

Unit 6: Internet (online) Marketing Basics

Introduction:

- Internet Marketing or online marketing refers to advertising and marketing efforts that use the web and e-mail to drive direct sales.
- In other words, online marketing is the exchange of products and services between the buyers and sellers on the internet.
- It is also known as e-marketing or internet marketing or online advertising.
- Traditional Advertising: Radio, Television, Newspapers, Brochures, Pamphlets, Banners, Flyers, Magazines etc.
- Internet marketing is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.
- It is the form of advertising and marketing using the internet to deliver promotional marketing messages and information to customers.
- The various ways to reach target customers using online platforms are: Social Media, Websites, Webinars, Videos, Blogs/Online Publications, Email, Search Engines, Online Conferences, Online Forums/Groups, Online Paid Advertisements etc.
- Internet marketing is a growing business mainly because more and more people use the internet and are attracted to digital platforms every day.



- Mainly, internet marketing can be classified into three broad categories:
 - Search Engine Marketing (SEM)
 - Social Media Marketing
 - E-mail Marketing
- Online marketing can deliver benefits such as:
 - Wide Reach of customers, global reach
 - Growth in potential

- Reduced expenses, low-cost promotion
- Elegant communications, direct feedback from customers
- Better control, more measurable
- Improved customer service
- Competitive advantage
- 24/7 Advertising
- Demographic Targeting

Disadvantages:

- Requires Special Expertise
- Cannot reach those who are offline
- Competition is tough
- Takes a while to build trust

Traditional Marketing:

- Traditional Marketing or Offline Marketing strategies utilize offline media channels to create awareness of a company's products or services.
- The various media for traditional marketing are: TV, Radio, Newspaper, Magazines, Posters, Flyers, Banners, Pamphlets, Brochures, Hoarding Boards, Exhibition Shows, etc.

Advantages:

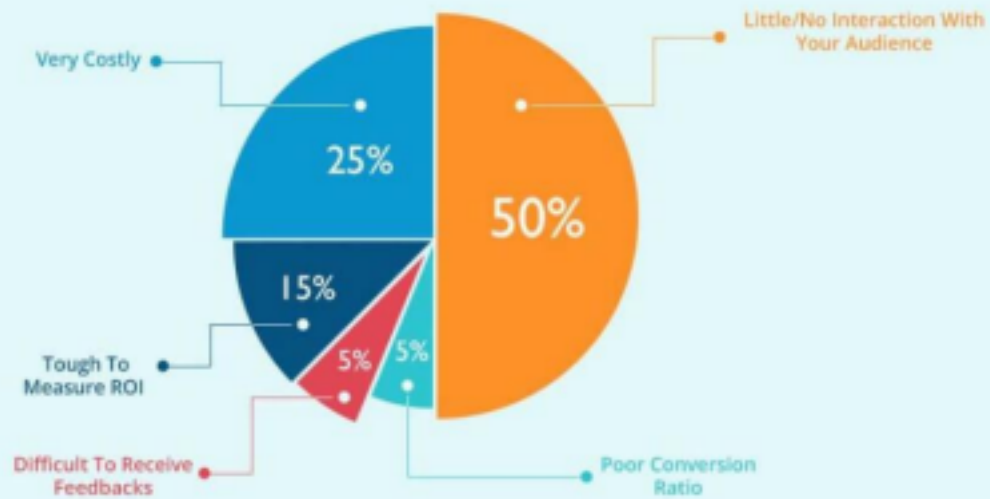
- Builds Trust Faster
- Creates Long-lasting Impressions on customers
- Cannot be ignored easily
- Can target people offline

Disadvantages:

- Time Consuming
- Limitation in Audience Reach
- More Costly, more resources required
- Customer experience is limited
- Lack of proper communication



Marketers state the biggest **Drawbacks of Traditional Marketing**



Difference between Internet Marketing and Offline Marketing:

Elements	E Marketing	Offline Marketing
Market Penetration	High – Easy to reach different markets	Low-Hard to reach different markets
Approach to the customer	Just through a 'Click'	Long progress
Product Promotion	Cheap and fast	Costly & time-consuming
Manpower	Less people manage	Large work force
Time	24/7	Certain hour
Expenses	Low	High
Return on Investment	Very fast	Slow
Customer Care & Relationship	Consistency	After sales service

Tools for Online Marketing:

Online marketing tools are designed to make the process more successful, easier and automated by running campaigns.

