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Module Leader:

**Mr. Prassanna Pathmanathan**

**Name: Disuri Gunasekera**

**2019735 | W1790187**

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## Question 01

### Online Retailer: ASOS

#### Technical Terms:

SEO: Search Engine Optimization

SERP: Search Engine Results page

#### Miller's Buying Circle:

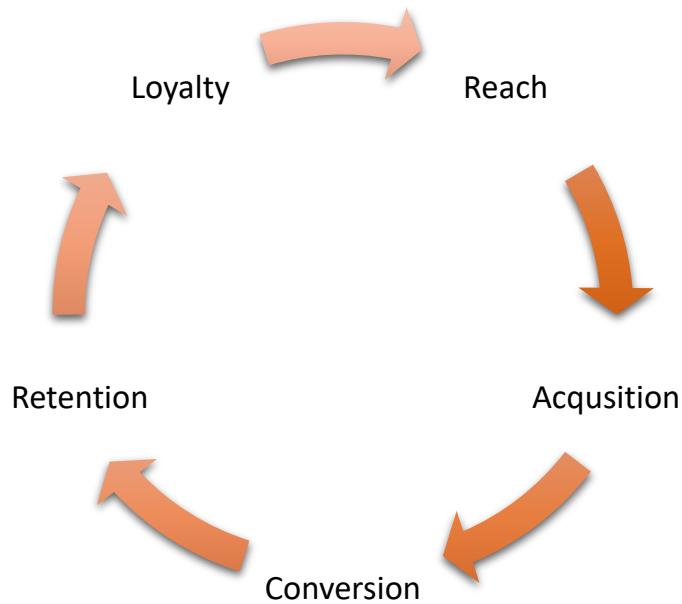


Figure 1: Miller's buying circle (self-composed)

The conceptual framework that is beneficial for digital marketing aiding in understanding intended audience behavior and requirements known as the Miller's Buying Circle outlines how a company make marketing decisions; draws in prospects turning them to leads and consumers. Reach, Acquisition, Conversion, Retention, and Loyalty are the five phases that a brand's overall marketing strategy goes through to improve sales.

## Features:

**Reach:** It's crucial to get your brand and products exposed to prospects at this phase of the Miller's buying cycle. The goal is to basically get recognition and attention from prospects. The product of a brand gets the attention of a targeted group of people who have identified a particular need. So that the prospect is aware of the product/ brand that they are in need of.

**Acquisition:** This can entail offering a flawless user engagement, and overcoming frequent objections that these prospects might have so that they may take the next step of interacting with the brand in some way, this level is of convincing the prospect that this particular company/ brand might be able to cater to their specific needs; in order to produce a solid/ reliable lead whom you can follow up on.

**Conversion:** The Company is able to make a sale where the lead eliminates other options and chooses a specific company and proceeds to purchase a product converting the lead to a customer. Marketing that emphasizes the special selling aspects of the company's products is important at this stage.

**Retention:** The company can increase the likelihood that customers will make second and third purchases by giving customers opportunities to interact with the brand through social media resulting in retaining customers and having active customers. Personalization |consistency is crucial in achieving retention easily.

**Loyalty:** Is about increasing the reach of new prospects through existing customers. Making the retained customer loyal to the brand under the assumption that they recommend the brand to other potential customers. Additionally, converting contented clients into loyal customers who will continue to support the brand in the long run.

## Case Study:

### REACH:

To reach potential customers, online retailers like ASOS have a variety of techniques at their disposal, including SEO, social media advertising, influencer marketing, and email marketing.

ASOS employs an effective SEO approach, which promotes the visibility of their products at the top of search results where over **200 microsites** were created as part of their **2018 marketing strategy** in order to more precisely and strategically answer to customer search engine searches. Where it has expanded brand recognition and market penetration into specialized markets for fashion outside of the existing "mainstream" demography.

Also, they have a **significant social media presence** on portals like Instagram |TikTok |YouTube.

## ACQUISITION:

Now when customers who're aware of ASOS, have the benefit of coming across **most recent discounts and deals** by visiting the ASOS website or mobile application first, which is incredibly user-friendly and ensures that they get the most out of them and creates leads out of potential customers.

Additionally, On their website, ASOS does a good job of making it simple for individuals to purchase items and they provide a number of **payment alternatives**, including PayPal and Apple Pay. ASOS also have a **liberal return policy**, which may allay clients' worries about making a purchase.

Additionally, the **price strategy** in use by ASOS is reasonable. They offer a wide choice of products in every price point. Hence, ASOS has a successful rate of acquisition considering the above factors.

## CONVERSION:

To entice leads to return and make purchases converting them into customers, ASOS has put in place a variety of techniques. **The pricing strategy** in use by ASOS is affordable where they have displayed offers, discounts and such for the user to view as soon as they enter their website and mobile application. Also, they provide products at steep discounts during their **midseason and seasonal closing deals** also, ASOS does not typically charge a **delivery fee**, with the exception of some instances; completing the conversion phase.

