

# Digital Marketing course by google

## MODULE 1

### What is it?

It is a job to make online presence of a business strong.

### What is it about?

How businesses can benefit from being online.  
How businesses can earn more from being online.  
How targeted ads can improve the sales.  
How can analytics help from knowing how many clicks are made and whether our targets are correct?  
Which tools to use for better reach to proper customers...

### Ways for businesses for better online presence:/Scope

Web  
Mobile  
Social

### What a digital marketing person can look into:

Technology and Content: Decide if you'll handle the technical and creative aspects of the site yourself—which may take more time—or get help, which may take more money.

### Constraints that a businesses have:

Cost: realistic budget  
time:achievable schedule with clear milestones  
\*both must be committed.

**“GO DIGITAL” TO ALL OFFLINE BUSINESSES.**

## MODULE 2

### How to start with setting up online presence?

#### 1.Goals Setting.

Know exactly what you want to achieve online...

So set a clear set of goals,achieve one by one,as we start achieving them our digital awareness increases too..Soon,our goals evolve and our business expands.

## **Measuring the online presence of the business through ANALYTICS**

*Analytics* lets you know what's working well, and what could be tweaked.

### **2.Taking the first step.**

Setting up

#### **How?**

Local listings, websites, mobile apps and social media..etc.  
Facebook page,website,google listings,mobile app.

#### **uses:**

Address,phone number,buy products,make appointments etc..in online mode

### **3.Marketng the online presence**

#### **How?**

- **search engines**
- **other websites**
- **social media**
- **email.**

Search engines-Search engines show the relevant result to the user based on what it types.So how to use this idea such that we show our service/product to the user?

Our service must be **relevant and exact**.

**Our Aim:**Get to the **search result**.

#### **How to achieve our aim?**

### **1.Search engine optimisation, or SEO:**

Helps us promote our business in the **unpaid** search results.

The practice of making changes to web pages, content, and the promotion of that content to improve visibility in the organic—or unpaid—search engine results.

The keywords play an important role here.

E.g. “Investing in SEO helped my website get a higher ranking in search engine results.”

## **2. search engine marketing, or SEM**

Which lets you buy ad space in the search results.

### **Display advertising:**

Display ads appear everywhere online, and come in many formats like text, images, video, and ads you can click on and interact with.

### **Email marketing:**

You can send coupons to people who have made an appointment on your site, advertise special events, or promote sale items.

SEO:using relevant tags and optimising the display.

SEM:bidding on tags,buying ad space on search engines.

### **Must know that:**

- setting realistic expectations/**how things will work in digital space**
- tracking and measuring how you’re doing/**analytics**
- adapting to changes in technology and your industry./**online world changes fast,be updated.**

## Module 3

### Building our web presence

#### How?

- websites
- local business listings and review sites(free)
- social media(free)
- mobile apps

Tip:make the presence as friendly as possible.

#### How does a website work?

Server:

A server is a computer connected to the Internet, with software that allows it to store or 'host' the pieces of your website: the code, the images, the video clips and anything else that makes up your site. It's called a server because it 'serves' up the right content when requested — that is, when someone wants to view a page on your website.

a server 'hosts' your site, and a domain name helps people find it.

#### What our website must contain?

A website consists of many parts. Build and blend them right, and you're sure to succeed. In this lesson, we'll cover:

- your name
- the website's organisation
- text, photos and other interactive elements.

## **Domain name**

To check if a domain name exists or not:

<https://who.is/>

A good domain name is one that people can easily remember. Keep it as short, relevant and as to-the-point as possible.

In case we want xyz.com but it is taken then we can use xyz.org

## **Home Page**

Must be attractive and also contain navigation to other pages like about etc.

- The website needs to meet the business goals.
- Fulfilling the customer needs.
- Must be full fledged with what the customer needs.
- Remember, every second counts. People won't be on your website for long, and they may scan words quickly or not at all. But images, headlines and clear navigation can help them find exactly what they're looking for before they move on.
- Navigation:the arrangement of the pages.
- Good navigation means arranging your site in a way that makes sense for your visitors,have a good navigation in your website.
- be sure your logo is clearly displayed on every page, and that a click on it takes them "home."
- Organise the pages well..in a particular order.
- Put the search box in the same place on every page of your site, so it's easy to find.
- It should be consistent across your site, with similar fonts, images and other design elements.
- Want them to pick up the telephone? Tell them to "Call now." Hoping they'll pay you a visit? Point them to "Get directions to our store." Or nudge them to make a purchase with a "Buy now!"

### **Important things to know:**

- quick-loading pages
- mobile-friendliness
- general accessibility.

Identify your **Unique Selling Point (or USP)** - this is what makes you stand out from your competition online.

Increase sales: If your goal is to improve online sales, driving more traffic to your website can help.

There are many many ways to achieve this, from **paid advertising** to **content marketing**.

Increase **awareness of the business or brand**: **Social media** is a popular way to increase brand awareness to both new and existing customers. It provides a platform to express your values, personality, and engage with your audience.

Grow your **email marketing** list :To encourage customers to sign up to email marketing, try clearly communicating what your audience can expect to receive,

1. BUSINESS GOAL
2. MISSION STATEMENT
3. IDENTIFY THE USP

### **UNDERSTANDING CUSTOMER BEHAVIOUR:**

think about the journey you take as a customer when you buy something, and apply this information to your business scenario

if you can, talk to customers to get real-world info on the touchpoints they encounter analyse touchpoint performance and optimise your message if required, so that the customer's needs always come first.

## **How to stand out from the competition?**

A Unique Selling Point is a clear statement that describes the benefits you offer, how you might solve your customer's needs, and what distinguishes you from the competition.

Use a SWOT analysis, which will help ensure business decisions are well informed. SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

Starting a competitor analysis, make sure to utilise the free tools available online, check who stands first in searches and how?

## **Key performance indicators**

Key Performance Indicators, or KPIs, are quantifiable measurements used to focus attention on the metrics most important to meet business goals. They are also useful in helping a team understand how progress will be tracked and measured.

they should all be measurable, practical, achievable, and provide direction.

## **MODULE 5**

### **Search Engines**

**Archie**-the earliest search engine,debuted in 1990, allowed people to access and search file names—basically the names of the web pages. But, Archie couldn't tell you what was on those pages.

It's a way to target people who are already looking for you.

If you're a business interested in promoting products and services online, being on search is a pretty safe bet.

### **How search Engine works?**

Each search engine uses their own software programs, but the way they work is pretty similar. They all perform three tasks: First, they examine content they learn about and have permission to see (that's called crawling). Second, they categorise each piece of content (that's called indexing). And third, they decide which content is most useful to searchers (that's called ranking).

Search engines are constantly working to scour the web for content, organise it and then display the most relevant results to searchers. Understanding this process will help you make your website the best it can be.

### **Tips to know and apply on websites regarding the search engines.**

When a search engine looks at the same page, in addition to seeing what you see on your screen, it also sees the code behind it, called **HTML**.

The title of the page in the code is important.

To help search engines identify the image, give it a descriptive name. Eg:capuccino.jpg instead of image.jpg.

Add “alternative text” in the code with your image. Known as an “Alt tag,” it describes the image, which is useful for people using web browsers that don’t display images, or for people with visual impairments who use software to listen to the content of web pages.

Use descriptive, unique titles for each page on your site. Write for your customers, but remember to include important words and phrases that can help search engines understand what your pages are all about. And don’t forget to name image files with descriptive words and include alternative text.

## **Organic Search Result**

- organic=unpaid
- How? The content must be relevant, what the user wants.
- Making improvements to your website to help it appear in the organic results is called search engine optimisation, or **SEO**. Good **SEO** involves helping a search engine find and understand your site.

## **ADVERTISING ON SEARCH ENGINE**

- ==SEM=Search engine marketing.
- Design, and it’s what makes paid search advertising so effective.
- Every time someone searches advertisers compete for the opportunity to display ads. It happens in milliseconds and the searcher won’t see the details, only the winners: the ads that appear on the page.
- how do search engines decide who wins? The primary components are the bid and the quality.
- The bid is the maximum amount an advertiser is willing to pay for a click on an ad. If someone clicks the ad, the advertiser is charged an amount equal to—or sometimes less than—the bid.
- Bid averages vary industry-by-industry, and keyword-by-keyword. Bids are important, but so is quality.

- Winning the auction doesn't always hinge on having the highest bid. Search engines reward ads and keywords with strong relevance to the search. In fact, it's possible that relevant ads can "win" higher spots on the search results page, even with lower bids.
- A great benefit for is that he's only charged if users click on the ad, not by how many times it appears in the search results.

## TOOLS FOR GREAT TRAFFIC



### What is it?

It's a service that gives you feedback about how your website is doing in Google search results.

### What does it do?

It monitors your performance in Google Search results. And it also shows you how Google "sees" your site.

### How?

#### 1. Search Analytics Report

shows lots of things, including the most common searches bringing people to your site.  
Eg: words and phrases relevant to your business.

