-house or vendor development teams**

Selecting a Domain to Manage Hosting

Before a firm gets into the nitty-gritties of the actual website development cycle and its key steps, they need to execute two important activities:

- (a) Obtaining a domain name**
- (b) Website hosting**

Multiple types of hosting services include: 1) Shared web hosting; 2) Virtual dedicated server; 3) Dedicated hosting service; 4) Cloud hosting; 5) Reseller web hosting

Basics of Web Development and Management

Website Development Stages

Web Development Cycle

Any web development effort (website development being a part of it), would involve a firm going through key stages which are together known as the web development cycle. These include:

- (a) Analysis:** The first stage of web development begins with an analysis of website's core users and how they would potentially interact.
- (b) Requirements specification:** In this stage, all the research and understanding developed in the analysis stage is used to create a preliminary specification document.
- (c) Design and development:** Before this stage commences, the specifications developed in the previous stage have been signed and content has been developed or acquired from vendors.
- (d) Testing:** Once the beta version of the site is available, firms proceed with quality assurance to test the complete functionality of the site.
- (e) Deployment and maintenance:** Once the site is fully tested and approved, the final stage is to deploy it and upload files to the server. Key areas for successful deployment include site publishing, regular updating and monitoring, sending of website notifications to audiences, etc.

Basics of Web Development and Management

Developing Site Diagrams and Wireframes

Developing Site Diagrams and Wireframes

“Site diagrams visualize the developing information hierarchy and help communicate organizational concepts to the team, stakeholders and project sponsors.” Typically, a site diagram evolves throughout the project with multiple iterations from different teams. The visual vocabulary elements of a mature site diagram, according to Web Style Guide, include:

- Content structure and organization: major site content divisions and subdivisions
- Logical functional grouping or structural relationships
- The ‘click depth’ of each level of the site: how many clicks are required to reach a given page?
- Page type or template (menu page, internal page, major section entry point, and so on)
- Site directory and file structure
- Dynamic data elements like databases, RSS, or applications
- Major navigation terms and controlled vocabularies
- Link relationships, internal and external to the site
- Levels of user access, log-ins required, or other restricted areas FDM

Wireframes Development

Wireframes typically are visual sketches, an approximate representation of how the areas of a web page would be organized. Site diagrams provide an overview of the developing site while wireframes are more of a rough map which are used by graphic and interface designer teams to develop page designs for the site.

Basics of Web Development and Management

Website Content Development and Management

Website Content Development and Management

Firms need to manage collation and development of relevant content to populate various site pages. The content for any website will largely be driven by the objectives of the site and interests of the audience. The key steps for defining and managing website content include:

- (a) Understanding content expectations
- (b) Defining key content areas
- (c) Analyzing content sources
- (d) Revising outdated content
- (e) Developing content themes
- (f) Mapping content themes to sitemap
- (g) Outlining navigation
- (h) Labeling content
- (i) Placing content on pages

Website Content Management

The key goal of a WCMS is to provide an easy-to-use platform to develop and update content at specific page levels for the website.

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User Experience, Usability, and Service Quality Elements

- Understanding Elements of User Experience
- Implementation of Interaction Design
- Understanding Web Usability and Evaluation
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User Experience, Usability, and Service Quality Elements

Understanding Elements of User Experience

Understanding Elements of User Experience

Jesse James Garrett, has shared that the fundamental difference which ‘user experience’ provides is the application of context of a particular design element (in relation to the other elements of the product), driven by an understanding of the psychology and behavior of users themselves rather than a stand-alone focus on design or form.

