

Technologies for E- Commerce

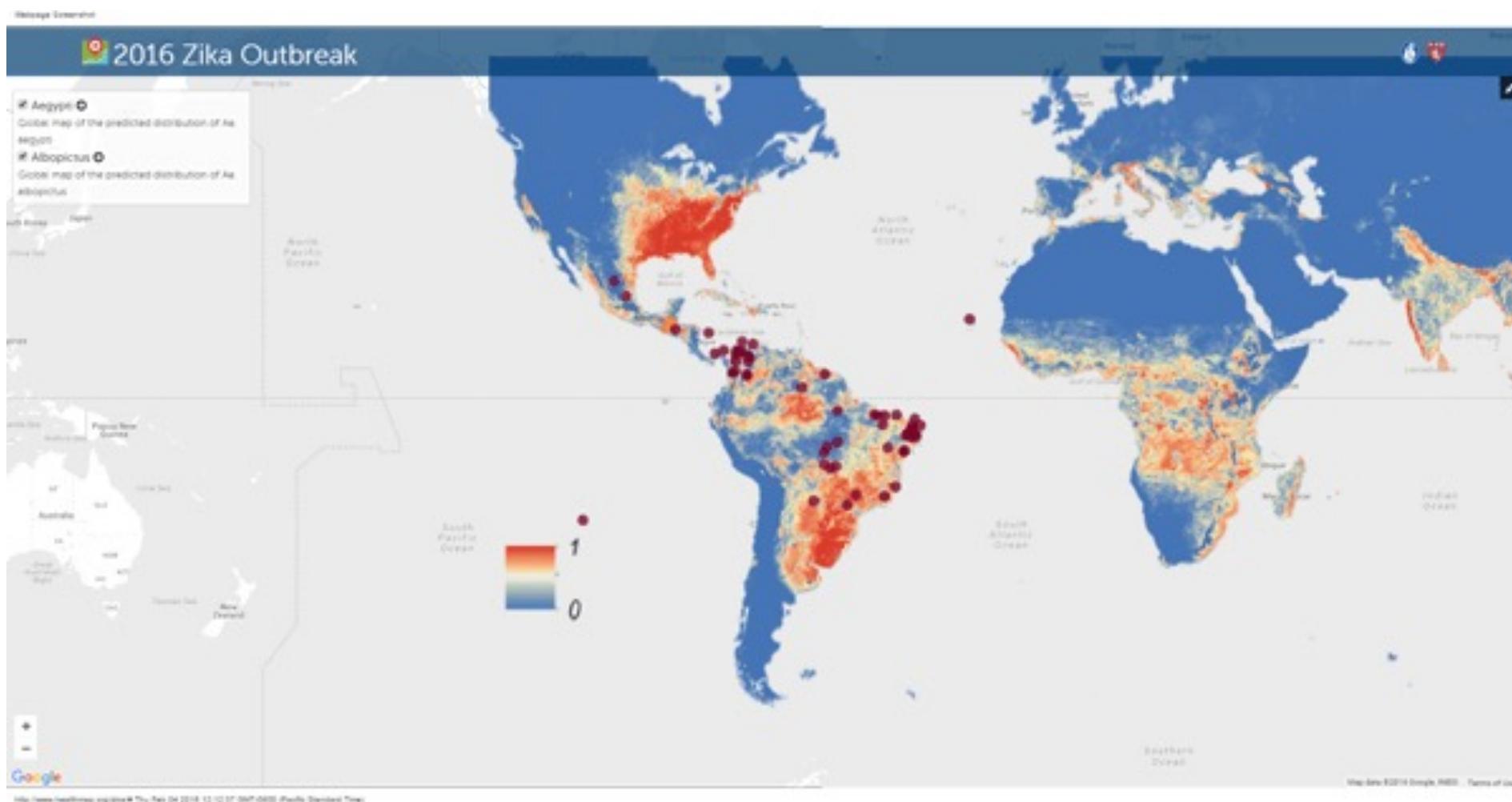
CAN302

**Department of Communications and Networking
Xi'an Jiaotong-Liverpool University (XJTLU)**

Week11 – Marketing and Advertisement



Is advertisement necessary?

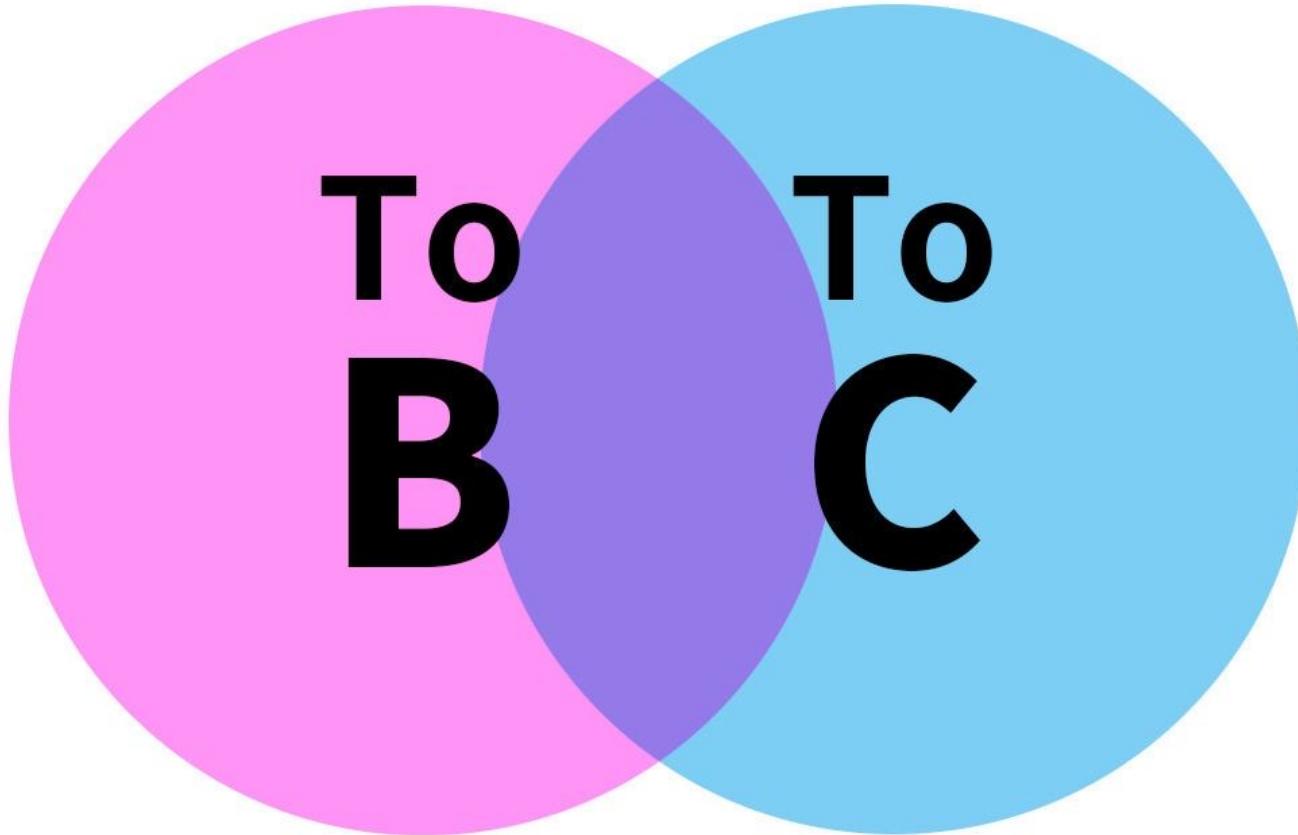


Is advertisement necessary?