## RETENTION:

When considering ASOS, the main promotional tools include its website, mobile app, and magazines. It **frequently updates and sends emails to the registered email accounts**. Additionally, they deliver and post pamphlets and publications. On social networking sites like Facebook and Twitter, they have established groups and communities to inform customers about their offerings.

In order to take advantage of Instagram Stories, **ASOS launched a campaign in 2017** that urged customers to share videos of their purchases. Three million individuals in the UK engaged with the video. Also, the use of **#AsSeenOnMe** hashtag can be seen and each time it is used, the associated images are added to an ASOS online database.

**ASOS features a student discount program** that helps retain younger customers

Customers who participate in their "**ASOS A-List**" **loyalty program** earn points for each transaction they make urging the customer to purchase products more. Additionally, to boost customer retention they provide customers with **personalized recommendations** based on their browsing and purchasing patterns, which might assist them in locating products they are interested in.

## **LOYALTY:**

**ASOS features a student discount program** that helps retain younger customers in addition to their **ASOS A-List loyalty program** which helps customers earn points for each purchase they make. ASOS frequently updates and sends emails to all the registered email accounts. Additionally, they deliver and post pamphlets and publications. On social networking sites like Facebook and Twitter, they also have established groups and communities to inform clients about their offers and deals. Which is an accurate representation of how the online retail company, ASOS completes the loyalty phase of the cycle.

## **Informing Marketing Campaigns:**

Digital marketing strategies like social media advertising, SEO, reaching people through influencers, and content marketing are viable options to raise a product or brand's exposure and recognition and boost traffic to its website, promoting marketing campaigns; at the reach and at the acquisition phase. User-generated content, promotional events can be used at conversion, retention and at the loyalty stages of the cycle. Therefore, all above mentioned instances are how miller's buying circle is optimized to inform digital marketing campaigns.

## Question 02

A) Site link: <https://sites.google.com/iit.ac.lk/singer-songwriter-umaria/about>

The screenshot shows the homepage of a Google Sites microsite. At the top left is a logo consisting of two interlocking 'U's. To its right is the text "Singer | Songwriter | Musician". On the far right is a navigation bar with links for "Home", "About", "Videos", "Music", "Awards", "Connect", and a magnifying glass icon for search. The main visual is a large, close-up profile photograph of a woman with dark hair and a green dress, identified as Umaria Sinhawansa. Below this image is her name in a large, bold, white sans-serif font. Underneath the name is a smaller, centered text block about her biography. To the left of this text is a smaller, separate image of the same woman with long, wavy hair, resting her head on her hand against a colorful floral background. Below this image is a horizontal navigation bar with arrows and dots, indicating it's part of a larger gallery. At the bottom of the page is a footer bar containing social media icons for YouTube, Spotify, Twitter, Instagram, Facebook, and LinkedIn. The footer also includes a small circular icon with a question mark and a circular icon with a pencil.

UMARIA SINHAWANSA

Umaria Birthy Ayesha Sinhawansa (Sinhala: මුරාරිය සිංහවාස, born 5 January 1991), popularly as Umaria Sinhawansa, is a Sri Lankan pop, R&B and jazz singer. She is the youngest musician to be ever awarded A-Grade by Sri Lanka Broadcasting Corporation.

She has won the 'Kala Keerthi Abhimani' award for her contribution to Sri Lanka's music industry. Umaria began her music career at age 11 in the 2005, performing with her sister at various stages. She made her debut as a playback singer in the film *Asai Man Piyabanna*. And also she has won silver awards at *Pan Asia Music International Music Competition* and the *Crimea Music Fest* international competition.

In 2020, her single "Manda Pama" was a super hit in Sri Lanka and reached 10 million views in a very short time. She was listed among the most viewed female artists on YouTube with 22 million views. And she is the most followed Sri Lanka singer on Instagram. She received "Aya Pranama Award" for her contribution to the music and was awarded the 2021 SLIM-Nielsen Peoples Awards for the song of the year 2021

[FIND OUT MORE](#)

© UMARIA SINHAWANSA | POWERED BY GOOGLE SITES

Figure 2: Homepage of the microsite

**Singer | Songwriter | Musician**

# About

ARTIST / SINGER-SONGWRITER / MUSICIAN

## PERSONAL DETAILS

Umaria Sinhawansa was born 5 January 1991, in Colombo, Sri Lanka. She is the daughter of Tony Sinhawansa and Ayesha Sinhawansa who were musicians and Umaria was exposed to music early in her life. Umaria studied at Muslim Ladies College and Gateway International school, Colombo, Sri Lanka. She graduated BA Honours degree in Music and She has diploma in Interior Designing and Videography. She has two older brothers, Subandrio, and Hharthono. Hharthono is also a music producer & entrepreneur. Her older sister Umara Sinhawansa is also a musician. Umaria's grandmother Rani Perera, was an actress in Sri Lankan cinema. She is also a granddaughter of the late songstress and actress Rukmani Devi.