- 2.shows number of clicks
- 3.“Links to your site” report shows websites that link to your site.
- 4.“Crawl” reports let you monitor whether Google can visit your web pages.
- 5.The “Google *Index*” reports show what information Google recorded about your site and tells you if your pages are accessible.
- 6.Google Search Console can recommend better page titles, but it can’t recommend more effective content to use, or show the type of people who usually search for businesses like his.

Lets get started with this:

[www.google.com/webmasters](http://www.google.com/webmasters)

Upload your website and get the reports.

## **SEO=search engine optimisation**

- ❖ *SEO* helps search engines understand better what you have to offer.
- ❖ Search engines have formulas, or algorithms, that help them order the list of results.
- ❖ SEO PLAN
  - Start with keyword research to understand what your customers are looking for, then use that info to assess your successes and failures.
  - Brainstorm solutions to improve your weak spots, and prioritise them.
  - And never be afraid to redo your *SEO* plan based on changes in your world and the world of search engines.
- ❖ The work of *SEO* is never done, because trends come and go, users can change their behavior, and search engines evolve over time.
- ❖ how to stay up-to-date on search.
  - 1: Learn how search engines work.

Many have blogs that offer updates on new features, algorithm changes and suggestions on how to better optimise your website.

➢ 2: Keep an eye on changes and monitor how they affect your website.

For instance, you might read that the major search engines made a change that improves users’ experience on mobile search results. If your

website isn't optimized for mobile devices you'd probably want to update your website to be more mobile-friendly.

➤ 3: Find inspiration from other websites.

Do they offer free shipping? Are they active on social networks? Do they regularly update their website with photos? Adopt the practices that will work for your own business.

➤ 4: Talk to your customers. They have the best insights on what content your site is missing, features that are needed, or products they are looking for. Even the way your customers describe your products can be a form of keyword research—they likely use those same terms to search.

❖ **How to use keywords?**

1. **Frequency**, or the number of times a word is searched for.

2. **Competition**:

large, established website, you may be able to appear on the search engine results for high-volume, highly competitive keywords,

But new sites have big opportunities too: if you're just getting started, look for keywords that have a bit less competition.

The long tail of SEO means longer keyword phrases that are very specific to whatever you're selling.

These have a low search volume, which means there's less competition, so it's more likely to be relevant to a user's queries.

*For a small business, the long tail is often where you will find your SEO opportunities. It typically takes a website lots of time and focused efforts to appear in the results on searches for popular generic keywords. However, smaller websites may get good rankings for long tail keywords with less effort.*

3. **Relevance**. The keywords you select should closely match what you actually offer.

*\*Repeating keywords unnecessarily is called "keyword stuffing" and is against search engines' guidelines.*

The golden rule for SEO: Your site's content should be made for your human visitors, not for search engines.

Links for Seo	
Google keyword planner	<a href="https://ads.google.com/intl/en_IN/home/">https://ads.google.com/intl/en_IN/home/</a>
Bing Keyword research tool	<a href="https://www.bing.com/webmasters/help/keyword-research-628070b6">https://www.bing.com/webmasters/help/keyword-research-628070b6</a>
Google Trends	<a href="https://trends.google.co.uk/trends/?geo=IN">https://trends.google.co.uk/trends/?geo=IN</a>
Search engine optimisation jargon buster	<p>Search engine optimisation jargon buster</p> <p>Or</p> <p><a href="https://learndigital.withgoogle.com/assets/media/pdf/6-SEO-glossary.pdf">https://learndigital.withgoogle.com/assets/media/pdf/6-SEO-glossary.pdf</a></p>

## MODULE 7

### How to make the web-pages search friendly?

**On-page optimisation=making changes to the web page, the content, the meta tag, title.**

- The title and meta description are important because they both are used by the search engine to generate the actual search result for the specific page.
- The title is used to generate the first line shown; the meta description is used to generate the few short sentences that follow.
- A good meta description is usually two short sentences

- A title should be short and sweet; a description should match what the page is about.
- Improve also on headings and page copy.

## How to improve website visibility?

- **Backlinks=link from another website to your site.**

Search engines might see these links as a sign that you have a high-quality site, and are perhaps a good option to show searchers.

### **How to gain Backlinks?**

1. *The best way is to create great content on your own site*
2. *Content marketing- encouraging others to write about you, and share links to your website.*
3. *Using social media is still a great way to reach a bigger audience. It promotes your site—and your business—because it helps people discover your content and encourages them to interact with you. (off-site optimisation)*

## Changes to make when your website crosses international borders, including:

- **Language:**

The first is to make sure that each page in a different language has its own unique web page.

A better approach is to separate each translated version on its own web page.

Avoid using automated services to translate your content. (search engines might treat this a spam, and search engines don't value the web page).

Some search engines allow you to add language annotations to your web pages. These annotations help search engines serve the right content to the right person based on his or her country or language.

\*don't have a site like VTU where 2 languages button exist together instead keep 2 urls for the search engine to be sure.

- **Localisation:** by providing local prices, contact no, local addresses
- **Country targeting:** By using country specific domain name as
  - . An example of a U.K. site with a ccTLD would be [www.avocadofarm.co.uk](http://www.avocadofarm.co.uk). For Germany, that site might be [www.avocadofarm.de](http://www.avocadofarm.de).

\* country code top level domain name—ccTLD for short—it's a strong indication that your site targets a specific country.

\*Search engines may use a number of factors including where your website is hosted, its IP address, and information on your web pages.

## SEM=SEARCH ENGINE MARKETING

- **SEM** lets you use advertising space to advertise to potential customers when they search for certain words and phrases relevant to your business.
- the advertiser only pays when someone clicks on their ad. So if your ad appears, but no one clicks on it, you won't be charged.  
**"pay-per-click" advertising**
- It is more effective than traditional methods.

Search Engine marketing Jargon Buster

[SEM jargon buster](#)

## SEM AUCTION

- Search engines limit the number of slots adverts can appear in on an individual page. Advertisers then compete in an auction for those slots.
- The adverts that “win” appear in more desirable slots on the results page - usually that means near the top. The “runners-up” appear in lower slots.
- Well, like most auctions, you place a bid, which influences your performance in the auction. But it’s not all about your bid. In this auction, the relevance of your adverts is crucial as well. So, success in the auction means having a competitive bid, as well as strong relevance. Getting both of these right is the recipe for success in **SEM**.
- If you’re willing to pay up to 175rs when people click on your ad after searching for wedding photography==that amount is called “**MaxCPC**”
- Your maximum cost-per-click (CPC), or bid price, is the highest amount that you are willing to pay for 1 click on your ad.

You will not necessarily be charged the full Max CPC. For example, if your Max CPC is £1.25, you may only pay £1.04 for the click, depending on competitive factors.

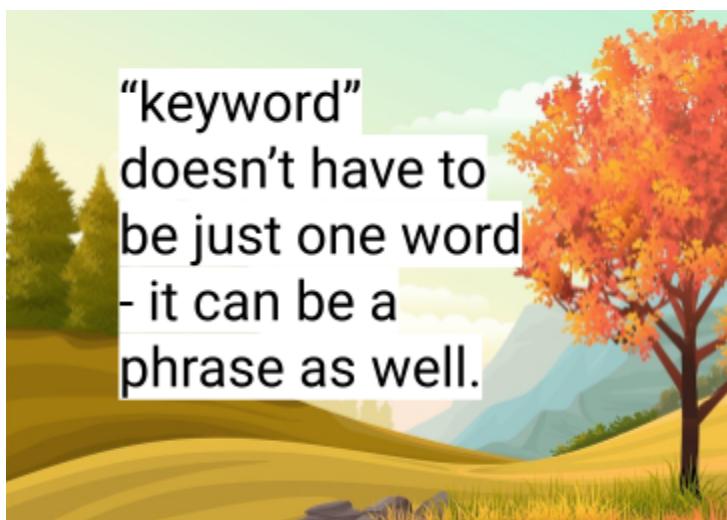
NOTE: Businesses can change their Max CPCs at any time, so you'll need to keep an eye on your bids regularly to ensure you're getting the performance you want.

- The other big factor is relevance. This is a measure—normally rated from 1 to 10—of how closely your ad relates to what a person searched for. Search engines such as Google and Bing refer to this as your **Quality Score**.



- The business with a higher *Quality Score* will appear higher on the search results page
- How to improve SEM performance?  
**By Consistently review your campaigns to find ways to become more relevant.**

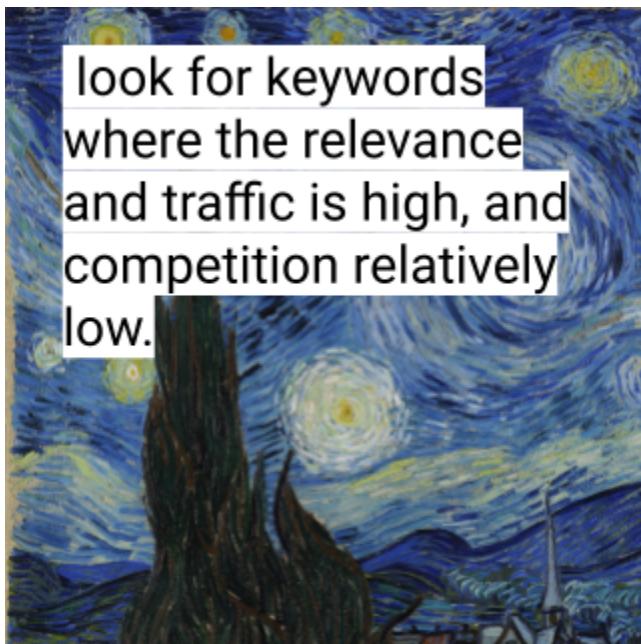
## WHAT MAKES A KEYWORD GOOOOOODDD????