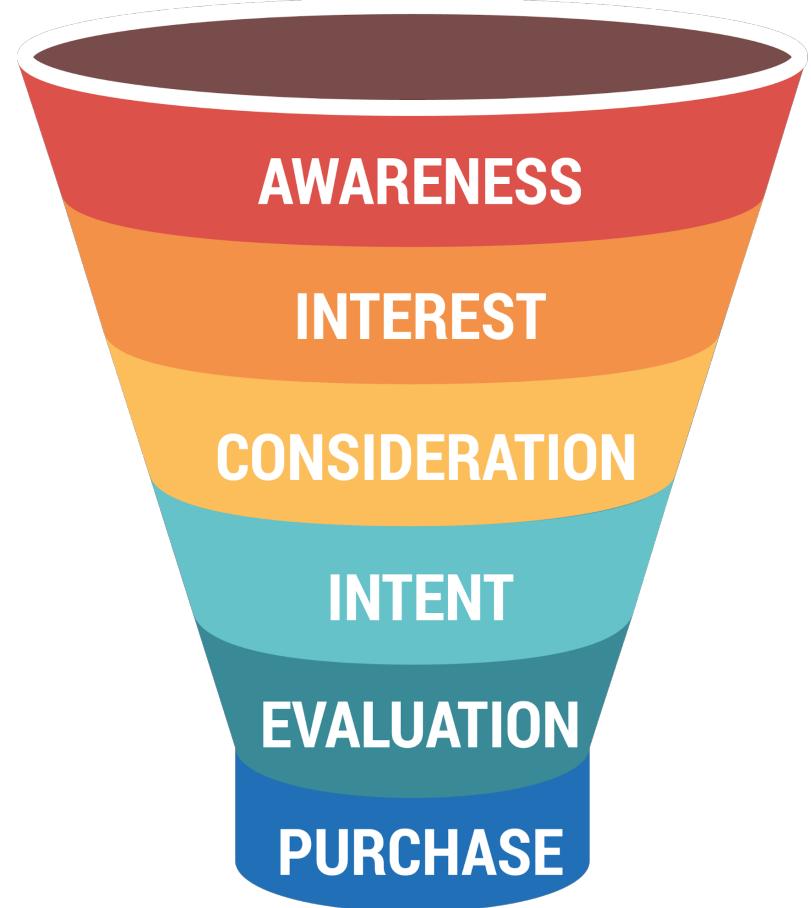
https://m.sohu.com/a/154799640_693172

Marketing



- So many theories about marketing.
- To make it simple, marketing can all be regarded as:
- **How to connect the product/service with the end user**

Marketing



<https://www.investopedia.com/terms/m/marketing.asp>

<https://www.business2community.com/marketing/the-ultimate-guide-to-marketing-funnels-02280375>

Product and Price



Product

Before they can prepare an appropriate campaign, marketers need to understand what product is being sold, how it stands out from its competitors, whether the product can also be paired with a secondary product, and whether there are **substitute products** in the market.

Price

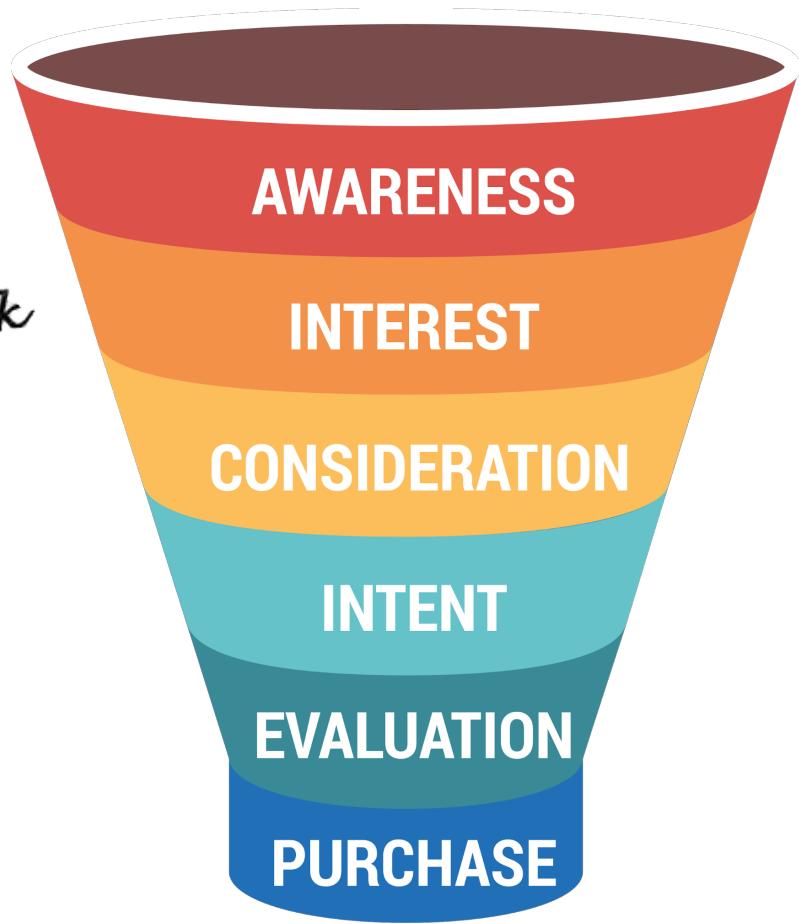
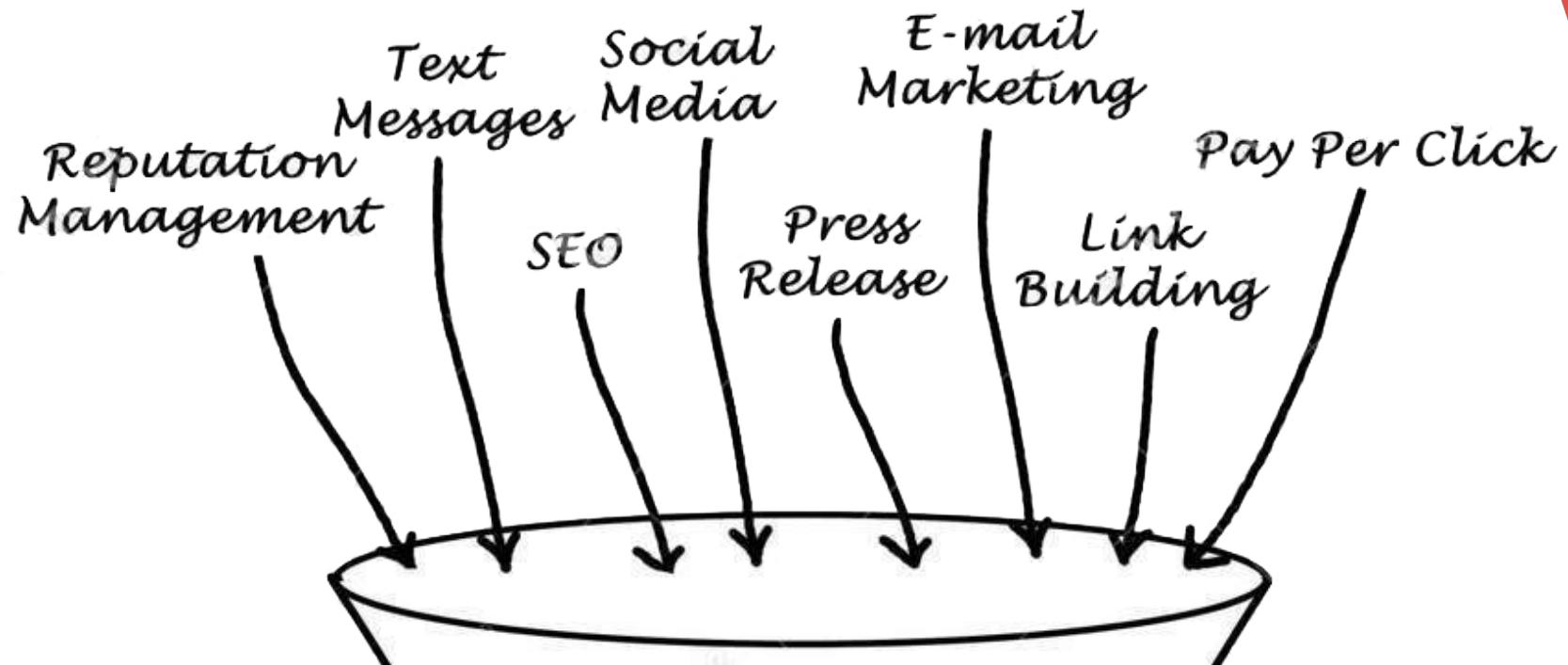
When establishing a price, companies must consider the unit cost price, marketing costs, and distribution expenses. Companies must also consider the price of competing products in the marketplace and whether their proposed price point is sufficient to represent a **reasonable alternative** for consumers.