Umaria is a light lyric soprano possessing a four-octave vocal range and a whistle register. She has mainly been described as a pop, R&B and jazz singer. Her major musical influences are her mother and sister. They always encouraged her to sing. And Umaria has cited Whitney Houston, Beyoncé, Celine Dion, Michael Jackson as her main musical influences.





## BRAND AMBASSADORSHIPS AND ENDORSEMENTS

Umaria signed up for [SLTMobile](#) and voiced many songs promoting this networking brand. In 2018, she signed up as brand ambassador for Signal toothpaste and she voiced their brand's theme song, *Sina Bo Wewa*.

Meantime she was a brand ambassador of [Sunlight \(cleaning product\)](#) and She voiced the song *Manu dam Vyamana* with various artists.

In 2020 Beauty Brand, [British Cosmetic](#) sponsored her song, *Manda Pama*. After the huge success of the song, on 21 November 2020, they announced Umaria as their new, main brand ambassador. She mainly endorses the product *Discover the Power of Gold - Prevense Advanced Gold Therapy* and many of British cosmetics.

After she was named as a brand ambassador with others for the food and drink brand, [Nestle Sri Lanka's Nestamalt](#) campaign. In the meantime, they released an advertisement showcasing a campaign between the company and Umaria with some of the proceeds going to "organizations that seek to improve people's health as well as mental and emotional well-being".

[Dialog Axiata](#) signed Umaria as their brand ambassador, for Dialog Fun Blaster campaign and they collaborated with her song *Manda Pama*.

On Mar 12, 2021, the phone brand [Qazaq](#) announced Umaria as their brand ambassador, she is currently endorsing the OPPO F19 Pro.

## PHILANTHROPY AND ACTIVISM

On May 14, 2020, Umaria was involved in a Sri Lankan Government effort to promote COVID-19 Prevention among people in Sri Lanka. She sang the song, *Itukama* to educate the people how COVID-19 prevention works in Sri Lanka. And she performed with BnS in many apartment complexes following health safety measures, to make people mentally fit during the lockdown with the help of Sri Lankan Government.

She has opened up a social media page, called [one promise](#) to talk to people who are struggling with depression and other mental issues.



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Figure 3: About page of the microsite

The screenshot displays a microsite for singer Umaria Sinhawansa. At the top, there's a navigation bar with links for Home, About, Videos, Music, Awards, and Connect, along with a search icon. The main title "Umaria Sinhawansa Videos" is centered above a grid of video thumbnails.

The grid contains eight video thumbnails, each with a "Watch on YouTube" button:

- RAAGI RAAGI - UMARIA | රැංගි රැංගි (O...)**: Trending video.
- MANDA PAMA - UMARIA | මංද පාමා**: Shows a woman dancing, with "21M VIEWS" prominently displayed.
- NAANE - UMARIA | නානේ - උමරාරියා (O...)**: Shows a woman in a red dress, with "1 MILLI VIEW" displayed.
- YUDA GINI - UMARIA | යුද ගිනි උමරාරියා | Yuda Gini ...**: Shows a woman in a green dress, with "400 000+ Views" displayed.
- UMARIA - RANGUME | උමරාරියා - රංගුම්**: Shows a woman in a red dress, with "M+ VIEWS" and "ANGUME" displayed.
- AYACHANA - UMARIA | අයාචනා - උමරාරියා**: Shows a close-up of a woman's face, with "1+ M VIEWS" displayed.
- ALL BY MYSELF - CELINE DION (COVER) - UMARIA**: Shows a woman singing into a microphone, with "Watch on YouTube" button.
- IPIDA MARE | LIVE COVER - UMARIA**: Shows a woman singing into a microphone, with "IPIDA MARE | LIVE COVER" text.
- THODE BADMASH | LIVE - UMARIA**: Shows a woman singing into a microphone, with "THODE BADMASH | LIVE" text.
- Don't cry for me Argentina! - UMARIA**: Shows a woman singing into a microphone, with "Don't cry for me Argentina!" text.
- Nim hi... - UMARIA**: Shows a woman singing into a microphone, with "Nim hi..." text.

At the bottom of the page, there are social media sharing icons and a footer note: "© UMARIA SINHAWANSA | POWERED BY GOOGLE SITES".