- Measuring the value of your ad clicks will help you know if keywords are "good" or not. If the ad click bring 40 euros it is good else not.
1. REALAVANCE:
  2. TRAFFIC:

*Keyword* research tools can provide traffic estimates to help you get a handle on this. But in reality, you'll probably have to use a bit of trial and error to figure out which keywords are relevant and get sufficient traffic.

### 3. COMPETITION



## HOW TO WRITE EYE CATCHY ADS

First, you want to customise your advert headline to the search. Then include a special or timely offer. And finally, give a compelling call to action.

The screenshot shows a Google search results page for the query "popsicle maker". The results are divided into several sections:

- Ad related to popsicle maker**: An advertisement for "BPA Free Popsicle Molds - 6 popsicle molds for only \$12.55" from www.amazon.com/popsicle-molds. It includes a 5-star rating and 566 reviews.
- Sponsored**: A section titled "Shop for popsicle maker on Google" featuring five product cards:
  - Zoku Single Pop Maker, R... \$24.95 Williams-Son... Special offer
  - Norpro Popsicle Maker \$13.59 Target
  - Zoku Duo Quick Pop M... \$36.99 EverythingKit...
  - Zoku Quick Pop Maker \$49.99 Chef's Resou...
  - Zoku® Quick Pop Frozen T... \$69.95 Plow & Hearth Special offer
- Organic Search Results**:
  - Zoku Quick Pop Maker | Williams-Sonoma**  
www.williams-sonoma.com/products/zoku-quick-pop-maker/  
Now you can create your own customized frozen pops, including cream-filled varieties, in as little as seven minutes. Simple and easy to use, our freezer ensures ...
  - Zoku | Quick Pop Maker**  
www.zokuhome.com/pages/products-quickpop-maker/  
The patented Zoku Quick Pop™ Maker freezes ice pops in as little as seven minutes ... Includes 1 Quick Pop Maker, 6 sticks, 6 drink guards, and 1 Super Tool.
- Ads**: A section titled "Ads" with a link to "Ice+maker" at www.go-dove.com/Ice+maker. It describes it as the best in the market for online bidding.
- 2013 Top Popsicle Molds Best**: A link to www.shop.kitchenkool.com/ with a description of huge selections and comparisons.
- The Best Popsicle Machine**: A link to www.finamac-usa.com/popsiclemachine with a description of being the world leader in popsicle machines.
- Popsicle Maker at Walmart**: A link to www.walmart.com/Appliances with a description of saving on popsicle makers at Walmart with free shipping.

## How to improve Search Campaigns?

*Landing Page: the first web page people see after they click on an ad.*

**Relevance:** Both landing page and advert heading must be relevant.

*Your account, which you create with Google Ads, Bing Ads, or another search engine.*

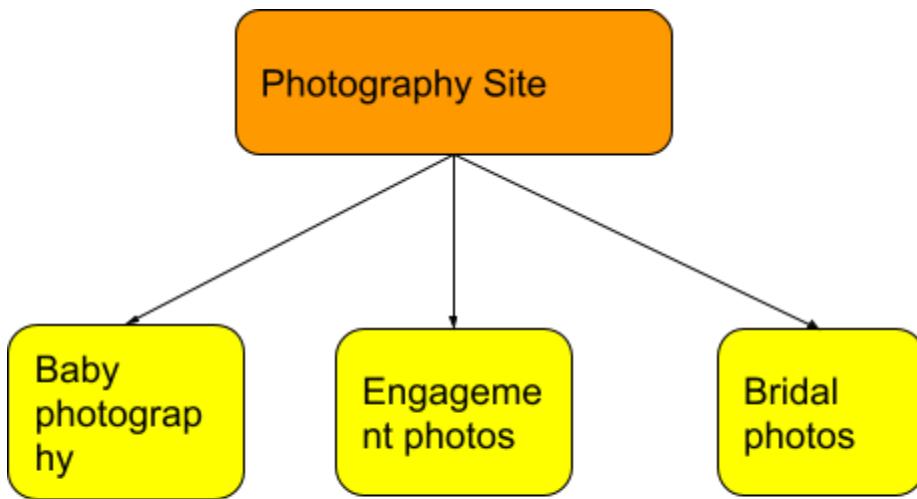
Within each account

**Campaigns**-*Each campaign controls important decisions, like the daily budget, the areas or countries where ads can appear, and the advertising networks you want to use.*

Within each campaign

**Multiple ad groups**-*These are collections of keywords and the ads that go with them.*

- By dividing your products or services into separate campaigns and ad groups, you can show ads that help customers find exactly what they're searching for—which is win-win for everyone.
- EG:



Run different ad campaigns for each with relevant headings.

## Keyword Research

From	Site
Google	Keyword Planner
Bing	Keyword Research

With these you get to know:

- Most used keyword
- Their bid price
- Their competition levels.

**Negative Keywords:** negative keywords will block your ads any time a search contains one or all of them.

- This is useful, because preventing adverts from appearing for irrelevant searches, is going to save you money, and make sure that only your ideal customer sees your ads.

## Keyword match types

Search engines might also show your ads when people search for other terms—because search engines can show your ads when people search for variations of your keywords. This is called **broad matching**.

#### **Pros of Broad Matching:**

- We need not add every variation of the keyword like singular?plural/misspelling.

#### **Cons of Broad Matching:**

- Ads are shown for keywords that aren't relevant to your business.

Therefore **keyword match types** are used.

- To change broad match to phrase, simply place quotations around the keyword. Minor variations, like plurals, are included. //phrase match "keyword"
- To get even more specific, exact match keywords are distinguished by enclosing the word or phrase in square brackets. //exact match [keyword]
- As you add restrictive match types for keywords, you'll probably notice that your traffic quantity goes down... but traffic quality should improve.

## **CONVERSIONS**

**Conversions** - the key actions you want website visitors to take

#### **Ways to measure conversions:**

- successful transactions
- contact form submissions
- downloads
- install the conversion tracking code on the order confirmation page i.e online tools from search engines like Bing or Google.

## **How to get noticed LOCALLY?**

*For business where local customers are its lifeblood.*

1. Be sure your location details are on your website. If you have a shop, be sure to include your address, and maybe even an interactive map so a customer can get directions, plus your telephone number, and your working hours.

***Local businesses need to be seen by searchers in the neighbourhood, on any device.***

1. Local directories are a great way for local businesses to connect with potential customers in their area. The first step is to create a listing in local directories.
2. Telephone numbers should be local as well, including area and country code, so generally you won't want to use a freephone number.

If you want to connect with your local customers, that means taking advantage of the major search engines' local business listings and creating profiles on business directory websites, review sites and more.

EG:Google,Bing,Yahoo.

### **ADVERTISING LOCAL BUSINESSES**

- Limit your ads showing to only people in certain locations and geographies.
- Make sure your site looks good on mobile devices and includes contact information.
- Many people allow websites and mobile apps to use a GPS function that can detect where they are and direct them to where they want to go, can send messages like sales alert, when potential customers are within a certain distance of the shop.i.e having an APP for your business.

- Local advertising through social networks, directories, review sites and more can be a really cost-effective way to reach local customers.
- Content goes a long way in helping customers and prospects connect with your business. For a bike shop, content might include a blog about bike repairs and maintenance, and details about the bike clinics you host at your shop.
- Making sure that you're using services like Yahoo! Local, Google My Business or Bing Local will help the search engines know more about your business and when to list you in their results.
- If your website can be found in the mobile search results it can be an important way to connect with customers, so make sure that you've got a mobile friendly, quick loading website that search engines can understand and visitors love.

## **THEREFORE**

- ★ Add location details to your website
- ★ add quality content that's relevant to your audience and highlights the location of your business
- ★ Check your business listings on search engine and local business directories
- ★ Ensure your site is mobile-friendly and easy for both search engines and visitors to understand.

<b>THE MOBILE FRIENDLY TESTING TOOL</b> This tests if your website is mobile friendly or not.	<a href="https://www.thinkwithgoogle.com/feature/testmysite/">https://www.thinkwithgoogle.com/feature/testmysite/</a>
<b>DIGITAL MARKETING JARGON BUSTER</b>	<a href="https://learndigital.withgoogle.com/assets/media/pdf/2-digital-marketing-glossary.pdf">https://learndigital.withgoogle.com/assets/media/pdf/2-digital-marketing-glossary.pdf</a>

# SOCIAL MEDIA

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## Daily Active Social Media Users



Currently, there are  
**3.78 BILLION**

social media users –  
which equates to **about 48% of the population.**

(Statista, 2020)

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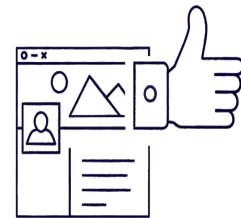
## Facebook is the Market Leader

Facebook remains the  
most widely used  
social media platform;  
roughly two-thirds of  
U.S. adults –

**68%**

now report that they  
are Facebook users.