Three major tools for online marketing are:

- Search Engine Marketing
- Social Media Marketing
- Email Marketing

Search Engine Marketing (SEM):

- Search Engine Marketing is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine result pages (SERPs).
- Search marketing is the process of gaining traffic and visibility from search engines through both paid and unpaid efforts.
- Search Marketing encompasses:
 - SEO: Earning traffic through unpaid or free listings
 - SEM: Buying traffic through paid search listings

WHAT IS SEARCH MARKETING?



Search marketing is any tactic that helps a brand:



Increase
search
visibility



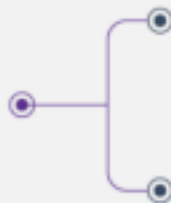
Improve
search
rankings



Drive more
website traffic
via search

Search marketing has two categories: **SEM and SEO.**

SEARCH MARKETING



SEM

Search Engine Marketing
Uses PAID strategies to appear
in search

SEO

Search Engine Optimization
Uses ORGANIC strategies to
appear in search

Alexa | An amazon.com company



google ads



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About 3,660,000,000 results (0.72 seconds)

Ad · ads.google.com/googleads +

Google Ads For Businesses - Sign Up On Our Official Site

Google Ads (Formerly Known As **AdWords**) Can Help You Be Seen By Interested Customers. Create An Account, Set A Budget, Write Your **Ad** & Decide Where You Would Like It To Appear. No Contract Obligations. Only Pay For Results. Target The Right Audience.

How Much Does It Cost?

Set Your Own Advertising Budget.
Pay Only When Your Ad Is Clicked.

Learn To Use Google Ads

Choose How, When and Where
You Want to Reach Customers.

What Are Display Ads?

Appear In Over 2M Websites &
650,000 Apps Across Google Network.

Success Stories

Get Inspired By People Using
Google Ads To Grow Their Business.

ads.google.com · ...

Google Ads - Get More Customers With Easy Online Advertising

Grow your business with **Google Ads** Get in front of customers when they're searching for businesses like yours on **Google** Search and Maps. Only pay for results, like clicks to your website or calls to your business.

SEM (Search Engine Marketing):

- Search engine marketing is also alternately referred to as paid search or pay per click (PPC). • In paid search advertising, sponsored ads appear at the top of and on the side of search engine results pages to gain more visibility and prominence than the organic results.
- These ads, often known by the term pay-per-click ads, come in a variety of formats. Some are small, text-based ads, whereas others, such as product listing ads are more visual, product-based advertisements that allow consumers to see important information at-a-glance, such as price and reviews.
- Results are immediate with SEM. It is arguably the fastest way to drive traffic to a website. • Search engine marketing's greatest strength is that it offers advertisers the opportunity to put their ads in front of motivated customers who are ready to buy at the precise moment they're ready to make a purchase.

Website Statistics We like the data Hitslink gives us. It tracks all visitors so we can quickly measure the effectiveness of our online and offline marketing initiatives. Hitslinks answers the questions such as: <ul style="list-style-type: none">• "How many visitors are coming to our site?"• "How did they find us?"• "What pages did they look at?"	Net Applications offers a free 30 day trial of Hitslink
Competitive Analysis and Ranking Reports If you are still checking your site rankings manually, then you really need WebPosition. That alone will save you hours. But there's a heck of a lot more to it than that! Here's some of what it can do for you: <ul style="list-style-type: none">• Track rankings on all major search engines• Benchmark your site against your competitors• Advice on what HTML edits you should make• Automated site submission	FirstPlace Software offers a free 30 day trial of WebPosition software.
Key word Research Tools Wordtracker Keyword Research Tool is probably the most widely subscribed service for anyone doing serious SEO. We use it to: <ul style="list-style-type: none">• Build keyword lists quickly• Find out how what words people really search on• Find overlooked keywords for our PPC campaigns	Rivergold Associates offers a Free One-Day Trial of the WordTracker Database

