# BUSINESS INTELLIGENCE IN DIGITAL MEDIA MARKETTING

##### **First Author\*, Second Author\*\*, Third Author\*\***

\* Department, Institute Name

\*\* Department, Institute Name, if any

DOI: 10.29322/IJSRP.X.X.2018.pXXXX

<http://dx.doi.org/10.29322/IJSRP.X.X.2018.pXXXX>

***Abstract*-   
Social Media :** To get back the feedback of their customers, many companies use social media (Facebook and Twitter) for marketing activity or communicating directly with their customers. **Huge Data :** Huge streams of content are generated which hide valuable information with high levels of noise. These data are collected from multiple sources and stored in a data warehouse.

Mention the abstract for the article.

1. Introduction

T

his article guides a stepwise walkthrough by Experts for writing a successful journal or a research paper starting from inception of ideas till their publications. Research papers are highly recognized in scholar fraternity and form a core part of PhD curriculum. Research scholars publish their research work in leading journals to complete their grades. In addition, the published research work also provides a big weight-age to get admissions in reputed varsity. Now, here we enlist the proven steps to publish the research paper in a journal.

Identify the constructs of a Journal – Essentially a journal consists of five major sections. The number of pages may vary depending upon the topic of research work but generally comprises up to 5 to 7 pages. These are:

1. Search Engine Optimization
2. Social Media Marketing
3. Web Analytics
4. Advertisement
5. Conclusions

**In Introduction you can mention the introduction about your research.**

**I a) Search Engine optimization**

The technique of boosting the visibility of a website or webpage through organic ("natural" or unpaid) search engine results is known as search engine optimization (SEO). The goal of SEO is to provide tailored material that search engines perceive as quantifiably useful in-order to develop information that specifically fulfils the purpose of a user's online searches.

I B) HOW TO TRACK SEO PERFORMANCE

The impact of attempts to attract traffic to a webpage or website through keyword targeting, internal linking, and backlinking, among other things, is referred to as SEO performance. The ultimate purpose of SEO traffic generation is to direct clients searching for specific keywords to a landing page that is optimized to convert to a sale.

SEO metrics developed through analytics are the greatest way to measure SEO performance. Any programmer that aids in the collection and analysis of data regarding website activity is known as analytics. These metrics, such as SEO keyword ranking, are hard numbers derived from data acquired from analytics tools like Google Analytics, Text Mining or Moz on your website.

I C) KPI’S AND METRICS FOR THE DASHBOARD

**SEO Traffic :** SEO Traffic measures the number of visits to your website from organic or paid search traffic.

**Link Building Metrics :** Link Building is the process of acquiring hyperlinks from other web-sites to your own.

**SEO Keyword Ranking :** The SEO Keyword Ranking statistic examines and analyses changes in your search engine rankings for specific keywords over time. This is the most important KPI in search engine marketing since it shows how effective your website is at getting ranked on Google and receiving organic traffic. It's a well-known truth that the first three keywords in search results receive the majority of hits, with the first result receiving the lion's share.

**Organic Search Traffic for SEO Optimization :**

## According to Google Analytics, traffic that comes at your site via a search engine result is distinguished from traffic that arrives via other referring routes, such as paid advertisements or a site that links to yours. This type of traffic is referred to as organic search traffic in your reports.

Organic SEO is a term that some people use to describe organic search traffic (search engine optimization).

For KPI-driven marketers, the following are the top SEO KPIs to keep an eye on:

* The total number of pages indexed
* The number of keywords that are rated 1
* Page 2+ has a large number of keywords (striking distance)
* Top 10 Pages for Organic Traffic as a Percentage of Total Traffic.
* Time it takes for a page to load
* Score for mobile friendliness
* Links to other websites
* Per-page keyword density
* Per page, internal/external linkages

**II A) SOCIAL MEDIA MARKETING**

**What is Social Media ?**

Social media is a crucial component of market success in today’s interactive culture and economy. With an ever-increasing user base and ever-expanding social media platforms, the focus on marketing, advertising and product and market analysis must include internet marketing, pay-per-click, search engine optimization, and social media marketing. Customers and prospects are focused on various personal; consumer, community and business topics and they find, share and express this focus using social media.

II b) how bi is used into social media

BI can also be used in social media marketing to help with resource management, conversion rates, and forecasting future trends and concerns. Social media is a constantly changing environment that necessitates a reactive and adaptable marketing plan based on facts.

