INFORMATICS
INSTITUTE OF
TECHNOLOGY

UNIVERSITY OF
WESTMINSTER⌗

**6MARK027C.2– Digital Marketing, social media and**

**Web Analytics**

**COURSEWORK 01**

BSc (Hons) in Business Information Systems

Business School

Informatics Institute of Technology, Sri Lanka
in collaboration with
University of Westminster, UK

**Module Leader:** Mr. Prasanna Pathmanathan

| Name | Avisha de Mel |
|---|---|
| **UOW ID** | W1760972 |
| **Student ID** | 2018398 |

Date: 07.03.2023

**Word count – 2620 Words**

# Contents

# List of Figures

## List of Tables

# Question 1

## 1.1 Case study

Amazon's Digital Marketing strategy.

## 1.2 Technical terms

MBC – millers buying circle.

SEO – search engine optimization

ROI – return on investment.

## 1.3 Millers buying circle model
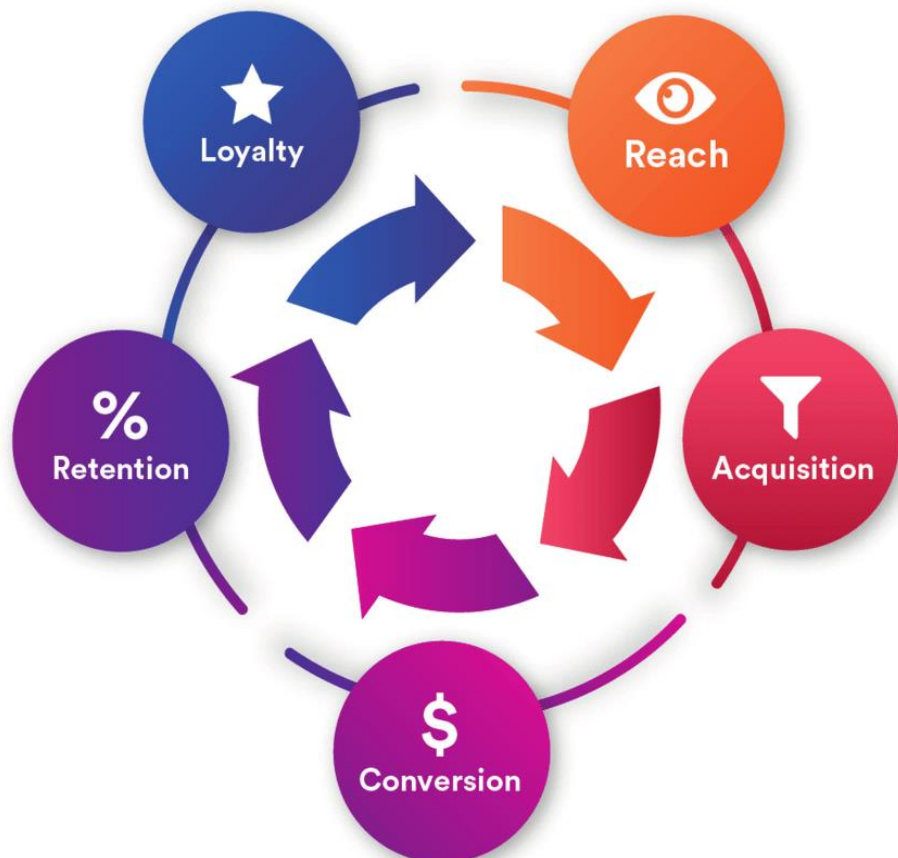


*Figure 1. Miller's Buying Circle (img source:researchgate)*

The MBC model denotes the various stages a particular customer must go through, when making a purchase. This model is often represented by an ellipse, signifying that customer retention is a cycle, and the objective of the concept is to have the customer repeatedly move through the cycle (Schmiedicker, 2023).

The 5 stages of Millers':

- Reach – The stage a customer is on the lookout for a product after realizing their requirement, and the retailer reaches out to their customers who are analyzing products by searching through methods such as SEO, search engine marketing, social media, etc.
- Acquisition – When the consumer shows interest toward the product, and the retailer aims to convince to purchase is called acquisition stage.
- Conversion - When the buyer officially purchases your product, and converts into a customer, it can be stated that the stage of conversion is attained.
- Retention – The objective of this stage is to keep the customer engaged by obtaining their feedback and establishing a personalized communication experience.
- Loyalty - The customer reaches this stage after being influenced by the previous four stages as loyalty is a gradual process.
  (Amaresan, 2020)

**1.3 Important features to measure each stage.**

*Table 1 Important features to measure each stage of MBC.*

| Stage | Feature |
|---|---|
| Reach | Impressions, branded searches, website visits, SEO, social media advertising |
| Acquisition | Leads, inquiries |
| Conversion | Lead conversion rates, opportunity-to-close rates |
| Retention | Renewal rates |
| Loyalty | Net promotor scores, satisfaction scores |

(Schmiedicker, n.d.)

**1.4 Applying Miller's cycle to Amazon**

Since amazon is an e-commerce platform, the main source that they use to obtain 'Reach' to such a large target audience is by utilizing their digital marketing strategy, inclusive of social media and SEOs.

After investing on developing advanced marketing tools, it's been said that "Amazons digital ad revenues increased by 53% from 2019 to 2020, followed by a 56% jump between 2020 and 2021" (e-marketer).

This demonstrates that amazon recognized the potential of e-marketing and invested on it to give their customers a platform that gives a user-friendly experience, inclusive of effective customer service along with an insightful UX. Therefore, this enabled them to widen the chances of their consumers reaching the stage of 'acquisition'. (Bernat, 2022)

Once the consumer purchases the product and becomes a customer, amazon attains conversion by using personalization to make relevant recommendations and clear the checkout process. This makes the customer feel like they have value for the product purchased (Chaffey, 2022).

Amazon's customer retention rate has been over the roof since 2020 owing to the global pandemic. And the following are a few steps they implemented to achieve off-the chart results.

- Create new user experiences.
- Personalize customer return experience.
- Utilizing emails for users to click and make purchases.
- Effectively reach out to users and update them offsite.
- Offer perks for loyal customers.

(Rodríguez, 2020)

Amazon offers a customer-centric loyalty approach that keeps the consumer wanting to come back for more. To ensure customer loyalty is achieved they take the following measures.

- Offering good customer service.
- Amazon prime and Amazon moments.
- Contributor awards.
- Amazon smile.
- Gain and redeem points.

(Buglewicz, 2021)

**1.5 The use of MBC to inform digital marketing campaigns.**

Amazon is known as one of the largest online stores in the world, and this retailer which started out as an online bookstore is now in more than 200 countries, selling almost everything. And the key to their success is their digital marketing strategy. (Simplilearn.com (2022))

Likewise, applying the MBC to digital marketing campaigns can increase customer engagement, retention, loyalty, and monetization. The cycle aims to provide the greatest value to the customers at each stage, which is more customer-centric and the customers feel understood rather than filling their mails with spam. Moreover, creating a positive experience for them, can even keep them away from turning to competitors. Another benefit of utilizing this model is higher ROI because of customer loyalty.

# Question 2

### A) Microsite screenshots and URL

Link to site: **https://sites.google.com/iit.ac.lk/bnsmusicsl/**
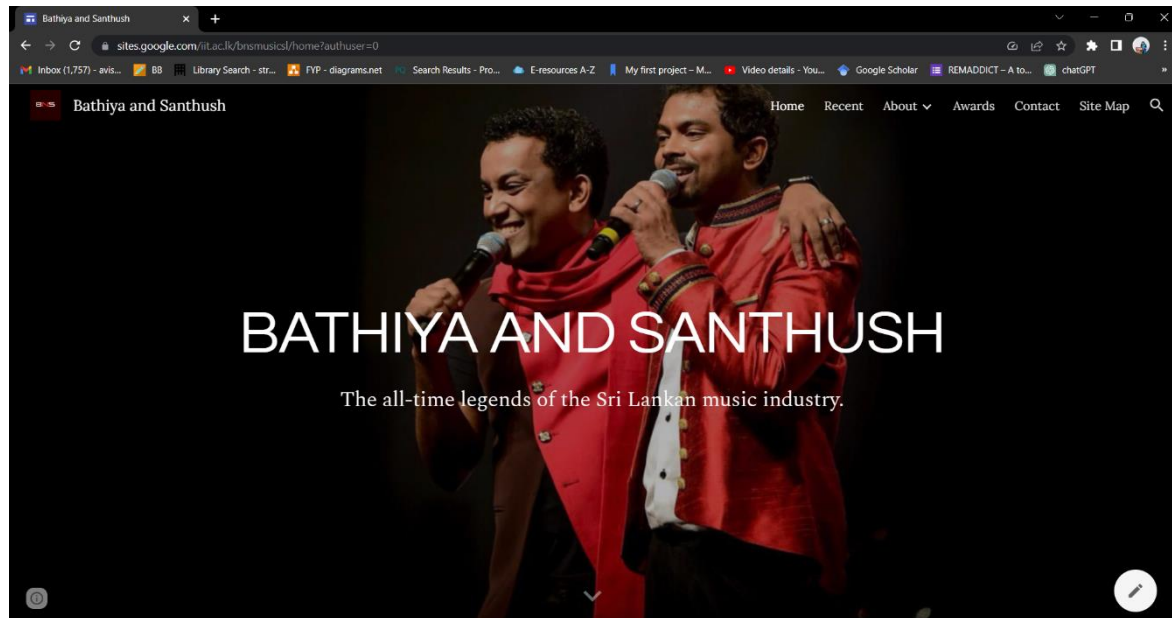