Search Engine Optimization (SEO):

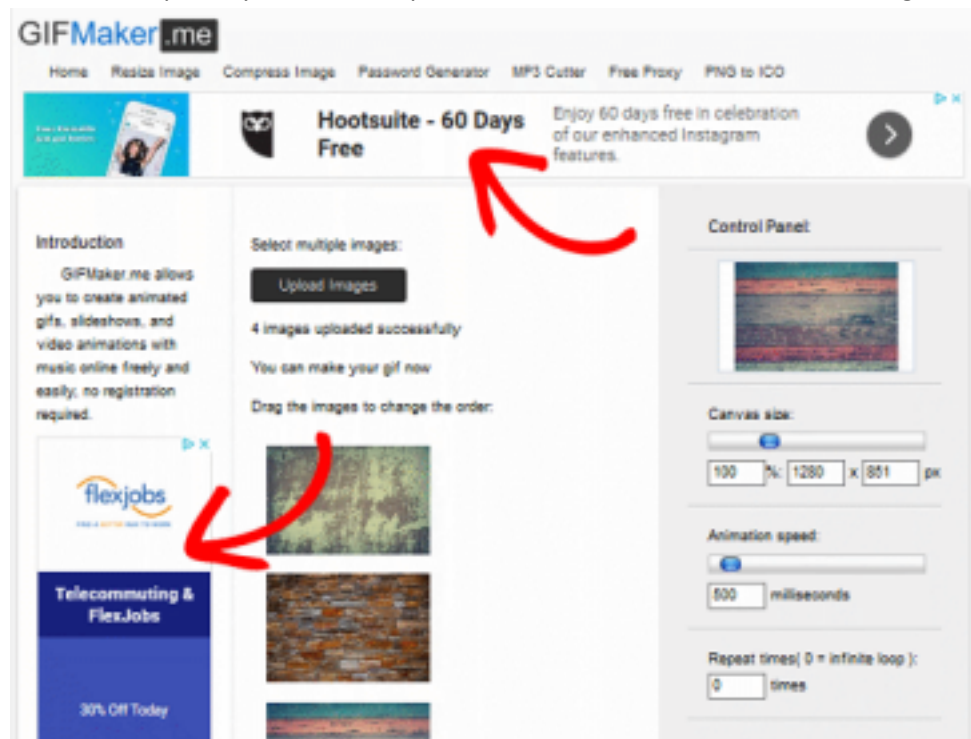
- Search engine optimization (SEO) has become a crucial part of web commerce. • Without the right use of SEO techniques and strategies, a business or a website may not be able to acquire good ranking on popular search engines, particularly Google.
- Several modifications in their search algorithms to provide best results to users • Place certain

highly searched keywords in particular places of several web pages of a website. improving the overall rank of the website on search engines.

- The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

Google AdSense Advertising:

- It allows sites of all sizes to earn money via relevant advertising.
- Google AdSense is a simple marketing strategy that allows advertisers to earn through their ads whenever a user clicks on them on visiting a website.
- When we apply for google ad sense, random advertisements are displayed on our website and we can collect revenue for displaying the ads on our website.
- But our concern here is that, when we want to advertise our products or services through google, our ads will be displayed in the websites that have been qualified for Google AdSense. • It gives the advertiser a wide customer base.
- It is a fast and simple way to advertise products on the internet and attract a target audience.

