

Digital Marketing

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Module 1 Digital Marketing (DM) Fundamentals

- 1.1 Marketing basics, introduction to DM, origin and development of DM
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- 1.3 Creating buyer persona, types of digital media (paid, shared, owned, and earned), IMC in DM, developing DM strategy and objectives, and challenges to DM.



1.1 Marketing basics, introduction to DM, origin and development of DM

Definition of Marketing:

1. Philip Kotler (2012): "Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures, and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services."
2. Jerome McCarthy (1960): "Marketing is the performance of business activities that direct the flow of goods and services from producers to consumers or users."

Meaning:

Marketing involves activities that direct the flow of goods and services from producers to consumers. It encompasses a range of processes aimed at creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

1.1 Marketing basics, introduction to DM, origin and development of DM

Key Concepts:

1. Market Research: Understanding consumer needs and preferences through surveys, focus groups, and data analysis.
2. Target Audience: Identifying the specific group of consumers most likely to purchase your product or service.
3. Value Proposition: Communicating the unique value your product or service provides to the customer.
4. Marketing Mix (4Ps):
 - Product: The goods or services offered to meet consumer needs.
 - Price: The amount charged for the product.
 - Place: Distribution channels to deliver the product to consumers.
 - Promotion: Activities to inform and persuade consumers, including advertising, sales promotions, and public relations.

Example: Coca-Cola uses market research to understand global tastes and preferences. Their target audience is broad, but they focus on different demographics for specific products (e.g., Diet Coke for health-conscious consumers). Their value proposition revolves around refreshment and happiness, communicated through global marketing campaigns.

1.1 Marketing basics, introduction to DM, origin and development of DM

Introduction to Digital Marketing (DM)

Definition:

1. Philip Kotler (2017): "Digital marketing is the use of digital technologies to create an integrated, targeted, and measurable communication strategy to reach and engage customers, building brand loyalty and driving sales."
2. American Marketing Association (AMA, 2014): "Digital marketing is the use of digital or online means to promote a brand, product, or service to its target audience. This includes using websites, mobile devices, social media, search engines, and other channels to reach consumers."

Meaning

Digital marketing refers to marketing efforts that use electronic devices or the internet. It encompasses various online platforms and technologies to reach consumers, including search engines, social media, email, and websites.

1.1 Marketing basics, introduction to DM, origin and development of DM

Importance of Digital Marketing:

1. Global Reach: Access to a worldwide audience.
2. Cost-Effective: Often cheaper than traditional marketing methods.
3. Measurable Results: Analytics tools to track performance.
4. Personalization: Tailoring messages to individual consumers.
5. Engagement: Direct interaction with customers.

Example: A local coffee shop using Instagram to post daily specials, engage with followers through comments and stories, and run targeted ads to attract nearby customers.

Origin and Development of Digital Marketing

Early Beginnings:

- 1990s: The advent of the internet and Web 1.0. Early digital marketing focused on simple websites and email marketing.
- 1994: The first clickable banner ad by AT&T appeared, marking the beginning of online advertising.

Growth and Evolution:

- 2000s: The rise of search engines (e.g., Google) and the introduction of search engine optimization (SEO) to improve website visibility.

1.1 Marketing basics, introduction to DM, origin and development of DM

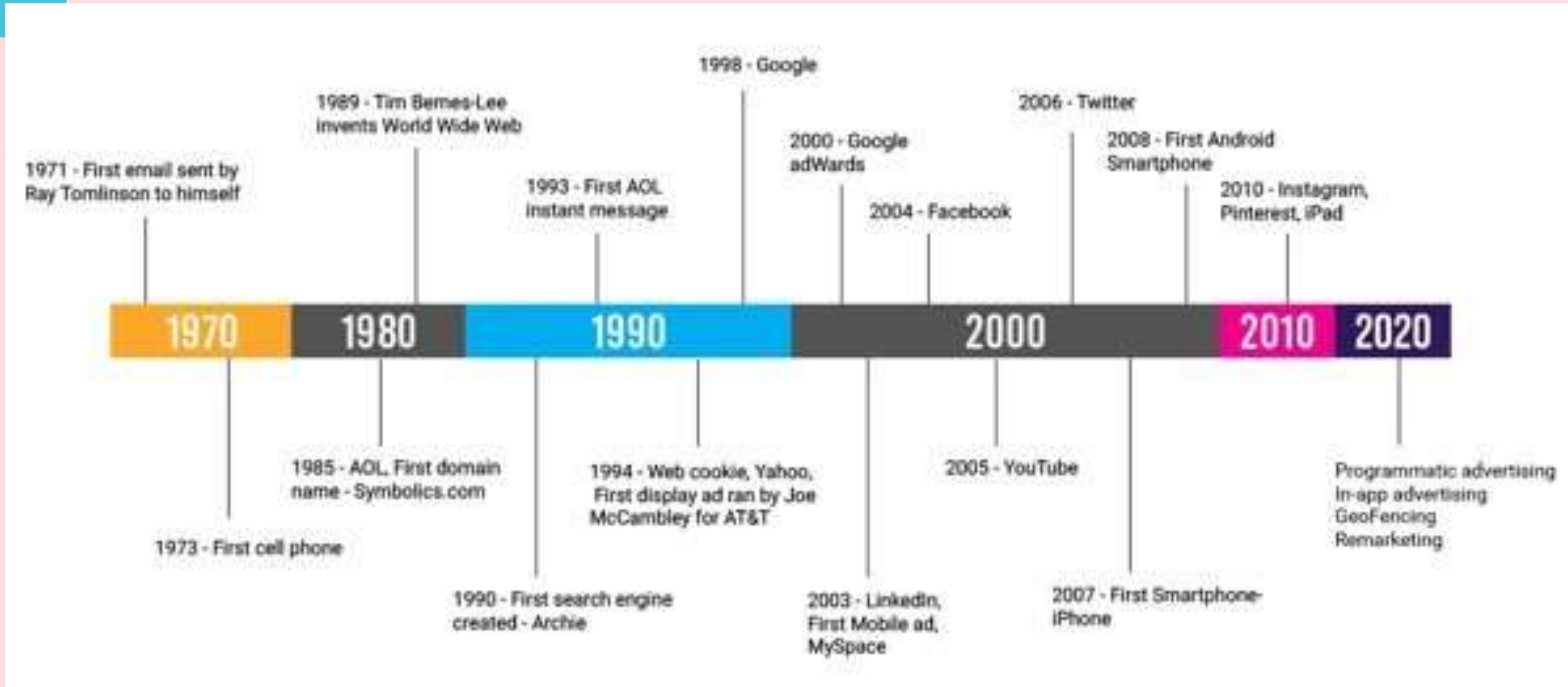
- **Social Media Emergence:** Platforms like MySpace (2003), Facebook (2004), and Twitter (2006) changed the landscape, introducing social media marketing.
- **Mobile Revolution:** The release of smartphones, particularly the iPhone in 2007, led to the growth of mobile marketing.
- **Content Marketing:** Blogs, videos, and other forms of content became essential for engaging audiences.

Modern Digital Marketing:

- **Integrated Campaigns:** Coordinated efforts across multiple digital channels (SEO, PPC, social media, email) for cohesive marketing strategies.
- **Big Data and AI:** Leveraging data analytics and artificial intelligence to personalize marketing efforts and predict consumer behavior.
- **Influencer Marketing:** Partnering with social media influencers to reach broader and more targeted audiences.

Example: Nike's digital marketing strategy includes a combination of SEO, social media engagement, content marketing through blogs and videos, and mobile apps like Nike Run Club to provide a seamless brand experience and foster customer loyalty.

1.1 Marketing basics, introduction to DM, origin and development of DM



Source: https://www.researchgate.net/figure/The-evolution-of-digital-marketing_fig1_352007335

1.2 Traditional Vs digital marketing, digital marketing channels, digital customer journey and mapping, digital marketing funnel

1.2 Traditional vs. Digital Marketing

Traditional Marketing:

Traditional marketing refers to the conventional methods of marketing used before the digital era. These include:

- Print Advertising: Newspapers, magazines, brochures, and flyers.
- Broadcast Advertising: Television and radio commercials.
- Direct Mail: Catalogs, postcards, and letters sent via postal mail.
- Outdoor Advertising: Billboards, posters, and banners.
- Telemarketing: Phone calls to potential customers.

Advantages of Traditional Marketing:

- Tangible: Physical materials like brochures can be handed out.
- Broad Reach: TV and radio ads can reach a large, diverse audience.
- Established Trust: Long-standing methods that many consumers are familiar with and trust.

Disadvantages of Traditional Marketing:

- High Costs: TV ads and print media can be very expensive.
- Difficult to Measure: Harder to track ROI and effectiveness compared to digital methods.
- Limited Interaction: One-way communication with no immediate feedback.

1.2 Traditional Vs digital marketing, digital marketing channels, digital customer journey and mapping, digital marketing funnel

Digital Marketing:

Digital marketing uses the internet and electronic devices to reach consumers. It includes:

- Search Engine Optimization (SEO): Improving website visibility on search engines.
- Pay-Per-Click (PPC) Advertising: Paid ads on platforms like Google Ads.
- Social Media Marketing: Promoting on platforms like Facebook, Twitter, and Instagram.
- Content Marketing: Creating valuable content to attract and engage an audience.
- Email Marketing: Sending targeted emails to potential and current customers.

Advantages of Digital Marketing:

- Cost-Effective: Generally cheaper than traditional methods.
- Measurable Results: Detailed analytics to track performance and ROI.
- Targeted Reach: Ability to target specific demographics and user behaviors.
- Engagement: Two-way communication with customers, fostering interaction and feedback.

Disadvantages of Digital Marketing:

- Digital Divide: Not all demographics are online or tech-savvy.
- Competition: Highly competitive, especially on popular platforms.
- Privacy Concerns: Issues around data privacy and security.

Example Comparison: A local restaurant might use traditional marketing by placing an ad in a local newspaper (broad reach, high cost, difficult to measure impact) versus using digital marketing by running a Facebook ad targeted at local users (targeted reach, cost-effective, measurable).

1.2 Traditional Vs digital marketing, digital marketing channels, digital customer journey and mapping, digital marketing funnel

Digital Marketing Channels

1. Search Engine Optimization (SEO):
 - Improving a website's visibility on search engines to attract organic traffic.
 - Example: Optimizing blog content for keywords to rank higher on Google.
2. Pay-Per-Click (PPC) Advertising:
 - Paid advertisements that appear on search engines or social media platforms.
 - Example: Google Ads campaigns targeting specific search queries.
3. Social Media Marketing:
 - Using social media platforms to promote products or services.
 - Example: Running Instagram ads to showcase new products to followers.
4. Content Marketing:
 - Creating and distributing valuable content to attract and engage a target audience.
 - Example: Publishing informative articles and videos on a company blog.
5. Email Marketing:
 - Sending targeted emails to potential and existing customers.
 - Example: Monthly newsletters with updates and special offers.
6. Affiliate Marketing:
 - Partnering with other businesses or influencers to promote products and earn commissions.
 - Example: Influencers promoting products on their blogs or social media channels.
7. Influencer Marketing:
 - Collaborating with influencers to reach their audience.
 - Example: A fitness brand partnering with a fitness influencer to promote supplements.