Place



Place refers to the distribution of the product. Key considerations include whether the company will sell the product through a physical storefront, online, or through both distribution channels. When it's sold in a storefront, what kind of physical product placement does it get? When it's sold online, what kind of digital product placement does it get?

Promotion



Promotion

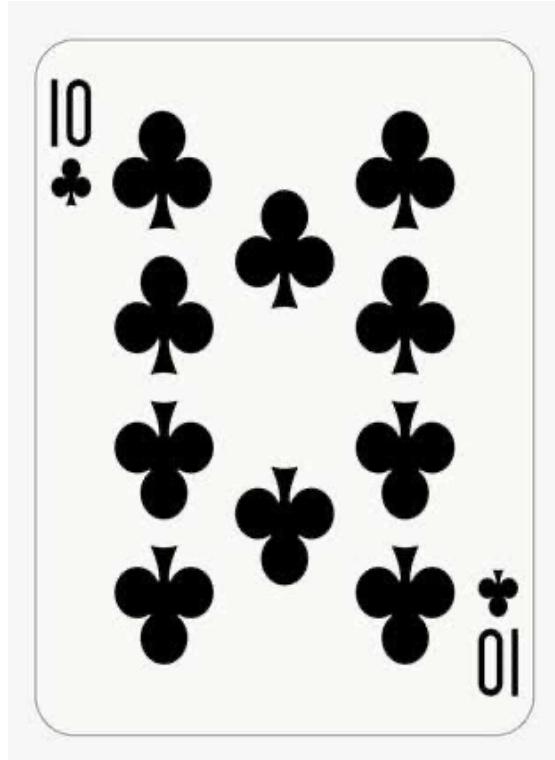
It is the integrated marketing communications campaign. Promotion includes a variety of activities such as **advertising**, selling, sales promotions, public relations, direct marketing, sponsorship, and guerrilla marketing.

Place and promotion



- The choice of online or offline depends more on your target audiences.

Promotion - Multiple



- The effect depends on the *quality* of products

Product and promotion



- The similar story in different era.

Brand: keep your promising



- The term **brand** refers to a business and marketing concept that helps people identify a particular company, product, or individual. Brands are intangible, which means you can't actually touch or see them. As such, they help shape people's **perceptions** of companies or their products.