(Pewinternet, 2018)



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## Social media users by generation



**84% 81% 73% 45%**  
aged 18-29 30-49 50-64 65 and above

(Pew Research Center, 2021)

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## Time spent on social media per day

An average of

**2.5 HOURS**

per day is spent on **social networks and messaging.**



(DataReportal, 2021)

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## The Power of Social Media Marketing



**73%**  
of marketers believe  
social media  
marketing has been  
“somewhat effective”  
or “very effective” for  
their business.

(Buffer, 2019)

**OBERLO**

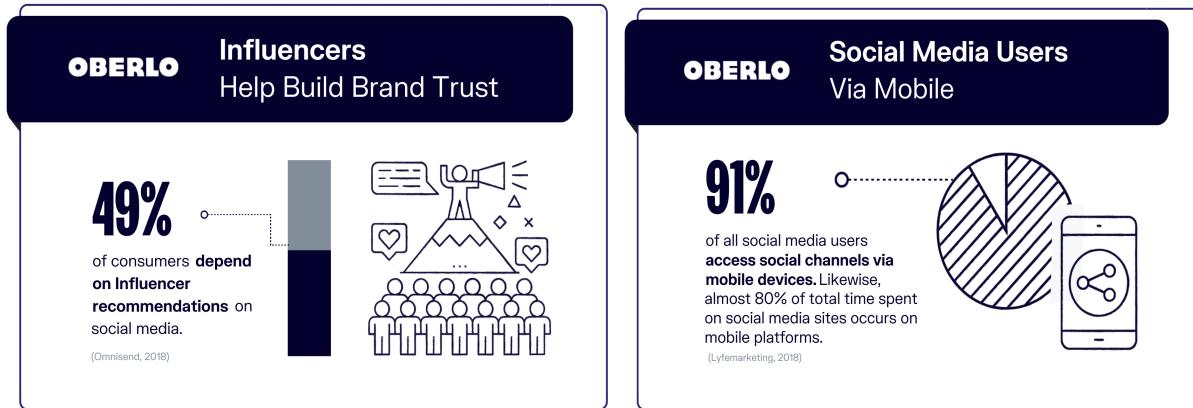
## Customers Are Using Social Media

**54%**

of Social Browsers  
use social media  
to research  
products.

(GlobalWebIndex, 2018)





- Social media can be a platform that lets you talk directly to your customers and prospective customers alike, share content, get involved in conversations, build trust, reach more people, grow your sphere of influence, and ultimately understand your customers better.
- Social media provides an opportunity for your customers and fans to promote your products, and when this happens, you earn trust. Why? When someone else says how great you are, it carries more weight. You're not promoting yourself—your customers are doing it for you.
- You can learn by watching how people interact with your brand online.
  - **The big networks like Facebook, Twitter, LinkedIn, Google+, YouTube, and others have lots of users, so you're likely to find lots of people there.**
  - **But beyond that, you might find smaller networks dedicated to exactly what you do, filled with people who are super-interested in the types of products or services you offer.**

## SOCIAL MEDIA GOALS

- HAVE CLEAR SOCIAL MEDIA GOALS...WORK TOWARDS IT.
- Remember the tone of voice you decided to use and the business goals you want to support. This will help you as you write the descriptions of your business, as you list your products, choose the images or videos you want to showcase, and even personalise your profile page with background images.
- **Design a plan on social media as to what to post and when..**
- **Social media management tools like Hootsuite, Buffer, and Everypost, you can create the things you want to post and share in advance.**

- Social media sites provide great options for targeting ads or content to very specific audiences, and that's a great way to make sure we're investing our marketing budget wisely.

## ***Measuring the success of Social Media***

1. Use **Social media management tools** to monitor social media handles where it shows all the reports in one place. Instead of logging into each app to get the reports.

But these reports and tools typically only measure what's happening on the social networks themselves.

2. To know what's happening after someone decides to click on a link you shared, or a piece of content you posted and ends up on your website..

We need a separate tool dedicated to tracking what's happening on websites, like **Google Analytics**.

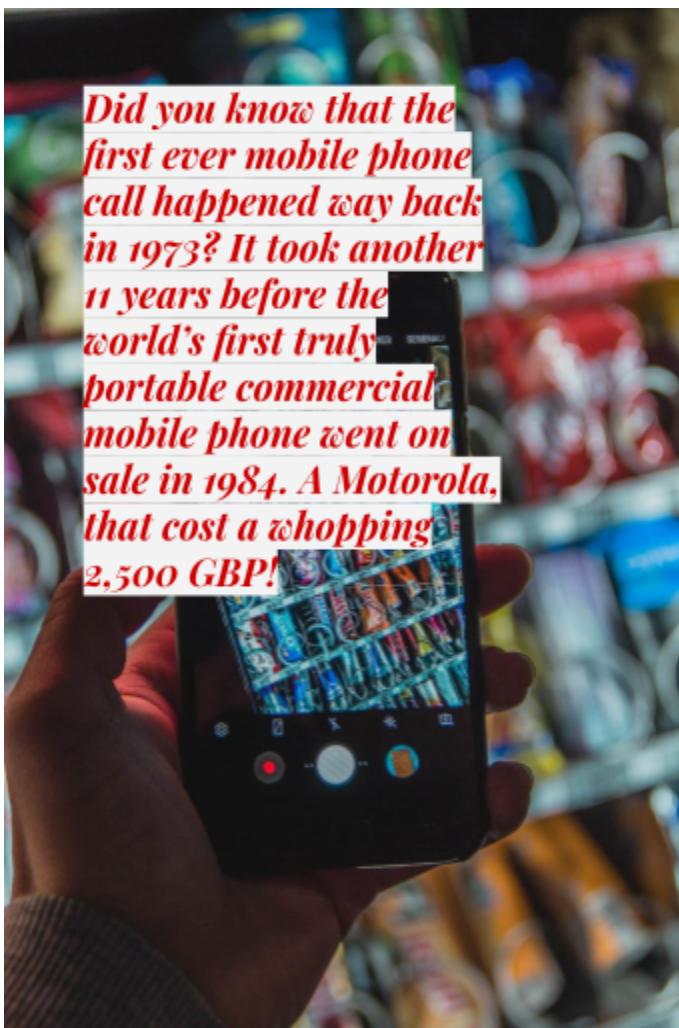


- The first rule of social media: It's not all about you.
- Be understanding, be considerate, but most of all be consistent.
- Don't spread yourself too thin on social media.
- Stay true to yourself, respond to comments, focus on the sites that make sense, be consistent and measure your results.

## MOBILE PHONES



- Mobile marketing is constantly evolving.



*"Have a mobile-optimised SITE"*

- A responsive website adapts itself depending on the size of a viewer's screen. When you have a responsive site, you don't have to create separate sites for computers and mobiles. So you save yourself a lot of effort.
- Fonts and buttons should be easy to read and click on. And the navigation should be clear and simple to use. Visitors should immediately understand their next possible steps, and how to take action.
- What's crucial for mobile site optimisation, is performance and usability. Performance is how quickly a site loads, and this can be impacted by many things, such as overly large images and file sizes.
- A mobile-friendly site can bring you more site visitors, give them a better experience, and bring in more business.

## Uses of Mobile Apps over Mobile Sites

- “push notifications” feature
- “GPS” features
- “click-to-call” feature



## Advertising on Mobile Phones

1. Use shorter keywords on mobile as the users use thumbs on mobiles.
2. Post ads inside apps like Yelp or Which? where customers leave reviews.
3. Customising ads.
4. Use “ad extensions”. These are special features that will help people call you, or get directions to your shop’s address. These features will automatically resize themselves to best fit any device.

## SEARCH CAMPAIGNS FOR MOBILE

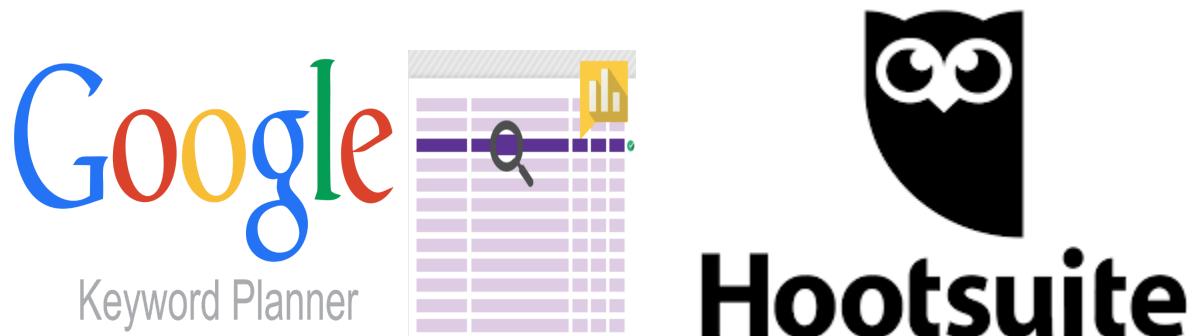
- Search engines like Google and Bing will allow you to specify certain ads as “mobile preferred.” Which means that users on desktops won’t see your mobile ads. And vice versa.