Figure 4: Videos page of the microsite

## Music

**Mathakai Eda**  
Billy Fernando & Umaria...  
[PREVIEW](#)

**Denuwan Piya**  
Umaria Sinhawansa  
[PREVIEW](#)

**Nim Him Sewwa**  
Bathiya & Santhush, K...  
[PREVIEW](#)

**Sthuthi Sri Lanka**  
Bathiya & Santhush, K...  
[PREVIEW](#)

## Originals

03.55	<b>Denuwan Piya</b>	Solo Track Version
04.00	<b>Kumuduniya</b>	Solo Track Version
04:30	<b>Sandak Lesin Paya</b>	Solo Track Version
04.27	<b>Araliya</b>	Solo Track Version
03.37	<b>Malak Nowe</b>	Solo Track Version
03.37	<b>Rangume</b>	Solo Track Version
03.37	<b>Manda Pama</b>	Solo Track Version
04.36	<b>Ayachana</b>	Solo Track Version
03.58	<b>Yuda Gini Dumaraya</b>	Solo Track Version
04.08	<b>Rathu Eli</b>	Solo Track Version
02.05	<b>NAANE</b>	Solo Track Version

## Collaborations

2009	Collaborated with Bathiya and Santhush for the song <b>Shahena</b>
2009	Collaborated with Bathiya and Santhush for the song <b>Ra Pura Payana Tharuka</b>
2010	Collaborated with Bathiya and Santhush for the song <b>Baila Gamuda Remix Karala</b>
2012	Collaborated with Bathiya and Santhush for the song <b>Kavikariye</b>
2013	Collaborated with Randhir Witana, Bathiya and Santhush for the song <b>Mal Madahasa Pidena</b>
2014	Collaborated with Dushyanth Weeraman for the song <b>Sihine</b>
2018	Umaria featured with Ruwan Hettiarachchi for the song <b>Hiru Mal Kiniththak Dara</b>
2019	she collaborated with Bathiya and Santhush for the album <b>Oba Nisa</b> and toured for the Oba Nisa concert.
2015	collaborated with BnS and Sanuka Wickramasinghe for the song <b>Saragi Asile</b>

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Figure 5: Music page of the microsite

The image shows the 'Awards' section of a microsite. At the top is a large banner photo of a woman singing into a microphone on stage, wearing a red dress. Below the banner is a grid of nine smaller images, each representing an award win:

- Vanithabimani 2021**  
For the contribution to the country  
Award: Appreciative Award
- SLIM-Nielsen Peoples Awards 2021**  
Manda Pama  
Award: Song of The Year
- TV Derana Aya Pranama 2020**  
For the contribution to the country  
Award: Best Woman In Singing Category
- Kala Keerthi Abhimani 2020**  
For the contribution to the country  
Award: Appreciative Award
- Derana Music Video Awards 2016**  
Lassana Dasak  
Award: Best Music Video
- Cinema Music Fest 2011**  
My Dreams - Original  
Award: Bronze Award
- Asian Youth Singing Competition China 2011**  
International Music Competition  
Award: Silver Award
- Izmir Turkey 2010**  
International Music Competition  
Award: Bronze Award at the Original Singing Contest
- Asia Song Festival 2010**  
Cover Song Listen by Beyoncé  
Award: Best Solo Performance

At the bottom of the page are social media icons and a copyright notice: © UMARIA SINHAWANSA | POWERED BY GOOGLE SITES.