Brand: keep your promising

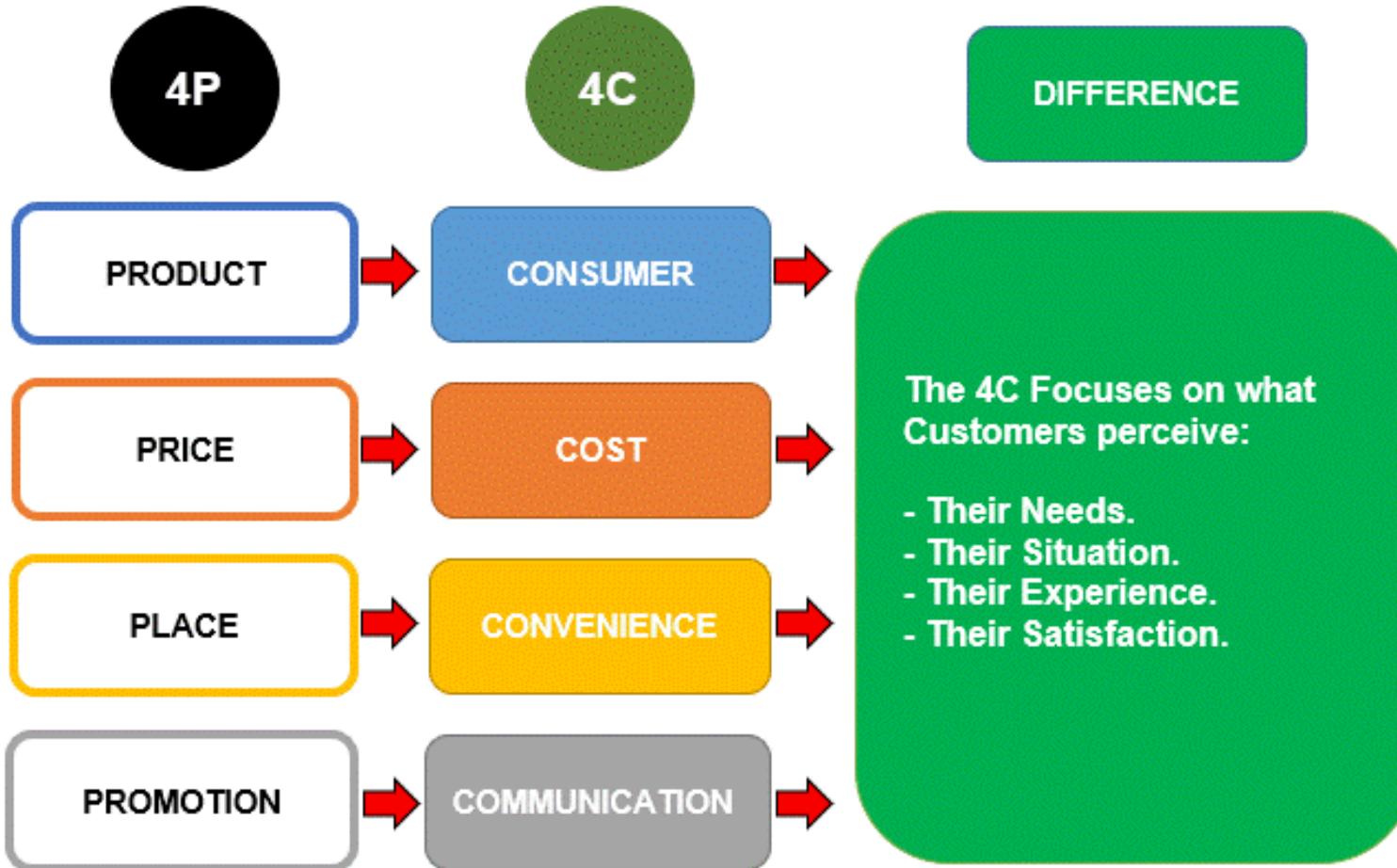


淘宝



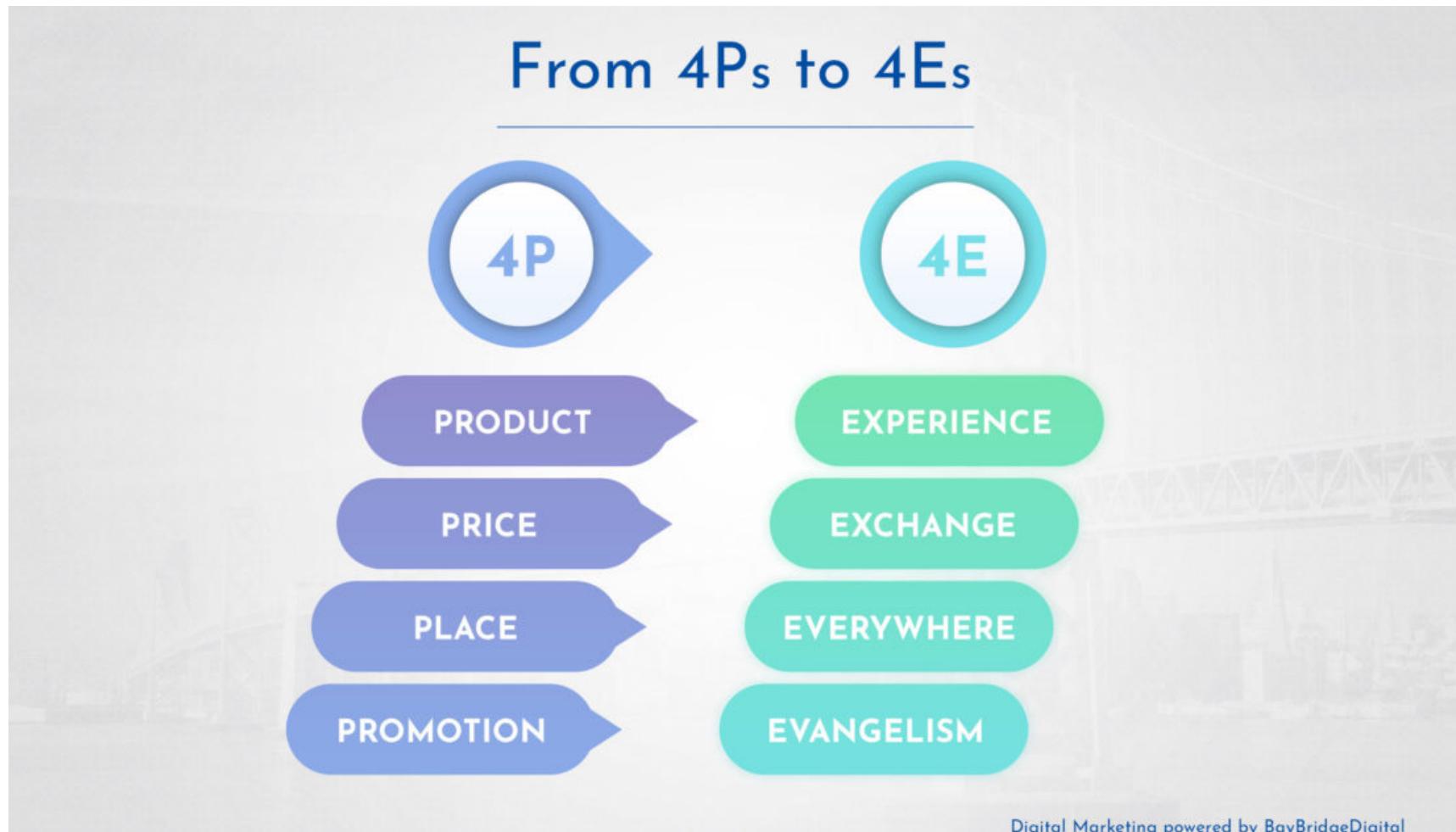
- 多 快 好 省
- Many Fast Good Cheap

4P to 4C



- View it in a different view point

4P to 4E



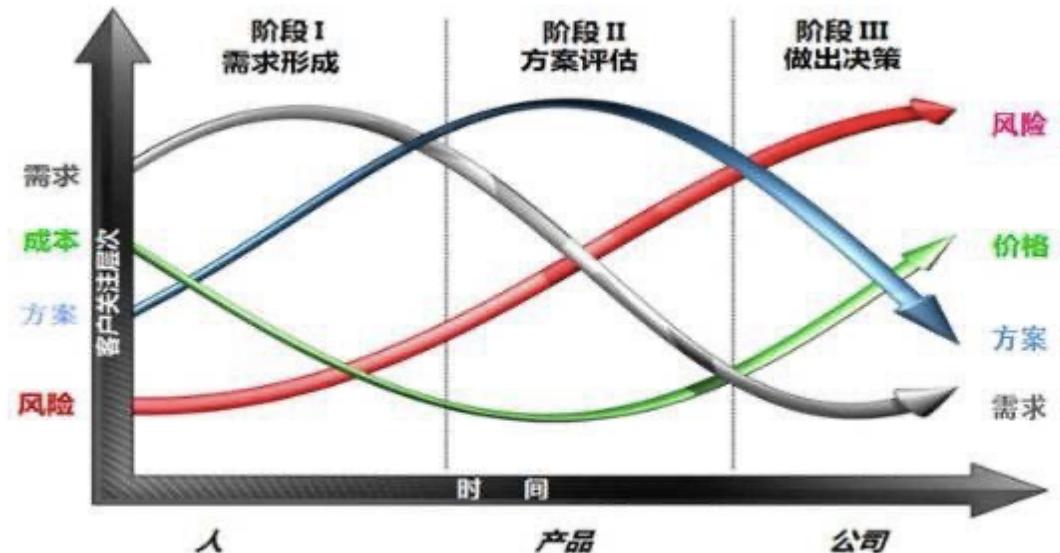
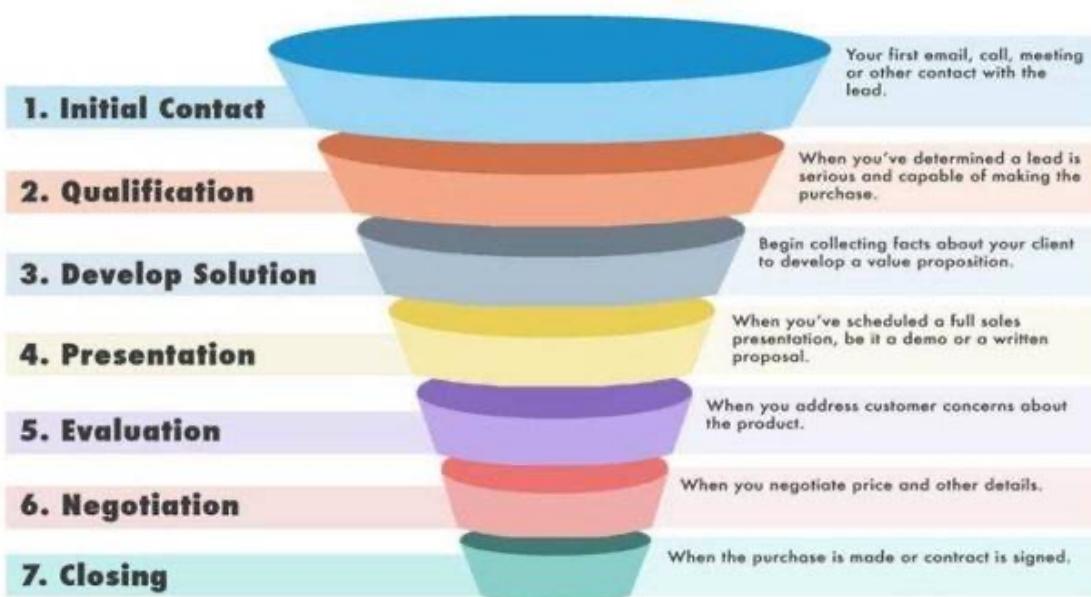
<https://baybridgedigital.com/from-4-ps-to-4-es-rethinking-the-marketing-mix/>