1.2 Traditional Vs digital marketing, digital marketing channels, digital customer journey and mapping, digital marketing funnel

Digital Customer Journey and Mapping

The digital customer journey describes the stages a customer goes through in their interaction with a brand online. It typically includes:

1. Awareness: Customer becomes aware of a product or service through various digital channels.
2. Consideration: Customer evaluates different options and seeks more information.
3. Decision: Customer decides to purchase a product or service.
4. Retention: Post-purchase, efforts are made to retain the customer through follow-ups and customer service.
5. Advocacy: Satisfied customers become advocates, sharing their positive experiences online.

Customer Journey Mapping:

A visual representation of the customer journey that highlights the touchpoints and interactions a customer has with a brand. It helps in understanding customer needs and improving their experience.

Example:

A customer might see an ad for a new smartphone (awareness), read reviews and compare features online (consideration), purchase the phone on the brand's website (decision), receive follow-up emails with tips on using the phone (retention), and share a positive review on social media (advocacy).

1.2 Traditional Vs digital marketing, digital marketing channels, digital customer journey and mapping, digital marketing funnel

Digital Marketing Funnel

The digital marketing funnel outlines the stages customers go through from initial awareness to final purchase and beyond. The typical stages include:

1. Awareness: Attracting potential customers through SEO, social media, and content marketing.
 2. Interest: Engaging prospects by providing valuable content and nurturing through email campaigns.
 3. Consideration: Prospects compare options and evaluate which product/service best meets their needs.
 4. Intent: Prospects show a clear interest in purchasing, often by adding items to a cart or filling out a contact form.
 5. Purchase: The prospect completes the purchase.
 6. Loyalty: Post-purchase engagement to retain the customer through personalized communication and offers.
 7. Advocacy: Satisfied customers become brand advocates, sharing their positive experiences.
- Example: A clothing brand might use Instagram ads to create awareness (top of the funnel), engage users with fashion tips and newsletters (middle of the funnel), and offer discounts to encourage purchase (bottom of the funnel), followed by personalized thank-you emails to foster loyalty and encourage reviews and referrals (post-purchase).

1.3 Creating buyer persona, types of digital media (paid, shared, owned, and earned), IMC in DM, developing DM strategy and objectives, and challenges to DM.

1. Creating Buyer Persona:

A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. Creating detailed buyer personas helps digital marketers better understand their target audience, tailor their marketing efforts, and improve customer acquisition and retention strategies.

Example: Suppose you're marketing a fitness app. Your buyer persona might be "Active Andy," a 30-year-old professional who enjoys outdoor activities like running and cycling, wants to improve fitness levels, and values convenience and flexibility in workouts.

2. Types of Digital Media:

Digital media can be classified into four main types: paid, shared, owned, and earned.

- Paid Media: This includes any media that you pay for to promote your brand, such as paid search ads, display ads, social media ads, influencer partnerships, etc.
- Shared Media: This refers to content that is shared by users on social media platforms, such as user-generated content, viral videos, social media shares, etc.
- Owned Media: These are digital assets that your brand owns and controls, such as your website, blog, social media profiles, email newsletters, etc.
- Earned Media: This is the exposure your brand earns through word-of-mouth, reviews, shares, press coverage, mentions on social media, etc.

Example: A company launches a new product. They use paid media to run targeted Facebook ads, shared media by encouraging user-generated content with a branded hashtag, owned media by promoting the product on their website and social media channels, and earned media by getting positive reviews and press coverage.

1.3 Creating buyer persona, types of digital media (paid, shared, owned, and earned), IMC in DM, developing DM strategy and objectives, and challenges to DM.

3. IMC in Digital Marketing:

Integrated Marketing Communications (IMC) ensures that all forms of communications and messages are carefully linked together. In digital marketing, IMC involves integrating various digital channels to deliver a consistent message and enhance the overall customer experience.

Example: A company launches a new product campaign. They use email marketing to send out product announcements, social media to engage with customers and gather feedback, paid search ads to drive traffic to the product page, and content marketing to educate prospects about the product's features and benefits.

4. Developing Digital Marketing Strategy and Objectives:

Developing a digital marketing strategy involves setting clear objectives, identifying target audiences, selecting appropriate digital channels, creating compelling content, and measuring results to refine the strategy over time.

Example: A company's digital marketing strategy objective might be to increase online sales by 20% within six months. To achieve this, they might focus on improving website usability, optimizing for search engines, running targeted social media ads, and launching an email marketing campaign to re-engage previous customers.

5. Challenges to Digital Marketing:

Digital marketing faces various challenges, including keeping up with rapidly evolving technology, staying ahead of competitors, maintaining brand consistency across channels, managing data privacy and security concerns, and effectively measuring ROI.

Example: A company encounters a challenge when their digital ads are not performing as expected. They analyze the ad targeting, messaging, and creative elements to identify areas for improvement and adjust their strategy accordingly.

Module 2 Search Engine Optimization (SEO)

- 2.1 Building websites and web pages, web hosting, subdomains and subfolders, website navigation, social media icons,
- 2.2 Advanced website features, setting up google analytics, search engine work mechanism,
- 2.3 Pillars of SEO, on-page and off-page optimization, SEO – visual and voice search, SEO tactics - white-hat and black hat SEO, SEO - UX and UI, content marketing for SEO success, and external link building.



2.1 Building websites and web pages, web hosting, subdomains and subfolders, website navigation, social media icons

Building Websites and Web Pages:

- **Introduction:** Building a website involves creating web pages using various technologies such as HTML, CSS, and JavaScript. Websites serve as the online storefront for businesses, providing information, products, and services to visitors.
- **Content Management Systems (CMS):** CMS platforms like WordPress, Wix, and Shopify simplify website creation by offering pre-designed templates and easy-to-use interfaces.
- **Responsive Design:** Websites should be responsive, meaning they adapt to different screen sizes and devices to ensure a consistent user experience.
- **Example:** A local bakery creates a website using WordPress to showcase its products, menu, and contact information. The website is responsive, allowing customers to access it seamlessly on desktops, tablets, and smartphones.

Web Hosting:

- **Definition:** Web hosting is a service that allows individuals and organizations to make their websites accessible via the World Wide Web. Hosting providers allocate server space and resources to store website files and data.
- **Types of Hosting:** Shared hosting, VPS hosting, dedicated hosting, and cloud hosting offer different levels of resources and control.
- **Considerations:** Factors like uptime reliability, security features, customer support, and scalability are essential when choosing a hosting provider.
- **Example:** The bakery website is hosted on a shared hosting plan with a reputable provider, ensuring fast loading times and minimal downtime for visitors.

2.1 Building websites and web pages, web hosting, subdomains and subfolders, website navigation, social media icons

Subdomains and Subfolders:

- **Meaning:** Subdomains are extensions of the main domain, while subfolders are directories within the main domain. They allow for organizing content and creating distinct sections of a website.
- **Use Cases:** Subdomains can be used for different departments or branches of a company, while subfolders can organize content by category or topic.
- **SEO Considerations:** Subdomains and subfolders impact SEO differently, with subfolders often being favored for maintaining link authority and improving site structure.
- **Example:** The bakery website may have a subdomain for online orders (orders.bakery.com) and subfolders for different product categories (bakery.com/cakes, bakery.com/bread).

Website Navigation:

- **Importance:** Website navigation refers to the menus, links, and buttons that guide users through the site. Intuitive navigation enhances user experience and helps visitors find relevant content quickly.
- **Best Practices:** Use clear labels, consistent placement, and hierarchical structures for navigation menus. Implement breadcrumbs and search functionality for easier navigation.
- **Example:** The bakery website features a simple navigation menu with tabs for Home, Menu, About Us, and Contact. Each menu item leads to respective pages, ensuring smooth navigation for visitors.

2.1 Building websites and web pages, web hosting, subdomains and subfolders, website navigation, social media icons

Social Media Icons:

- Integration: Social media icons are links to a company's social media profiles and pages, allowing visitors to connect and engage across multiple platforms.
- Placement: Social media icons are commonly placed in the header, footer, or sidebar of a website for easy access.
- Engagement: Incorporating social media icons encourages visitors to follow, share, and interact with the brand on social media platforms.
- **Example:** The bakery website includes social media icons in the footer, linking to its Facebook, Instagram, and Twitter profiles, enabling customers to stay updated on promotions and events.

2.2 Advanced website features, setting up google analytics, search engine work mechanism

Advanced Website Features:

- E-commerce Functionality: Implementing e-commerce features allows businesses to sell products or services directly through their websites. This may include shopping carts, product pages, payment gateways, and order management systems.
- Interactive Elements: Advanced websites incorporate interactive elements such as forms, surveys, quizzes, and calculators to engage visitors and collect data.
- Personalization: Leveraging user data and behavior, websites can offer personalized experiences through targeted content, recommendations, and dynamic pricing.
- API Integrations: Integrating with third-party APIs enables advanced functionality such as social media logins, geolocation services, payment processing, and shipping calculations.
- Example: The bakery website includes an online ordering system with product listings, a shopping cart, and secure payment processing. It also features a "Build Your Own Cake" tool where customers can customize cake designs and flavors.

Setting Up Google Analytics:

- Introduction: Google Analytics is a powerful web analytics tool that provides insights into website traffic, user behavior, and marketing effectiveness.
- Installation: To set up Google Analytics, you need to create an account, generate a tracking code, and add it to your website's HTML code.
- Key Metrics: Google Analytics tracks various metrics including website traffic, user demographics, acquisition channels, conversion rates, and goal completions.
- Reporting: The platform offers customizable reports and dashboards to analyze data, identify trends, and make data-driven decisions.
- Example: After setting up Google Analytics for the bakery website, the owner can track metrics such as website visits, popular pages, conversion rates for online orders, and the effectiveness of marketing campaigns.

2.2 Advanced website features, setting up google analytics, search engine work mechanism

Search Engine Work Mechanism:

- **Crawling:** Search engines use automated bots called crawlers to discover and index web pages across the internet. Crawlers follow links from one page to another, gathering information about each page they visit.
- **Indexing:** Once crawled, web pages are indexed and stored in the search engine's database. Indexing involves analyzing page content, keywords, meta tags, and other factors to determine relevance and rank.
- **Ranking Algorithm:** Search engines employ complex algorithms to evaluate and rank indexed pages based on factors such as relevance, authority, user experience, and freshness.
- **Optimization Strategies:** Search engine optimization (SEO) involves optimizing website content, structure, and performance to improve visibility and ranking in search engine results pages (SERPs).
- **Example:** By optimizing the bakery website with relevant keywords, high-quality content, fast loading times, and mobile responsiveness, it improves its chances of appearing at the top of search results when users search for terms like "local bakery" or "fresh pastries."