*Figure 3 Home page*
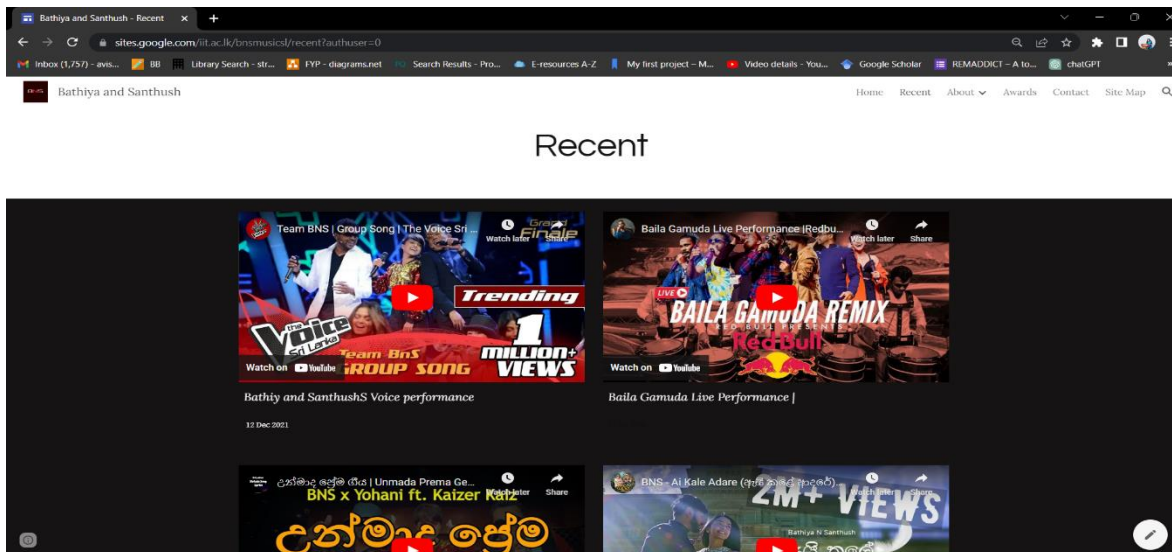


*Figure 2 Recent page*
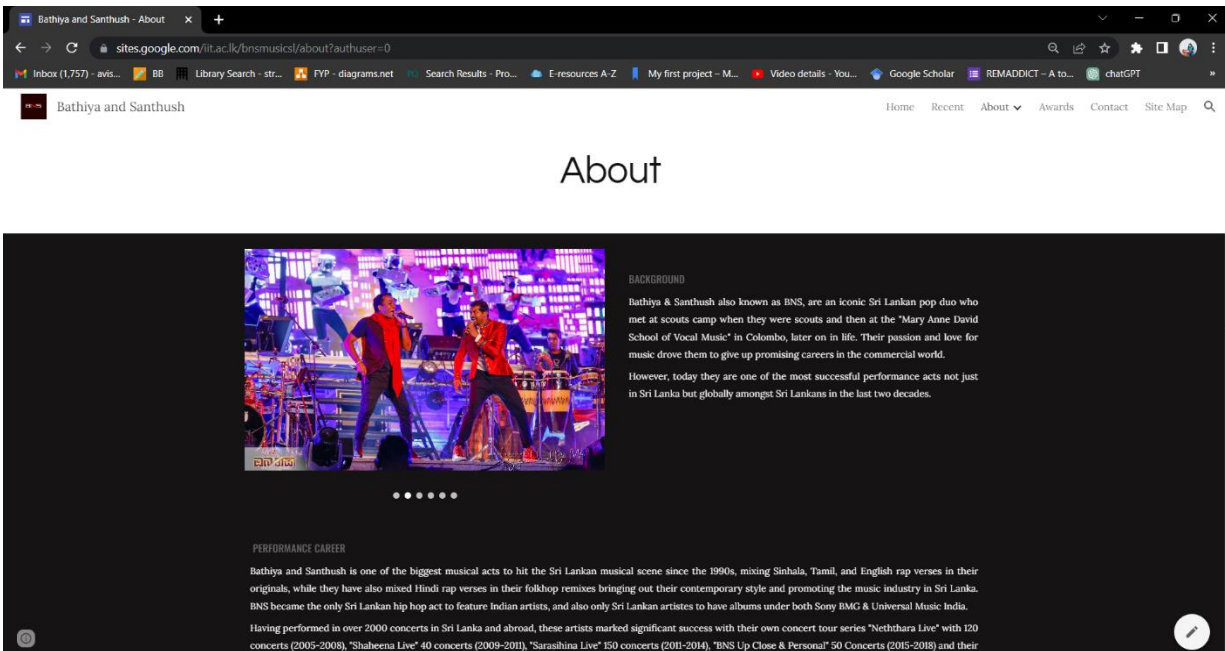
*Figure 4 About page*
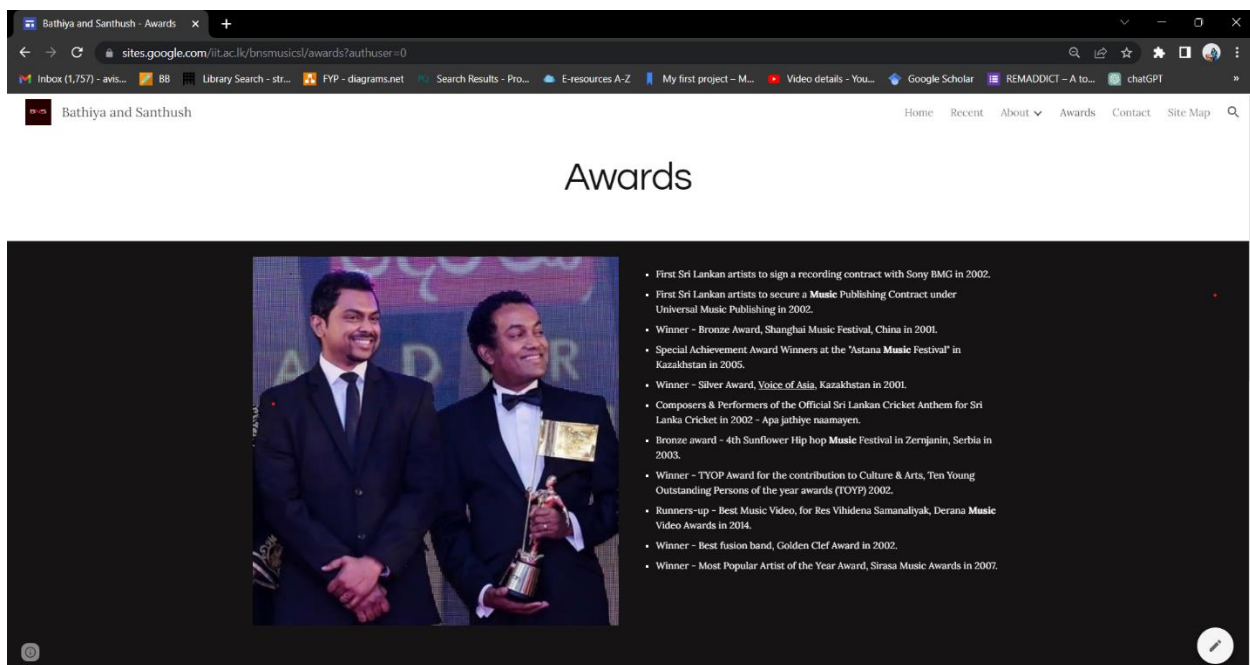


*Figure 5 Awards page*
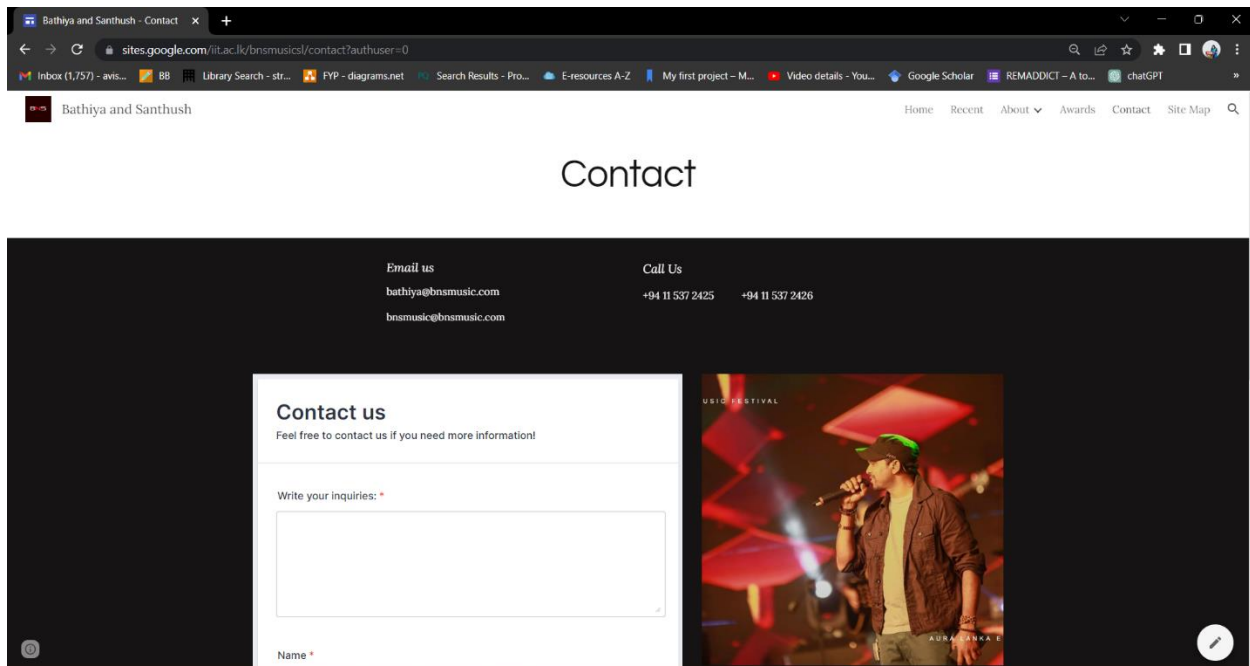
*Figure 6 Contact page.*
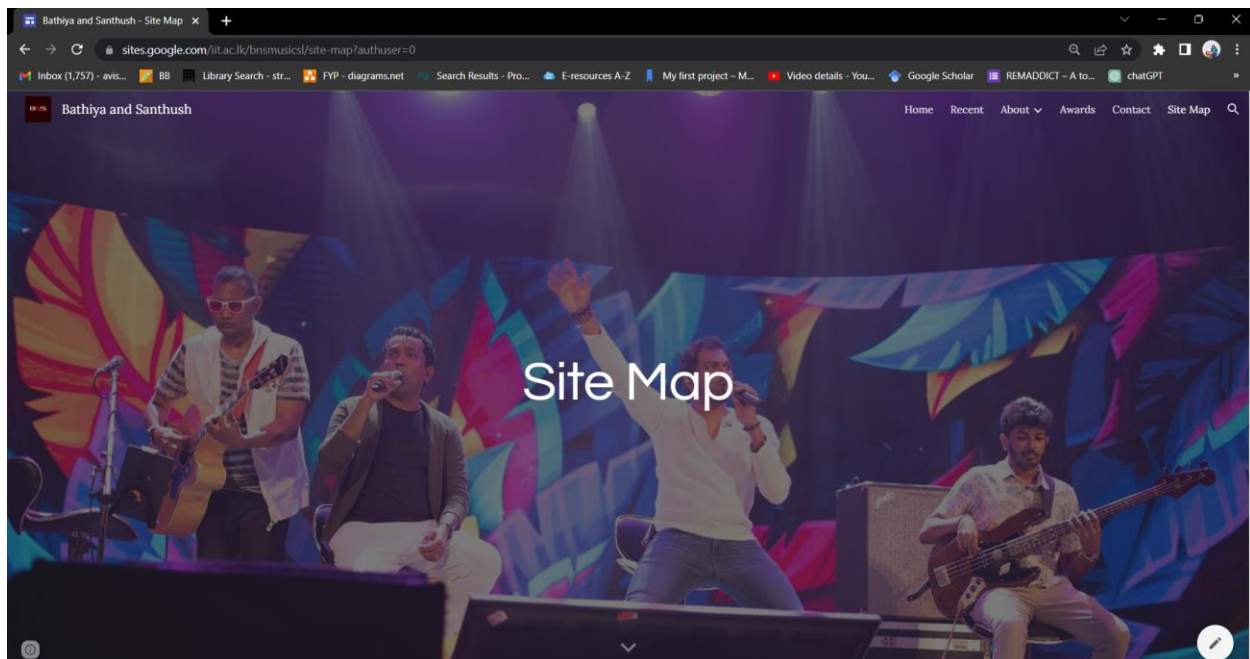


*Figure 7 Sitemap page*

**B) Key Word research and tools**

Key word (KW) research is the method of analyzing common, specific terms related to a particular industry to drive traffic in SEO results and is the first step of search engine optimization. The sole purpose of keyword research is to find the most popular words or phrases that are related to a product, that are searched by consumers (ZAG interactive, 2018).