2B funnel



General Sales Funnel: 7 Steps

Generalized sales funnel that can be applied to any small business.



*Based on the research of Neil Rackham

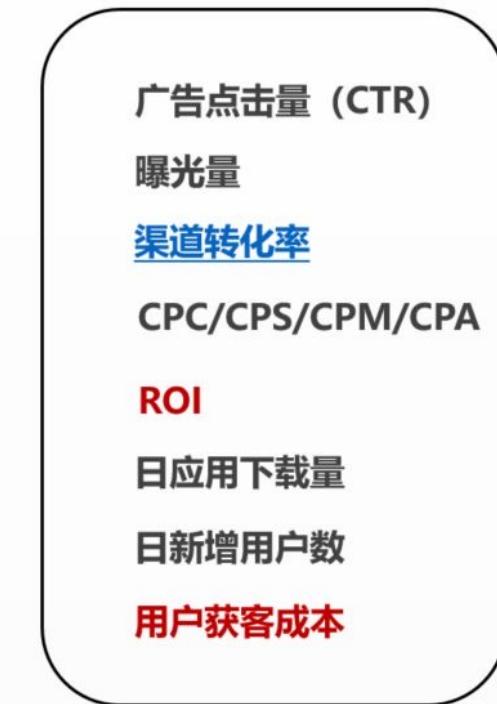
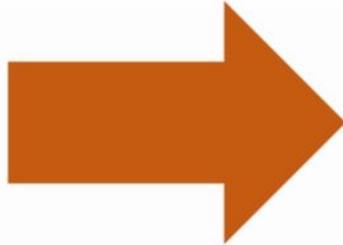
So many terms...



Get traffic



用户接触



Offline / Online



Offline, bustling crowds pass by your place of business. Some of the passerby traffic notices you and walks in.

"Location, Location, Location"



Online, people **search** for information. Millions of people. Each searches alone.

"Information, information, information"



Phone dictionary



Web spider



URL

The diagram illustrates a web spider crawling a network of web pages. A black spider is shown moving along a web of lines, which represent links between web pages. The nodes are labeled "Web Page" and the connecting lines are labeled "links". The spider is currently positioned on a node labeled "Web Page" and is facing towards another node. The background shows a grid-like structure of nodes and links.

```
HttpURLConnection conn = (HttpURLConnection)
url.openConnection();
conn.setRequestMethod("GET");
conn.setUseCaches(false);
conn.setReadTimeout(8000);
conn.setConnectTimeout(8000);
conn.setInstanceFollowRedirects(false);
conn.setRequestProperty("User-Agent", "Mozilla/5.0 (Windows NT 10.0; WOW64; rv:46.0) Gecko/20100101 Firefox/46.0");
```

https://blog.csdn.net/weixin_43003240

https://blog.csdn.net/weixin_43003240/article/details/87902473

Web dictionary



YAHOO!
SMALL BUSINESS

Search Web

Sign In



Mail



Business to Business
Communications and
Networking, Manufacturing, Computers...

U.S. States
California, Michigan, Virginia...

Shopping and Services
Apparel, Travel and Transportation, Communication and
Information Management...

International
Fiji, Russia, Canada...

Employment and Work
Careers and Jobs,

Business and Economy
Directories, Organizations, Classifieds...

Entertainment
Television Shows, Consumer Electronics, Comedy...

Finance and Investment
Chats and Forums, Socially Responsible Investing, Reference
and Guides...

Science
Engineering, Agriculture, Energy...

Arts
Design Arts, Visual Arts, Humanities...

Recreation
Outdoors, Sports, Games...

Society and Culture
Home and Garden, Weddings, Religion and Spirituality...

Social Science
Linguistics and Human Languages, Political Science, Psychology...

Government
U.S. Government, Law,

Education
Distance Learning, K-12, Career and Vocational...

News and Media
Business, Television, Newspapers...

Reference
Phone Numbers and Addresses, Calendars, Quotations...

hao123

设为首页

苏州 切换

七日天气

今多云

优

明多云

12~20℃

4月17日 三月十七

星期天 星座运势

查IP 地图 火车票 Ip行程 违章查询 网盘

邮箱 汇率 查快递 股票行情 彩票开奖 翻译

登录



Baidu 百度

网页 演唱会致23人确诊 张惠妹哭着回应

百度一下

● 被质疑后 连花清瘟红利能否延续?

让以岭药业陷入争议的三件事 男子囤菜却买回50包烟60瓶可乐 俄方：俄一名将军在乌克兰阵亡
男子从苏州搬家到上海被邻居调侃 工人滞留上海业主家1根萝卜吃2顿 女孩逃婚4年坟场流浪被救助

| hao123推荐 | 人民网 | 新华网 | 央视网 | 国际在线 | 中国日报 | 中国网 | 中经网 | 光明网 | 央广网 | 求是网 | 中青网 | 网信网 | 苏州市政府 |
|----------|----------|---------|------|-------|--------|---------|----------|-----------|-----|-----|-----|-----|-------|
| 百度 | 新浪 • 博微博 | 搜狐 • 热点 | 腾讯 | 网易 | 百度地图 | 游戏 • 精品 | hao123头条 | hao123影视 | | | | | |
| 爱淘宝 | JD 京东 | 天猫国际 | 快手 | 好看视频 | 凤凰网 | 淘宝网 | 哔哩哔哩 | 爱奇艺 • 电视剧 | | | | | |
| 聚划算 | 今日特价 | 东方财富 | 知乎 | 知道网 | 12306 | 喜马拉雅FM | 学信网 | 彩票 • 走势图 | | | | | |
| 58同城 | 唯品会 | 37游戏 | 京东数码 | 安居客房产 | 9377游戏 | 百度学术 | 百度文库 | 中国大学MOOC | | | | | |
| 网易云音乐 | 人事考试网 | 工商银行 | 天涯社区 | 51游戏 | 豆瓣网 | 虎牙直播 | QQ邮箱 | 虎扑体育 | | | | | |
| | | | | 点击展开 | | | | | | | | | |