- People on mobiles are 10% less likely to fill out your contact form. You can use something called a “**bid adjustment**” to bid a 10% lower price when your ads are appearing on mobile. Using bid adjustments can help you make sure you’re spending your money wisely, and getting the best bang for your buck.
- Keep your ads laser focused.

Google Keyword Planner can tell you which search terms are most popular on mobile devices.

Broader analytics will give detailed insights into how users are finding and interacting with a site, but they won’t help with identifying search keywords.

Hootsuite is a social media dashboard that lets you organise all your social media accounts from one place.



## **HOW TO DISPLAY ADS ON MOBILE PHONES?**

- Display advertisements are all about capturing the attention of people browsing content online.
- “one size fits all” approach to display ads isn’t going to work.
- Try to find the right combination of ad formats to fit the devices your audience are using.
- If you’re using the Google Ads platform to run your ads, you can use the **free Google Ad Gallery** to quickly create professional-looking display ads, in all shapes and sizes.
- There are multiple mobile ad networks that you can use, such as **Google Ads or InMobi**.
- By including apps in your mobile display approach, you can reach even more potential customers.

## **Social media campaigns for mobile**

- Social media advertising solutions like Twitter, LinkedIn and Facebook offer various targeting options to help you get your ads in front of the right people.
- Finally, **create ads with mobile in mind.**
- Social media sites have lots of information about their users.
- Choose to make your ads image-based, rather than text-based...or with less text.

## **VIDEO ADVERTISING ON MOBILE.**

- Video ads can be more engaging, and provide more information than traditional ad formats
- Create the actual videos you'll use, even with a phone is also okay.
  - **relevant, short, clear call to action in your video.**

With video ads, you can choose keywords to target your ads to related content. You can even choose **specific videos(youtube) and websites** where you want your ads to show.

## Content Marketing



### **Pros:**

- ***increase sales***
- ***boost awareness of your brand***
- ***build trust and recognition amongst your audience.***

*Great content campaigns are based on understanding who you're writing for. The more you know about your audience and share their passions, as well as their pains, the easier it will be to engage them on a personal level.*

*The key to success is creating a content marketing campaign that accomplishes three things:*

- (1) answering your audience's questions*
- (2) providing something of value*
- (3) keeping them wanting more.*

- take the time to get to know your audience better. Look at which accounts they follow on social media to get a sense of their likes and interests*
- experiment to find the best types of content for reaching your audience and don't be afraid to use multiple formats*
- choose the right places to publish your content and make sure you're talking directly to your audience*
- throw away the business speak and stock responses, and prioritise natural language to interact with your audience*
- make your content unique, interesting and exciting. Use engaging headlines, eye-catching pictures and informative language to capture your audience's attention.*

CONTENT MARKETING IDEAS	<a href="https://www.thedsmgroup.com/content-marketing-ideas/">https://www.thedsmgroup.com/content-marketing-ideas/</a>
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**Audience segmentation:** dividing your audience into groups of who they are and what they like.

pros: Understanding the habits and preferences of an audience can help you target content directly to that specific group of people.

To get insights into what people search for, try free online tools like **Answer The Public** and **Keyword Planner**.

<b>Keyword research tool</b>	<a href="https://www.bing.com/webmasters/help/keyword-research-628070b6">https://www.bing.com/webmasters/help/keyword-research-628070b6</a>
<b>Your gov profiles</b>	<a href="https://yougov.co.uk/topics/overview/rati">https://yougov.co.uk/topics/overview/rati</a>

	<u>ngs</u>
<b>Google keyword planner</b>	<a href="https://ads.google.com/intl/en_IN/home/">https://ads.google.com/intl/en_IN/home/</a>
<b>Answer the public</b>	<a href="https://answerthepublic.com/">https://answerthepublic.com/</a>

Answer the Public allow you to type in a specific subject or key term and receive a list of some of the most searched queries involving those words. This is great for creating content topics that respond to real user demand.

## Format of Content.

**Blogs** are typically published as a subsection of an existing website, and can include original content or guest-authored content. Writing unique, quality blog posts can help increase publicity and give you interesting content to share across other channels, like social media.

**Infographics** are informative and a great way to present knowledge visually. They work well online thanks to their eye-catching format and can help present complex or unusual content in a creative way.

**Ebooks** are educational, easy-to-read guides focused on a specific topic. This format provides readers with practical content and will help you stand out as an expert in your field.

**Videos** can include anything from product demonstrations to tutorials and customer testimonials. They allow brands to create engaging, entertaining, and useful content that can be consumed on the go.

## **Others: press releases, webinars, reviews and case studies**

### **Purpose Of Content**

- **to entertain**
- **to inspire**
- **to educate, and**
- **to convince.**

<b>Copyblogger</b>	<a href="https://copyblogger.com/">https://copyblogger.com/</a>
<b>The content strategist blog</b>	<a href="https://contently.com/strategist/">https://contently.com/strategist/</a>

### How to write good content?

- Start with a good hook that clearly explains to the reader what they can expect.
- Don't be too salesy.
- Incorporate a "call to action", or CTA.
- Try researching your competitors to see what topics they cover.

### Promoting content

- Before you start creating a content promotion plan, it's important to consider the channels available. Identifying channels by **Owned, Earned and Paid** categories is a great place to start.
- **Owned:** his own websites, blogs, social media profiles.
- **Earned channels** refers to anything that's picked up by a third party, i.e another person who shares our content.
- **Paid channels** refer to promotions you pay for.

### CONTENT CALENDAR

A content calendar is a detailed timeline that organises your content marketing activity. By clearly outlining what to publish and when, it can help make your content process consistent and efficient, as well as give everyone involved a clear action plan to follow.

## **TIPS TO MAINTAIN A CONTENT CALENDAR:**

- *make it achievable*
- *highlight key dates.*
- *consider multiple channels.*
- *remember the audience.*
- *explore online tools*

<b>Consumer barometer</b>	<a href="https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/consumer-trends/consumer-barometer/">https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/consumer-trends/consumer-barometer/</a>
<b>CoSchedule</b>	<a href="https://coschedule.com/">https://coschedule.com/</a>

## **MEASURING SUCCESS IN CONTENT MARKETING**

<b>GOOGLE ANALYTICS</b>	<a href="https://analytics.google.com/analytics/web/provision/#/provision">https://analytics.google.com/analytics/web/provision/#/provision</a>
<b>ANALYTICS ACADEMY</b>	<a href="https://analytics.google.com/analytics/academy/">https://analytics.google.com/analytics/academy/</a>
<b>GOOGLE DATA STUDIO</b>	<a href="https://marketingplatform.google.com/about/data-studio/">https://marketingplatform.google.com/about/data-studio/</a>

## EMAIL MARKETING

Email marketing is a great addition to your other digital marketing activities. It builds customer loyalty and engagement without breaking the bank. And it works well on mobile.

STEPS:

- developing a contact list-through website subscriptions
- targeting audiences based on interests-asking their interests
- building relationships with customers.-through engaging,entertaining content.

TOOLS
<a href="http://www.newzapp.co.uk/">http://www.newzapp.co.uk/</a>
<a href="https://www.sendblaster.co.uk/">https://www.sendblaster.co.uk/</a>
<a href="https://www.emailblasteruk.com/">https://www.emailblasteruk.com/</a>
<a href="https://dotdigital.com/">https://dotdigital.com/</a>
<a href="http://www.marketmailer.co.uk/">http://www.marketmailer.co.uk/</a>
<a href="https://campaignmaster.co.uk/">https://campaignmaster.co.uk/</a>
<a href="https://mailchimp.com/">https://mailchimp.com/</a>

## BENEFITS OF EMAIL MARKETING

1. **Contact database** that stores your customers' information.

At minimum, the database needs to include an email address for each contact. Most software services allow you to include additional information, like name, mailing address, and other information.

**2. Ability to subscribe and unsubscribe at any point.**

Most email services provide a online form that you can add to your website by copying and pasting a bit of code. Website visitors can then submit this form to sign up for your emails. This data is then automatically transferred to your contact database.

**3. Sorting** the people based on their interests is also possible.

**4. Email Templates:** Email templates allow you to create a design that matches your brand. You can reuse your template again and again, for similar email campaigns.

**5. Ability to schedule when our email goes out.** You can send the email immediately, or choose a later day and time.

6. An email marketing tool can even be used to **track** what people do when they receive it.

7. Email marketing services also track who clicks the links in your email. These links typically go to pages on your website. You can then track what those people do, once they're on your site.