BI software empowers marketers to acquire a holistic perspective of numerous social media platforms by letting users to automatically connect to third-party Web apps and evaluate the data collected. As a result, swift and reliable decisions based on a variety of data sources are possible.

## 11 C) Social Business Intelligence Data

## Most social BI tools use a variety of data sources, including:

Engagement metrics :   
People’s reactions to brand’s social media content and the presence are revealed through engagement metrics. These social indicators can assist you in gaining public opinion and identifying upward and downward trends.

Content analytics:  
These are the measures of how different themes and media kinds perform on social media. These analytics can assist you in determining the effectiveness of your marketing strategies and paid campaigns.

## 11 C) 6 Types of Social Business Intelligence Features

**1) Custom Reports and Dashboard**

Because a one-size-fits-all dashboard isn't appropriate for every business, several social BI systems offer customization options. That means you may focus on what matters to your company while removing elements that aren't relevant to your business decisions. Although most BI systems let you tailor the social media analytics, metrics, data types, and channels that appear on your dashboards, some provide more advanced features.

Some, for example, allow you to design your own widgets to match your organization's specific requirements.

**2) Visual Reports for Social Business Intelligence**

Dashboards are useful when you need to quickly visualize data or assess the sentiment surrounding a campaign. But what if you need to turn those graphics into documents that you can share with your team?

Most social BI applications also generate reports, which you can export from the app as raw data or with graphs and charts. Some applications also allow you to make notes on reports before sending them or export them in formats that can be easily modified.

**3) Real Time Monitoring**

In most cases, social business intelligence platforms can collect data over months or years. You can use social BI tools to analyze patterns and spot trends over time. Some, on the other hand, provide real-time monitoring by periodically retrieving and refreshing data.

Your team can make split-second judgments about crucial topics thanks to real-time monitoring. You may also spot pattern shifts in real time and take action to steer conversations in the correct direction or maintain them on track.

**5) Collaboration**

You can be in-charge of your company's social business intelligence procedures as a social media manager. However, you'll almost certainly want to share your results and analysis with colleagues and stakeholders.

Collaboration features are available in several social BI tools. You will be able to effortlessly exchange data with colleagues from different departments and disseminate reports to your boss and other decision-makers in the this manner.

**6) Predictive Analysis**

Every BI tool collects data in-order to analyze what has previously occurred. But what if you want to see ahead to the future and see what might happen the following day, week, or month? Predictive analytics is also available in some advanced business intelligence platforms.

**III A) WEB ANALYTICS**

If we take the business intelligence definition and apply it to a company department which focuses on the company’s online activity, and then add to it the data generated by the company’s information systems (crm, databases, marketing items etc.), it is clear that web analytics is business intelligence.

The difference between the two exists not in the wording that is used but in the thoughts of the specialists in each domain. business intelligence is created by large technological solutions such as the cube, distributed by the leading names in software. the main difference is in the complexity of business intelligence type projects, which are generally led by chief information officers and in a specifically targeted market: a market of experts.

**Web Analytics, on the other hand, is a solution, whereas Business Intelligence is a method that can be applied.**

However, there may be a big gap in the field of Web Analytics: the database engine and data reproduction quality should allow advanced analyses and all forms of cross analyses to be performed while staying accessible to the end user. This is the phase at which many Web Analytics systems are still reporting tools and are having trouble transitioning to Business Intelligence tools. AT Internet stands apart from the competition because to its comprehensive Analyzer package, which includes the Data Explorer module, which is an intelligent query decision engine.

**How Business Intelligence has transformed in marketing and sales ??**

Here are some examples of how business intelligence for sales and marketing has benefited businesses in various industries: HelloFresh, a fresh food company, was able to save 10 to 20 hours per day with its Tableau-powered automated reporting tool, as well as increase conversions with its focused marketing content. Through the use of data and business intelligence in marketing, a big retail corporation was able to increase sales by 24% and cut sales rep turnover by 90% in another case study.

Tableau and Microsoft Power BI are business intelligence software applications that may be utilized by non-technical users as well as data analysts. Predictive analytics and machine learning are used in BI platforms like SAP Business Intelligence to give real-time business intelligence.

In today's competitive business world, sales data enabled by BI can help organizations get a larger market share and increase revenues. Miller Food Service had a difficult time keeping track of each customer's sales data and delivering timely delivery with over 3,500 food products. This service company was able to provide timely support to its sales agents and improved service to its customers by using business intelligence to provide the most up-to-date data to its on-field sales reps.