KWs are the middleman of 'what people search' and 'the content provided'. They can bring in organic traffic into the site from the SERPs and the KW's will be the detrimental factor. SEO key words can be incorporated in different components of your site such as the URL, title tags, meta descriptions, page titles, subheadings, content, images, etc. (MOZ, 2019).

To analyze keywords, there are numerous tools that professionals utilize such as Google keyword planner and Moz keyword explorer that provide average monthly search volumes and key word suggestions. Additionally, tools such as Mongools and ahrefs provide report overviews with highly analyzed information.

**C) Optimization**

1.Key Word density analysis

KDA is the number of times a search term appears in relation to the total number of terms in a particular site (Searchmetrics, 2023). To analyze the number of terms in my published site, I utilized the following tool, and the results are as follows.

*SEO review tools* (https://www.seoreviewtools.com/keyword-density-checker/ )

| Keyword | Frequency | Density |
|---|---|---|
| bathiya santhush | 4 | 3.64% |
| site map | 3 | 2.73% |
| contact site | 3 | 2.73% |
| awards contact | 3 | 2.73% |
| collaborations awards | 3 | 2.73% |
| recent collaborations | 3 | 2.73% |
| home recent | 3 | 2.73% |
| site | 7 | 6.36% |
| contact | 4 | 3.64% |
| bathiya | 4 | 3.64% |
| santhush | 4 | 3.64% |
| music | 3 | 2.73% |
| map | 3 | 2.73% |
| awards | 3 | 2.73% |

*Figure 8. KDA Using seo viewtool*

The KDA gives insight to potential words on the website that can be utilized as key words. From the overall results, the most fitting key words in terms of relevancy to the site would be: Bathiya and Santhush, and Music.

## 2.Key Words

**Keyword 1 – Music –** This is short tail key word, which was selected to generate traffic in the site as short tail key words are most often common terms. This term was utilized in the awards page as it highlights their musical talent, which is what they're known for, whilst exposing their achievements in order to promote the brand name.

**Keyword 2 – Bathiya and Santhush –** Although this phrase consists of 3 words, it's considered to be a short tail keyword as it's a brand name. Bathiya and Santhush are well recognized locally and globally; the brand name was used as a keyword in the about page to highlight who they are. When the brand name is utilized as a key word, it's called a 'brand keyword' and is used by companies to promote their brands (Valk, 2019).

## 3. Tools to determine ranking and competitiveness.

Google keyword planner was used to determine the appropriate keywords for the site. The keywords were determined by selecting words with *low competition and high search volume*. After selecting the words based on the criteria, they were also narrowed down to: 'Bathiya and Santhush' and 'music' which had an average monthly search of 1000 – 10,000 and 10,000 – 100,000 respectively. Both words also denoted low competition which increased its eligibility to be used.

*Figure 9 Keyword planner analysis*
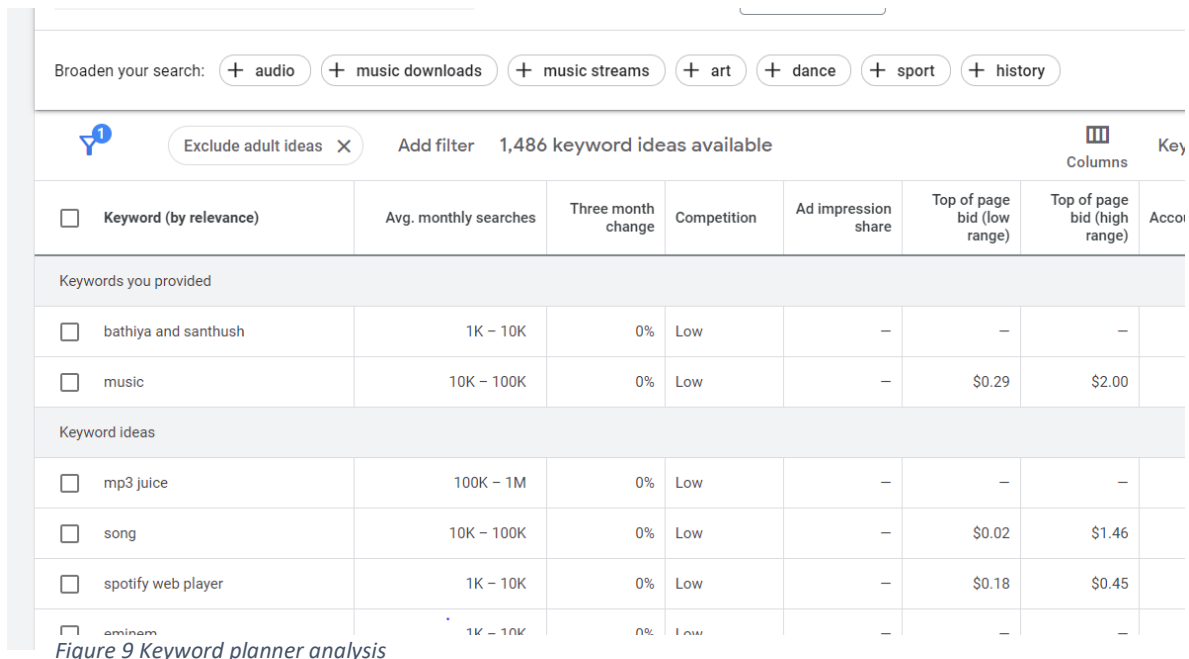
To get a deeper overview of the selected key words, the terms were analyzed using key word finder tool as shown below.



*Figure 10 KW Finder analysis*
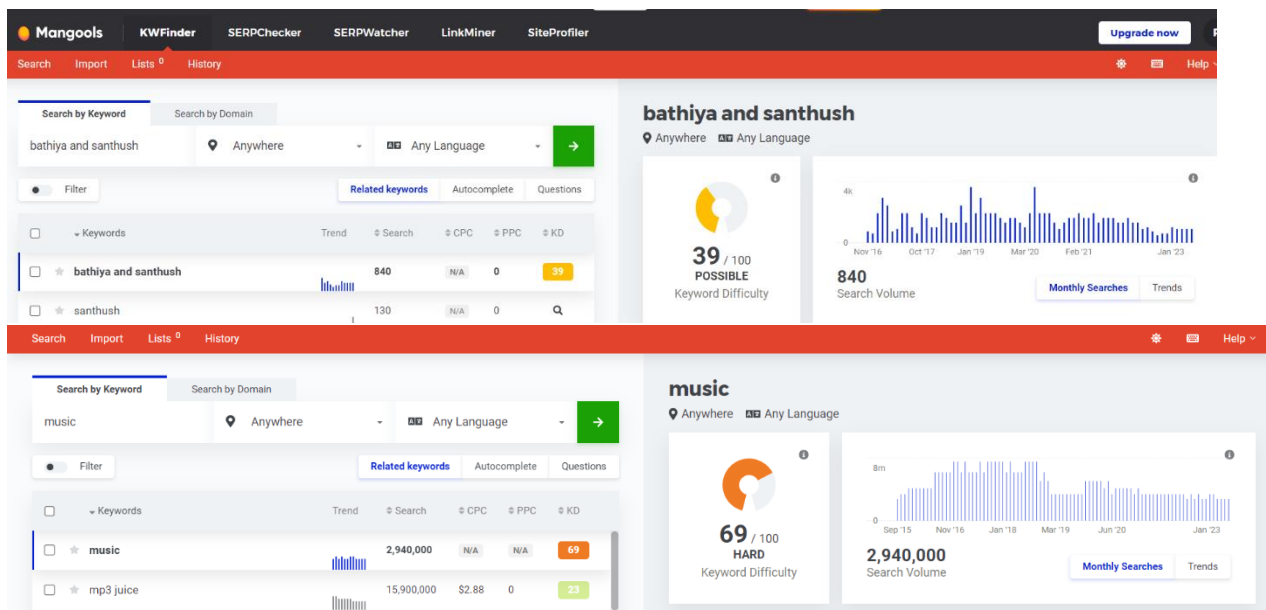
## 4. Developing the content using the chosen key words

The success of organic search results in a particular website is influenced by keywords. Therefore, it's essential to use keywords in the right places after thorough research and analyzing. To optimize the page effectively, key words can be used in the title, links, content, images, meta description, URL, etc. (Lyons, 2022).

Optimizing a title tag of a site is important for SEO because they provide search engines and users with the context on the respective page. Likewise, the keyword 'Bathiya and Santhush' was in the title tag to enhance optimization. (Interactive, 2020).



*Figure 11 Before optimization - title keyword*

*Figure 12 After optimization - title keyword*

Moreover, key words were utilized in the body of the content where the about page was optimized with the keyword 'Bathiya and Santhush' and the awards page was optimized with 'Music'.