Figure 6: Awards page of the microsite

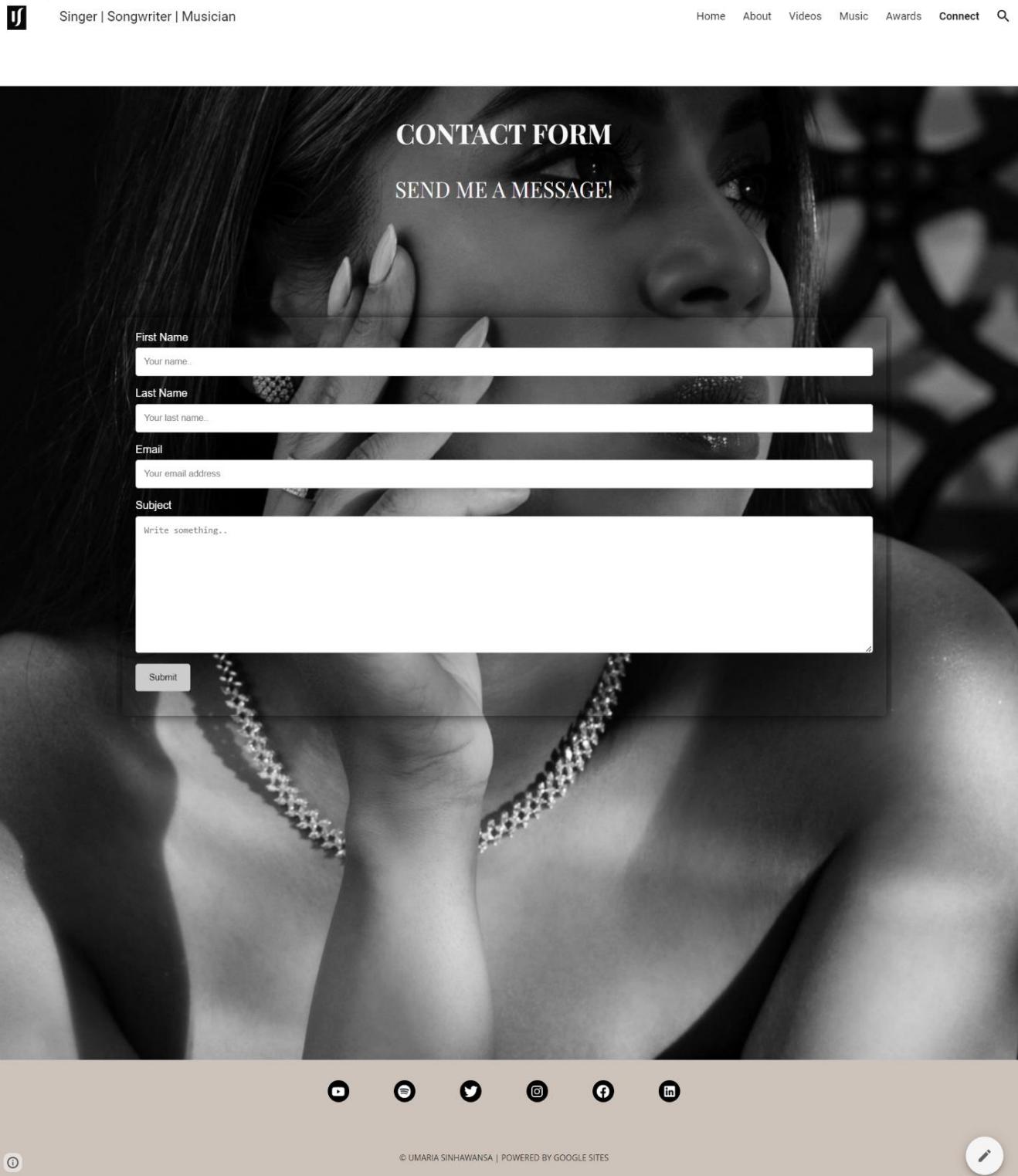


Figure 7: Contact page of the microsite

**B)** Discovering the terms and expressions people use to look for information or products online is the **process of keyword research**.

It aids website operators in crafting material that is optimized for the precise words and phrases that their intended audience uses to search also helping in enhancing traffic and search engine rankings through incorporating these keywords in to websites. **Thus, playing a crucial part in any successful SEO strategy.**

**Online tools** - Google Keyword Planner, Moz Keyword Explorer, Keyword Tool, Ahrefs, SEMrush

**C)**

The '**Landing page**' and the '**About page**' are the two sections that were picked for keyword optimization. As depicted below, multiple platforms were used to evaluate the keyword density of the website.

The screenshot shows the Google Ads Keyword plan interface. The search query is "musician". The results table includes columns for Keyword (by relevance), Avg. monthly searches, Three month change, YoY change, Competition, Ad impression share, Top of page bid (low range), Top of page bid (high range), and Account status. The keyword "musician" is highlighted with a red border in the results table.

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
acoustic guitarist	1,300	\$0.22	\$1.78	LOW				
yanni musician	1,000	\$0.00	\$0.00	LOW				
musician	880	\$0.00	\$0.00	LOW				
reggae musicians	880	\$0.00	\$0.00	LOW				

Figure 8: evaluating /density – Keyword Planner

The screenshot shows the WordStream Free Keyword Tool interface. At the top, it says "One tool to discover and prioritize the best keywords to target." Below that is a search bar containing the URL "https://sites.google.com/iit.ac.lk/musician-umariasinhawansa/". Underneath the search bar, there are dropdown menus for "Choose an Industry (Optional)" set to "All Industries" and "Enter a State or Country" set to "Sri Lanka". A blue "New Search" button is to the right. Below these, a section titled "Keyword results for 'https://sites.google.com/iit.ac.lk/musician-umariasinhawansa/'" displays a table of 6 keywords. The columns are "Keywords", "Monthly search volume", "Top of page bid (low range)", "Top of page bid (high range)", and "Competition". The results are:

Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
singer songwriter	210	\$0.00	\$0.00	LOW
singer and songwriter	10	\$0.00	\$0.00	UNSPECIFIED
musician singer	10	\$0.00	\$0.00	LOW

A blue "Download all Keywords" button is located at the top right of the results table.

Figure 9: evaluating /density – WordStream

It is expected to identify keywords with a higher search volume and little competition to help with the optimization strategy.