Web dictionary cannot handle this



Bad Romance

Lady Gaga 『The Fame Monster』 04:54

I want your disease
I want your everything
As long as it's free
I want your love
展开 ▾

Bad Romance

Jay Smith 『Jay Smith』 04:19

I want your disease
I want your everything as long as it's free
I want your love, love love love
I want your love
展开 ▾

Bad Romance

Marcela Mangabeira 『Estrella Bossa Garden』 04:33

I want your disease
I want your everything
As long as it's free
I want your love
展开 ▾

I Love You 3000

Stephanie Poetri 『I Love You 3000』 03:29

I want you to be my husband
Cause you're my Iron Man
And I love you 3000
Baby, take a chance
展开 ▾

Search engine

| Key (term) | Value | Key (term) | Value |
|------------|--------|----------------|--------|
| 床 | 前 | 明 | 月 |
| 床前 | 《静夜思》 | 床前明月光... | 李白 |
| 明月 | 《春晓》 | 春眠不觉晓... | 孟浩然 |
| 月光 | 《水调歌头》 | 明月几时有？把酒问青天... | 苏轼 |
| 月几 | 有 | 明月几时有... | 《水调歌头》 |

https://blog.csdn.net/m0_46219348/article/details/121153126

Search engine



Submit your site



Screenshot of the Bing Webmaster Tools homepage:

- Header:** Bing Webmaster Tools, bing.com/webmasters/about, Microsoft Bing | Webmaster Tools, Help, EN, Sign In.
- Banner:** Sign up now to get upto 100 USD of FREE credits for Microsoft Advertising. Terms and Conditions Apply. >
- Main Section:** Want more users for your site?
Get your site's performance data, take advantage of free SEO tools and analyse insights to improve your page rankings on Bing search results.
- Call-to-Action:** Get started
- Illustration:** Three people (two women, one man) interacting with a laptop and a bar chart, symbolizing data analysis and user engagement.

Web browser



- Monitor the new sites

How to rank?

Microsoft Bing

西交利物浦大学

ALL IMAGES VIDEOS

15,600,000 Results Any time ▾

西交利物浦大学 | 西交利物浦大学 (XJTLU)
<https://www.xjtlu.edu.cn>

西交利物浦大学 | 西交利物浦大学 (XJTLU) 研究导向型大学. 基于对基础研究和应用研究在产生新的知识和思维方式重要性的认知, 西交利物浦大学营造了一个鼓励和支持原创性研究的浓厚氛围.

Location: 工业园区独墅湖科教创新区仁爱路... Phone: 0512 8816 1000

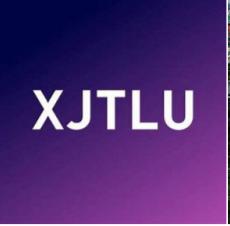
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科研 关于我们
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首页 - 香港城市大学
西交利物浦大学_百度百科 - Baidu
世界大学排名 - QSChina
主页 | 香港科技大学 - Hong Kong University of ...
Recommended to you based on what's popular · Feedback

[西交利物浦大学_百度百科 - Baidu](https://baike.baidu.com/item/西交利物浦大学)

办学历史 合作交流 学术研究 文化传统 校园环境

 
See all images

Xi'an Jiaotong-Liverpool University
Public University

Xi'an Jiaotong-Liverpool University is an international joint university based in Suzhou, Jiangsu, China. Founded in 2006 and resulting from a partnership between the University of Liverpool and Xi'an Jiaotong University, it is the first Sino-British joint venture between research led universities.

  
Wikipedia Instagram Facebook

School colors: White · Blue
Founded: May 22, 2006
Phone: 0512 8816 1000
People also search for: University of Nottingham Ningbo China · Duke

- 15,600,000 results, how to rank them?

Search engine optimization

What is SEO? 

SEO is the act of modifying a website to increase its ranking in *organic (vs paid)*, crawler-based listings of search engines

How do organic search listings work? 

- A *spider* or *crawler* which is a component of a SE gathers listings by automatically "crawling" the web
- The spider follows links to web pages, makes copies of the pages and stores them in the SE's index
- Based on this data, the SE then *indexes* the pages and *ranks* the websites
- Major SEs that index pages using spiders: Google, Bing, Baidu

SEO strategies/techniques

1. Domain name strategies

- domain names are traffic magnets
- choose a domain name that will increase your search engine ranking. How?
- use keywords, location, advertising terms, product names
- choose a keyword that is important for your business



SEO strategies/techniques

2. Linking strategies



- the text in the links should include keywords
- the more inbound links the higher the **SE** ranking
- if the site linking to you is already indexed, spiders will also receive your site
- quality of inbound links is critical
- how to increase links: a) creative content / copywriting b) good outbound links c) target a list of sites from which you can request inbound links
- links for the sake of links can damage your search rankings

“Link relevancy is critical in getting your site indexed by search engines”



“A small number of inbound links from high-quality, relevant sites is more valuable than many links from low-traffic, irrelevant sites.”

SEO strategies/techniques

3. Keywords



- the most important in optimizing rankings
- research what keywords are people searching for using tools e.g. Wordtracker (www.wordtracker.com)
- keywords are words that appear the most in a page
- the spider chooses the appropriate keywords for each page, then sends them back to its SE
- your web site will then be indexed based on your keywords
- can be key phrases or a single keyword
- do not use common words eg 'the' 'and' 'of': spiders ignore them
- write keyword-rich text
- balance keyword-rich and readability
- always have text in your page: at least 100 words

| Results for 'calgary' | |
|-------------------------------|--------------|
| Suggested Search Phrase(s) | Search Count |
| calgary | 67010 |
| calgary herald | 34509 |
| calgary sun | 27911 |
| university of calgary | 25494 |
| city of calgary | 18922 |
| calgary transit | 11022 |
| calgary weather | 10732 |
| calgary flame | 9062 |
| calgary alberta | 8716 |
| calgary bargain finder | 7897 |
| calgary map | 7499 |
| calgary stampede | 7498 |
| calgary public library | 7375 |
| calgary real estate | 7244 |
| calgary board of education | 7095 |
| calgary hotel | 6886 |
| calgary health region | 6275 |
| calgary airport | 5746 |
| calgary jobs | 5601 |
| calgary canada | 3611 |
| calgary international airport | 3348 |
| calgary restaurant | 3157 |
| calgary zoo | 2986 |
| calgary yellow pages | 2794 |
| calgary movie | 2712 |

SEO strategies/techniques

4. Title tags

- important in optimizing rankings
- the first thing that a search engine displays on a search return
- must keywords in title to be ranked no. 1
- should have the exact *keyword* you use for the page
- every single web page must have its own title tag
- you can use up to 65 characters - example