*Figure 13 Before optimization - content keyword*

BACKGROUND
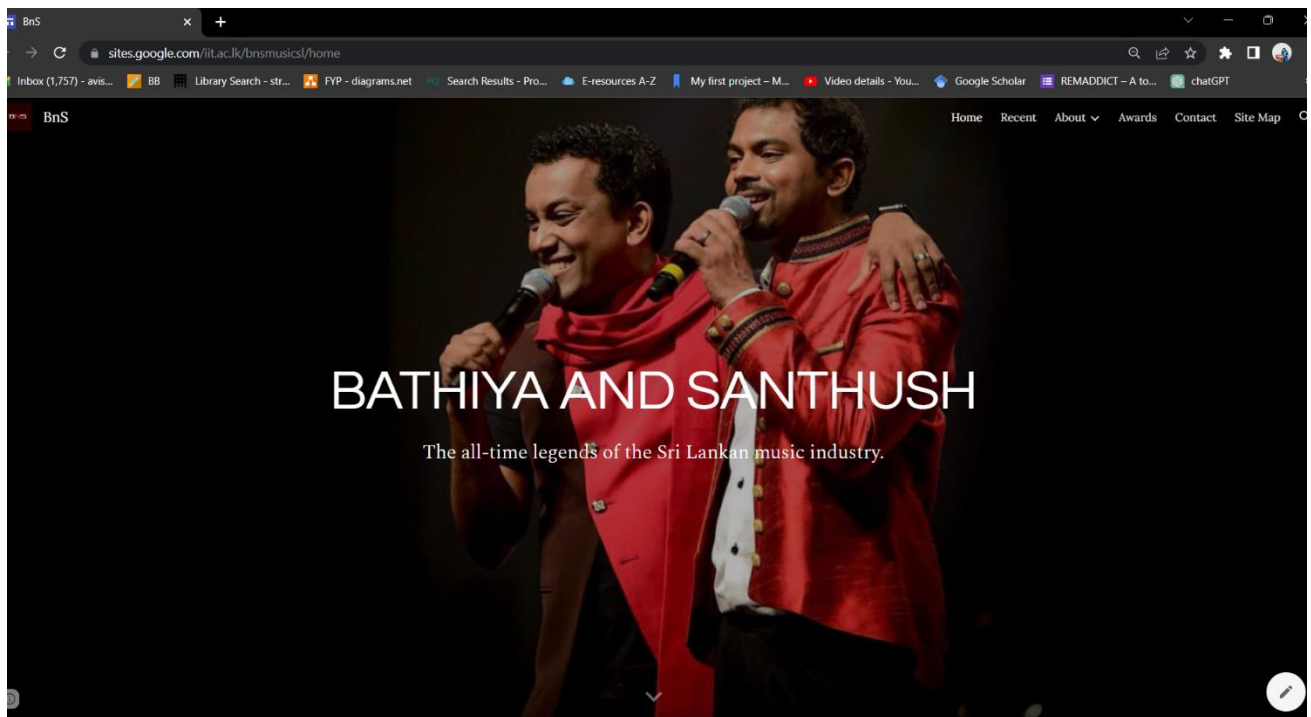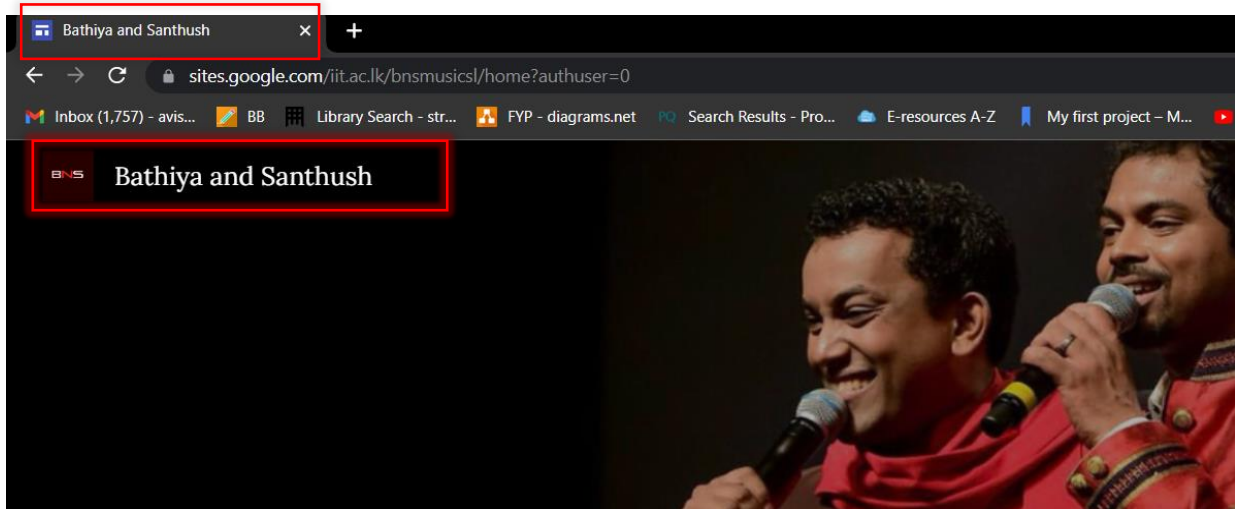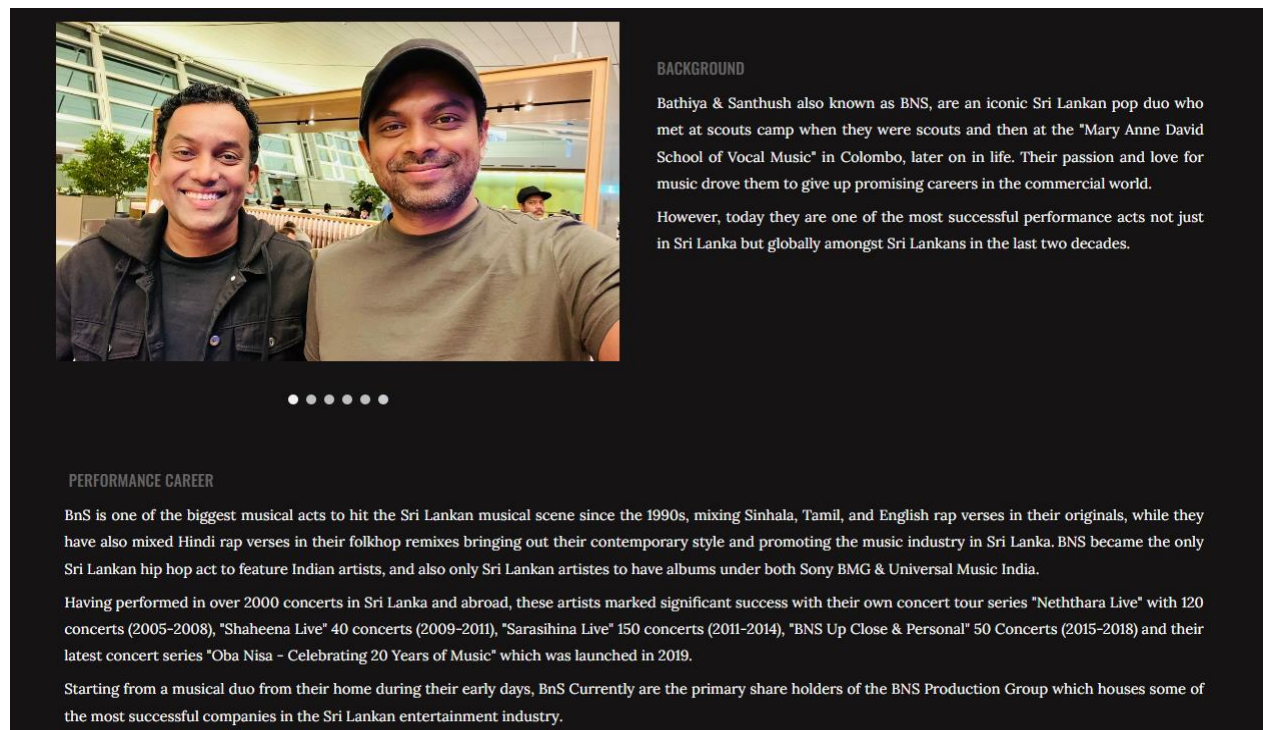
Bathiya & Santhush also known as BNS, are an iconic Sri Lankan pop duo who met at scouts camp when they were scouts and then at the "Mary Anne David School of Vocal Music" in Colombo, later on in life. Their passion and love for music drove them to give up promising careers in the commercial world.

However, today they are one of the most successful performance acts not just in Sri Lanka but globally amongst Sri Lankans in the last two decades.

PERFORMANCE CAREER

Bathiya and Santhush is one of the biggest musical acts to hit the Sri Lankan musical scene since the 1990s, mixing Sinhala, Tamil, and English rap verses in their originals, while they have also mixed Hindi rap verses in their folkhop remixes bringing out their contemporary style and promoting the music industry in Sri Lanka. BNS became the only Sri Lankan hip hop act to feature Indian artists, and also only Sri Lankan artistes to have albums under both Sony BMG & Universal Music India.

Having performed in over 2000 concerts in Sri Lanka and abroad, these artists marked significant success with their own concert tour series "Neththara Live" with 120 concerts (2005-2008), "Shaheena Live" 40 concerts (2009-2011), "Sarasihina Live" 150 concerts (2011-2014), "BNS Up Close & Personal" 50 Concerts (2015-2018) and their latest concert series "Oba Nisa - Celebrating 20 Years of Music" which was launched in 2019.

Starting from a musical duo from their home during their early days, Bathiya and Santhush are currently are the primary share holders of the BNS Production Group

*Figure 14 After Optimization: Content Key word – Bathiya and Santhush*



- First Sri Lankan artists to sign a recording contract with Sony BMG in 2002.
- Winner - Silver Award, Voice of Asia, Kazakhstan in 2001.
- Composers & Performers of the Official Sri Lankan Cricket Anthem for Sri Lanka Cricket in 2002 - Apa jathiye naamayen.
- Winner - TYOP Award for the contribution to Culture & Arts, Ten Young Outstanding Persons of the year awards (TOYP) 2002.
- Winner - Best fusion band, Golden Clef Award in 2002.

- Winner - "Male Icon-2006" Entertainment Industry Award (Ceremony was held on 14 June 2007 at Hilton Colombo.)
- First Sri Lankan artists to release a song with an Indian collaboration. BnS released a track called "Yaalpaanamen" featuring iconic Indian singer Hariharan in 2013.
- Collaboration with Asha Bhosle on their 5th album "Sara Sihina" which was released in September 2014.
- Performed at the opening act of the IIFA Awards 2010. BnS was also the co-writers of the IIFA awards 2010 opening music track together with Jananath Warakagoda.
- Performed at the 2011 ICC Cricket World Cup opening ceremony as ambassadors of folkhop.
- Composed and Performed of the official theme song for ICC Cricket T20 World Cup Song 2012
- Composed the song "Achale" sung by Indian Pop Idol Sonu Nigam for the Japanese Anime Movie "The Mystical Laws" in 2013.

*Figure 15 Before Optimization: Content Key word – Music*

- First Sri Lankan artists to sign a recording contract with Sony BMG in 2002.
- First Sri Lankan artists to secure a **Music** Publishing Contract under Universal Music Publishing in 2002.
- Winner - Bronze Award, Shanghai Music Festival, China in 2001.
- Special Achievement Award Winners at the "Astana **Music** Festival" in Kazakhstan in 2005.
- Winner - Silver Award, Voice of Asia, Kazakhstan in 2001.
- Composers & Performers of the Official Sri Lankan Cricket Anthem for Sri Lanka Cricket in 2002 - Apa jathiye naamayen.
- Bronze award - 4th Sunflower Hip hop **Music** Festival in Zernjanin, Serbia in 2003.
- Winner - TYOP Award for the contribution to Culture & Arts, Ten Young Outstanding Persons of the year awards (TOYP) 2002.
- Runners-up - Best Music Video, for Res Vihidena Samanaliyak, Derana **Music** Video Awards in 2014.
- Winner - Best fusion band, Golden Clef Award in 2002.
- Winner - Most Popular Artist of the Year Award, Sirasa Music Awards in 2007.