8. Sending **personalised emails** based on their interests.

***How to craft a great EMAIL?***

- **use subject lines to make a good first impression**-The subject line of your email can make or break your campaign. An effective subject line will compel people to open it. A poorly composed subject line might mean your email gets deleted or trapped in spam filters.  
subject line short and simple—ideally under ten words.

**It's best to avoid words like "free," "percent off," "reminder," and "specials," as well as pound (£) symbols and exclamation points. These are all known to trigger spam filters.**

- **write concise content with strong calls to action**-Your paragraphs should be short—maybe one to three sentences, and keep them focused on a single idea. You can always link to longer articles and additional information on your website.

**Links in your email should include calls to action.**

- **include helpful links for customers**.-that may direct to the website for more knowledge.

## MANAGING SUCCESSFUL EMAIL CAMPAIGNS

- **A/B testing:**A/B testing is when you create two versions of an email to see which one performs better. You can use this technique to test different email approaches.You can use A/B testing to test different subject lines, frequency, content and images.
- **create relevant campaign landing pages**
- **measure the performance of your email campaigns.**

## MEASURE EMAIL SUCCESS

- Using the analytics from your email platform, you can discover the number of people clicking from your email to your website, or how many complete any calls to action you've set, such as making an online purchase using a discount code.

**An email campaign Open Rate is simply the ratio of people who've actively opened the email vs. the total number of people who received it.**

- **Click** Through Rate, or **CTR**. This offers a top level view of the success of the individual email campaign, and gives you the percentage of people that clicked on links to your website from every email that was opened.

**The Click-to-Open Rate takes into account total number of clicks vs emails that were actually opened.**

- **Conversion Rate**.-The ratio of conversions to visits, often used to measure digital performance
- The Bounce Rate is the percentage of emails that could not be delivered to subscribers and were sent back. There are two kinds of bounces to be aware of:
- Soft Bounces: These are rejected due to a full inbox or size limit restriction on your audience's email server.
- Hard Bounces: Your emails are blocked or the address you are using is incorrect. A breakdown of hard bounces per email campaign can show you which email addresses to remove, saving you time and effort for your next campaign.

Web Analytics Jargon Buster

<https://learndigital.withgoogle.com/assets/media/pdf/10-web-analytics-glossary.pdf>

## ADVERTISE ON OTHER'S WEBSITES

Think of display advertising as the digital version of a billboard, print ad or TV ad you see offline. Businesses pay whoever owns the ad “space” hoping to get their ads seen by the right kinds of people. And then turn those people into customers.

In the online world of display advertising, ad space isn’t on billboards or TV channels but on the websites we visit.

So display advertising offers businesses the ability to reach relevant audiences all across the Internet.

### ***How is display advertising different from search ads?***

1. Search ads are shown to people who are actively interested in it. Where as display ads are shown to users who reach some website related or not to the topic.
2. With search engine marketing, your ad can only show up when people are searching. So when they’ve left the search engine and are browsing around the web, you can’t reach them with search engine marketing.
3. But with display advertising, your ads can show up on any website that’s offering advertising space, and it means that you can tap into millions of additional websites beyond search engines.
4. The ads on search engines are usually just made up of text. There’s typically some kind of a headline, some descriptive text, a link you can click, and maybe a few other things, like an address or phone number, depending on what options the search engine offers.
5. Display advertising, on the other hand, gives advertisers a lot more creative options: different sizes and formats, images, video, and more. This means there are lots more opportunities to get a potential customer’s attention.

***Whether you want more people to know about your business or you’d like to turn more visitors into paying customers, display advertising can help.***

*The text-based advert is quite basic, but could contain subscription information about the film podcasts.*

*The second video ad might appeal to film fans, but the video itself is too big and takes up the whole of the ad space.*

*The third, illustrated advert/text+image is more general.*

## **Advertising Networks**

**Display advertising networks are like a middleman, connecting businesses who want to advertise, with websites with ad space to sell.**

First, you could contact the site directly to work out the details, and that's certainly something that happens. But with all the websites out there that offer advertising opportunities, you can imagine this can get pretty time consuming. This is where display advertising networks come in. They handle both the buying and the selling of display ads, linking businesses to websites that want to sell advertising space.

**Eg:Google Display Network or Yahoo**

### **COMMON FEATURES OF THESE DISPLAY ADVERTISING NETWORKS**

1. *They all offer businesses looking to advertise ad space on websites. Websites that offer these ad spaces can become a part of these networks, and they can do things like set minimum prices for how much money they expect for showing ads. Your business can then bid for the spots you want throughout all the websites in that network, deciding how much you're willing to pay. Buyers and sellers are connected every single time pages are loaded, and the ads that win the right to fill the ad spot are shown.*
2. *Networks can also help you target specific audiences through two main routes: the topics of the web pages where the ads appear, and general information about the people viewing the content.*
3. *Buying and selling ads happens every second of every day, and the networks collect money from businesses and pay the websites that show the ads.*
4. *Advertising networks collect and share data with businesses.*

## WORKING OF RETARGETING

1. People come to your site and then reach the subscription page too...but due to some reason they do not subscribe.
2. Now we can ask them to complete subscribing by showing only those set of people a particular ad.
3. How do we target only those people? Firstly define that audience..who they would be "pattern of their activity". Then add a little code to your web pages, or integrate it in your web analytics tool, so it can start collecting a list of people from your website who match this criteria.
4. NOTE: the list will be anonymous called as retargeting list.
5. Create an ad specifically for them.
6. So later on they might see one of your ads, click on it, and finish signing up.

## MAKING MOST OF VIDEOS...

- The popularity of online video—and the increasing quality—means huge opportunities for your business.
- Video technology has progressed significantly. The cost of Internet connection is much lower and the speed is much faster.
- New software delivers higher quality videos that use your Internet connection efficiently.

### Ways to advertise using videos...

- You can create a video and share it on websites like YouTube or Vimeo.
- you can embed your video directly on your own website.
- buy ad space in other people's videos.
- You could display a text ad at the bottom of the video, or run a short commercial at the start.

## GOALS

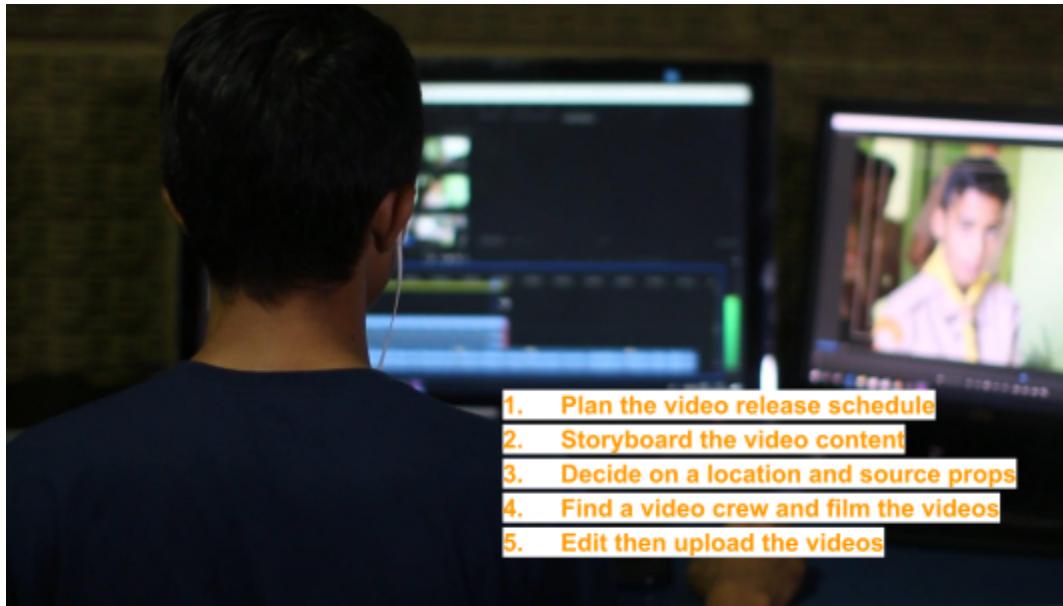
Create goals that align with your mission, keep in mind what your customers may be looking for as well.

*Emails, YouTube channels and ads on other cooking websites are great ways to get people excited about what you have to share, and gain exposure to new fans or customers.*

*Email is also one of the fastest and most direct ways of communicating new products and services, and by embedding video in the email Justin can increase the content's engagement rate.*

*Posting videos to relevant YouTube channels is a great way to share content as this audience is already looking for cookery related videos. If Justin isn't ready to upload his own videos just yet, he could always advertise on other people's channels and sites.*

1. Plan for the video
2. To outline the content for each video, use storyboards.
3. Storyboards are visual plans of your story—showing what will happen scene-by-scene, including action and dialogue.
4. Production-Producing video on a budget means being creative with your resources.
5. Any high-def camera will do—whether on your mobile or an inexpensive digital camera—as long as you keep it steady with a tripod or other stabilizer.
6. Consider using an external microphone for high-quality audio.
7. Make sure the room is well lit. When it comes time to edit your footage, you can find online tutorials to guide you.
8. A variety of video editing tools—such as **iMovie**, **Windows Movie Maker**, or **YouTube Video Editor**—can help you edit and combine videos, build smooth transitions, and even add music. Little tweaks in the editing process will give your videos a more professional feel.