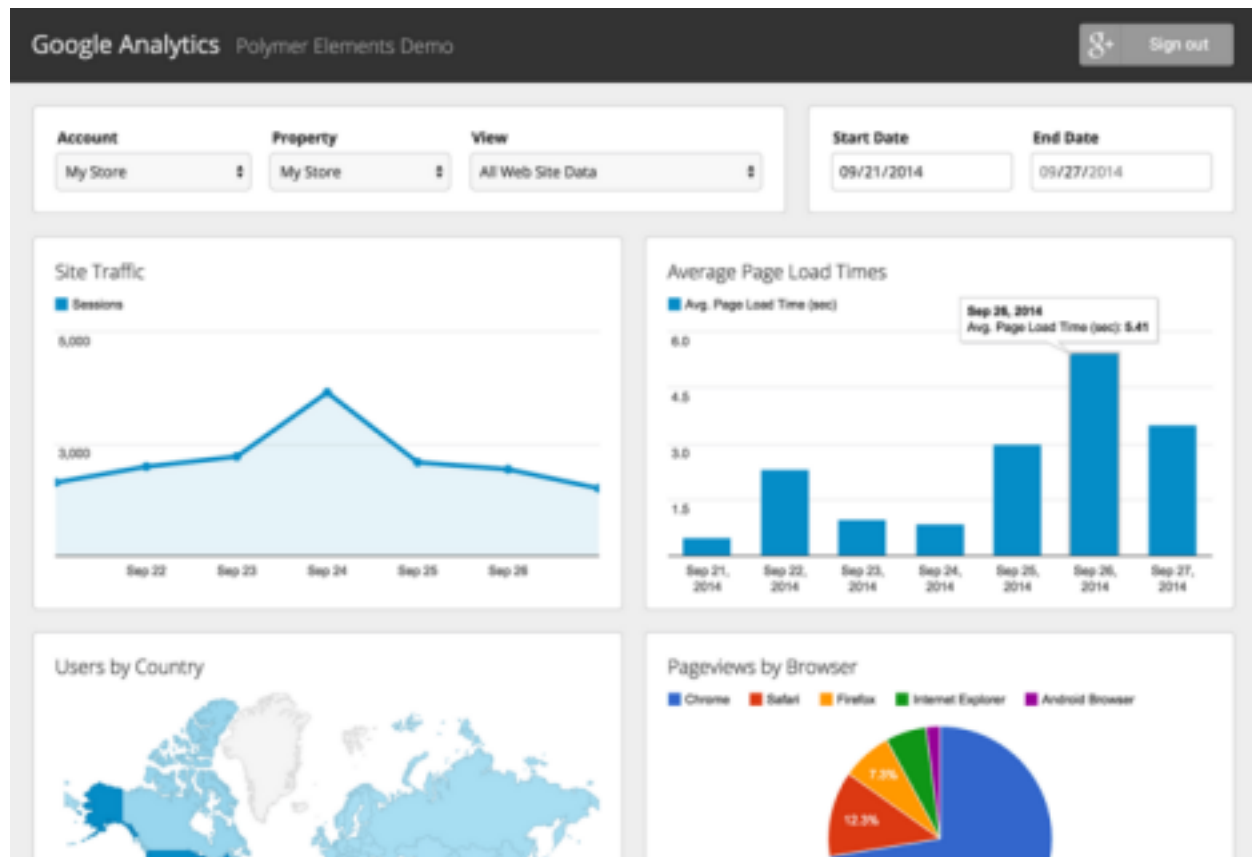


Pay Per Click Advertising (PPC):

- Pay-per-click (PPC) is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher (typically a search engine, website owner, or a network of websites) when the ad is clicked.
- Search Engine Marketing majorly focuses on pay-per-click models. Google AdSense works on PPC model.
- Pay-per-click is commonly associated with first-tier search engines (such as Google Ads, Amazon Advertising, and Microsoft Advertising formerly Bing Ads).

Google Analytics:

- Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.
- Google Analytics is used to track website activity such as session duration, pages per session, bounce rate etc. of individuals using the site, along with the information on the source of the traffic.
- It can be integrated with Google Ads, with which users can create and review online campaigns by tracking landing page quality and conversions (goals).
- Goals might include sales, lead generation, viewing a specific page, or downloading a particular file.



Social Media Marketing:

- Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals.
- Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes.
- Social networking sites enable you to promote yourself and your business widely, drive traffic back to your website and ultimately boost sales.
- Social networking websites allow individuals and businesses to interact with one another and build relationships and communities online.
- When companies join these social channels, consumers can interact with them directly.
- That interaction can be more personal to users than traditional methods of offline marketing and advertising.
- Social networking sites like Facebook, Twitter, Instagram and LinkedIn are crucial tools to help you reach out to your target market online.
- Social networking sites act as word of mouth or more accurately, e-word of mouth.
- Social

networking sites and blogs allow followers to “retweet” or “repost” comments made by others about a product being promoted, which occurs quite frequently on some social media sites.