- Winner - "Male Icon-2006" Entertainment Industry Award (Ceremony was held on 14 June 2007 at Hilton Colombo.)
- Runner-up - **Music** Video of Lanka Matha, Derana Music Video Awards in 2010.
- First Sri Lankan artists to release a song with an Indian collaboration. BnS released a track called "Yaalpaanamen" featuring iconic Indian singer 2013.
- Collaboration with Asha Bhosle on their 5th album "Sara Sihina" which was released in September 2014.
- Winner of the best VFX music Video at the Derana **Music** Video Award 2015 for the Music Video "Lassana Desak"
- Performed at the opening act of the IIFA Awards 2010. BnS was also the co-writers of the IIFA awards 2010 opening music track together with Ja Warakagoda.
- Performed at the 2011 ICC Cricket World Cup opening ceremony as ambassadors of folkhop.
- Composed and Performed of the official theme song for ICC Cricket T20 World Cup Song 2012
- Composed the song "Achale" sung by Indian Pop Idol Sonu Nigam for the Japanese Anime Movie "The Mystical Laws" in 2013.
- Winner - Award for outstanding contribution to the Sri Lankan **Music** Industry, Derana Music Video Awards in 2012.

*Figure 16 After Optimization: Content Key word – Music*

Additionally, the keywords were also incorporated in the footer as it assists with navigation as denoted below.
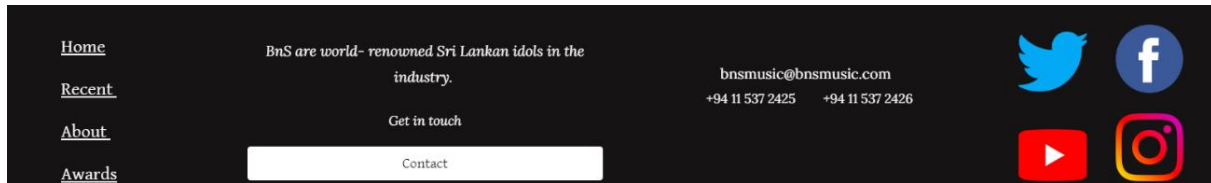


*Figure 17 Before optimization: Keyword footer*
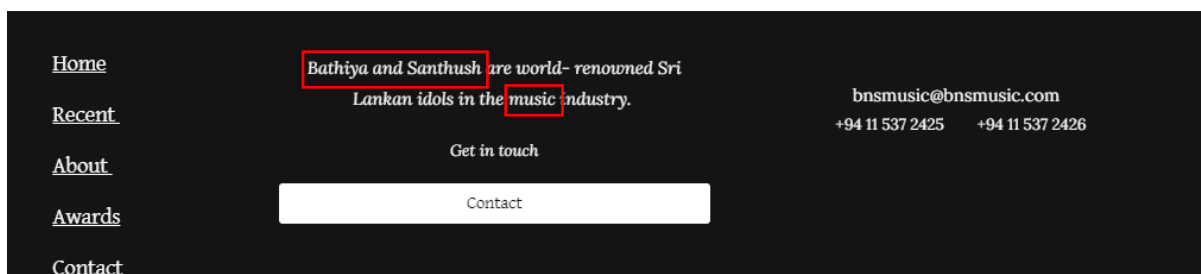


*Figure 18 After optimization: Keyword footer*

Moreover, the keyword Music was also included in the URL for better visibility as well.
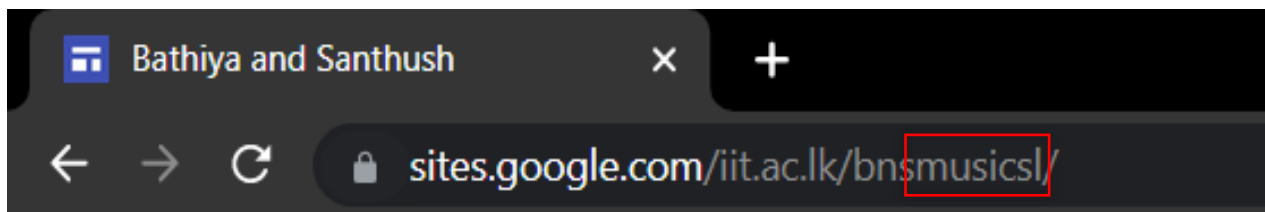


*Figure 19 URL keyword: music*

**D) Back links and internal linking**

A backlink is a link on a website that is not of your own (external), which helps you go back to a page on your website (Mailchimp, 2022). When backlinks are placed to your site, it is like receiving a "vote" for a webpage. Likewise, when the number of votes increases, SEO increases as well. However, the links are more effective if it's good quality (Guard, 2020).

- The more votes (Back-links) on the web page, the higher chance of being ranked in search queries.
- Because search engines revisit pages they already know to discover new links, it might be faster to find content.
- Referral traffic can make it more discoverable.

(Hardwick, 2019)

Internal links are hyperlinks that point to the same site the link is placed on. They are mostly used in the navigation menu or the contents page and are used to allow users navigate a site, establish information hierarchy, and boost ranking (Moz, n.d.).

- They help the search engine understand the contents and structure of the site.
- Internal links can give page ranking to important pages if they're used strategically.

(Backlinko, n.d.)

Part 2

1. **Backlinks**

## 1.1 Backlinks from other websites to my portfolio

Backlinks were attached from other pages to my page as shown below.
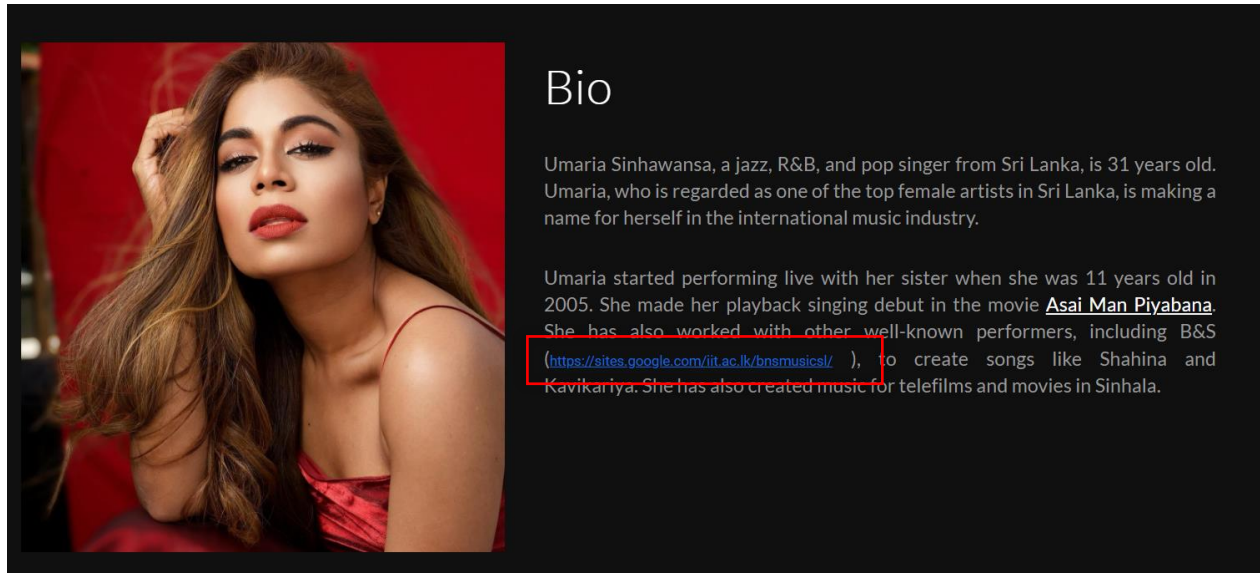


*Figure 20 Backlink from Umaria Sinhawansa website*
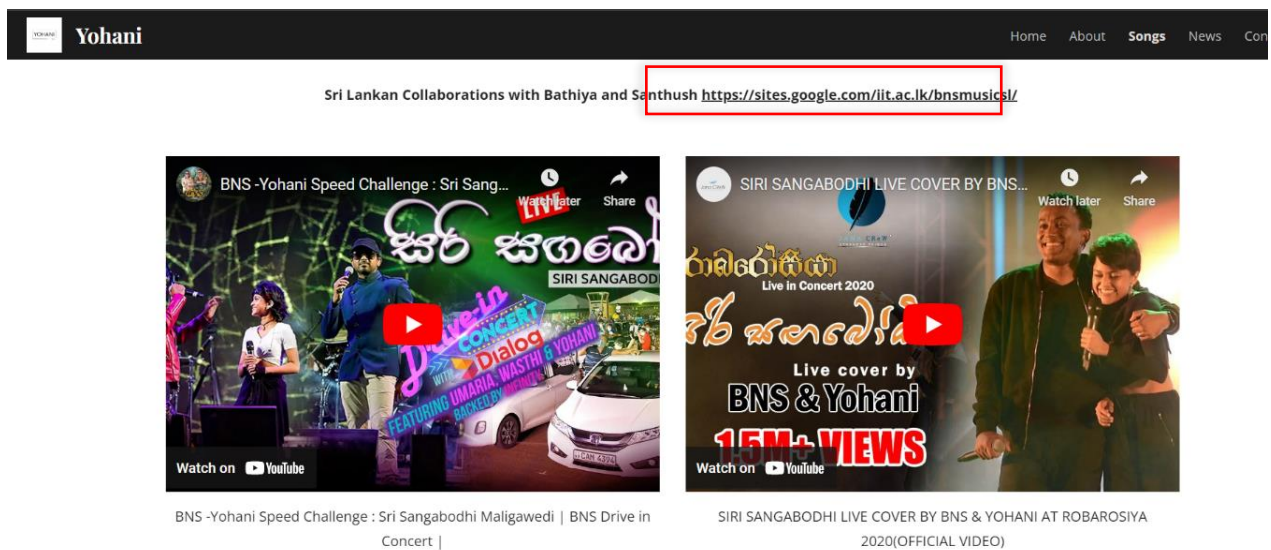


*Figure 21 Backlink from Yohani's website*

## 1.2 External links from my website to other sites

External links to other well-recognized sites were attached from my website as they act as backlinks, giving visibility to my site.

Links were attached to Bathiya and Santhush's social media platforms in the footer, including links to Instagram, twitter, you tube and Facebook.



*Figure 23 BnS FB page*



*Figure 22 BnS Twitter page*



*Figure 25 BnS Youtube*



*Figure 24 BnS Instagram*

19

Additionally, external sites were also incorporated in the content of the awards page as there were possibility of linking it to well ranking sites such as the sites to IIFA awards, ICC cricket, the Sunday times article and voice of Asia.