Difference between User Experience and Usability:

Key differences between User Experience and Usability include:

- (a) Usability is about task-based interactions.
- (b) Usability makes a task easy and intuitive
- (c) Usability involves reducing steps and roadblocks

Elements of User Experience

Understanding of five key planes as key elements of User Experience:

- **Strategy:** It involves understanding user needs and externally derived goals for the site.
- **Scope:** It involves defining the content requirement at the information side and functional specifications on the functionality side.
- **Structure:** Once the scope has been developed, developers need to provide a structure to the development process which is termed as ‘Information Architecture’ on the information side and ‘Interaction Design’ on the functionality side.
- **Skeleton:** The skeleton of the site involves placement of buttons, controls, photos, and blocks of text.
- **Surface:** The major concern of a web developer is to provide sensory experience created primarily through an interaction with the finished product, which could be interactive or non-interactive text and images on multiple web pages across the site.

User Experience, Usability, and Service Quality Elements

Implementation of Interaction Design

Implementation of Interaction Design

Here we study how application of interaction design concepts can help companies develop superior user experience. Interaction design as a field forms a part of the growing prominence of Human- Computer Interaction (HCI), but covers only a part of HCI. Key approaches include:

- (a) Focusing on users
- (b) Finding alternatives
- (c) Using ideation and prototyping
- (d) Collaborating and addressing constraints
- (e) Creating appropriate solutions
- (f) Drawing on a wide range of influences
- (g) Incorporating emotion

According to Dan Saffer, the four main approaches to interaction design include:

- (a) **User-centered design:** It involves designers collaborating with users through every stage of the design process to incorporate their needs, preferences, and goals while building content and awareness.
- (b) **Activity-centered design:** The design is focused on pre-decided tasks and actions.
- (c) **System design:** It focuses on the system's inputs, outputs, processes, feedback loops, goals, etc., for developing the design.
- (d) **Genius design:** It emphasizes on the skills and knowledge of subject matter experts to develop instructional content.

With multiple techniques involved in managing and developing interaction design across the overall design process, we study three most widely used techniques: a) Use Case Development; 2) Card Sorting; 3) Prototyping

User Experience, Usability, and Service Quality Elements

Understanding Web Usability and Evaluation

Understanding Web Usability and Evaluation

The *definition of usability* is “The extent to which a product can be used by specific users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use.” In his book *Usability Engineering*, Jacob Nielsen share 5 qualities of a usable product:

- (a) Learnability:** It is the ease of learning functionality and behavior of the system.
- (b) Efficiency:** It refers to the level of attainable productivity once the user has learned the system.
- (c) Memorability:** It denotes the ease of remembering the system functionality on the next return.
- (d) Few errors:** It is the capability of a system to feature a low-error rate.
- (e) User's satisfaction:** It refers to the measure in which the user finds the system pleasant to use.

Usability Evaluation

It involves techniques to assess application functionality, verify the impact of the interface on users, and identify intermittent problems which might emerge. Evaluation can be performed either as formative evaluation (which takes place during design) or summative evaluation (which takes place after the product has been developed). Two broad categories of evaluation methods includes:

- (a) User testing:** involves observing and analyzing user performance of a certain set of tasks, collecting empirical data, and thereafter, improving the application. Steps for a robust usability testing include: a) Defining testing goals; b) Choosing sample for testing; c) Selecting tasks and scenarios; d) Defining measurement parameters; e) Preparing experimental environment
- (b) Inspection methods:** It involves predicting usability problems which can typically crop up during user testing at a later stage. Key methods involve: a) Heuristic evaluation; b) Cognitive Walkthrough; c) Web Usage analysis

User Experience, Usability, and Service Quality Elements

Measuring Service Quality Elements

Measuring Service Quality Elements

The first formal definition of website service quality, or e-SQ, was provided by Zeithaml, Parasuraman, and Malhotra (2000). In their terms, e-SQ can be defined as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services. According to them, there are four types of potential disconnects between the customer's and company's view of e-service quality—communication gap, design gap, information gap—all three of which result in fulfillment gap (the fourth type) for the customer. They categorized e-SQ across 11 dimensions:

- **Reliability:** correct technical functioning of the site and the accuracy of service promises (having items in stock, delivering what is ordered, delivering when promised), billing, and product information
- **Responsiveness:** quick response and the ability to get help if there is a problem or question
- **Access:** ability to get on the site quickly and to reach the company when needed
- **Flexibility:** choice of ways to pay, ship, buy, search for, and return items
- **Ease of navigation:** functions on the site that help customers find what they need without difficulty and allows the customer to manoeuvre easily and quickly (back and forth) through the pages
- **Efficiency:** simple to use site, which is, structured properly, and requires minimum information as input by the customer
- **Assurance/trust:** reputation of the site and the products or services it sells, as well as clear and truthful information presented generates confidence in the customer
- **Security/privacy:** instilling the belief in the customer that the site is safe from intrusion and personal information is protected
- **Price knowledge:** the extent to which shipping price, total price, and comparative prices during the shopping process can be determined
- **Site aesthetics:** appearance of the site
- **Customization:** how much and how easily the site can be tailored to individual customers' preferences, histories, ways of shopping

THANK YOU



FUNDAMENTALS OF DIGITAL MARKETING

Unit IV- Chapter Eight: Digital Marketing Campaign Management

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Basic Elements of Digital Campaign Management

- Campaign Planning and Budgeting
- Campaign Set-up and Launch
- Campaign Monitoring to Reconciliation

Basic Elements of Digital Campaign Management

Campaign Planning and Budgeting

Basic Elements of Digital Campaign Management

Campaign management activities follow these first three stages of assessment, strategy, communication, and channel phase mix, to get into an execution mode and decide how marketing would be run across each of the chosen channels with a specific end-purpose. Below are the seven stages for setting up a marketing campaign for any mix of channels:

- (a) Campaign plan:** The first stage of campaign development involves planning separately for each chosen digital marketing channel.
- (b) Campaign budget:** The second stage includes all activities leading to development of the budget for each kind of campaign and channel, based upon specific product needs and overall digital marketing budget.
- (c) Campaign set-up:** This is the stage where actual operations work begins, first developing a campaign calendar and getting it approved internally before sharing it with the execution teams for implementation.
- (d) Campaign launch:** Refers to all activities towards launching the campaign across multiple channels and the campaign go-live parameters that need to be determined
- (e) Campaign monitor:** Extensive metrics need to be developed and put in place so that all captured data can be effectively analyzed and monitored.
- (f) Campaign fine-tune:** Involves investigating the ‘whys’ and the ‘hows’ to make each campaign successful.
- (g) Campaign reconciliation:** Finally, when each campaign is executed, marketers conduct post-campaign activities to measure success and check if various channel managers have been able to deliver impressions, clicks, and leads, as promised and negotiated earlier.

Basic Elements of Digital Campaign Management

Campaign Planning and Budgeting

Campaign Planning and Budgeting

The first two stages of campaign management involve firms developing initial planning and taking decisions on overall and channel-specific budget that they would want to spend on digital campaigns. Key activities for campaign planning include:

- (a) Campaign objectives:** the key campaign objective for any firm is to help generate leads who could then be further converted to customers to execute a sales transaction.
- (b) Target market:** For running any campaign it is crucial that its ‘Target Market’ has already been clearly identified and target personas created to help execution teams develop the right kind of message/creative without wasting spend or impressions on non-targeted audience.
- (c) Determining flight dates:** The third key activity involves deciding on flight dates (campaign run dates) as this would finally determine the impact which needs to be generated through the campaign and targets that need to be achieved at regular intervals to ensure that the campaign is successful.
- (d) Target output:** Equally important is to decide on the kind of output expected from the campaign and what needs to be measured to interpret its success.
- (e) Resource identification:** Finally, after all the campaign details have been resolved, firms need to look at how they would want to get campaigns delivered—through an agency, in-house, outsourced, etc—and what kind of resources need to be deployed to ensure that campaigns run smoothly and maintain the expected quality and effectiveness.