- By repeating the message, the user's connections are able to see the message, therefore reaching more people.
- Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

How to Use Social Media for Marketing?

- In order to use Social Media for Marketing, you need to Know Your Platform. Various social media marketing sites will require different techniques, so develop a unique strategy tailored for each platform.
- Some popular examples include:
 - Facebook
 - Twitter
 - LinkedIn

Facebook:

- Facebook is a social networking website that makes it easy for you to connect and share with your family and friends online.
- Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues.
- Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University.
- Anyone over the age of 13 with a valid email address could join Facebook.
- Today, Facebook is the world's largest social network, with more than 1 billion users worldwide. •

The site, which is available in 37 different languages, includes public features such as: ○

Marketplace - allows members to post, read and respond to classified ads.

- Groups - allows members who have common interests to find each other and interact.
- Events - allows members to publicize an event, invite guests and track who plans to attend.
- Pages - allows members to create and promote a public page built around a specific topic.
- Presence technology - allows members to see which contacts are online and chat. •

Facebook is a casual, friendly environment that requires an active social media marketing strategy that begins with creating a Facebook Business Page.

- Business organization use Facebook to:
 - strengthen your brand identity and profile;
 - promote new products or exclusive offers;
 - collect feedback from customers;
 - build customer relationships;
 - generate word-of-mouth advertising;
 - steer customers towards your website;
 - establish and demonstrate your expertise;

- get found by people looking for your products or services.

Twitter:

- Twitter is an online social networking or microblogging service that enables users to send and read short 140-character messages in real time called "tweets".
- It has many add-ons that make it powerful, but text messages are the real answer to the Twitter question.
- Twitter also is considered a social networking service because people create profiles and connect with other people electronically on the service.
- Because Twitter is a two-way messaging system, most Twitter users also choose to communicate their own thoughts and ideas by writing and sending tweets to their followers.
- Those followers can include friends, professional colleagues, others working in the same field, and even the general public.
- Businesses of all kinds also use Twitter to market their products and services, and to engage in dialogue with their customers.

LinkedIn:

- LinkedIn is a business oriented professional social networking service that provides a way to connect with other professionals and helps us stay in contact with millions of users.
- LinkedIn is strictly used for exchanging knowledge, ideas and employment opportunities and has increasingly become a leader in helping individuals expand their networks as well as find jobs in their field.
- Furthermore, LinkedIn provides a professional way to promote your personal brand online.
- LinkedIn is usually one of the first to show up in search engine results when using it to find people and so is a great tool to establish your online presence and connect with professionals.
- One of the strongest features of LinkedIn is the ability to include references and recommendations.
- LinkedIn Groups is a great venue for entering into a professional dialog with people in similar industries and provides a place to share content with like-minded individuals.
- Encourages customers or clients to give your business a recommendation on your LinkedIn profile.
- Recommendation makes your business appear more credible and reliable for new customers.
- Joining and getting involved with professional groups is a great way to expand your professional network

Social Media Marketing Tips:

- Planning —Social media marketing plan is essential. You need to brainstorm marketing content ideas that will interest your target audience.
- Content is King —Make sure you are offering valuable information that your ideal customers will find interesting. Create a variety of content by implementing social media images, videos, and info-graphics in addition to classic text-based content.
- Consistent Brand Image — Using social media for marketing enables your business to project your brand image across a variety of different social media platforms. Your business' core identity should stay consistent.
- Blog — Blogging is a great social media marketing tool that lets you share a wide array of

information and content with readers.