2.3 Pillars of SEO, on-page and off-page optimization, SEO -visual and voice search, SEO tactics - white-hat and black hat SEO, SEO - UX and UI, content marketing for SEO success, and external link building.

Pillars of SEO:

- Technical SEO: Involves optimizing website infrastructure, server settings, and code to make it easier for search engines to crawl and index content.
- On-Page SEO: Focuses on optimizing individual web pages with relevant keywords, meta tags, headers, and internal linking to improve visibility and ranking.
- Off-Page SEO: Refers to activities outside the website such as link building, social media engagement, and online reputation management to enhance authority and trustworthiness.

On-Page and Off-Page Optimization:

- On-Page Optimization: Involves optimizing content and HTML source code of individual web pages to improve search engine rankings. This includes keyword optimization, meta tags, headings, URL structure, and internal linking.
- Off-Page Optimization: Focuses on improving website's authority, relevance, and popularity through external factors such as backlinks, social signals, and online reputation management.

SEO for Visual and Voice Search:

- Visual Search: Involves using images or visual input to search for information online. Optimizing images with descriptive filenames, alt text, and captions can improve visibility in visual search results.
- Voice Search: With the rise of virtual assistants like Siri, Alexa, and Google Assistant, optimizing content for voice search involves using natural language, long-tail keywords, and answering specific questions concisely.

2.3 Pillars of SEO, on-page and off-page optimization, SEO -visual and voice search, SEO tactics - white-hat and black hat SEO, SEO - UX and UI, content marketing for SEO success, and external link building.

White-Hat and Black-Hat SEO Tactics:

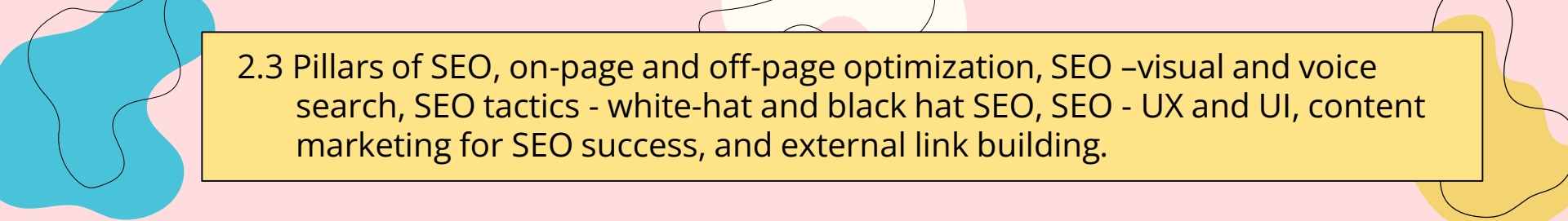
- **White-Hat SEO:** Refers to ethical and sustainable SEO practices that comply with search engine guidelines. This includes creating high-quality content, optimizing user experience, and earning backlinks through organic means.
- **Black-Hat SEO:** Involves unethical and manipulative techniques to deceive search engines and artificially inflate rankings. Examples include keyword stuffing, cloaking, link schemes, and content scraping.

SEO - UX and UI:

- **User Experience (UX):** Focuses on optimizing website design and functionality to enhance user satisfaction and engagement. SEO-friendly UX involves fast loading times, mobile responsiveness, intuitive navigation, and clear calls-to-action.
- **User Interface (UI):** Refers to the visual elements and layout of a website that users interact with. SEO-friendly UI design emphasizes readability, accessibility, visual hierarchy, and consistent branding.


Content Marketing for SEO Success:

- **Content Strategy:** Developing a comprehensive content strategy involves creating valuable, relevant, and engaging content that resonates with your target audience. This includes blog posts, articles, videos, infographics, and podcasts.
- **Keyword Research:** Conducting keyword research helps identify topics and phrases that your audience is searching for. Integrating these keywords naturally into your content can improve search engine visibility and ranking.
- **Content Promotion:** Promoting your content through social media, email marketing, influencer outreach, and guest blogging can increase visibility, attract backlinks, and drive traffic to your website.



2.3 Pillars of SEO, on-page and off-page optimization, SEO –visual and voice search, SEO tactics - white-hat and black hat SEO, SEO - UX and UI, content marketing for SEO success, and external link building.

External Link Building:

- Meaning: External link building involves acquiring backlinks from other websites to improve your website's authority, relevance, and visibility in search engine results.
 - Strategies: Building relationships with industry influencers, guest posting on reputable websites, participating in online communities, and creating shareable content are common link building strategies.
 - Quality vs. Quantity: Focus on earning high-quality backlinks from authoritative and relevant websites rather than pursuing large quantities of low-quality backlinks.
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Module 3 Display Advertising & Search Engine Advertising

3.1 Display advertising media, digital/ad metrics, types of display ads, targeting categories, geographic and language tagging, programmatic display advertising, ad server, ad exchange, challenges to display advertising.

3.2 Search engine payments, google AdWords, Ad placements, Ad ranks, enhancing ad campaign, performance reports, and e-commerce ads Vs google ads.



3.1 Display advertising media, digital/ad metrics, types of display ads, targeting categories, geographic and language tagging, programmatic display advertising, ad server, ad exchange, challenges to display advertising.

Display Advertising Media:

- Definition: Display advertising involves placing visual ads (banners, images, videos) on third-party websites or platforms to promote products, services, or brands.
- Platforms: Display ads can be served on websites, social media platforms, mobile apps, and other digital channels.
- Formats: Common display ad formats include banner ads, rich media ads, interstitial ads, video ads, and native ads.
- Purpose: Display ads aim to increase brand awareness, drive traffic to websites, generate leads, or encourage conversions.

Digital/Ad Metrics:

- Impressions: The number of times an ad is displayed to users.
- Clicks: The number of times users click on an ad to visit the advertiser's website.
- Click-Through Rate (CTR): The ratio of clicks to impressions, indicating the effectiveness of an ad in generating clicks.
- Conversion Rate: The percentage of users who complete a desired action after clicking on an ad, such as making a purchase or filling out a form.
- Cost-Per-Click (CPC): The amount advertisers pay for each click on their ads.
- Return on Investment (ROI): The measure of revenue generated compared to the cost of advertising.

3.1 Display advertising media, digital/ad metrics, types of display ads, targeting categories, geographic and language tagging, programmatic display advertising, ad server, ad exchange, challenges to display advertising.

Types of Display Ads:

- Banner Ads: Static or animated images displayed on web pages.
- Rich Media Ads: Interactive ads with multimedia elements such as video, audio, or animation.
- Interstitial Ads: Full-screen ads that appear before the desired content on websites or apps.
- Video Ads: Short video clips played before, during, or after online video content.
- Native Ads: Ads that blend seamlessly with the surrounding content, appearing less intrusive to users.

Targeting Categories:

- Demographic Targeting: Targeting based on demographic factors such as age, gender, income, education, and occupation.
- Behavioral Targeting: Targeting based on user behavior, interests, online activities, and browsing history.
- Geographic Targeting: Targeting specific locations or regions, such as countries, cities, or zip codes.
- Contextual Targeting: Targeting ads based on the content of the web page or app where the ad is displayed.
- Remarketing/Retargeting: Targeting users who have previously interacted with your website or app, serving them relevant ads as they browse other sites.

Geographic and Language Tagging:

- Geographic Targeting: Geo-targeting allows advertisers to specify the geographic locations where their ads should be displayed, ensuring relevance to local audiences.
- Language Targeting: Language targeting ensures that ads are served to users who speak a particular language, regardless of their location.

3.1 Display advertising media, digital/ad metrics, types of display ads, targeting categories, geographic and language tagging, programmatic display advertising, ad server, ad exchange, challenges to display advertising.

Programmatic Display Advertising:

- Definition: Programmatic display advertising involves using automated systems and algorithms to buy and sell ad inventory in real-time auctions.
- Benefits: Programmatic advertising offers efficiency, scalability, and precise targeting capabilities, enabling advertisers to reach their desired audiences with relevant ads.
- Process: Advertisers use demand-side platforms (DSPs) to bid on ad impressions, while publishers use supply-side platforms (SSPs) to sell ad inventory. Ad exchanges facilitate the auction process between advertisers and publishers.

Ad Server and Ad Exchange:

- Ad Server: An ad server is a technology platform that stores, manages, and delivers digital ads to websites, apps, or other digital channels. It also tracks ad performance and provides reporting metrics.
- Ad Exchange: An ad exchange is a digital marketplace where advertisers and publishers buy and sell ad inventory through real-time auctions. Ad exchanges facilitate the automated buying and selling of ad impressions across multiple websites or platforms.

Challenges to Display Advertising:

- Ad Blocking: The growing popularity of ad-blocking software limits the visibility of display ads and reduces ad revenue for publishers.
- Ad Fraud: Ad fraud encompasses various fraudulent activities such as click fraud, impression fraud, and bot traffic, which undermine the effectiveness of display advertising campaigns.
- Banner Blindness: Users may develop banner blindness, ignoring or tuning out display ads due to their prevalence and perceived intrusiveness.
- Viewability: Ensuring that ads are viewable to users, especially on cluttered web pages or mobile devices, presents a challenge for advertisers and publishers.

3.2 Search engine payments, google AdWords, Ad placements, Ad ranks, enhancing ad campaign, performance reports, and e-commerce ads Vs google ads.

Search Engine Payments:

- Pay-Per-Click (PPC): In PPC advertising, advertisers pay each time a user clicks on their ad. This model is commonly used in search engine advertising, where ads appear alongside organic search results.
- Cost-Per-Impression (CPM): In CPM advertising, advertisers pay for every 1,000 impressions of their ad, regardless of clicks. This model is often used for display advertising.

Google AdWords:

- Definition: Google AdWords, now known as Google Ads, is an online advertising platform developed by Google. It allows advertisers to bid on keywords to display clickable ads in Google's search results and across its advertising network.
- Ad Formats: Google Ads supports various ad formats including text ads, display ads, video ads, shopping ads, and app promotion ads.
- Keyword Targeting: Advertisers target specific keywords related to their products or services to display ads to users searching for those terms.
- Bidding: Advertisers set bids for their chosen keywords, determining how much they are willing to pay for each click on their ads.

Ad Placements:

- Search Network: Ads appear alongside organic search results on Google Search and other search engine partners.
- Display Network: Ads are displayed on websites, mobile apps, and videos within Google's extensive network of partner sites and platforms.
- YouTube: Video ads can appear before, during, or after YouTube videos, as well as within YouTube search results and on the YouTube homepage.