Basic Elements of Digital Campaign Management

Campaign Budget

Campaign Budget

The next stage *campaign budget* involves taking decisions on the type of budgets which the client would want to spend on each separate channel and also the way they would want to allocate that spend across different buying options. Key pointers to help decide campaign budgets include:

- (a) Deciding on spend:** Spends on digital campaigns typically vary between 5–15 percent of the overall marketing budgets for any firm in present times. Firms mostly start with a round figure, for instance, ` 10 lakh, as the spend for digital campaigns. It would then be up to the hired agencies or digital marketing firms to break this pie and decide how much they would like to spend on a search-based campaign vis-à-vis a branding display campaign.
- (b) Bid/Quote analysis:** Once the overall spend for each channel is decided, firms also need to do research to understand the amounts they should spend on a particular campaign. Most of the search campaigns, for example, run on an auction model, wherein clients have to bid for specific keywords against which they would want to show their campaign.
- (c) Expected reach/leads/conversions:** Once the budget and bid/quote amounts have been decided, firms also need to develop an idea of the kind of reach and impact they can expect from running campaigns across different channels. Some of the channels would be helpful in achieving impressions while others might have a cost even to acquire one visitor (specific target), convert it into a lead, and finally, ensure that he/she becomes a customer.

Basic Elements of Digital Campaign Management

Campaign Setup and Launch

Campaign Setup

Campaign set-up includes all activities beginning with target list creation and development of target parameters thereby ensuring that the inventory has been booked, creative developed and tested, and landing pages created so that the campaign is executed successfully. Key activities for campaign set-up include:

- (a) Target list creation:** involves activities and planning behind identifying, capturing, and qualifying prospects and leads
- (b) Channel specific research:** Firms need to plan for internal research to identify best practices for different kinds of campaigns/channels.
- (c) Develop targeting parameters:** involves setting up the targeting parameters and business rules for the specific campaign channel
- (d) Designing communication and landing pages:** Once campaign parameters have been decided, firms need to plan for communication which includes developing the message, suitable creative and related tags for multiple channels
- (e) Request and confirm placements:** involves putting a request for specific keywords (search marketing) or inventory (display marketing)
- (f) Pre-launch testing:** immediately prior to the campaign launch, firms need to review and test all campaign elements
- (g) Developing campaign calendar:** With all campaign elements in place and tested, firms should develop a campaign calendar
- (h) Launch approval:** Before the actual launch of campaign, all necessary approvals are obtained and campaigns are authorized for launch

Campaign Launch

It includes all activities involved in launching the campaign which is also known as campaign go-live:

- (a) Campaign go-live activities:** Once all the elements of campaign set-up have been put in place and necessary approvals have been obtained, campaigns which have been queued with the vendors (campaign management tools) go live on specified dates and times.
- (b) Campaign trafficking:** It is a terminology often used to describe the process of going live. It includes all activities which a trafficker (team member who runs the campaign) needs to execute from the time the campaign goes live till the time it is over.

Basic Elements of Digital Campaign Management

Campaign Monitoring to Reconciliation

Campaign Monitor

Once the campaign has been initiated in the chosen platform/tool, from the first hour itself (depending upon type and automation), it needs to be continuously monitored to make sure that all the campaign elements are in place. Key activities of campaign monitoring include:

- (a) **Campaign tracking:** Once the campaign has begun, the campaign support team needs to start monitoring various elements like 1) Campaign Delivery; 2) Ad Unit Accuracy; 3) Creative size, format, and functionality; 4) Targeting QA
- (b) **Data monitoring:** involves making sure that necessary tracking data to measure the campaign is being obtained from all third party tools.
- (c) **Managing metrics:** Pre-set metrics can be measured against available numbers to understand if the campaign is measuring up well
- (d) **Building reports/dashboards:** Regular reports/dashboards on campaign tracking and reported metrics provided by campaign teams
- (e) **Performance measurement:** Finally, after obtaining data and metrics, campaign team and client need to decide campaign performance

Campaign Fine-Tune

It involves taking necessary steps to ensure that there are minimum variances across key campaign metrics. It includes:

- **Measuring campaign variance:** Campaign variance typically refers to the difference in the impressions, clicks, leads, final conversions, which the client had signed up initially and actual numbers witnessed.
- **Optimizing campaigns:** Campaigns are optimized to enhance performance and bring them at par with their best possible execution values.