- **Links** — Share (provide link) your business unique content to outside articles to gain followers, fans, and devotees. Connect with Industry Experts and Influencers to increase followers. Linking to outside sources improves trust and reliability, and you may even get some links in return.
- **Reply to people who comment on your posts.** Go creative to keep the followers you have earned. Answer their questions and jump in discussions about your company on blog, and do so on a regular basis.
- **Track Competitors** — It's always important to keep an eye on competitors—they can provide valuable data for keyword research, where to get industry-related links, and other social media marketing insight. If your competitors are using a certain social media marketing technique that seems to be working for them, do the same thing, but do it better!
- **Measure Success with Analytics** —You can't determine the success of your social media marketing strategies using analytics tools that will help you measure your social media marketing techniques, as well as determine which strategies are better.
- **Social Media Advertising:** Social media advertising, or social media targeting, are advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform. In many instances, when the target market aligns with the user demographics of a social platform, social advertising can provide huge increases in conversions and sales with lower cost of acquisition.

The Different Types of Social Media Platforms to Serve Ads:

- Social networking (Facebook, LinkedIn, Google+).
- Microblogging (Twitter).
- Photo sharing (Instagram, Snapchat, Pinterest).
- Video sharing (YouTube, Facebook Live).

Email Marketing:

- Email marketing is a powerful marketing channel, a form of digital marketing, that uses email to promote your business's products or services.
- It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts.
- It can also play a pivotal role in your marketing strategy with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.
- Email marketing can help you build a relationship with your audience while also driving traffic to your blog, social media, or anywhere else you'd like folks to visit.
- You can even segment your emails and target users by demographic so you're only sending people the messages they want to see most.

Benefits of Email Marketing:

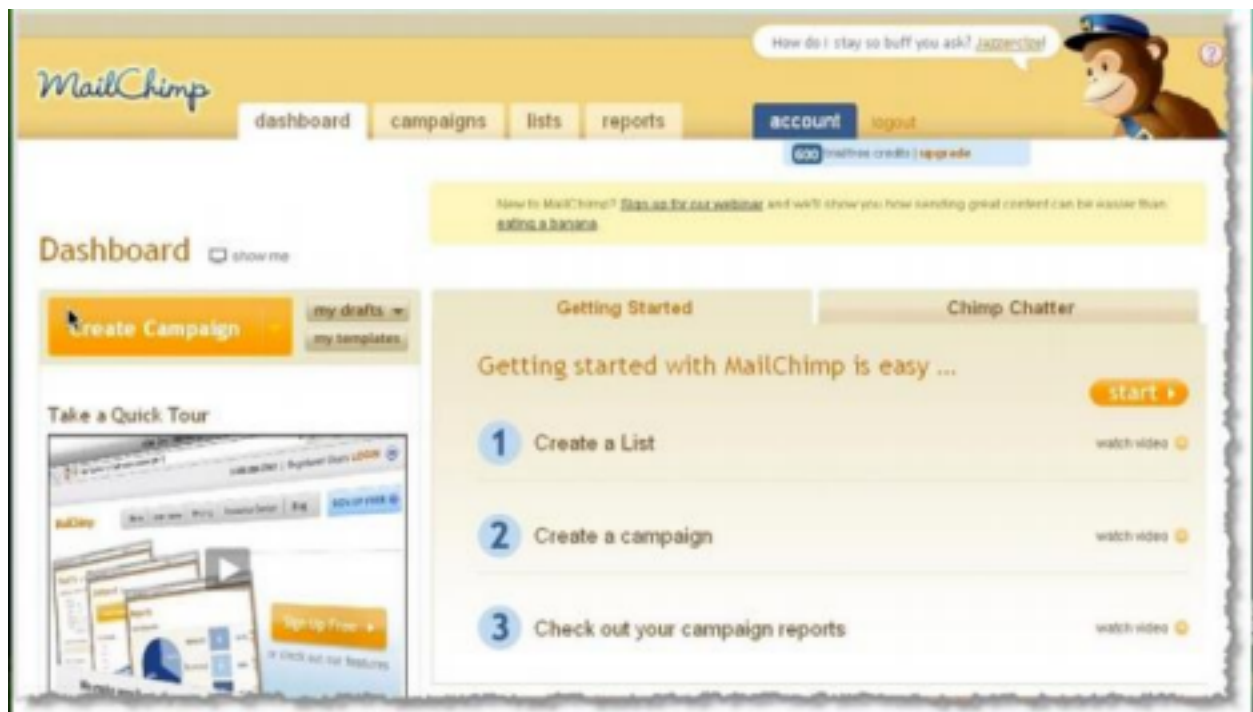
- Email is a convenient and cost-effective way to tell existing and potential customers about offers, to respond to queries and provide customer support.
- Email marketing allows marketers to see feedback from users in real time, and to monitor how effective their campaign is in achieving market penetration and helps to reveal how wide or narrow a communication channel is.
- Email marketing has the benefit of lower costs and higher response rates than traditional marketing mailings. It is also easy to track responses so that you can easily test what works and tweak your emails to increase response rates.