5. Meta description tags

- displayed below the title in search results
- use dynamic, promotional language
- use keywords

SEO strategies/techniques

Google Search: unisa midyear intake - Microsoft Internet Explorer provided by University of South Australia

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address http://www.google.com/search?sourceid=navclient&ie=UTF-8&oe=UTF-8&q=unisa+midyear+intake

Google unisa midyear intake Search Web Options unisa midyear intake

Web Images Groups News Froogle more » Advanced Search Preferences

Google unisa midyear intake Search

Results 1 of 10 of about 116 for unisa midyear intake (0.23 seconds)

Title tag

Keywords

Meta description tag (or first para of text if no meta des has been added)

Midyear intake

... Midyear intake. UniSA's midyear intake creates openings for 85 bridging, undergraduate and postgraduate programs (HECS and FALS-based) commencing on July 26. ... www.unisa.edu.au/midyear/default.asp - 9k - 23 Jun 2004 - Cached - Similar pages

School of Natural and Built Environments

... Openings in programs for midyear intake. Closing fast. UniSA's midyear intake has created openings in the programs offered by this school. ... www.unisa.edu.au/nbe/ - 13k - 23 Jun 2004 - Cached - Similar pages [More results from www.unisa.edu.au]

School of Computer and Information Science, UniSA

... Openings in program. Closing fast. UniSA's midyear intake has created openings in the programs offered by our school. Openings are closing fast. ... www.cis.unisa.edu.au/ - 8k - 23 Jun 2004 - Cached - Similar pages

[PDF] APPLICATION FOR ADMISSION

File Format: PDF/Adobe Acrobat - View as HTML

... for the beginning of year intake and by the 20 June 2003 for the midyear intake. ... Telephone (08) 8302 0414 Fax (08) 8302 0512 Email Meegan.lucas@unisa.edu.au ... www.smartlink.net.au/courses/application2004.pdf - Similar pages

School of Accounting & Information Systems - Programs

... Where indicated by a 'M' the program also has a midyear intake. ... Us | Programs | Research | Contacts | Student Area Staff | Links DIVISION HOME | UNISA HOME Web ... business2.unisa.edu.au/infosys/prospective/postgraduate.htm - 43k - Cached - Similar pages

Internet

SEO - what is NOT recommended



- Flash and shockwave - spiders do not pick up these files
- Image only sites - spiders do not pick up images
- Image maps - spiders cannot read image maps
Do not use them on your home page or critical pages
- Frames - only one page can be titled (titling is critical in search rankings)
 - If the spider cannot read the complete page (because of the frames), it will not be indexed properly.
 - Some spiders may not even read a frames web site
- Misspellings, JavaScript or HTML errors (validate your code)

SEO and SEM



- Search engine optimization (**SEO**)
 - no cost per click
- Search engine marketing (**SEM**)
 - cost per click

SEM



What is search engine marketing (**SEM**)?

SEM is the act of marketing a website via search engines by purchasing paid listings

What are paid listings?

These are listings that search engines sell to advertisers, usually through **paid placement** or **paid inclusion** programs. In contrast, organic listings are not sold.

Google Search: health insurance - Microsoft Internet Explorer provided by University of South Australia

Address: http://www.google.com/search?sourceid=navclient&ie=UTF-8&oe=UTF-8&q=health+insurance

Web Images Groups News Froogle more >

Google health insurance Advanced Search Preferences

Web Results 1 - 10 of about 10,600,000 for health insurance [definition] (0.13 seconds)

Sponsored Links

Compare Health Insurance www.iselect.com.au Compare 2,000 Policies & Many Funds Get Cheaper & Better Cover Here!

Australian Unity www.australianunity.com.au Simpler, smarter health cover and 30 day bonus! Cond's apply

News results for health insurance - View today's top stories

True agreed on health payments - Taipei Times - 1 hour ago

Grocer At Forefront Of Health Movement - Hartford Courant (subscription) - 22 hours ago

State-run health insurance plan passes first Assembly test - San Jose Mercury News (subscription) - 23 Jun 2004

Health Insurance, online quotes for all your health plans ... Your one stop resource for all your health insurance needs. Family ... Plans. Individual & Family - Health Insurance - Quotes & Rates ... www.quotemonster.com/ - 11k - Cached - Similar pages

Medical and Health Insurance Quotes ... Our service is free to you. Health insurance premiums are determined by the health insurance company and regulated by every state. ... www.healthinsurancefinders.com/ - 10k - Cached - Similar pages

Health Insurance Consumer Guides ... NEW! Issue on State Regulation of Individual Health Insurance, May 2004. ... Consumer Guides for Getting and Keeping Health Insurance. ... www.healthinsuranceinfo.net/ - 18k - 23 Jun 2004 - Cached - Similar pages

Health insurance quotes, plans - eHealthInsurance Compare side-by-side health plans, instant health insurance quotes and online

Sponsored Links

Health Insurance Need private health insurance? Join by July 31 & receive 1 month free! www.ahmhealth.com.au

HCF - Health Insurance Health insurance made simple! View our New Starter Packs. www.hcf.com.au/starterpacks

Find Health Insurance Shop for Cheaper Quotes and Save. Free & Easy. Unmatched Online Rates www.InsureMe.com

Insurance Buy comprehensive car and home insurance online and save 5% www.allianz.com.au