- Winner - "Male Icon-2006" Entertainment Industry Award (Ceremony was held on 14 June 2007 at Hilton Colombo.)
- Runner-up - **Music** Video of Lanka Matha, Derana Music Video Awards in 2010.
- First Sri Lankan artists to release a song with an Indian collaboration. BnS released a track called "Yaalpaanamen" featuring iconic Indian singer Hariharan in 2013.
- Collaboration with Asha Bhosle on their 5th album "Sara Sihina" which was released in September 2014.
- Winner of the best VFX music Video at the Derana **Music** Video Award 2015 for the Music Video "Lassana Desak"
- Performed at the opening act of the IIFA Awards 2010. BnS was also the co-writers of the IIFA awards 2010 opening music track together with Jananath Warakagoda.
- Performed at the 2011 ICC Cricket World Cup opening ceremony as ambassadors of folkhop.
- Composed and Performed of the official theme song for ICC Cricket T20 World Cup Song 2012
- Composed the song "Achale" sung by Indian Pop Idol Sonu Nigam for the Japanese Anime Movie "The Mystical Laws" in 2013.
- Winner - Award for outstanding contribution to the Sri Lankan **Music** Industry, Derana Music Video Awards in 2012.
- Performed and co-directed the official theme song for the Commonwealth Heads of Government Meeting (CHOGM) in 2013.
- Winners of the prestigious Ada Derana "Sri Lankan" of the Year 2016 in the Entertainment and Arts Category.

For more information refer : sunday times
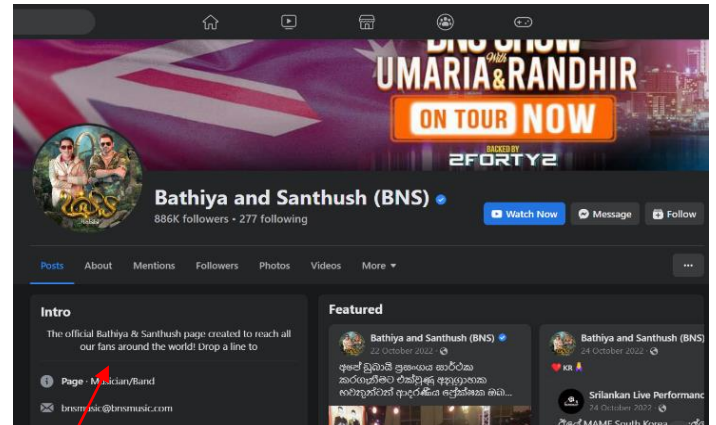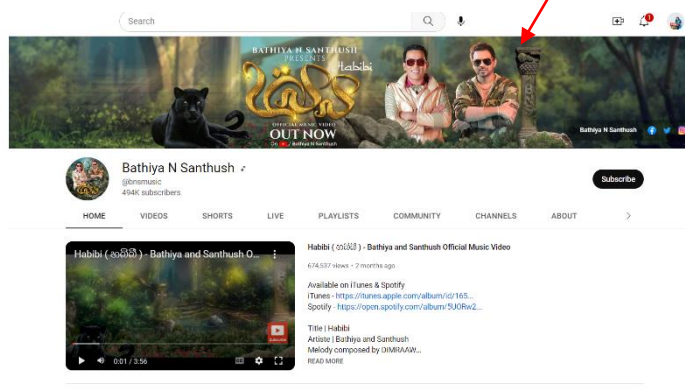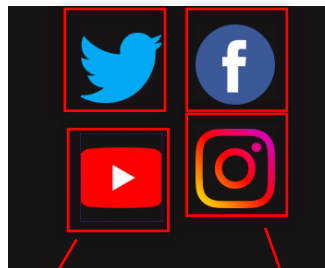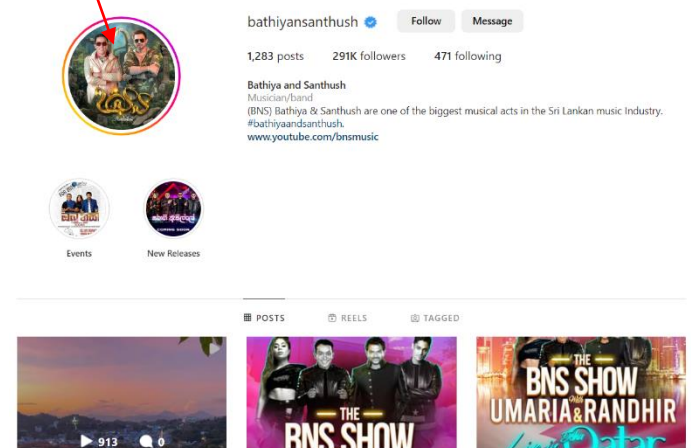
*Figure 26 External links*

- Special Achievement Award Winners at the "Astana **Music** Festival" in Kazakhstan in 2005.
- Winner - Silver Award, Voice of Asia, Kazakhstan in 2001.
- Composers & Performers of the Official Sri Lankan Cricket Anthem for Sri Lanka Cricket in 2002 - Apa jathiye naamayen.

*Figure 28 External links*



*Figure 27 IIFA Awards*

**Mirror**

**Bathiya and Santhush**

To perform for Methodist College - The duo catch up with the Mirror Magazine via email to update fans in Sri Lanka on their goings on
By Tahnee Hopman

Apart from a shared passion for music and similar causes for inspiration, Bathiya and Santhush have a few other things in common.

They were both scouts and first met at a scout camp. They both studied under Mary Anne David. And they both gave up promising careers in the corporate world in favour of pursuing a full time career in music.
With all the fame, success and impressive achievements- a Universal Publishing deal in 2002, the Kazakhstan, China and Serbian Awards, the Sony and Universal Music deals, the Indian Album, the collaboration with Hari Haran this year- the talented duo still find pleasure and inspiration in the simple things.

"Performing in front of a huge audience is like a roller coaster ride for us," says Bathiya. "The moment we step on that stage adrenaline starts pumping in and we go into a different mode all together. The best part of the experience is when you see a fan in front of you experiencing the music on the same emotional platform as we are. That is the most amazing part of the whole experience of performing."

Combining this experience with some of their latest hit songs, performances by Ashanthi, Randhir and Umara, some energetic dance performances and an exciting party atmosphere from the word go; Bathiya and Santhush now prepare to channel their talent towards a cause.

Organised by the Methodist College Class of '90, their upcoming show Bathiya N Santhush in Concert aims to support the cost of a new, state of the art Computer Centre for the school.

Currently based in Australia, the two have not performed in their home country for a while, and look forward to the concert.

"This is our new concert Shaheena – Live," explains Santhush. After a successful completion of over 100 shows of "Neththra-Live" both in Sri Lanka and abroad we launched this new show after a break of one and a half years this July. The show will feature all the new songs and hits from the last year."
When looking back on all their achievements spanning the 11 years since their inception, Bathiya and Santhush are happy and content, but continue to strive to reach new heights. They both agree though, that on a personal note their greatest achievement to date is "the ability to make thousands of people smile when listening to (their) music."

20

*Figure 29 External linking*
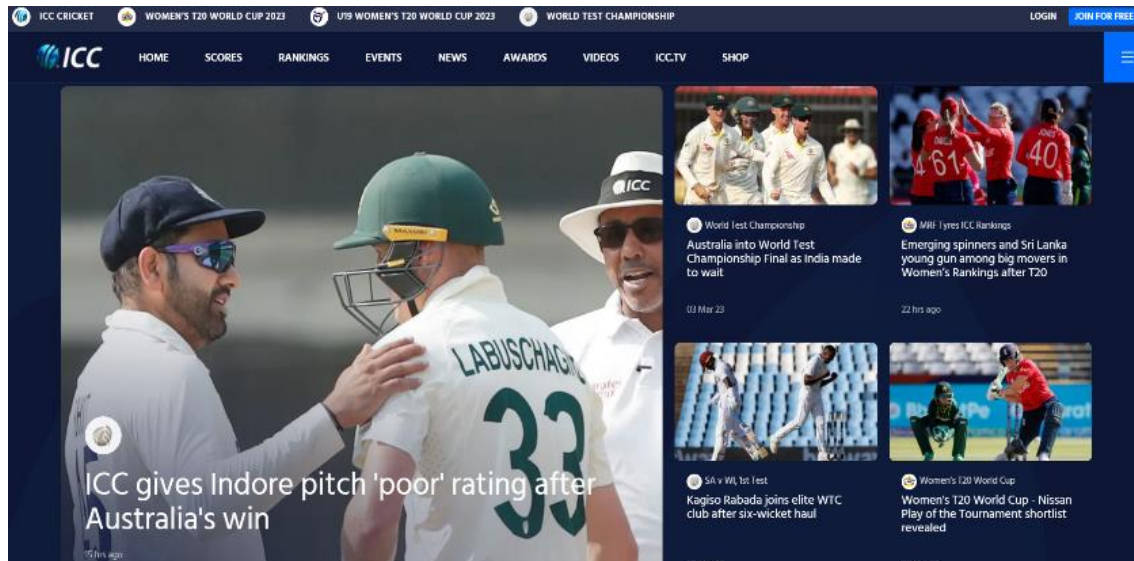
*Figure 30 ICC Page*

## 1.3 Back Link analysis

To analyze the backlinks connected to the site I used internet marketing ninjas. However, owing to it being an online tool, it wasn't as accurate and didn't display some sites.



**External Links: 4**

| # | Link's URL | Link's anchor text |
|---|---|---|
| 1 | https://www.google.com/url?q=h | No Anchor Text |
| 2 | https://www.youtube.com/@bnsmu | No Anchor Text |
| 3 | https://www.google.com/url?q=h | No Anchor Text |
| 4 | https://www.google.com/url?q=h | No Anchor Text |
| | | **4 Total** (4 indexable) |

*Figure 31 Backlink analysis*

## 2. Internal links

As explained above, internal links were utilized throughout the website to help search engines navigate through the site and enhance SEO.