Hence, the author chooses the words, ‘**Singer songwriter**’, ‘**musician**’ as the appropriate keywords among ‘singer’, ‘songwriter’ and ‘musician’

The screenshot shows the Google Ads Keyword Planner interface. The left sidebar has sections for "Forecast", "Keyword plan", "Saved keywords", and "Negative keywords". The main area shows search results for "singer songwriter". It includes a search bar with "singer songwriter", location "Sri Lanka", language "English", network "Google", and date range "Feb 2022 – Jan 2023". Below the search bar is a "Broaden your search" section with filters like "+ country music", "+ singer", etc. A "Refine keywords" link is also present. The results table shows 1,473 keyword ideas. The columns are "Keyword (by relevance)", "Avg. monthly searches", "Three month change", "YoY change", "Competition", "Ad impression share", "Top of page bid (low range)", "Top of page bid (high range)", and "Account status". The first row of results is "singer songwriter" with values: 100 - 1K, -90%, -90%, Low, -, -, -, -.

Figure 10: competition/ search volume – Keyword Planner (Singer,songwriter)

The screenshot shows the WordStream Free Keyword Tool interface. At the top, it says "Free Keyword Tool" and "One tool to discover and prioritize the best keywords to target." Below is a search bar containing "singer songwriter". Underneath the search bar are dropdown menus for "Choose an Industry (Optional)" (All Industries) and "Enter a State or Country" (Sri Lanka), along with a "New Search" button. The main results section is titled "Keyword results for <a href='https://sites.google.com/iit.ac.lk/musician-umariasinhawansa/'>https://sites.google.com/iit.ac.lk/musician-umariasinhawansa/</a>" and includes a "Download all Keywords" button. The results table shows one keyword: "singer songwriter" with a monthly search volume of 210, low competition, and a top page bid of \$0.00.

Figure 11: competition/ search volume – WordStream (Singer,songwriter)

The screenshot shows the Google Ads Keyword plan interface. The left sidebar has options like "Keyword ideas", "Forecast", "Keyword plan", "Saved keywords", and "Negative keywords". The main area shows a search bar with "musician", location "Sri Lanka", language "English", and date range "Feb 2022 – Jan 2023". Below the search bar is a "Broaden your search" section with filters for "artists", "performing artist", "music", "songwriter", "composer", "photographer", and "teacher", and a "Refine keywords" link. A table titled "2,121 keyword ideas available" lists columns: "Keyword (by relevance)", "Avg. monthly searches", "Three month change", "YoY change", "Competition", "Ad impression share", "Top of page bid (low range)", "Top of page bid (high range)", and "Account status". One row is shown for "musician" with 100–1K searches, 0% change, 0% YoY, Low competition, and account status "-".

The screenshot shows the WordStream Free Keyword Tool interface again, this time for the keyword "musician". It has the same top sections as Figure 11. The results table shows one keyword: "violinist" with a monthly search volume of 6,600, a top page bid of \$0.38, and low competition.

Figure 12: competition/ search volume – Keyword Planner /WordStream (Musician)

In conclusion, a keyword density of 3.3 for the term "singer songwriter" and 3.6 for "musician" in the tool, Mangools falls within the optimal range and indicates that the content is appropriately optimized for the keyword.