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Ad Ranks:

- **Ad Rank Calculation:** Ad Rank determines the position of ads on search engine results pages (SERPs) and is calculated based on the advertiser's bid, ad quality, and expected impact of ad extensions and other ad formats.
- **Quality Score:** Quality Score is a key factor in determining ad rank and is based on the relevance and quality of the ad, landing page experience, and expected click-through rate (CTR).
- **Ad Extensions:** Ad extensions such as sitelinks, callouts, and structured snippets can improve ad rank by providing additional information and enhancing ad visibility.

Enhancing Ad Campaign:

- **Keyword Research:** Conduct thorough keyword research to identify relevant search terms and phrases that align with your business goals.
- **Ad Copy Optimization:** Write compelling ad copy that includes targeted keywords, unique selling propositions, and clear calls-to-action to attract clicks and conversions.
- **Landing Page Optimization:** Ensure that landing pages are relevant, user-friendly, and optimized for conversions to maximize the effectiveness of ad campaigns.
- **Ad Testing:** Continuously test different ad creatives, messaging, and targeting strategies to optimize performance and drive better results.

3.2 Search engine payments, google AdWords, Ad placements, Ad ranks, enhancing ad campaign, performance reports, and e-commerce ads Vs google ads.

Performance Reports:

- Metrics: Performance reports provide valuable insights into key metrics such as clicks, impressions, CTR, conversion rate, cost-per-acquisition (CPA), and return on ad spend (ROAS).
- Segmentation: Reports can be segmented by various dimensions such as time, device, geography, and audience to analyze performance trends and identify opportunities for optimization.
- Actionable Insights: Use performance reports to evaluate the effectiveness of ad campaigns, identify areas for improvement, and make data-driven decisions to optimize ad spend and ROI.

E-commerce Ads Vs Google Ads:

- E-commerce Ads: E-commerce ads are specifically designed to promote products and drive sales on e-commerce platforms such as Amazon, eBay, or Shopify. These ads often include product images, prices, and shopping links.
- Google Ads: While Google Ads can be used for e-commerce advertising, they encompass a broader range of advertising options including search ads, display ads, video ads, and app promotion ads. Google Ads can be used to drive traffic to e-commerce websites, promote products, generate leads, and increase brand awareness.

Module 4- Social Media Marketing – Facebook, LinkedIn, & Instagram

- 4.1 Developing social media ad strategy - listening, goal setting, strategy, implementation, measurement, social entertainment, and gamification.
- 4.2 Facebook marketing – organic marketing, paid marketing, marketing with 3D posts, FB ads manager, FB pixel, FB business manager, and useful design tools.
- 4.3 Importance of LinkedIn presence, LinkedIn strategy, LinkedIn website demographics, content strategy, LinkedIn native videos, LinkedIn analytics, and ad campaign.
- 4.4 Instagram: objectives, content strategy, style guidelines, hashtags, sponsored ads, and apps



4.1 Developing social media ad strategy - listening, goal setting, strategy, implementation, measurement, social entertainment, and gamification.

1. Listening:

- **Monitor Conversations:** Listen to social media conversations related to your industry, brand, competitors, and target audience. Use social listening tools to track mentions, hashtags, and trends.
- **Identify Insights:** Analyze the data collected through social listening to identify consumer preferences, pain points, interests, and trends. This information will inform your ad strategy and messaging.

2. Goal Setting:

- **Define Objectives:** Establish clear and measurable goals for your social media ad campaign, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales.
- **Set Key Performance Indicators (KPIs):** Determine specific metrics to track and measure the success of your ad campaign, such as reach, engagement, click-through rate (CTR), conversion rate, and return on investment (ROI).

3. Strategy:

- **Target Audience:** Identify your target audience based on demographics, interests, behaviors, and psychographics. Create buyer personas to understand their needs, preferences, and pain points.
- **Platform Selection:** Choose the social media platforms that align with your target audience and campaign objectives. Consider factors such as user demographics, platform features, and advertising options.
- **Content Strategy:** Develop compelling ad creatives, including images, videos, copy, and calls-to-action (CTAs), that resonate with your target audience and drive engagement.
- **Ad Formats:** Select the most suitable ad formats for your campaign objectives, such as carousel ads, video ads, sponsored posts, stories ads, or influencer partnerships.
- **Budget Allocation:** Allocate your budget effectively across different platforms, ad formats, and targeting options to maximize reach and results.

4.1 Developing social media ad strategy - listening, goal setting, strategy, implementation, measurement, social entertainment, and gamification.

4. Implementation:

- Ad Creation: Create and launch your social media ads using the ad creation tools provided by each platform. Customize your ad targeting, bidding strategy, and ad scheduling to optimize performance.
- A/B Testing: Experiment with different ad variations to identify which elements resonate best with your audience. Test variations in ad creative, messaging, targeting, and bidding strategies to optimize campaign performance.
- Ad Optimization: Monitor your ad performance in real-time and make adjustments as needed to improve results. Optimize your ad targeting, creative elements, ad copy, and bidding strategy based on performance data and insights.

5. Measurement:

- Track Performance: Monitor key performance metrics throughout the duration of your ad campaign using the analytics tools provided by each social media platform. Track metrics such as reach, engagement, clicks, conversions, and ROI.
- Evaluate Results: Analyze the performance data collected to evaluate the effectiveness of your social media ad campaign in achieving your goals. Identify what worked well and areas for improvement.
- Iterate and Improve: Use insights gained from performance analysis to refine your social media ad strategy for future campaigns. Continuously iterate and optimize your approach based on data-driven insights and best practices.

Social Entertainment and Gamification:

- Social Entertainment: Incorporate elements of entertainment into your social media ads to capture attention, evoke emotions, and engage users. This can include humor, storytelling, interactive content, and user-generated content (UGC).
- Gamification: Gamify your social media ads by incorporating game-like elements such as quizzes, contests, challenges, rewards, and leaderboards. Gamification can increase engagement, drive participation, and foster brand loyalty.

4.2 Facebook marketing – organic marketing, paid marketing, marketing with 3D posts, FB ads manager, FB pixel, FB business manager, and useful design tools.

Organic Marketing on Facebook:

- Content Strategy: Develop a content strategy that aligns with your brand voice, values, and audience preferences. Create engaging and shareable content such as articles, videos, images, and polls to increase organic reach and engagement.
- Community Engagement: Foster relationships with your audience by responding to comments, messages, and inquiries promptly. Encourage user-generated content (UGC) and facilitate conversations around your brand.
- Facebook Groups: Create or join Facebook Groups relevant to your industry or niche to connect with like-minded individuals, share valuable content, and establish thought leadership.

Paid Marketing on Facebook:

- Ad Campaign Creation: Use Facebook Ads Manager to create and manage your paid advertising campaigns. Define your campaign objectives, target audience, ad placements, budget, and bidding strategy.
- Ad Formats: Choose from various ad formats including image ads, video ads, carousel ads, slideshow ads, collection ads, and lead ads. Select the ad format that best suits your campaign goals and creative assets.
- Audience Targeting: Utilize Facebook's advanced targeting options to reach specific demographics, interests, behaviors, and custom audiences. Experiment with different targeting criteria to refine your audience segmentation and improve ad performance.
- Ad Optimization: Monitor your ad performance in Ads Manager and optimize your campaigns based on key metrics such as relevance score, click-through rate (CTR), conversion rate, and return on ad spend (ROAS).

4.2 Facebook marketing – organic marketing, paid marketing, marketing with 3D posts, FB ads manager, FB pixel, FB business manager, and useful design tools.

Marketing with 3D Posts on Facebook:

- **Engaging Content:** Leverage Facebook's 3D posts feature to create immersive and interactive content that stands out in users' news feeds. Use 3D models, animations, and AR effects to showcase products, demonstrate features, or tell stories.
- **Enhanced Engagement:** 3D posts can increase engagement and dwell time as users interact with the content by rotating, zooming, or exploring 3D objects. This can lead to higher brand recall and conversion rates.
- **Compatibility:** Ensure that your 3D posts are compatible with Facebook's platform and accessible to users across different devices and browsers. Test your 3D content to ensure optimal performance and user experience.

Facebook Ads Manager:

- **Campaign Management:** Create, edit, and monitor your Facebook ad campaigns in Ads Manager. Set campaign objectives, ad placements, targeting criteria, budget, and bidding strategy.
- **Ad Creation:** Design ad creatives including images, videos, copy, and calls-to-action (CTAs) within Ads Manager. Customize your ad format, headline, description, and button text to align with your campaign goals and messaging.
- **Performance Tracking:** Track key performance metrics such as reach, impressions, clicks, conversions, and cost per acquisition (CPA) in Ads Manager. Analyze campaign performance and make data-driven decisions to optimize your ad spend and ROI.

Facebook Pixel:

- **Tracking Code:** Install the Facebook pixel on your website to track user interactions, conversions, and website traffic. The pixel collects data on user behavior such as page views, add-to-carts, purchases, and sign-ups.
- **Audience Insights:** Use pixel data to create custom audiences based on website visitors, engagement, and actions taken. Retarget users with relevant ads based on their behavior and interests.
- **Conversion Optimization:** Optimize your ad campaigns for specific conversion events tracked by the pixel, such as purchases or form submissions. Maximize the effectiveness of your ads by targeting users most likely to take desired actions.

4.2 Facebook marketing – organic marketing, paid marketing, marketing with 3D posts, FB ads manager, FB pixel, FB business manager, and useful design tools.

Facebook Business Manager:

- Account Management: Use Facebook Business Manager to manage multiple Facebook Pages, ad accounts, and business assets in one centralized platform. Assign roles and permissions to team members, partners, and agencies for collaborative work.
- Ad Account Setup: Set up ad accounts within Business Manager to run and track your Facebook ad campaigns. Link your ad accounts to your Facebook Pages, pixel, and other business assets for streamlined management.
- Asset Sharing: Share access to Facebook Pages, ad accounts, and other assets with external partners or agencies securely through Business Manager. Collaborate on ad campaigns, content creation, and analytics reporting.

Useful Design Tools for Facebook Marketing:

- Canva: Create professional-looking graphics, images, and videos for your Facebook ads and posts with Canva's easy-to-use design templates and tools.
- Adobe Spark: Design eye-catching visuals, animations, and videos for your Facebook marketing campaigns using Adobe Spark's intuitive design interface and customizable templates.
- Crello: Design stunning graphics and animations for your Facebook ads and posts with Crello's extensive library of templates, fonts, and creative assets.
- Figma: Collaborate with team members and create interactive prototypes for your Facebook marketing campaigns using Figma's powerful design and prototyping tools.
- Pixlr: Edit and enhance your photos for Facebook marketing using Pixlr's comprehensive suite of photo editing tools, filters, and effects.

4.3 Importance of LinkedIn presence, LinkedIn strategy, LinkedIn website demographics, content strategy, LinkedIn native videos, LinkedIn analytics, and ad campaign.