Internal links indicating 'learn more', and 'award' were placed in the home page that directs to the about page and the award page respectively. The home page was used as it's the landing page, and most internal links were placed on this page.
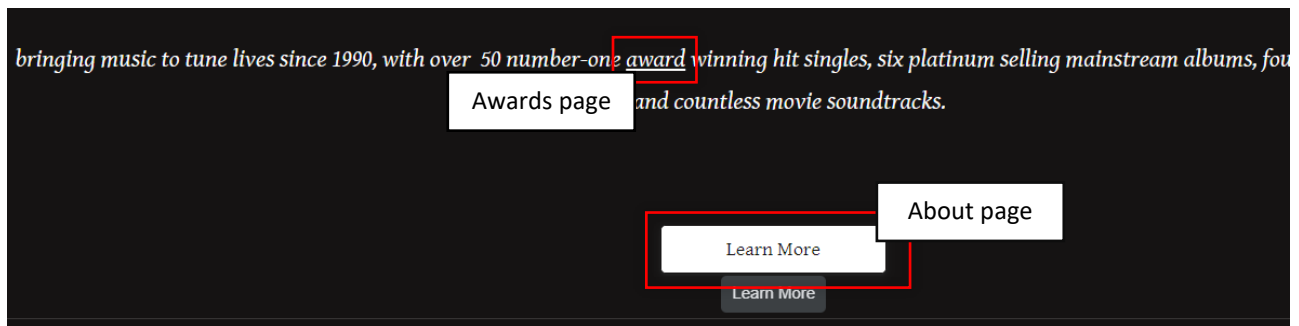


*Figure 32 Internal links in home page*

The navbar in the footer and the site map both indicated internal links to ease navigation for the user and the search engine.
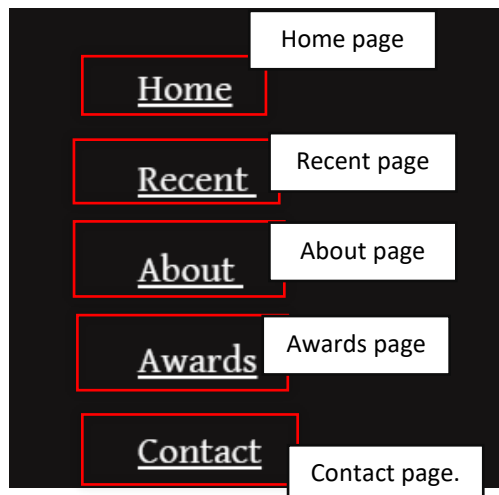
*Figure 33Internal links in nav bar*

## 2.2 Internal link analysis – SEO optimizer, small SEO tools

The overall internal linking analysis showed the presence of 34 internal links on the website.
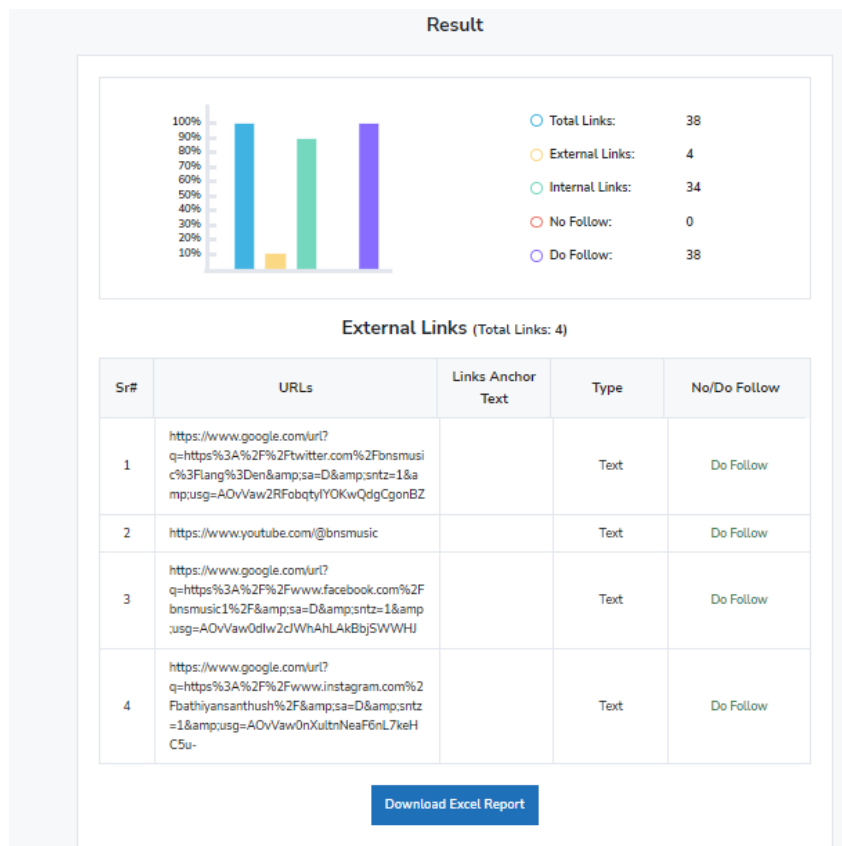


*Figure 34 . Internal link analysis*

**E) Unethical search engine optimization (SEO).**

1. Definition of unethical SEO

Unethical SEO, also known as black hat SEO or spam is not completely illegal but is considered immoral. Most often when parties include tactics involving manipulation tactics, the SEO industry identifies these as black hat SEO, and may receive penalty (Learning, 2019).

2. Examples of Unethical practices

*Table 2 Unethical SEO Practices*

| SEO Practice | Description |
| --- | --- |
| Key word stuffing | jamming in excessive key words is most often used to trick algorithms and increase the page rank artificially. However, this leads to unpleasant consequences by search engines. |
| Cloaking | This is tactic is like cloaking, although in this case, the reader is deceived by using misleading titles in order to get clicks and boost rankings. |
| Paid links | One of the biggest red flags of SEO is buying links to give cite credit. Cheap guest posts, junk lists, and low-quality domains are easily identified by search engines and can lead to damaging the sites reputation. |
| Generated content | This tactic is very easy to detect and search engines can differentiate that the content is not authentic and contains only important key words and phrases with no meaning. Likewise, the website will be penalized due to utilizing generated content. |
| Duplicating content | Another illegal SEO practice is duplicating your own words. Even though this practice is overlooked, SEOs can detect paragraphs that appear several times. Similarly, duplicating someone else's content is one of the |

| | worst SEO unethical practices, and is considered as plagiarism by search engines. |
| --- | --- |

When developing a site, it is essential to maintain quality content that will retain your readers as content including stuffed key words, clickbait, and every other unethical practices only bring the site down, and not the results that are expected.

(Gitkos, 2021), (Minguez, 2021)

## 3. Major developments in SEO algorithms

With each passing year, Google's search bot grows more advanced. They have started paying extra attention to the uniqueness of the content and relevance for the target audience using highly advanced algorithms such as Panda, Penguin, and hummingbird, to detect unethical SEO (Borysov, 2020).

Google Panda was built to reduce the rankings of low-quality sites and increase the rankings of high-quality sites. Panda was rolled out in 2011 and websites impacted by Panda were only downgraded and not penalized. Moreover, Panda evaluates the overall quality of the site and recommends adding high-quality content (Goodwin, 2023).

Following Panda, Google introduced Penguin as an algorithmic update to enhance google search engine and eliminate black hat techniques. This algorithm looks into the quality of the site, penalizes websites that use black hat techniques, and rewards high-quality content with natural backlinks (Power, n.d.).

Google hands out penalties by either negatively impacting the site or completely removing them from search results. The are given out as a result to violation of privacy or due to the usage of black hat. Google uses these penalties as a measure of giving the user a positive experience in addition to protecting google from websites trying to outsmart it (WebFX, n.d.).

4. Impact and penalties

| Organization | The impact of penalty |
|---|---|
| WordPress | The page rank reduced to 0 as the company was penalized for two days for using doorway pages. These were used for spamming high-costing keywords to users. |
| BBC | Penalized for using unnatural links on a single page and lost a day's traffic worth 3.52 million. |
| BMW | Manipulating search results for the term 'used car' and redirecting users to the BMW page when they click. They were penalized for 3 days and experienced loss of traffic. |
| Genius | Penalized for requesting bloggers to provide lyrics in trade for unnatural links promotion. They had a ban of 10 days. |
| Google | Buying links to promote its own browser. Lowered rankings for chrome homepage for 2 months. |

# Question 3

**Part A**

1. Differences of traditional and social media marketing

These two methods have two goals in common. One is to attract customers and the second one is to increase brand awareness. Social media marketing is an online marketing method which gains traffic through social media channels, whereas traditional methods involved advertising through TV, newspapers, and magazines.

*Table 4 Differences of traditional and social media marketing*

| Traditional Marketing | Digital Marketing |
|---|---|
| Location-based targeting | Targeting on a global scale |
| High cost | Comparatively lower cost |
| Uses outbound sales channels | Uses both outbound and inbound |
| Engagement is short-lived | Engagement usually lasts longer |
| Difficult to measure | Easier to measure |
| Non-versatile (cannot be altered) | Versatile (can make changes) |
| Takes longer to communicate | Immediate communication |
| Limited audience | Ability to reach out to many people |

(Lawler, 2021), (Kovalenko, 2021)
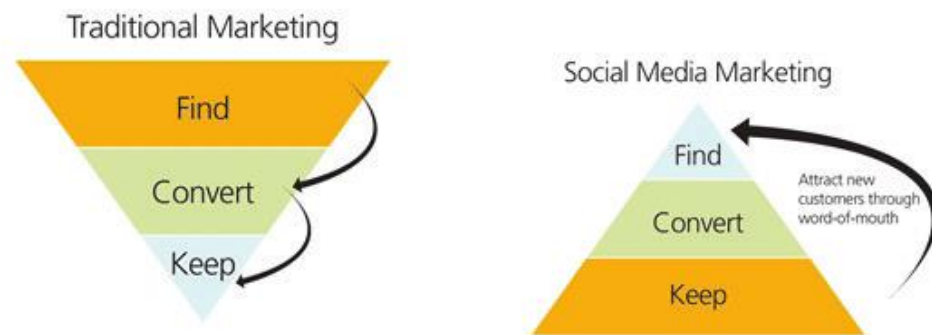


*Figure 35 Traditional marketing Vs. Social media marketing(img.source:researchgate)*

2. Critical understanding of approaches selected.

## 2.1 Print advertising.

Is a type of outbound marketing where businesses create content and publicize them in printed media such as newspapers, magazines, and journals. The main goal is to capture the reader's attention to promote the brand, and the content can be either text-based, an image or a combination of both. However, all print media follow one structure with four main elements. i.e., headline, body, images, and a call-to-action statement (Pahwa, 2022).

## 2.2 Tv advertising

The main goal of TV marketing is to expose a company's name and products sales to a large audience. They are a core component of demand generation and companies focus on creating eye-catching, high-quality advertisements to attract consumers. TV advertising can further be broken into linear and streaming, where linear is the traditional method of watching, while viewing TV and streaming works through an internet connected device. (Edmundson, 2020)

## 2.3 social media

Social media marketing utilizes platforms such as Facebook, Twitter, and Instagram to reach out to their target audience. Social media advertising is quick and effective as they use data sources to reach out to their audiences by using personalization and hyper-targeting. Advertisements can be classified as static image, video, stories, and messenger ads, and can be optimized to fit the business need. (www.sprinklr.com, n.d.)