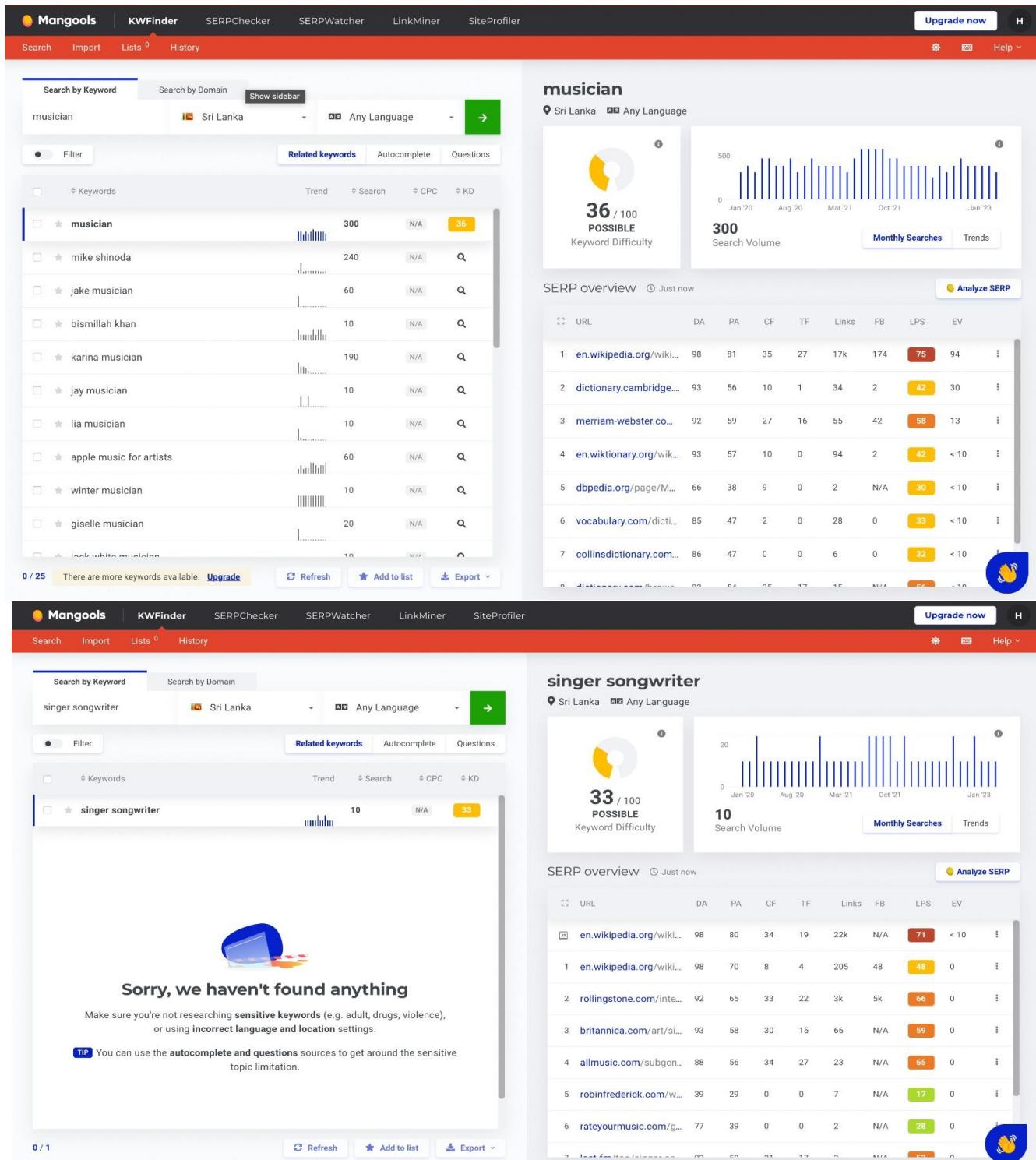


Figure 13: monthly searches /competition – Mangools (singer songwriter, musician)

## TWO WORD PHRASES

Result	Keyword	Frequency	Density	Keyword options
1	singer songwriter	1	50.00%	KW options ▾

## ONE WORD PHRASES

Result	Keyword	Frequency	Density	Keyword options
1	singer	1	50.00%	KW options ▾
2	songwriter	1	50.00%	KW options ▾

## ONE WORD PHRASES

Result	Keyword	Frequency	Density	Keyword options
1	musician	1	100.00%	KW options ▾

Figure 14: SEO Review Tool

Content Optimization:

(Before) Site Link: <https://sites.google.com/iit.ac.lk/musician-umariasinhawansa>