AMP - Insurance Products Choose from AMP's broad range of

Paid placements

SEM

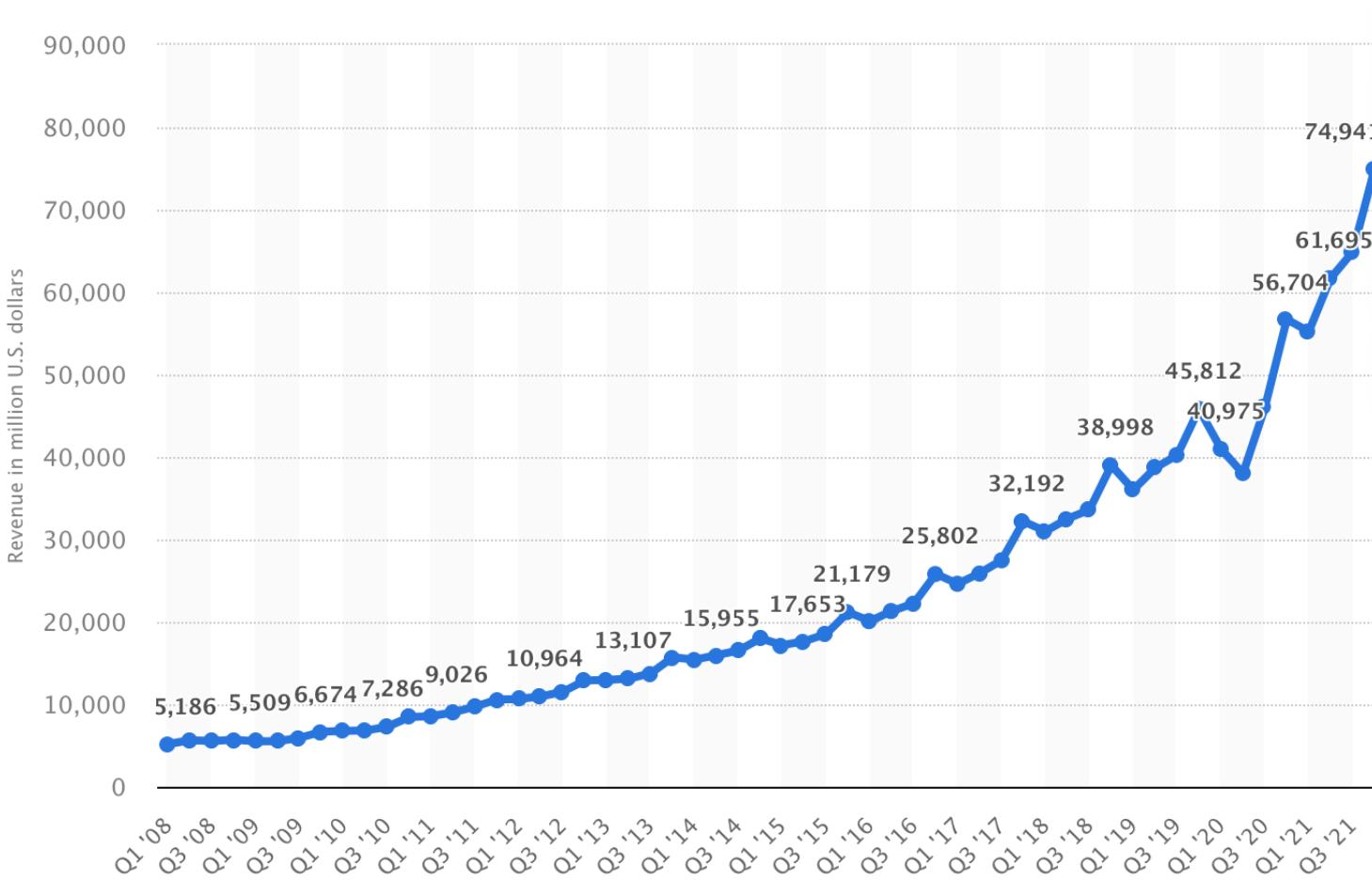
1. Paid inclusions

- Advertising programs where pages are guaranteed to be included in a search engine's index in exchange for payment
- no guaranteed ranking
- payment made on a *Cost Per Click (CPC)* basis
- Advertisers pay to be included in the directory on a CPC basis or per-url fee basis with no guarantee of specific placement

2. Paid placements

- Advertising programs where listings are guaranteed to appear in organic listings
- the higher the fee, the higher the ranking
- eg **sponsored links** and **Google's Ad words**
- can be purchased from a portal or a search network
- search networks are often set up in an auction environment where keywords and phrases are associated with a cost-per-click (CPC) fee.

Revenue for Google



<https://www.statista.com/statistics/267606/quarterly-revenue-of-google/>

Search engine in private market



- How to make it private?
- Say not to web robots

Search engine for mobile apps



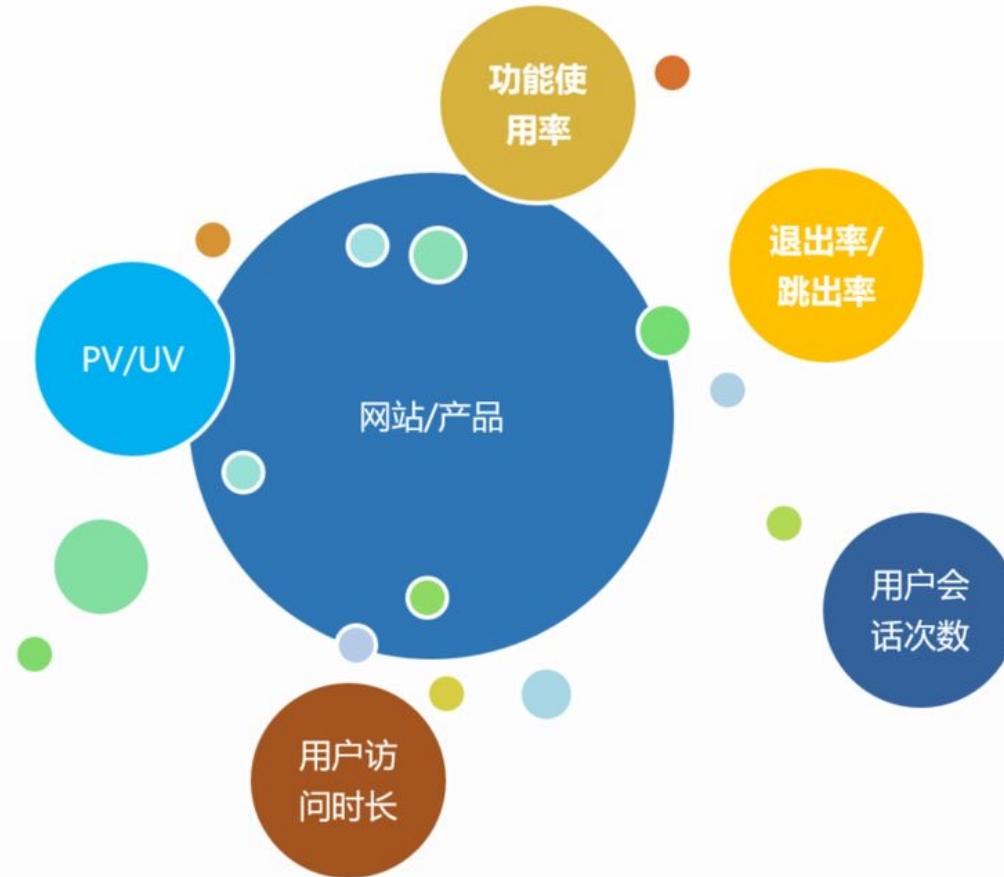
The screenshot shows a search results page for the game "王者" (King) on the "豌豆荚" (Douban Jiang) app store. The search bar at the top contains the text "王者". Below the search bar, there are navigation links: 首页 (Home), 软件分类 (Software Categories), 游戏分类 (Game Categories), and 排行榜 (Ranking). The main content area shows three search results:

- 王者荣耀** (King of Glory)
玩家已预约 (6180 players have pre-ordered)
全球精英，联盟作战
查看预约 (View Pre-order)
- 王者荣耀** (King of Glory)
4224.6万人安装
《王者荣耀》是腾讯第一5V5英雄公平对战手游，国民MOBA手游大作！
5V5王者峡谷，公平对战，还原MOBA经典体验；无限乱斗、迷雾模式等。
清朗专项 02-08 查看 (View)
- 恋爱聊天话术库** (Love Chat Script Library)
2.4万人安装
实时解决尬聊场景、挽回情感的恋爱话术神器的恋爱话术神器，超20W+恋爱话术，搜一搜即有N+精彩聊天回复任你选择，让你与女生的沟通不再尴

Ranking, optimization and marketing (pay for ranking)

Benchmark for a web/app

|| 用户认知



Benchmark for a web/app



- For pc web
 - PV: *page view*
 - UV: *unique visitor*
- For mobile app
 - DAU: *daily active user*
 - MAU: *monthly active user*
- ROI : *return on investment*
- GMV : Gross Merchandise Value is a metric that measures your total value of sales over a certain period of time.

A golden guideline



Google does NOT follow this slogan anymore!