Email Marketing Software/Tools:

Email marketing software has become a very valuable marketing tool for bloggers and companies that help them manage their email lists and are designed for ease of use and convenience.

1. MailChimp

- Mailchimp is an all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties.
- The approach focuses on healthy contact management practices, beautifully designed campaigns, and powerful data analysis.
- The Free plan is ideal for beginners who want to grow their audience and create campaigns while testing out some of Mailchimp's tools and features.
- The Free plan includes up to 2,000 contacts and 10,000 sends per month, with a daily send limit of 2,000.

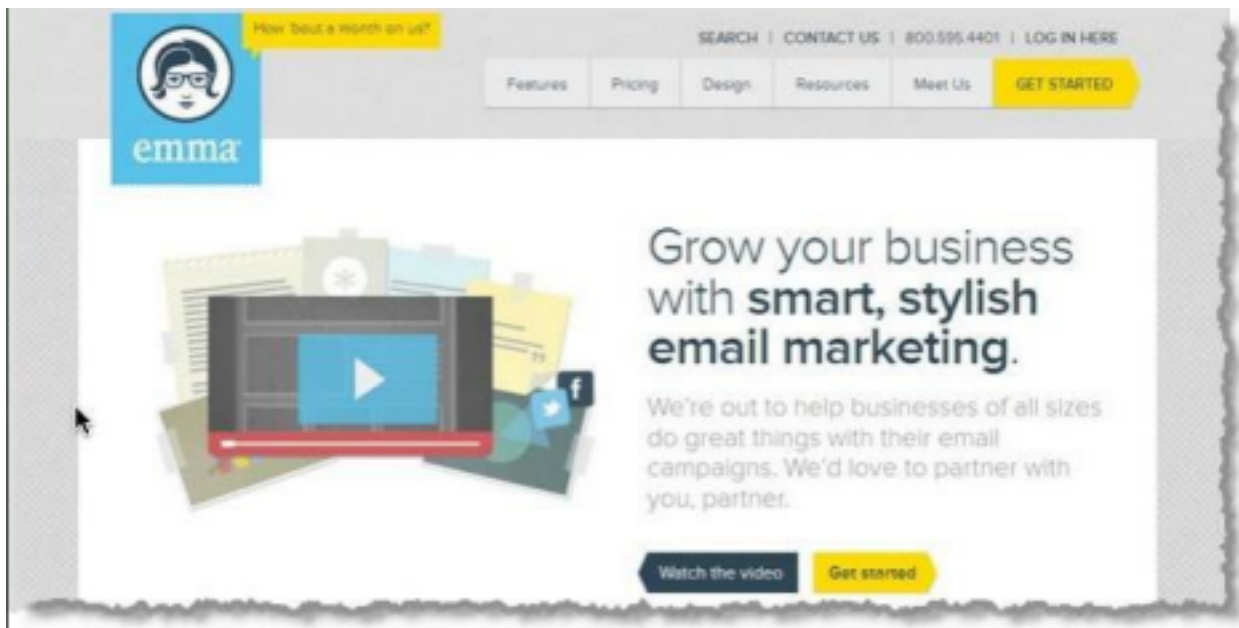


MailChimp's email service allows you to:

- Integrate your emails with shopping carts and CRM's (Customer Relationship Management) • Allows a free email service for your first 500 subscribers.
- It also creates a personalized sign-up form that matches your brand, giving you the opportunity to post them on your social media account on Facebook.
- Its custom forms allow you to send emails and display sign up posts that carry your brand. • You can also create a template for your own customization preferences and you can also send customized messages to send out to your subscribers.
- With the help of MailChimp, email marketing is easier with its drag and drop feature.