## 3. Advantages and disadvantages

*Table 5 Advantages and disadvantages of social media marketing and TV Ads*

| SOCIAL MEDIA MARKETING | |
|---|---|
| **Advantages** | **Disadvantages** |
| Ability to target large audiences | Receive negative feedback |
| Direct contact wit the audience | Opening potential for embarrassment |
| Option of paid advertising | Spending heavily on campaigns |
| Can use it as a medium to drive traffic to your website. | Results may take time depending on the ad and the platform |
| Evaluate performance and gain insights | Slow results and ROI |
| TV ADVERTISING | |
| TVs offer instant trust to customers | No guarantee of viewers seeing it |
| Have more substantial penetration to target groups | Repetitive bran messages can be irritating, and people don't pay attention |
| Increased number of TV viewers | Must consider community influences |
| Approach a focused audience | Highly costly |
| Simple to analyze | Must be repetitive to have an impact |
| PRINT ADVERTISING | |
| Viewed as creditable | High competition to fit in with other means |
| Ability to give a message with staying power | Requires a longer lead |
| High recall value | Needs exposure (long approval process) |
| Doesn't interrupt the user | |

(WebFX, 2021), (Parashar, 2022), (Picincu, 2021), (Max Effect marketing, 2022)

**Part B**

1. Consumer and Producer

Consumers are defined to be those who buy goods and services to satisfy their wants, whereas producers are those who make goods and services. In this case, the consumer will be business organizations or individuals, and the producers will be social media platforms and digital marketing agents. (www.stlouisfed.org, n.d.)

2. Long-term consumer-producer relationship

Long-term consumer-producer relationship refers to improving customer service over a long period of time, to promote brand loyalty. This relationship demands the producer to satisfy the needs and wants of the consumer to meet their expectations, while the consumer is required to keep purchasing the products repeatedly, whilst promoting the brand and giving feedback. (Aberle, 2019)

3. Social media to improve long-term consumer-producer relationships.

- Creating a customer service social media channel
- Social listening (using tools to analyze brand mentions)
- Paying attention to customer feedback
- Personalization (personalized messages through email, tweets)
- Creating a brand voice
- Offering awards (giveaway)
- Share user generated content.
- Provide business value on social media.
- Build an online community.

(West, 2019)

## 4. Real-world example

Starbucks has, utilized social media to initiate a one-on-one customer experience across their social media platforms which included corresponding to criticism and embracing positive feedback. (TINT, 2014).

# REFERENCES

aberle, l. (2019). what is relationship marketing? - definition from whatis.com. [online] searchcustomerexperience. available at:

https://www.techtarget.com/searchcustomerexperience/definition/relationship-marketing [accessed 6 mar. 2023].

amaresan, s. (2020). everything you need to know about customer lifecycle management. [online] blog.hubspot.com. available at: https://blog.hubspot.com/service/customer-lifecycle-management. [accessed 4 mar. 2023].

backlinko. (n.d.). internal linking for seo: the complete guide. [online] available at: https://backlinko.com/hub/seo/internal-links  [accessed 4 mar. 2023].

bernat, k. (2022). the new & improved amazon marketing strategy that gets results. [online] wpromote. available at: https://www.wpromote.com/blog/amazon-marketing/amazon-marketing-strategy. [accessed 4 mar. 2023].

borysov, p. (2020). google panda, penguin, and hummingbird: algorithms that affect seo. [online] seoquake. available at: https://www.seoquake.com/blog/algorithms-panda-penguin-hummingbird/. [accessed 2 mar. 2023].

buglewicz, s. (2021). amazon customer loyalty: winning without a rewards program. [online] ccg. available at: https://www.customer.com/blog/retail-marketing/amazon-customer-loyalty-winning-without-rewards-program/. [accessed 1 mar. 2023].

chaffey, d. (2022). amazon.com case study - 2018 update | smart insights. [online] smart insights. available at: https://www.smartinsights.com/digital-marketing-strategy/online-business-revenue-models/amazon-case-study/. [accessed 1 mar. 2023].

edmundson, t. (2020). tv advertising campaigns: how television marketing works. [online] mntn. available at: https://mountain.com/blog/your-guide-to-connected-tv-advertising/  [accessed 5 mar. 2023].

gitkos, s. (2021). bad seo practices in 2021 [recognize these warning signs]. [online] contentmender. available at: https://contentmender.com/recognize-these-early-warning-signs-of-bad-seo-techniques/ [accessed 4 mar. 2023].

goodwin, d. (2023). lookback: google panda algorithm update launched 12 years ago. [online] search engine land. available at: https://searchengineland.com/google-panda-update-guide-381104#:~:text=panda%20was%20an%20algorithm%20applied%20to%20sites&text=so%20what%20illyes%20confirmed%20is [accessed 4 mar. 2023].

guard, k. (2020). what are backlinks and how do they work? [online] seoclarity. available at: https://www.seoclarity.net/resources/knowledgebase/what-are-backlinks-and-how-do-they-work [accessed 4 mar. 2023].

hardwick, j. (2019). what is a backlink? how to get more backlinks. [online] seo blog by ahrefs. available at: https://ahrefs.com/blog/what-are-backlinks/ .[accessed 1 mar. 2023].

interactive, r. (2020). optimizing title tags | important title-tag best practices. [online] radd interactive. available at: https://raddinteractive.com/optimizing-title-tags-important-title-tag-best-practices/#:~:text=titles%20tags%20are%20important%20for [accessed 3 mar. 2023].

kovalenko, m. (2021). social media marketing vs traditional marketing: 5 differences. [online] digital marketers world. available at: https://digitalmarketersworld.com/social-media-marketing-vs-traditional-marketing/#null. [accessed 1 mar. 2023].

lawler, b. (2021). what is the difference between social media marketing and traditional marketing? [online] dsm | digital school of marketing. available at: https://digitalschoolofmarketing.co.za/blog/what-is-the-difference-between-social-media-marketing-and-traditional-marketing/.[accessed 2 mar. 2023].

learning, g. (2019). ethical seo. [online] great learning. available at: https://medium.com/my-great-learning/ethical-seo-vs-unethical-seo-44087306e2f0#:~:text=what [accessed 4 mar. 2023].

lyons, k. (2022). keyword optimization: how to optimize for the top search keywords. [online] wordstream. available at: https://www.wordstream.com/blog/ws/2010/04/14/keyword-optimization. [accessed 1 mar. 2023].

mailchimp. (2022). what are backlinks? how to get backlinks. [online] available at: https://mailchimp.com/marketing-glossary/backlinks/.[accessed 4 mar. 2023].

max effect marketing. (2022). the major advantages and disadvantages of television advertising. [online] available at: https://www.maxeffectmarketing.com/2022/01/major-advantages-and-disadvantages-of-television-advertising/ [accessed 5 mar. 2023].

minguez, k. (2021). the 10 worst seo practices on the web and how they hurt your site. [online] webfx. available at: https://www.webfx.com/blog/seo/10-worst-seo-practices-internet/.[accessed 2 mar. 2023].

moz (2019). keywords | 2019 seo best practices. [online] moz. available at: https://moz.com/learn/seo/what-are-keywords [accessed 2 mar. 2023].

moz (n.d.). internal linking — seo best practices 2020. [online] moz. available at: https://moz.com/learn/seo/internal-link [accessed 4 mar. 2023].

pahwa, a. (2022). what is print advertising? - importance, elements, types, examples. [online] feedough. available at: https://www.feedough.com/print-advertising-definition-types/.[accessed 2 mar. 2023].

parashar, n. (2022). advantage and disadvantage of social media marketing. [online] vrankup. available at: https://www.vrankup.com/blog/advantages-and-disadvantages-using-social-media-marketing/ [accessed 5 mar. 2023].

picincu, a. (2021). print media characteristics. [online] small business - chron.com. available at: https://smallbusiness.chron.com/print-media-characteristics-43397.html [accessed 5 mar. 2023].

power, p.o. (n.d.). google penguin algorithm update and explanation | page one power. [online] www.pageonepower.com. available at: https://www.pageonepower.com/search-glossary/penguin-algorithm#:~:text=at%20its%20core%2c%20google%20penguin [accessed 4 mar. 2023].

rodríguez, m. (2020). how amazon maintains over 90% customer retention. [online] beamer. available at: https://www.getbeamer.com/blog/how-amazon-maintains-over-90-customer-retention-year-over-year#get_their_information_down [accessed 27 feb. 2023].

schmiedicker, n. (n.d.). what is customer lifecycle? - definition from whatis.com. [online] searchcustomerexperience. available at: https://www.techtarget.com/searchcustomerexperience/definition/customer-life-cycle#:~:text=customer%20lifecycle%20stages [accessed 6 mar. 2023].

schmiedicker, n. (2023). what is customer lifecycle? - definition from whatis.com. [online] searchcustomerexperience. available at: https://www.techtarget.com/searchcustomerexperience/definition/customer-life-cycle. [accessed 2 mar. 2023].

searchmetrics. (2023). keyword density - find the definition in our seo glossary. [online] available at: https://www.searchmetrics.com/glossary/keyword-density/#:~:text=keyword%20density%20tells%20you%20how. [accessed 2 mar. 2023].

shastri, a. (2021). marketing strategy of amazon - a case study | iide. [online] iide.co. available at: https://iide.co/case-studies/amazon-marketing-strategy/.[accessed 3 mar. 2023].

simplilearn.com. (2022). amazon marketing strategy 2023: a case study | simplilearn. [online] available at: https://www.simplilearn.com/tutorials/marketing-case-studies-tutorial/amazon-marketing-strategy#:~:text=amazon. [accessed 1 mar. 2023].

tint (2014). 3 brands that use social media in customer service to boost happiness. [online] tint blog. available at: https://www.tintup.com/blog/3-brands-that-use-social-media-in-customer-service-to-boost-happiness/ [accessed 5 mar. 2023].

valk, j. de (2019). keyword strategy and your brand. [online] yoast. available at: https://yoast.com/branding-keyword-strategy/ [accessed 3 mar. 2023].

webfx. (2021). top 14 advantages and disadvantages of social media. [online] available at: https://www.webfx.com/social-media/learn/social-media-marketing-advantages-and-disadvantages/ [accessed 5 mar. 2023].

webfx. (n.d.). what are google penalties and what do they mean? [online] available at: https://www.webfx.com/seo/glossary/what-are-google-penalties/#:~:text=at%20their%20core%2c%20they [accessed 4 mar. 2023].

west, c. (2019). 8 tips to build customer relationships with social media. [online] sprout social. available at: https://sproutsocial.com/insights/build-customer-relationships/ [accessed 6 mar. 2023].

www.sprinklr.com. (n.d.). what is social media advertising? definition & strategies. [online] available at: https://www.sprinklr.com/cxm/social-media-advertising/#:~:text=social%20media%20advertising%20is%20a [accessed 5 mar. 2023].

www.stlouisfed.org. (n.d.). consumers and producers - explore economics videos. [online] available at: https://www.stlouisfed.org/education/exploring-economics-video-series/consumers-and-producers#:~:text=what%20are%20producers%20and%20consumers [accessed 6 mar. 2023].

zag interactive. (2018). the importance of seo keyword research. [online] available at: https://www.zaginteractive.com/insights/april-2018/the-importance-of-seo-keyword-research#:~:text=keyword%20research%20is%20the%20practice,(seo)%20for%20any%20website. [accessed 1 mar. 2023].