Importance of LinkedIn Presence:

- Professional Networking: LinkedIn provides a platform for professionals to connect, network, and establish industry relationships. A strong LinkedIn presence can help individuals expand their professional network and career opportunities.
- Brand Visibility: Maintaining an active presence on LinkedIn allows businesses to increase brand visibility, showcase expertise, and attract potential customers or clients.
- Thought Leadership: Publishing insightful content and participating in industry discussions on LinkedIn can position individuals and businesses as thought leaders in their respective fields.
- Recruitment and Talent Acquisition: LinkedIn serves as a valuable tool for recruiting top talent, posting job openings, and vetting potential candidates.

LinkedIn Strategy:

- Profile Optimization: Ensure your LinkedIn profile is complete, up-to-date, and optimized with relevant keywords, skills, and accomplishments. Use a professional profile photo and compelling headline to make a strong first impression.
- Content Sharing: Share relevant and engaging content on your LinkedIn feed to provide value to your network and showcase your expertise. Mix curated content with original posts, articles, and multimedia content.
- Engagement and Networking: Actively engage with your connections by commenting on their posts, joining industry groups, and participating in discussions. Personalize connection requests and follow up with meaningful conversations.
- Thought Leadership: Establish yourself or your company as a thought leader by publishing articles, thought-provoking insights, and industry analyses on LinkedIn's publishing platform.

4.3 Importance of LinkedIn presence, LinkedIn strategy, LinkedIn website demographics, content strategy, LinkedIn native videos, LinkedIn analytics, and ad campaign.

LinkedIn Website Demographics:

- Insights: LinkedIn Website Demographics provides valuable insights into the professional characteristics and behaviors of visitors to your website. It allows you to understand the industries, job titles, company sizes, and locations of your website visitors who are LinkedIn members.
- Targeting: Use LinkedIn Website Demographics data to refine your targeting strategies for LinkedIn ad campaigns and content marketing efforts. Tailor your messaging and content to resonate with your target audience's professional interests and preferences.

Content Strategy:

- Educational Content: Share informative and educational content that addresses industry trends, challenges, and best practices. Position yourself as a valuable resource by offering actionable insights and solutions to your audience's pain points.
- Visual Content: Incorporate visual elements such as images, infographics, and videos into your LinkedIn posts to increase engagement and grab users' attention in their feeds.
- Storytelling: Use storytelling techniques to humanize your brand, connect with your audience on an emotional level, and convey your brand's values and mission.
- Consistency: Maintain a consistent posting schedule to stay top-of-mind with your audience and demonstrate your commitment to providing valuable content.

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4.3 Importance of LinkedIn presence, LinkedIn strategy, LinkedIn website demographics, content strategy, LinkedIn native videos, LinkedIn analytics, and ad campaign.

LinkedIn Native Videos:

- Engagement: LinkedIn native videos tend to receive higher engagement compared to other types of content. Use native videos to share product demos, customer testimonials, behind-the-scenes footage, and thought leadership content.
- Authenticity: Native videos allow you to showcase your personality, expertise, and authenticity, helping you build trust and credibility with your audience.
- Visibility: LinkedIn prioritizes native video content in users' feeds, increasing the likelihood of your videos being seen by your connections and followers.

LinkedIn Analytics:

- Performance Tracking: Use LinkedIn Analytics to track the performance of your posts, articles, and overall LinkedIn presence. Monitor metrics such as impressions, engagement, clicks, followers, and demographics.
- Content Insights: Analyze which types of content resonate most with your audience and drive the highest engagement. Use this data to refine your content strategy and optimize future posts.
- Audience Insights: Gain valuable insights into the demographics, interests, and behaviors of your LinkedIn audience. Use this information to tailor your messaging, targeting, and content to better meet the needs of your audience.

4.3 Importance of LinkedIn presence, LinkedIn strategy, LinkedIn website demographics, content strategy, LinkedIn native videos, LinkedIn analytics, and ad campaign.

LinkedIn Ad Campaign:

- Ad Formats: LinkedIn offers various ad formats including sponsored content, sponsored InMail, text ads, dynamic ads, and video ads. Choose the ad format that best aligns with your campaign goals and target audience.
- Targeting Options: Utilize LinkedIn's robust targeting options to reach specific professional audiences based on criteria such as job title, industry, company size, seniority, and interests.
- Ad Creative: Create compelling ad creatives that grab attention, communicate your message effectively, and drive action. Test different ad variations to identify which ones resonate best with your target audience.
- Performance Monitoring: Monitor the performance of your LinkedIn ad campaigns in real-time using LinkedIn Campaign Manager. Track key metrics such as impressions, clicks, conversions, and cost-per-acquisition (CPA). Adjust your targeting, bidding, and ad creative based on performance data to optimize campaign performance.

4.4 Instagram: objectives, content strategy, style guidelines, hashtags, sponsored ads, and apps

Objectives:

- **Brand Awareness:** Increase visibility and recognition of your brand among your target audience.
- **Engagement:** Foster meaningful interactions with your followers through likes, comments, and shares.
- **Lead Generation:** Drive traffic to your website or landing pages and capture leads through Instagram.
- **Sales and Conversions:** Drive sales of products or services directly from Instagram through shoppable posts or links in bio.

Content Strategy:

- **Visual Storytelling:** Use compelling visuals such as photos, videos, and graphics to tell the story of your brand or product.
- **Consistency:** Maintain a consistent posting schedule to keep your audience engaged and attract new followers.
- **Variety:** Mix up your content with a variety of formats, including product shots, behind-the-scenes glimpses, user-generated content, and inspirational quotes.
- **User Engagement:** Encourage user engagement by asking questions, running contests or giveaways, and responding to comments and messages promptly.
- **Branding:** Ensure your content reflects your brand identity, values, and personality, maintaining a cohesive look and feel across all posts.

4.4 Instagram: objectives, content strategy, style guidelines, hashtags, sponsored ads, and apps

Style Guidelines:

- **Visual Consistency:** Maintain a consistent visual style, including colors, filters, and editing techniques, to create a cohesive and recognizable Instagram aesthetic.
- **Brand Elements:** Incorporate your brand logo, colors, and fonts into your posts to reinforce brand identity.
- **Quality:** Strive for high-quality images and videos that are visually appealing and attention-grabbing.
- **Composition:** Pay attention to composition and framing to create visually appealing and engaging content.

Hashtags:

- **Relevance:** Use hashtags that are relevant to your content and target audience to increase discoverability.
- **Variety:** Mix up your hashtags with a combination of popular, niche, and branded hashtags to reach different audiences.
- **Limit:** While Instagram allows up to 30 hashtags per post, focus on quality over quantity and avoid overloading your captions with hashtags.
- **Research:** Research trending hashtags and industry-specific hashtags to identify the most effective ones for your content.

4.4 Instagram: objectives, content strategy, style guidelines, hashtags, sponsored ads, and apps

Sponsored Ads:

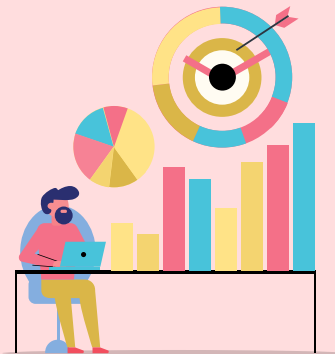
- **Ad Formats:** Instagram offers various ad formats including photo ads, video ads, carousel ads, story ads, and collection ads.
- **Targeting Options:** Utilize Instagram's advanced targeting options to reach specific demographics, interests, behaviors, and custom audiences.
- **Ad Creative:** Create visually appealing and engaging ad creatives that align with your brand and campaign objectives.
- **Call-to-Action:** Include a clear call-to-action (CTA) in your ads to encourage users to take the desired action, such as visiting your website, downloading an app, or making a purchase.
- **Performance Tracking:** Monitor the performance of your Instagram ads in real-time and optimize your campaigns based on key metrics such as reach, engagement, clicks, conversions, and return on ad spend (ROAS).

Apps:

- **Content Creation:** Use apps like Adobe Lightroom, VSCO, or Snapseed for photo editing and enhancing to make your images stand out.
- **Video Editing:** Apps like InShot, Adobe Premiere Rush, or iMovie can help you edit and customize your videos before posting them on Instagram.
- **Instagram Analytics:** Utilize third-party analytics tools like Hootsuite, Sprout Social, or Later to track your Instagram performance, measure engagement, and gain insights into your audience.



MID-TERM



Module 5 Twitter, Mobile, and Video Marketing

- 5.1 Twitter building blocks, content strategy, Twitter usage, Twitter ads, Twitter analytics, Twitter tools and tips for marketers.
- 5.2 Mobile advertising model, mobile marketing (MM) media (paid and owned), MM features, mobile apps, website and mobile responsive ads, MM strategy, and MM analytics.
- 5.3 Needs of video marketing (VM), VM channels, VM strategy, and types of marketing videos, video production process, video optimization, and video analytics.



5.1 Twitter building blocks, content strategy, Twitter usage, Twitter ads, Twitter analytics, Twitter tools and tips for marketers.

Twitter Building Blocks:

- **Profile Optimization:** Ensure your Twitter profile is complete, including a profile picture, header image, bio, and website URL. Use relevant keywords in your bio to improve discoverability. For example, @Nike's Twitter profile includes a captivating header image featuring their latest shoe collection, a recognizable logo as the profile picture, and a concise bio highlighting their mission statement and website link.
- **Content Creation:** Craft engaging tweets with attention-grabbing headlines, visuals, hashtags, and calls-to-action (CTAs). Experiment with different formats such as text, images, videos, GIFs, polls, and threads. @Apple regularly shares visually stunning product shots and videos to showcase their latest innovations, along with captivating captions that spark curiosity and excitement among their followers.
- **Engagement:** Actively engage with your audience by responding to mentions, messages, and comments. Retweet and like relevant content, participate in Twitter chats, and follow industry influencers and thought leaders. @Starbucks actively engages with their customers by responding to mentions, retweeting user-generated content, and initiating conversations around trending topics, fostering a sense of community among their followers.

5.1 Twitter building blocks, content strategy, Twitter usage, Twitter ads, Twitter analytics, Twitter tools and tips for marketers.

Content Strategy:

- **Consistency:** Maintain a consistent posting schedule to keep your audience engaged and build momentum. Use scheduling tools like Buffer, Hootsuite, or TweetDeck to plan and automate your tweets. @Netflix maintains a consistent posting schedule, sharing teasers, trailers, and behind-the-scenes content about their latest shows and movies, ensuring their audience remains engaged and excited about upcoming releases.
- **Relevance:** Share timely and relevant content that aligns with your brand voice, values, and audience interests. Monitor trending topics and hashtags to join conversations and increase visibility. @NatGeo shares captivating photos and videos of wildlife, landscapes, and scientific discoveries, tapping into their audience's interests in nature and exploration
- **Visuals:** Incorporate eye-catching visuals, including images, videos, GIFs, and infographics, to increase engagement and stand out in users' feeds. @NASA incorporates stunning images of space, planets, and galaxies into their tweets, accompanied by informative captions and hashtags, captivating their audience's imagination and inspiring wonder.
- **Hashtags:** Use relevant hashtags to increase the discoverability of your tweets and reach a wider audience. Research trending hashtags and industry-specific hashtags to maximize exposure.