**IV A) ADVERTISEMENT**

**1) To make more sales to existing customers**

Customer retention (or selling to current clients) is more profitable and cost-effective than new customer acquisition in the internet age (or selling to new customers). Salespeople can use business intelligence tools to keep track of what their existing customers are buying (or not). You can target them with specific sales campaigns and opportunities based on this information.

A leading insurance firm faced with expired policies from 60% of their previous year clients was able to improve their customer service, resulting in an 8% rise in monthly premium revenues, thanks to business intelligence for sales and marketing.

**2) Make your sales forecasts more accurate**

Accurate sales projections continue to be highly valuable in the corporate world, with benefits such as faster order fulfilment, lower inventory costs, and higher profits. After incorporating information based on seasonal product demands, promotional activities, and other crucial elements, business intelligence can increase the speed and accuracy of sales projections. The availability of sales history data, for example, can increase forecasting accuracy, resulting in other benefits such as timely procurements, revenue forecasts, and effective inventory management.

Chart, line chart

Description automatically generated

Fitness equipment company Fitness-Mad, as an example of the value chain that business intelligence delivers, can now develop sales forecasting reports in under 40 seconds to drive more informed decisions.

**3) Measure the success for sales promotional campaign**

Product companies may now maximise the income gained from every dollar spent on advertising or marketing initiatives thanks to the usage of business intelligence (BI). Customers' responses to your sales campaigns can be measured using business intelligence tools (for sales and marketing), and more budget (or resources) can be allocated to the more successful campaigns.

A "Top Performing Campaigns Report," for example, can be utilised to track critical data like user clicks, ad impressions, and conversion rate for each campaign that has been launched.

**4) Define and target the right demographics**

Shifting through the vast amounts of data created by businesses and uncovering relevant insights may be a major issue. BI solutions can assist you in asking the correct questions of your massive dataset and defining the BI measurements and KPIs that are most important to your business goal. Here's a case study of Crowd Media, a mobile entertainment company that employed business intelligence in sales and marketing to boost overall marketing efficiency by reacting faster to industry changes and tracking with the correct metrics.

1. **Simplify marketing and business reports**

Business enterprises that depend on real-time data collected from varied sources need to generate real-time actionable insights to gain value from the data. Marketing teams spending days going through non-standardized business reports are likely to lose business to their more-efficient competitors. This was a challenge for online gaming company, [*NetBet*](https://www.sisense.com/case-studies/netbet/) that was spending more time deriving business sense from disparate data formats collected from incompatible sources. By implementing business intelligence in sales and marketing, this company reduced report generation time from days to a matter of hours, thus increasing their customer retention rate.

Chart, funnel chart

Description automatically generated

1. CONCLUSION

A conclusion section is not required. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and extensions.

Appendix

Appendixes, if needed, appear before the acknowledgment.

Acknowledgment

The preferred spelling of the word “acknowledgment” in American English is without an “e” after the “g.” Use the singular heading even if you have many acknowledgments.

References

1. G. O. Young, “Synthetic structure of industrial plastics (Book style with paper title and editor),” in *Plastics*, 2nd ed. vol. 3, J. Peters, Ed. New York: McGraw-Hill, 1964, pp. 15–64.
2. W.-K. Chen, *Linear Networks and Systems* (Book style)*.* Belmont, CA: Wadsworth, 1993, pp. 123–135.
3. H. Poor, *An Introduction to Signal Detection and Estimation*. New York: Springer-Verlag, 1985, ch. 4.
4. B. Smith, “An approach to graphs of linear forms (Unpublished work style),” unpublished.
5. E. H. Miller, “A note on reflector arrays (Periodical style—Accepted for publication),” *IEEE Trans. Antennas Propagat.*, to be published.
6. J. Wang, “Fundamentals of erbium-doped fiber amplifiers arrays (Periodical style—Submitted for publication),” *IEEE J. Quantum Electron.*, submitted for publication.

Authors

**First Author** – Author name, qualifications, associated institute (if any) and email address.

**Second Author** – Author name, qualifications, associated institute (if any) and email address.

**Third Author** – Author name, qualifications, associated institute (if any) and email address.

**Correspondence Author** – Author name, email address, alternate email address (if any), contact number.

[https://blog.atinternet.com/en/web-analytics-and-business-intelligence/#:~:text=%E2%80%9CBusiness%20intelligence%20(BI)%20refers,predictive%20views%20of%20business%20operations](https://blog.atinternet.com/en/web-analytics-and-business-intelligence/).

<https://medium.com/gobeyond-ai/how-business-intelligence-can-benefit-your-sales-and-marketing-b76e7a77a8ac>