2. My Emma

- My Emma is an online email marketing service that enables you to set up emails with customized images.
- Its main specialization is making visual designs for your email newsletters which is more preferable for marketers who like visualization rather than just text in their email newsletter.
- It helps users design email campaigns and review their performance.
- Emma pricing starts at \$89.00 per month. Emma does not offer a free trial and free version.



With My Emma you can:

- Create visual designs by choosing the downloadable options for customizing your email brand
- Track your visually optimized email campaigns easily
- It is easy to create your own email newsletter designs
- Provides a mobile optimized feature with over 100 free templates that you can choose from
- Use a “drag and drop” interface
- Social media tools are available to help you reach a wider audience
- Integrate your email marketing campaign with your social media account and other

existing websites that you own.

- Share analytics with other team members that will help guide you in your email marketing campaigns.

3. Constant Contact

- Constant Contact provides an effective email campaign solution for your email marketing needs.
- Constant Contact helps you spread to the word through email, social media, SEO and other forms of online marketing—all from one place.

Contacts	Email Plan	Email Plus Plan
0-500	\$20 / month	\$45 / month
501-2,500	\$45 / month	\$70 / month
2,501-5,000	\$65 / month	\$95 / month
5,001-10,000	\$95 / month	\$125 / month



Some of the features it provides include:

- Control on how you want to design your customizable templates and make your professional looking emails and newsletters using its drag and drop editing tool.
- Helps you to manage your growing email lists and you can start enjoying its social integration feature for your email marketing campaign.
- Track down your results in real time.

Issues with Online Marketing:

- It is important for marketers to take into consideration both advantages and disadvantages of digital marketing when considering their marketing strategy and business goals. • Following are the major issues of internet marketing.
 - Internet Marketing Campaigns Can Be Copied
 - Internet Marketing Can Get Drowned by Too Much Online Ad Clutter
 - Security issues
 - Internet Marketing Will Not be taken Seriously if Not Done Professionally
 - Internet Marketing Involves Too Much Competition
 - Internet Marketing Reputation Can Be Damaged by Negative Feedback
 - Internet Marketing Is Highly Dependent on Technology Which Can Be Prone to Errors
 - Lack of trust on the website
 - Lack of Product Authenticity
 - Internet Marketing Is Not Yet Embraced by All People

Legal Issues in Online Marketing:

- There are several key legal issues relating to Marketing, you should know about before you start contacting customers or potential customers.
- The three primary legal areas you need to consider are:
 - Privacy and Data Collection rules
 - You have to collect the contact information of your customers or potential customers in a legally compliant manner before you can send marketing emails or messages.
 - Most jurisdictions around the world have privacy legislation in place that requires you to advise individuals before you collect their personal information.
 - The easiest way to approach is to set up a Privacy Policy on your website and require your customers or website users to consent to it when you collect information from them.
 - To ensure your customer's or user's agreement will stand up legally, use a clickwrap strategy. A clickwrap method is where your customer or user has to click "I Agree" to your Privacy Policy in some way. This could be when they sign up to receive your marketing messages or when they make a purchase on your website.
 - Intellectual Property Issues rules
 - First, you want to protect your own intellectual property, such as trademarks and copyright. Second, you want to ensure that you don't infringe on the intellectual property of others.
 - Trademark: If you are sending out marketing emails or contacting people with flyers or advertisements, the first thing you will need to protect is your brand or logo.
 - Copyright: If you use original marketing language on your website or text in emails, you may want to copyright that text. Copyright relates to authorship of original works, including literary, dramatic, musical, artistic, architectural, and a

broad range of other works.

- Advertising rules

- It requires that advertisements and marketing messages should not mislead consumers or unfairly affect consumers' behavior or decisions about the product or services.
- Be careful with any comparative advertising or marketing. If you don't compare products fairly and transparently, you may be breaching advertising standards.