5.1 Twitter building blocks, content strategy, Twitter usage, Twitter ads, Twitter analytics, Twitter tools and tips for marketers.

Twitter Usage:

- **Tweeting:** Craft tweets that are concise, clear, and engaging, with a maximum of 280 characters. Include relevant hashtags and visuals to increase visibility and engagement. @TeslaCEO Elon Musk regularly tweets updates, announcements, and insights about Tesla's electric vehicles and space exploration endeavors, leveraging Twitter as a platform to communicate directly with customers and enthusiasts.
- **Retweeting:** Share valuable content from other users by retweeting, quoting, or replying to their tweets. This helps build relationships, foster engagement, and expand your reach. @Oreo often retweets user-generated content featuring creative uses of their cookies, showcasing their fans' creativity and building brand loyalty.
- **Following:** Follow relevant accounts, including industry influencers, thought leaders, customers, and partners. Engage with their content and participate in conversations to grow your network. @TheEllenShow follows a diverse range of accounts, including fans, celebrities, and charitable organizations, fostering a sense of inclusivity and community on her Twitter feed.
- **Twitter Lists:** Organize your Twitter feed by creating lists based on different topics, interests, or demographics. This allows you to stay updated on specific conversations and engage with targeted audiences.

5.1 Twitter building blocks, content strategy, Twitter usage, Twitter ads, Twitter analytics, Twitter tools and tips for marketers.

Twitter Ads:

- Ad Formats: Twitter offers various ad formats including promoted tweets, promoted accounts, and promoted trends. Choose the ad format that best aligns with your campaign goals and target audience.
- Targeting Options: Utilize Twitter's advanced targeting options to reach specific demographics, interests, behaviors, and custom audiences. Tailor your messaging and ad creative to resonate with your target audience.
@Spotify promotes their curated playlists and personalized music recommendations through sponsored tweets featuring eye-catching visuals and compelling copy, encouraging users to subscribe to their premium service.
@Airbnb targets travelers and adventure enthusiasts with sponsored tweets promoting unique vacation rentals and experiences tailored to different demographics and interests.
- Ad Creative: Create compelling ad creatives that grab attention, communicate your message effectively, and drive action. Test different ad variations to identify which ones resonate best with your audience. @Budweiser creates engaging video ads featuring heartwarming stories and memorable moments, evoking emotions and building brand affinity among their audience.
- Performance Tracking: Monitor the performance of your Twitter ads in real-time using Twitter Ads Manager. Track key metrics such as impressions, clicks, engagements, conversions, and return on ad spend (ROAS). Adjust your targeting, bidding, and ad creative based on performance data to optimize campaign performance.

5.1 Twitter building blocks, content strategy, Twitter usage, Twitter ads, Twitter analytics, Twitter tools and tips for marketers.

Twitter Analytics:

- **Tweet Activity:** Monitor the performance of your tweets, including impressions, engagements, link clicks, retweets, and likes. Identify top-performing tweets and content trends to inform your content strategy. @Google analyzes the performance of their tweets using Twitter Analytics, tracking metrics such as impressions, clicks, and engagements to identify top-performing content and optimize future tweets.
- **Audience Insights:** Gain valuable insights into your Twitter audience, including demographics, interests, location, and behavior. Use this data to tailor your messaging, targeting, and content to better meet the needs of your audience. @HubSpot gains insights into their Twitter audience's demographics, interests, and behavior using Twitter Analytics, informing their content strategy and targeting decisions.
- **Follower Growth:** Track your follower growth over time and identify factors that contribute to increases or decreases in followers. Engage with your audience and participate in conversations to attract new followers and retain existing ones. @Shopify monitors their follower growth over time, identifying trends and patterns in follower acquisition and engagement to refine their Twitter marketing strategy.

5.1 Twitter building blocks, content strategy, Twitter usage, Twitter ads, Twitter analytics, Twitter tools and tips for marketers.

Twitter Tools and Tips for Marketers:

- **TweetDeck:** Manage multiple Twitter accounts, schedule tweets, and monitor conversations in real-time using TweetDeck's customizable dashboard. @CNN uses TweetDeck to monitor breaking news stories, schedule tweets, and engage with their audience in real-time, ensuring they stay ahead of the curve in delivering timely updates.
- **Tweepi:** Find and follow relevant accounts, unfollow inactive or irrelevant accounts, and grow your Twitter following organically. @SocialMediaExaminer utilizes Tweepi to find and follow industry influencers and thought leaders, expanding their network and amplifying their reach within their niche.
- **Social Mention:** Monitor mentions of your brand, industry, or keywords in real-time across social media platforms, including Twitter.
- **Buffer:** Schedule and publish tweets at optimal times, analyze performance metrics, and track engagement using Buffer's social media management platform. @nytimes schedules and publishes tweets at optimal times using Buffer, maximizing their content's visibility and engagement among their global audience.
- **Twitonomy:** Analyze your Twitter account's performance, track competitors, and gain insights into top-performing content, hashtags, and influencers.

5.2 Mobile advertising model, mobile marketing (MM) media (paid and owned), MM features, mobile apps, website and mobile responsive ads, MM strategy, and MM analytics.

Mobile Advertising Model:

Mobile advertising involves delivering advertisements to mobile devices such as smartphones and tablets. The model typically revolves around various formats including display ads, video ads, native ads, and in-app ads. These ads can be delivered through different channels such as social media platforms, mobile apps, websites, and search engines.

Example: A company like Coca-Cola might employ a mobile advertising model by placing banner ads within popular gaming apps or running sponsored posts on social media platforms like Instagram that are optimized for mobile viewing.

Mobile Marketing (MM) Media: Mobile marketing media refers to the channels through which marketers promote their products or services to mobile users. It includes both paid and owned media.

Paid Mobile Marketing Media: Paid media involves paying to place advertisements on third-party platforms. This could include mobile display ads, in-app ads, sponsored social media posts, and mobile search ads.

Example: A travel agency might use paid mobile marketing media by running Google Ads campaigns targeting users searching for vacation destinations on their mobile devices

Owned Mobile Marketing Media:

Owned media comprises channels that the marketer controls directly, such as their company website, mobile app, or social media profiles

Example: Starbucks utilizes owned mobile marketing media through its mobile app, allowing customers to order ahead, earn rewards, and receive personalized offers directly on their smartphones.

5.2 Mobile advertising model, mobile marketing (MM) media (paid and owned), MM features, mobile apps, website and mobile responsive ads, MM strategy, and MM analytics.

Mobile Marketing Features:

Mobile marketing features include aspects like geo-targeting, personalized messaging, mobile-responsive design, in-app messaging, push notifications, and mobile wallets.

Example: An e-commerce company might leverage personalized messaging by sending push notifications to users who have abandoned their shopping carts, reminding them to complete their purchases with a special discount offer.

Mobile Apps, Website, and Mobile Responsive Ads:

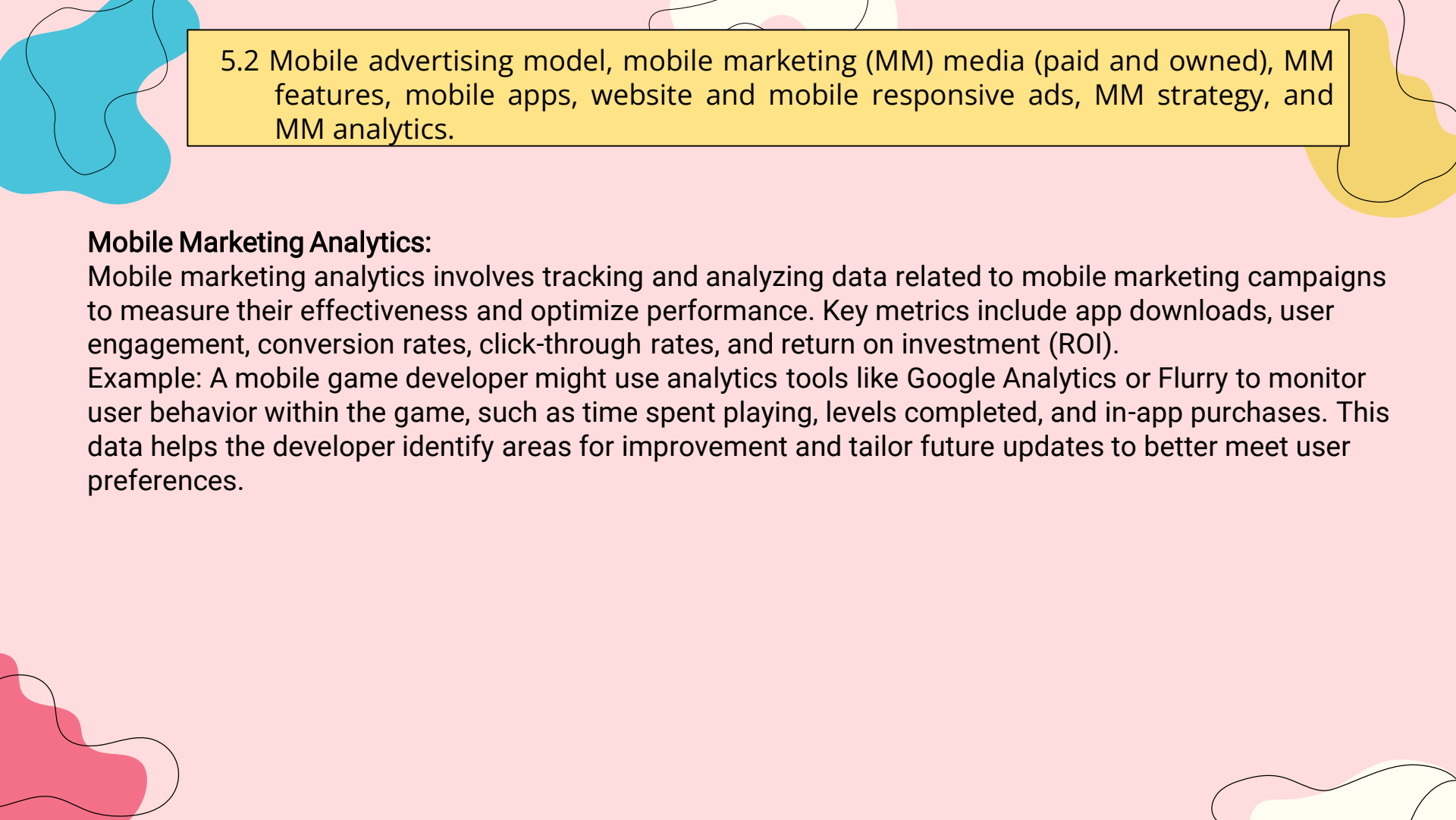
Mobile apps and mobile-responsive websites are crucial components of mobile marketing strategies. Mobile apps offer a dedicated platform for engaging with users, while mobile-responsive websites ensure optimal viewing and functionality across various mobile devices.