Campaign Reconciliation

The final stage involves activities which occur post-campaign implementation and deal mostly reconciling with unmet objectives:

- (a) **Post-campaign activities:** involves measuring each aspect of final post-campaign execution to ascertain if all objectives have been met.
- (b) **Make-goods management:** If campaign team has not been able to meet client's objectives fully vendor team has to provide adjustments
- (c) **Billing and invoicing:** involves all activities related to sharing and getting the final bills cleared for campaigns executed successfully

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Implementing Intent-Based Campaigns (Search Execution)

- Search Campaign Planning Basics
- SEM Campaign Set-up and Execution
- SEO Basics and Management

Implementing Intent-Based Campaigns (Search Execution)

Search Campaign Planning Basics

Search Campaign Planning Basics

SEM supports marketing in two different ways:

- Supporting a website to develop content and techniques to match with search queries and emerge at the top of the organic results' listing which is known as *search engine optimization*.
- Providing options to marketers to place their ads against related keywords by paying search engines on the basis of the number of clicks executed on the ads. This type of SEM is known as *paid search marketing*.

Planning for Search Marketing Campaigns

Planning for SEM campaign involves the following aspects:

- (a) Establishing the need and objectives for SEM:** Marketers typically choose SEM as one of their first options for digital marketing since SEM is one of the most credible techniques to drive regular targeted traffic to a site
- (b) Understanding competitor presence:** It is important for the brand to do a thorough research of the kind of competition they have for their product, category, geography, etc., to get a good idea of the investment needed
- (c) Defining target audience and performing keyword research:** The next important part is to decide the type of audience marketers want to target and their typical research patterns.
- (d) Deciding on budget and bids:** Marketers also should have developed pre-campaign strategies on the kind of budget that they would like to invest (in terms of a campaign calendar) during the various campaigns that they would execute through SEM.
- (e) Defining campaign goals:** marketers should define clear campaign execution goals like click-through rate, web traffic, conversion targets, etc., so that whichever team executes the campaign has clear knowhow and target on what they need to achieve for the campaign

Implementing Intent-Based Campaigns

SEM Campaign Set-up and Execution- 1

Basics of Search Campaign Set-Up

To understand the building blocks of a search campaign, in this section we have taken a fictitious example of a watch reseller company XYZ which wants to launch an online watch portal by the name ‘Xquisite’ to sell global watch brands to buyers across Indian metros. We have built the case by looking at the key aspects and decisions which the newly hired marketing manager of XYZ Digital will have to take to set up a search campaign and the parameters which need to be defined to make the launch successful.

Key concepts in this section include:

- **Understanding Keywords**
- **Campaign and Ad Groups**
- **Keyword Classification and Development for Ad Groups**
- **Constituent Parts of a Text Ad**
- **Guidelines for Effective Text Ad Creation**
- **Concept of Ad-Rank Calculation**

Implementing Intent-Based Campaigns

SEM Campaign Set-up and Execution- 2

Search Campaign Execution

We can study the key steps of search campaign execution by dividing them into three key stages:

(a) Pre-campaign launch: involves the set of activities which need to be carried out before the search campaign begins. Elements include:

- **Developing base metrics for website**
- **Creating account and keyword strategy**
- **Setting an SEM Budget**

(b) Campaign launch: This stage includes all the activities from developing an AdWords account (for Google SEM campaigns), creating targeted campaigns and ads, executing pre-decided bids and budget strategies to monitoring and optimizing campaigns. Elements include:

- **Developing Google AdWords account (For Google SEM Campaigns)**
- **Creating Targeted Campaigns**
- **Developing ad groups and keywords**
- **Deciding device type**
- **Specifying locations:**
- **Deciding target languages:**
- **Choosing bid strategy and budget:**
- **Developing ads and campaign go-live:**

(c) Post-campaign launch: involves all activities related to making sure that AdWords SEM campaigns are meeting the desired results within target budget spend and supporting brand and conversion objectives as per business requirements. Elements include:

- **Monitoring metrics and conversion tracking**
- **Optimizing under-performing campaigns**
- **Measuring overall campaign ROI**

Implementing Intent-Based Campaigns

SEM Campaign Set-up and Execution- 3

Strategies for Successful SEM Campaigns

Key strategy areas for running successful SEM campaigns as discussed in the section include:

- 1) Keyword Management**
- 2) Quality score**
- 3) Bidding**
- 4) Ad Creative**
- 5) Ad Extensions**
- 6) Mobile App Engagement**

Implementing Intent-Based Campaigns (Search Execution)

SEO Basics and Management

Understanding WhiteHat and BlackHat SEO

Key examples of whitehat SEO include the website following search engine's guidelines, developing good quality, useful content, and web pages, and ensuring that the web pages are built for customers rather than search engines. Blackhat SEO (also known as spamdexing) includes practices like paying for link building, keyword stuffing, cloaked pages, including hidden texts and links, among others.

Detailing On-Page Optimization Parameters

On-page Optimization It includes all activities which can be executed on the web pages themselves for SEO. These are parameters that typically can be controlled by coding on the page. Key activities include keyword development, meta tags management, improvement of quality content, web-page interlinking, etc.

Detailing Off-Page Optimization Parameters

Off-page Optimization It covers activities that take place outside web pages which cannot be controlled just through web page optimization. Key examples include link building, increasing link popularity in directories, leveraging social interactions, guest blogging, etc.

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Implementing Brand-Based Campaigns (Display Execution)

- Display Campaign Management Basics
- Emerging Data-Driven Display Models (Programmatic and RTB)
- Rich Media Ad Campaign Management

Implementing Brand-Based Campaigns

Display Campaign Management Basics

Understanding Key Display Advertising Players

Key roles and objectives of each of Display Advertising players:

- (a) **Advertisers:** They form the Buy Side of display advertising along with agencies
- (b) **Agencies:** Agencies is an industry term for a bunch of varied companies supporting advertisers with their brand and marketing objectives.
- (c) **Publishers:** Publishers are known as the Buy side of display advertising.
- (d) **Tech-tool providers:** multiple tech-focused entities have developed across the ecosystem to support the ever-growing complexities of display campaign management

Understanding Display Inventory Classification

This section looks at how publishers forecast and classify the display inventory available to them across their websites (and web pages).

Display inventory, in most basic terms, is the number of total impressions available in an aggregate manner on all web pages of a particular website, whose inventory a publisher is looking to sell.

Key classifying parameters for display inventory sales include:

- (a) **Interaction based:** Direct and indirect inventory
- (b) **Sales mechanism based:** Manual and programmatic sales

Implementing Brand-Based Campaigns

Display Campaign Management Basics

Standard Display Campaign Workflow

The following is an in-depth understanding of each of the four key stages and key activities behind campaign run:

- (a) Stage 1: Campaign Planning:** This is the first stage of setting up a campaign and it typically starts with an advertiser developing a media plan based upon his advertising objectives and the kind of digital properties and inventories he would want to advertise
- (b) Stage 2: Campaign set-up:** This is the second stage of campaign management and is also generally referred to as the campaign ‘pre-live’ stage wherein agency and publishers perform activities which are necessary to kick-start any live campaign.
- (c) Stage 3: Campaign trafficking:** Also known as the Campaign Go-live Stage, this is the point where the campaign is finally launched and trafficked.
- (d) Stage 4: Campaign reporting:** As campaigns are being run, the publisher’s team has to share regular delivery reports with the agency/advertiser (as agreed upon in the contract).