## How to:

- organise videos on your website
- share videos via social media and email

**marketing.**-Be sure to use accurate titles, relevant keywords, and

detailed descriptions of each video's content. Not only will this help viewers know what to expect, but it can help your videos appear in search results.

Include calls to action to encourage your audience to take the next step. For example, ask viewers to share the video, visit your website, subscribe to your email newsletter or write a comment.

The next place to post videos is your own website.

Keep your content fresh by uploading new videos frequently.

Archive or remove outdated videos.

After people watch your videos, encourage them to spend more time on your site by showing previews to other videos, and making it easy to find them.

Use hashtags. Adding hashtags to your posts can improve your visibility on certain social sites.

## Advertising on video sharing sites.

- **Top video sharing sites**-YouTube, Vimeo, DailyMotion, and many others.
- **Ways to advertise on video sharing sites.**

Once you have your ad ready to go, use an Google Ads account to run your campaign. Within Google Ads, choose the category of people you want to reach on YouTube.

Free tools, like Google's *Ad* Gallery, that will help you create professional-looking banners.

## MEASURING VIDEO PERFORMANCE THROUGH ANALYTICS

- Video analytics reveal a lot about the people who watch your videos, like their age, gender and location.
- You can also see what day and time people are most likely to watch your videos.
- When measuring the performance of your videos, you can find out if people watch your videos start to finish. The length of your video may depend on the content.

In most cases, short videos work best.

Hack:KEEP THEM BRIEF.

- Other common indicators of your videos' performance are: likes, dislikes, comments and shares. This information from viewers provides insightful feedback.
- If people **share** your video, it's a **strong measure of engagement**.

## WEB ANALYTICS

Web analytics can provide a world of information when it comes to understanding your web users.

A “metric” is basically anything you can count.

“Unique Visitors” is a good example.

“Time Spent On Site” is another.

Analyze your metrics by using what are called “dimensions.” A dimension is any kind of data you can use to describe something you’re tracking with words.

Dimensions include things like the device type, what browsers visitors use, their geographic locations, and much, much more.

Web analytics tools can tell you if the “conversion rate”, or the amount of people that visit and then convert on one of your goals, changes based on where they came from, whether they’d been there before, or even the type of device they’re using.

### **SETTING UP ANALYTICS ON WEBSITE.**

First, you’ll need to copy and paste some special code onto your web pages.

Next, while these tools will track a lot of things on their own, you might want to configure them to track the specific things that are unique to your business and your goals.

<b>WEB ANALYTICS JARGON BUSTER</b>	<a href="https://learndigital.withgoogle.com/assets/media/pdf/10-web-analytics-glossary.pdf">https://learndigital.withgoogle.com/assets/media/pdf/10-web-analytics-glossary.pdf</a>
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## WORKING WITH WEB ANALYTICS

- The power of analytics is that it can help a business measure what's going on at every stage of that customer journey. Want to know how people are initially becoming aware of your business? It can tell you which search engines people are finding you on and which kinds of pages they're being sent to.
- *Analytics* can also measure **whether people are converting on the goals** you want to track.
- *Analytics* can tell us whether people are coming back and becoming repeat customers. And when properly set up, **analytics can even tell us if those loyal customers are becoming our advocates** - for example, are they sharing our content with others on social networks?

A great way to turn analytics into a powerful tool that helps you understand how people use your website and improve accordingly, is to **set clear, specific, quantifiable goals** at every stage of the customer journey.

Then, use analytics to **measure your progress toward those goals**, and **identify bottlenecks** that are getting in the way of achieving them.

**Data without action isn't going to help anyone.** By getting to know what stops are preventing our website to reach potential customers, and getting converted, we can take right action to improve our campaigns.

## TRACKING SPECIFIC GOALS WITH WEB ANALYTICS

Visits alone don't help your business move forward, and without understanding the value of those visits, it's really hard to figure out what to do with this information. So let's try to figure out a little more about the value of those visits. Maybe you look at some reports and notice that the average visitor spends two minutes on your website, about the same as last year.

What we need is data that can very clearly show the value of these visits to the business. With that data you can start to really use your web analytics tool to show you things you can do to constantly improve.

### **How to uplift from declining traffic?**

Optimising the page by SEO, serve relevant content.

### **QUALITY OF TRAFFIC>>QUANTITY OF TRAFFIC**

Segmentation teaches us a lot.

Analytics can tell you a lot about the visitors to your website. You can use this data, such as location, device and interests to tailor the content in your ads and on yo

Through the acquisition tab on Google Analytics you can see where and when people arrived on your site from social media. If tracking your links using UTMs, you can also track which specific social posts referred them.

If you have an underperforming ad, reviewing the copy, tweaking it and then analysing the results of the changes is a good tactic for learning what works for your audience type.

### **Turn data into insights**

Because we are surrounded by so much information, it's important to have a targeted strategy to get the answers you're looking for. A good way to do this is to break down your digital data into the two groups: quantitative and qualitative.

**Quantitative data** is anything that can be numerically measured, like the number of people visiting a website or the amount of sales a site makes in a month.

**Quantitative data** can often be pulled from tools such as Google *Analytics* or from the analytics features offered by most social media platforms. This can be great for finding out information about demographics, search habits, and the journey a customer has taken across your digital assets.

**Qualitative data** is essentially any descriptive information that you can't put a number to. This could be people's opinions about a new product, or the sentiment and language people use on social media when talking about a brand.

**Qualitative** data is often gathered through connecting directly with people, such as having a review section on your website or asking customers to fill out an online survey.

If you want to know something quantitative, such as the amount of time someone spends on one of your blog posts, use an analytics tool to review that specific metric. Often, combining quantitative and qualitative data will provide you with a richer overall picture.

Google Analytics	<a href="https://analytics.google.com/">https://analytics.google.com/</a>
Google Analytics Help Center	<a href="https://support.google.com/analytics/">https://support.google.com/analytics/</a>
Google Analytics Academy	<a href="https://analytics.google.com/analytics/academy/">https://analytics.google.com/analytics/academy/</a>

## DATA CYCLE

- The data cycle is a popular way to help you make the most of the information collected from various online marketing activities.
- Use it to help you prepare, action, and inform your business decisions online.
- The four main stages of a data cycle are: Plan, Do, Check and Act.

Tools such as **Google Analytics, Adobe Analytics and Webtrends** can provide data on website visits, including pages visited, time spent on site, and whether users have completed a target action, like completing a contact form.

**CLICK THESE:**

[Google Analytics](#)

[Google Data Studio](#)

[Google Webmasters](#)

[Google Analytics Academy](#)

Insights are critical to determine actions and help you focus on what is important to your business goals.

An **actionable insight** takes this analysis one step further and determines what to do next, so that you can successfully improve and refine what you're doing.

- 
- *Define your goal: Clearly outline what your campaign aims to achieve collect the data.*
  - *Gather and organise any statistics or information relevant to your goal interpret the data.*
  - *Analyse trends and any deviations from those trends to see how this has affected meeting your goals develop recommendations.*
  - *Provide justified suggestions on how to improve business practices based on what you have learned from your data analysis take action.*
  - *Put your recommendations into practice and create an action plan to test your assumptions, and finally review your outcomes.*
  - *Evaluate whether your actions have had the desired impact and make note of how you can further optimise to improve results.*
- 

## Spreadsheets

## Basic Spreadsheet functions

SUM() allows you to calculate the total of two or more spreadsheet cells. This is handy if you wanted to know the total number of people in the town.

Average, or “AVG()” returns the average of the numbers selected. It could be used to work out the average age of the town’s population.

COUNT() function counts how many times a certain value occurs. For example, the number of people who have lived in the town for three years or less. This might give you a good indication of the amount of people moving to the town.

### ***Additional Links***

[Google Sheets](#)

[G Suite Learning Center](#)

### ***Presenting information***

Colourful image-based visuals, like graphs and infographics, tables or lists.

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Tables can be used to display smaller data sets, allowing for comparisons to be made quickly.

Pie charts are useful to display percentages or proportional information in an easy-to-digest way.

Bar charts, are great for comparing related items in a group, where the length of each bar is proportionate to the value it represents.

Line graphs are useful for understanding how data changes over time, for example, whether your website traffic has increased over the past month.

Heat maps are often used to represent performance by area, such as which parts of your website people are clicking on most.

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### **Additional Links**

[Tableau](#)

## **BUILDING ONLINE SHOPS**



- If you're starting to sell online from scratch, you might try an [\*\*"off-the-shelf"\*\*](#) service that includes e-commerce, like **Squarespace or Wordpress**. These services not only accept payments, but they usually offer templates so you can easily add product pages to your website.
- If you're going for the gold, you might decide on a customised e-commerce service like **Magento or Shopify**. There are many options available, with features like product search, inventory management, checkout, customer accounts, order management and more. You should include lots of **photos, detailed descriptions, customer reviews, and even videos of the products**.
- This high-quality imagery and well-written content is like your online "product display". Done well, it can help narrow the gap between a customer's retail and online shopping experience.
- Next step might be to look into other online marketplaces.
- For example, you might also sell your furniture through sites like **Amazon and eBay**.