Example: Amazon provides a seamless mobile shopping experience through its mobile app, allowing users to browse products, make purchases, and track orders conveniently on their smartphones. Additionally, Amazon's website is optimized for mobile devices, ensuring a consistent experience regardless of the device used.

Mobile Marketing Strategy:

A mobile marketing strategy outlines how a company will reach and engage with its target audience through mobile channels. It involves setting objectives, identifying the target audience, selecting appropriate mobile marketing tactics, and measuring results.

Example: A food delivery service might implement a mobile marketing strategy focused on increasing app downloads and user engagement. This could include tactics such as offering exclusive discounts for app users, partnering with influencers to promote the app, and optimizing app store listings for better visibility.



5.2 Mobile advertising model, mobile marketing (MM) media (paid and owned), MM features, mobile apps, website and mobile responsive ads, MM strategy, and MM analytics.

Mobile Marketing Analytics:

Mobile marketing analytics involves tracking and analyzing data related to mobile marketing campaigns to measure their effectiveness and optimize performance. Key metrics include app downloads, user engagement, conversion rates, click-through rates, and return on investment (ROI).

Example: A mobile game developer might use analytics tools like Google Analytics or Flurry to monitor user behavior within the game, such as time spent playing, levels completed, and in-app purchases. This data helps the developer identify areas for improvement and tailor future updates to better meet user preferences.

5.3 Needs of video marketing (VM), VM channels, VM strategy, and types of marketing videos, video production process, video optimization, and video analytics.

Needs of Video Marketing (VM):

Video marketing fulfills various needs for businesses, including:

1. **Engagement:** Videos are highly engaging and can capture the audience's attention more effectively than text or static images.
2. **Brand Awareness:** Video content helps in building brand awareness by showcasing products, services, and brand values in an engaging format.
3. **Conversion:** Videos can drive conversions by demonstrating product features, benefits, and use cases.
4. **SEO Benefits:** Video content can improve search engine rankings and increase website traffic when optimized properly.
5. **Audience Reach:** Videos can be shared across multiple platforms, reaching a broader audience and increasing brand visibility.

VM Channels:

Video marketing can be distributed through various channels, including:

1. **Social Media Platforms:** Platforms like YouTube, Facebook, Instagram, TikTok, and LinkedIn offer opportunities for sharing video content with a wide audience.
2. **Website:** Videos can be embedded on a company's website to enhance user experience and convey information more effectively.
3. **Email Marketing:** Including videos in email campaigns can increase open rates, click-through rates, and overall engagement.
4. **Video Hosting Platforms:** Dedicated video hosting platforms like Vimeo and Wistia provide features for hosting, managing, and analyzing video content.

5.3 Needs of video marketing (VM), VM channels, VM strategy, and types of marketing videos, video production process, video optimization, and video analytics.

VM Strategy:

A video marketing strategy outlines how a company will use video content to achieve its marketing goals. It involves defining target audiences, selecting appropriate video formats and distribution channels, creating compelling content, and measuring performance.

Types of Marketing Videos:

There are various types of marketing videos, including:

1. **Explainer Videos:** These videos explain a product, service, or concept in a concise and engaging manner.
2. **Product Demonstrations:** Videos showcasing how a product works, its features, and benefits.
3. **Testimonials and Case Studies:** Customer testimonials and success stories can build trust and credibility.
4. **Tutorial and How-To Videos:** Educational videos demonstrating how to use a product or accomplish a task.
5. **Behind-the-Scenes:** Providing a glimpse behind the scenes of your business or production process can humanize the brand.
6. **Live Videos:** Real-time streaming content can engage audiences and foster interaction.

Video Production Process:

The video production process typically involves the following stages:

1. **Pre-Production:** Planning phase involving scriptwriting, storyboarding, casting, location scouting, and scheduling.
2. **Production:** Filming or recording the video content according to the pre-planned script and storyboard.
3. **Post-Production:** Editing, adding effects, graphics, sound design, and finalizing the video for distribution.
4. **Distribution:** Publishing and sharing the video across selected channels.

5.3 Needs of video marketing (VM), VM channels, VM strategy, and types of marketing videos, video production process, video optimization, and video analytics.

Video Optimization:

Video optimization involves techniques to improve the visibility, reach, and engagement of video content. This includes:

1. SEO: Optimizing video titles, descriptions, tags, and metadata to improve search engine rankings.
2. Thumbnail Design: Creating compelling thumbnails that entice viewers to click and watch the video.
3. Cross-Promotion: Promoting videos across multiple channels to increase exposure and reach.
4. Call-to-Action (CTA): Including clear CTAs within videos to encourage viewer interaction, such as subscribing, liking, or visiting a website.

Video Analytics:

Video analytics provide insights into how viewers interact with video content. Key metrics include:

1. View Count: Total number of views the video receives.
2. Watch Time: Total duration of time viewers spend watching the video.
3. Engagement: Metrics like likes, comments, shares, and click-through rates.
4. Audience Retention: Percentage of the video watched by viewers before dropping off.
5. Conversion: Tracking conversions attributed to video content, such as sign-ups or purchases

6.1 Data collection, key metrics, affiliate marketing, multi-channel attribution, types of tracking codes, and competitive intelligence.

Data Collection:

Data collection involves gathering information from various sources to gain insights into user behavior, preferences, and interactions with a company's products or services. This data can be collected through:

1. Website Analytics: Using tools like Google Analytics to track website traffic, user demographics, and behavior.
2. Social Media Analytics: Monitoring engagement metrics on social media platforms, such as likes, shares, and comments.
3. Email Marketing: Tracking open rates, click-through rates, and conversions from email campaigns.
4. Customer Relationship Management (CRM) Systems: Collecting data on customer interactions and transactions.
5. Surveys and Feedback Forms: Gathering feedback directly from customers through surveys and feedback forms.

Key Metrics:

Key metrics vary depending on the goals and objectives of a marketing campaign but may include:

1. Traffic: Number of visitors to a website or landing page.
2. Conversion Rate: Percentage of visitors who take a desired action, such as making a purchase or filling out a form.
3. Revenue: Total sales generated from marketing efforts.
4. ROI (Return on Investment): Ratio of the net profit to the cost of the marketing campaign.
5. Customer Lifetime Value (CLV): Predicted revenue attributed to a customer over their entire relationship with a company.

6.1 Data collection, key metrics, affiliate marketing, multi-channel attribution, types of tracking codes, and competitive intelligence.

Affiliate Marketing:

Affiliate marketing is a performance-based marketing strategy where businesses reward affiliates (partners) for driving traffic or sales to their website through the affiliate's marketing efforts. Affiliates typically receive a commission for each conversion they generate.

Example: An e-commerce company might partner with bloggers or social media influencers who promote its products to their audience. The affiliates earn a commission for every sale made through their unique affiliate links.

Multi-Channel Attribution:

Multi-channel attribution refers to the process of assigning value to each touchpoint in a customer's journey across multiple channels before making a conversion. It helps marketers understand the contribution of each channel to the overall conversion process.

Example: A customer may discover a product through a Google search, then visit the website via a Facebook ad before finally making a purchase after receiving an email newsletter. Multi-channel attribution would credit each of these touchpoints accordingly.

6.1 Data collection, key metrics, affiliate marketing, multi-channel attribution, types of tracking codes, and competitive intelligence.

Types of Tracking Codes

Tracking codes are snippets of code embedded in websites or marketing materials to track user behavior and interactions. Common types include:

1. UTM Parameters: Tags added to URLs to track the source, medium, and campaign of website traffic in Google Analytics.
2. Pixel Tracking: Small, transparent images placed on web pages to track user actions, such as page views or conversions.
3. JavaScript Tags: Code snippets inserted into web pages to track specific actions, such as form submissions or button clicks.
4. Conversion Tracking Codes: Tags placed on confirmation pages to track conversions, such as completed purchases or sign-ups.

Competitive Intelligence:

Competitive intelligence involves gathering and analyzing information about competitors to understand their strategies, strengths, weaknesses, and market positioning. This information helps businesses make informed decisions and identify opportunities for improvement.

Example: Analyzing competitors' advertising campaigns, keywords, and social media presence can provide insights into their marketing tactics and audience engagement strategies.

6.2 ORM Vs SEO, social commerce: reviews and ratings, user generated content, blogs, marketing partners, native advertising, landing page, and influencer marketing.

ORM vs. SEO:

- ORM (Online Reputation Management): ORM focuses on monitoring and managing a brand's online reputation. It involves responding to customer reviews, addressing negative feedback, and actively managing brand perception across various online platforms.
- SEO (Search Engine Optimization): SEO aims to improve a website's visibility in search engine results pages (SERPs) through organic methods. It involves optimizing website content, improving site structure, and earning backlinks to increase search engine rankings.

Difference: While ORM is more concerned with managing online perception and reputation, SEO focuses on optimizing website content and structure to improve search engine rankings.

Social Commerce: Reviews and Ratings, User-Generated Content (UGC), Blogs, Marketing Partners, Native Advertising, Landing Page, and Influencer Marketing:

- Reviews and Ratings: Customer reviews and ratings play a crucial role in social commerce by influencing purchasing decisions and building trust. Positive reviews can encourage others to buy, while negative reviews may deter potential customers.
- User-Generated Content (UGC): UGC, such as customer photos, videos, and testimonials, can enhance social commerce by providing authentic content that resonates with potential buyers.

6.2 ORM Vs SEO, social commerce: reviews and ratings, user generated content, blogs, marketing partners, native advertising, landing page, and influencer marketing.

- Blogs: Company blogs can serve as a platform for sharing valuable content, product updates, and industry insights, thereby driving traffic and engagement.
- Marketing Partners: Partnering with other businesses or influencers can extend reach and credibility in social commerce. Collaborations may involve co-marketing campaigns, affiliate marketing, or influencer partnerships.
- Native Advertising: Native ads seamlessly blend into the user experience of the platform where they are displayed, providing non-disruptive advertising that feels more natural to users.
- Landing Page: A well-designed landing page tailored for social commerce can lead to higher conversions by providing relevant information and a clear call-to-action (CTA).
- Influencer Marketing: Partnering with influencers who have a significant following and influence in a particular niche can amplify brand visibility and credibility, driving social commerce sales.

Example: A skincare brand may collaborate with a beauty influencer to create sponsored content featuring product reviews, tutorials, and skincare routines. This content can be shared on social media platforms, driving engagement and encouraging followers to make purchases through affiliate links or promo codes.

Module-7 Technological Advancements in DM



7.1 Voice search, beacon strategy, micro-moment marketing, cross device marketing.



7.2 Anthropomorphic AI, virtual reality (VR), augmented reality (AR), mixed reality (MR), extended reality (XR), chat bots, block chain technology.