## Additional Links

### e-commerce jargon buster

## Handling online payments.

- Third-party payment processing, with services such as [PayPal and Nochex](#).  
● These types of payment solutions let you add a button to your website, which customers can click to make a payment. This takes them to a separate payment website, which takes care of the transaction for you. Then after the order is complete, the customer is sent back to your site.

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- Using “off-the-shelf” services, like [Squarespace. \(integrated process rather than one that takes the customer to another website\)](#) These services give you more control over the shopping and checkout process and let you make changes and improvements.

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- A fully functional online store like [Shopify, Volusion or Magento](#) has a big benefit: a backend system with order management.

## Creating a smooth ecommerce experience.

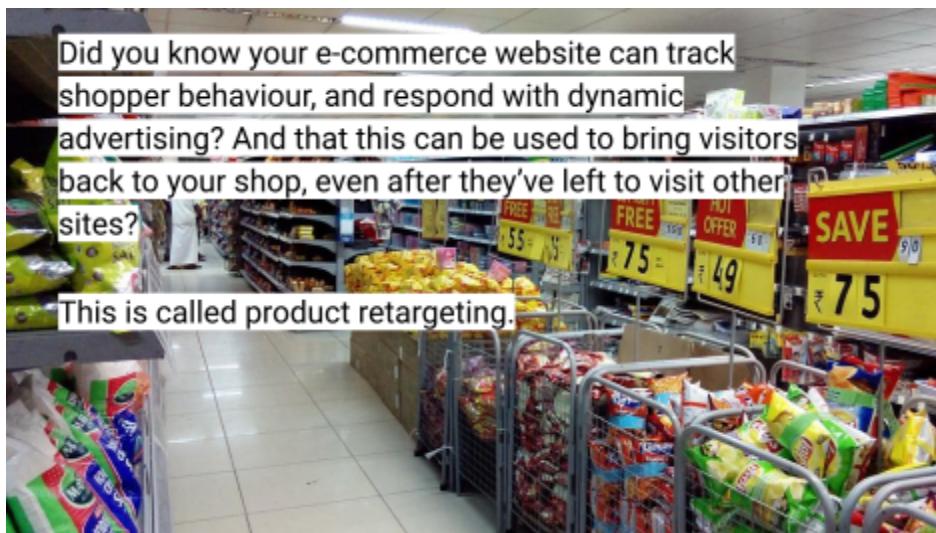
- The first step to optimising the e-commerce experience is ensuring that the purchasing process works smoothly on all the different devices your customers might use.
- One great option is to implement a “responsive design” into your website. This type of design can adapt to different screen sizes. Or, if you want to guarantee a more consistent shopping experience on smartphones, you could even create a dedicated mobile website.
- Include a search function on your website.
- You might notice in your analytics data that customers shop on your site, and put products in the cart, but then leave before completing their purchase.  
Encouraging customers to create an account can streamline the process so this happens less frequently in the future.

- As a customer completes an online purchase, you can allow them to store their shipping and billing information and payment preferences in an account on your site. This will also make future purchases that much easier.
- *Optimising e-commerce is an ongoing process that requires a consistent experience across devices, smart site organisation, and smooth checkout using customer accounts.*

## Promoting products and merchandise.

- Promoting certain products right on your homepage.
- Finding ways to showcase products that your visitors may not have otherwise been looking for. Eg: matching products that go well with the product they are buying.

## Product Retargeting



- The way a shopper behaves on an e-commerce site can tell that shop owner a lot about which products they're interested in, and even what they were on the verge of buying.
- This is very useful information for your business. Because it allows you to create very specific advertisements aimed at people who have showed interest in certain products. That's what *product retargeting, or remarketing, is all about.*
- A product retargeting solution is a small bit of code placed on the pages of your website. This code tracks which products on that page a shopper is interested in.
- This tracking code uses anonymous methods. No personal information is exchanged. But what has happened is that your website tracked a behaviour.

- That online shopping behaviour is great information for you as an advertiser. Now, you can use this information to take ACTION. This is where product retargeting solutions come into play.
  - There are a number of product retargeting options out there. All of them will allow you to collect information, and then target audiences with customised ads based on that information.
  - Services like **Google Ads, Criteo..** work like- *It starts with that bit of code we mentioned that tracks shoppers' interactions. This information is then sent to your product retargeting service.*
  - As an advertiser, you can go to your product retargeting service and set up rules and parameters. So when a person browsing your site meets those parameters, the service will then start targeting them with advertisements over one or more of the Internet advertising networks. These advertisements can be very specific and dynamic.
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- OKAY...when to stop sending these ads...
    - Most retargeting solutions allow you to set limits and experiment with just how many times you'll show the same ad to the same person, and for how long.

### Additional Links

[Remarketing Best Practices](#)

## EXPAND INTERNATIONALLY

1. First, you need to learn about the target market in each area you're considering, and find out how best to reach them.

For instance, with digital advertising, look at search traffic, competition and pricing. This will give you a clear view of your potential markets, so you can decide where your products will be well-received.

2. Overcome language barriers. You might need to translate and localise your website's content. Automated translation services are rarely 100% accurate, so

it's probably a good idea to have a native speaker who can help you confirm the content has the right tone.

3. Your infrastructure and the systems you'll need to properly support your expansion into international markets.
4. **Google's Market Finder.** This free tool allows you to quickly analyze search traffic on keywords that are important to your business. By using the Google Market Finder, you can make more informed decisions about where to invest in expanding your business.
5. Once you've found some countries that do a lot of searching for your products, use tools like **Google's Keyword Planner or Bing's Keyword Research Tool** to find out how much competition there is for search ads. This will help you know whether you're entering a market with few competitors, or whether you'll be entering an already crowded space. Web analytics also helps in recognising potential customers who search for our site.
6. Knowing the government where we want to expand our business.

## COMMUNICATION ABROAD

1. Translation: Translation is the process of changing your content from one language to another. After all, when potential customers in new markets find your website, you want them to be able to understand what it says.
2. Localisation-Localisation is the process that makes locals feel like you "speak their language". For example, you might want to make sure your translated website reflects that region's units of measure, currency, and addresses. You might want to change the website navigation. You might even change specific cultural references to feel local to the customers you're marketing to.

Translating and localising your website can help potential customers find you, and understand what you have to offer.

## ADVERTISE ACROSS BORDERS

1. Translate and adapt your keywords and ads to regional ads.
2. Make sure that your ads point people to a landing page that's written in the local language.
3. If you're wondering which keywords are commonly searched in your new market, try using a tool like Google's **Keyword Planner** or Bing's **Keyword Research Tool**. These tools can tell you which keywords are popular, as well as other useful information.

4. Display advertising and social media are two great ways to raise awareness.
5. You could start by advertising on the websites your audience is visiting online.
6. Check out tools like the **Google Display Planner**. They can provide detailed info about where your audience is spending time online.
7. Email marketing is a great way to keep in touch with interested customers over the long term. You can send updates when you have new records in stock, or special promotions. Just keep in mind that each market may have different email marketing laws.
8. Use retargeting.

## The Support Systems we need

- Make sure your web pages can load and your site works well in places where you want to sell.
- Make sure you're able to deliver your products to all the far corners where you want to sell them.
- Don't forget to review all taxes and laws affecting businesses in these markets. Local government agencies can sometimes provide this information and may offer consulting services to help you figure out what you need to know about the market you plan to export to.
- Provide customer support via email and contact forms on your website.
- If you use a toll-free number or freephone number, make sure it's properly formatted so that customers in other countries can easily call you.
- Reviewing your business processes—especially supply chain management—will play an important part in your success. Managing your supply chain might include sourcing local suppliers, factoring in shipping supplies, and determining the most efficient way of getting the product to the customer abroad.
- Explore local laws and regulations for doing business in each target area.
- Look at the tax requirements and import or export restrictions for your products and services. Some countries have agreements that may impact tax collection, and additional customs or tariffs could affect your bottom line. The way your business is incorporated may also make a difference in your ability to operate across borders. Some countries may require that you register with proper authorities in order to sell there.
- Look into using an e-commerce system that adapts for different currencies and taxes, helping your customer pay without having to think about exchange rates or additional tax.

- Different countries have different preferred payment methods, so you'll need to investigate each to include them in your target markets. Online payment services like **Paypal** and **Worldpay** may be an easy solution, since they work worldwide.

## DELIVERY OF PRODUCTS

- Shipping across borders may involve extra costs that you'll need to factor into your pricing model.
  - Partner with a reliable cross-border shipping company or agency.
  - Some cross-border shipping partners may have better access to certain markets, as well as the ability to collect and pay import or customs taxes on your behalf.
  - Your shipping company—or companies, if needed—can also advise you on packaging and labelling for shipping across borders.
  - Be sure to explore all your options. Reliable shipping partners can truly drive your success when orders are shipped accurately and received in a timely manner.
  - Post sale period is crucial, provide good customer support when needed.
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