7.3 Role of virtual agents in customer relationship management.

7.1 Voice search, beacon strategy, micro-moment marketing, cross device marketing

Voice Search:

Voice search refers to the use of spoken commands to perform online searches using voice-enabled devices such as smartphones, smart speakers, or virtual assistants like Siri, Alexa, or Google Assistant. It's becoming increasingly popular due to its convenience and efficiency.

Strategy: To optimize for voice search, businesses should focus on natural language keywords, provide concise and direct answers to common queries, optimize local SEO for "near me" searches, and ensure their website content is structured for featured snippets.

Beacon Strategy:

Beacon technology involves using Bluetooth low-energy (BLE) devices to transmit signals to nearby smartphones or other devices. These signals trigger location-based actions or deliver personalized content to users' devices when they are in close proximity to the beacon.

Strategy: Businesses can implement beacon technology to enhance customer experiences in various ways, such as sending targeted promotions, providing indoor navigation in retail stores, enabling contactless payments, or gathering data on customer behavior and preferences.

7.1 Voice search, beacon strategy, micro-moment marketing, cross device marketing

Micro-Moment Marketing:

Micro-moment marketing refers to delivering relevant and timely messages to consumers during specific moments when they are actively seeking information, making decisions, or taking action on their mobile devices. These moments can occur throughout the customer journey, such as when researching products, comparing prices, or making purchases.

Strategy: To capitalize on micro-moments, businesses should identify key touchpoints in the customer journey, anticipate users' needs and intentions, provide helpful and actionable content, and ensure a seamless mobile experience across all channels.

Cross-Device Marketing:

Cross-device marketing involves targeting and engaging consumers across multiple devices and platforms, such as smartphones, tablets, desktops, and connected TVs. It aims to deliver a consistent and cohesive brand experience regardless of the device or channel used by the consumer.

Strategy: Businesses can implement cross-device marketing strategies by leveraging data-driven insights to understand customer behavior across devices, adopting responsive design principles to ensure a seamless user experience, integrating marketing channels for omnichannel campaigns, and utilizing cross-device attribution models to measure the impact of marketing efforts across devices.

7.2 Anthropomorphic AI, virtual reality (VR), augmented reality (AR), mixed reality (MR), extended reality (XR), chat bots, block chain technology.

Anthropomorphic AI:

Anthropomorphic AI refers to artificial intelligence systems designed to mimic human-like traits or behaviors, such as speech, facial expressions, emotions, and personality. These AI systems aim to create more natural and engaging interactions with users.

Applications: Anthropomorphic AI is used in virtual assistants, chatbots, virtual characters in video games, and customer service applications to provide personalized and human-like interactions.

Virtual Reality (VR):

VR is a computer-generated simulation of an immersive, three-dimensional environment that users can interact with using specialized hardware, such as VR headsets. It aims to create a sense of presence and immersion by simulating realistic environments and experiences.

Applications: VR is used in gaming, entertainment, training simulations, education, healthcare, architecture, and virtual tours to provide immersive experiences and training environments.

Augmented Reality (AR):

AR overlays digital content onto the real-world environment, enhancing the user's perception of reality. AR technology typically utilizes smartphones, tablets, or AR glasses to superimpose virtual objects or information onto the user's view of the physical world.

Applications: AR is used in mobile apps, marketing campaigns, navigation systems, retail experiences, interior design, and industrial applications to provide contextual information, visualization, and interactive experiences.

7.2 Anthropomorphic AI, virtual reality (VR), augmented reality (AR), mixed reality (MR), extended reality (XR), chat bots, block chain technology.

Mixed Reality (MR):

MR combines elements of both VR and AR, blending virtual content with the real-world environment and enabling interaction with both digital and physical objects in real-time. MR allows digital objects to interact with and respond to the physical environment.

Applications: MR is used in training simulations, interactive storytelling, collaborative design, remote assistance, and gaming to create immersive and interactive experiences that merge the virtual and physical worlds.

Extended Reality (XR):

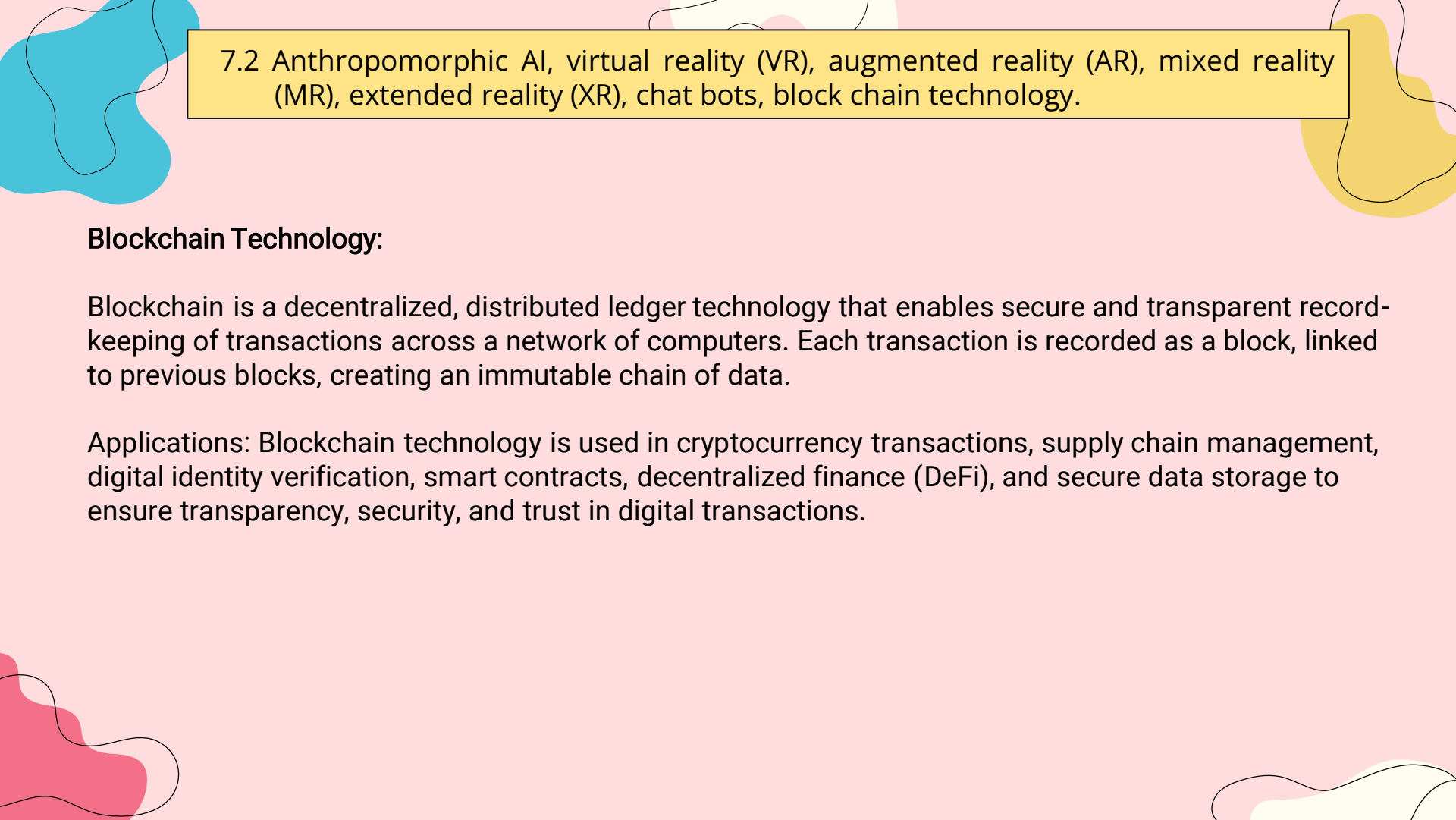
XR is an umbrella term that encompasses VR, AR, and MR technologies, referring to immersive experiences that combine real and virtual environments. XR aims to provide seamless transitions between physical and digital realities, enabling users to interact with virtual content in the real world.

Applications: XR is used in various industries, including entertainment, education, healthcare, architecture, manufacturing, and retail, to create immersive and interactive experiences that enhance learning, productivity, and engagement.

Chatbots:

Chatbots are AI-powered software programs that simulate human-like conversations with users through text or speech. Chatbots use natural language processing (NLP) and machine learning algorithms to understand user queries and provide relevant responses or assistance.

Applications: Chatbots are used in customer service, sales, marketing, and support applications to automate interactions, answer frequently asked questions, provide recommendations, and facilitate transactions.



7.2 Anthropomorphic AI, virtual reality (VR), augmented reality (AR), mixed reality (MR), extended reality (XR), chat bots, block chain technology.

Blockchain Technology:

Blockchain is a decentralized, distributed ledger technology that enables secure and transparent record-keeping of transactions across a network of computers. Each transaction is recorded as a block, linked to previous blocks, creating an immutable chain of data.

Applications: Blockchain technology is used in cryptocurrency transactions, supply chain management, digital identity verification, smart contracts, decentralized finance (DeFi), and secure data storage to ensure transparency, security, and trust in digital transactions.

7.3 Role of virtual agents in customer relationship management

Virtual agents play a crucial role in customer relationship management (CRM) by providing automated assistance and support to customers through digital channels.

1. **24/7 Availability:** Virtual agents are available round-the-clock to assist customers with inquiries, support requests, and information retrieval. This ensures that customers can receive assistance at any time, even outside of regular business hours.
2. **Efficient Handling of Routine Inquiries:** Virtual agents excel at handling routine and repetitive inquiries, such as FAQs, account inquiries, order status updates, and basic troubleshooting. By automating these tasks, virtual agents free up human agents to focus on more complex and high-value interactions.
3. **Instant Response Times:** Virtual agents provide instantaneous responses to customer inquiries, reducing wait times and improving the overall customer experience. This leads to higher customer satisfaction and retention rates.
4. **Scalability:** Virtual agents can handle a large volume of inquiries simultaneously, making them highly scalable. As customer demand fluctuates, virtual agents can dynamically adjust to meet the needs of customers without delays or bottlenecks.

7.3 Role of virtual agents in customer relationship management

5. **Consistent Service Delivery:** Virtual agents deliver consistent service experiences across all channels and touchpoints. They adhere to predefined scripts and guidelines, ensuring uniformity in responses and information provided to customers
6. **Personalization:** Advanced virtual agents utilize machine learning and natural language processing (NLP) algorithms to personalize interactions with customers. They can understand customer preferences, tailor responses to individual needs, and provide relevant recommendations or solutions.
7. **Data Collection and Analysis:** Virtual agents gather valuable data and insights from customer interactions, including common inquiries, pain points, and frequently requested information. This data can be analyzed to identify trends, improve service offerings, and enhance overall CRM strategies.
8. **Integration with CRM Systems:** Virtual agents seamlessly integrate with CRM systems, allowing them to access customer data, history, and preferences in real-time. This enables more personalized and contextually relevant interactions with customers.

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