(After) Site Link: <https://sites.google.com/iit.ac.lk/singer-songwriter-umaria>

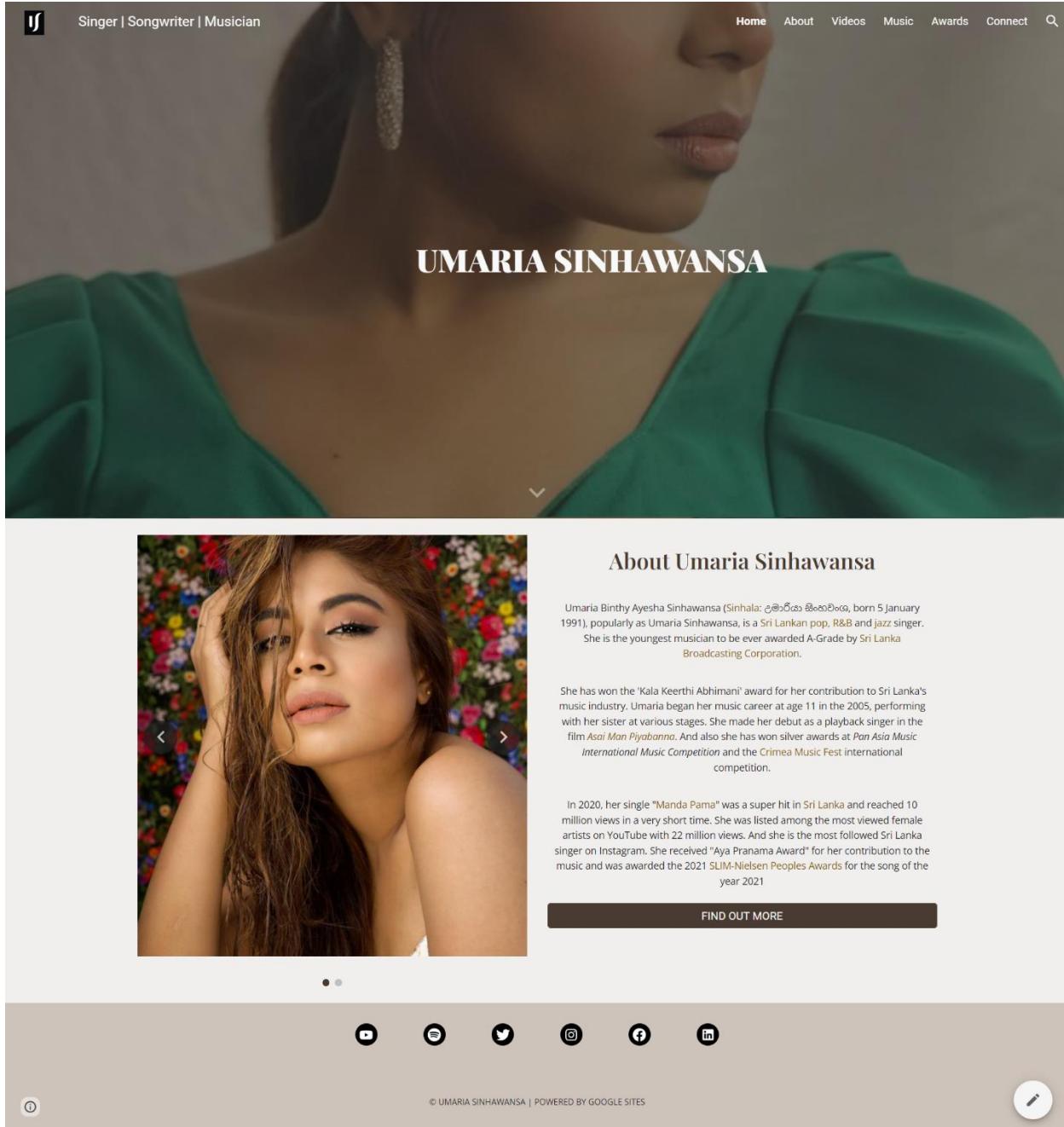


Figure 15: Home page before optimization

Singer | Songwriter | Musician

[Home](#) [About](#) [Videos](#) [Music](#) [Awards](#) [Connect](#) [Search](#)

# About

ARTIST / SINGER-SONGWRITER / MUSICIAN

## PERSONAL DETAILS

Umaria Sinhawansa was born 5 January 1991, in *Colombo, Sri Lanka*. She is the daughter of Tony Sinhawansa and Ayesha Sinhawansa who were musicians and Umaria was exposed to music early in her life. Umaria studied at Muslim Ladies College and Gateway International school, *Colombo, Sri Lanka*. She graduated BA Honours degree in Music and She has diploma in Interior Designing and Videography. She has two older brothers, Subandrio, and Hrathrono. Hrathrono is also a music producer & entrepreneur. Her older sister Umaria Sinhawansa is also a musician. Umaria's grandmother Rani Perera, was an actress in *Sri Lankan cinema*. She is also a granddaughter of the late songstress and actress *Rukmani Devi*.

Umaria is a light lyric soprano possessing a four-octave vocal range and a whistle register. She has mainly been described as a pop, R&B and jazz singer. Her major Musical influences are her mother and sister. They always encouraged her to sing. And Umaria has cited *Whitney Houston, Beyoncé, Celine Dion, Michael Jackson* as her main musical influences.





## BRAND AMBASSADORSHIPS AND ENDORSEMENTS

Umaria signed up for **SLTMobile** and voiced many songs promoting this networking brand. In 2018, she signed up as brand ambassador for Signal toothpaste and she voiced their brand's theme song, *Sina Bo Wewa*. Meantime she was a brand ambassador of **Sunlight (cleaning product)** and She voiced the song *Manu dam Vyamana* with various artists. In 2020 Beauty Brand, **British Cosmetic** sponsored her song, *Manda Pama*. After the huge success of the song, on 21 November 2020, they announced Umaria as their new, main brand ambassador. She mainly endorses the product *Discover the Power of Gold - Preventive Advanced Gold Therapy* and many of British cosmetics.

After she was named as a brand ambassador with others for the food and drink brand, **Nestlé Sri Lanka's Nestamolt** campaign. In the meantime, they released an advertisement showcasing a campaign between the company and Umaria with some of the proceeds going to organizations that seek to improve people's health as well as mental and emotional well-being.

**Dialog Axata** signed Umaria as their brand ambassador, for Dialog Fun Blaster campaign and they collaborated with her song *Manda Pama*. On Mar 12, 2021, the phone brand **Oppo** announced Umaria as their brand ambassador, she is currently endorsing the OPPO F19 Pro.

## PHILANTHROPY AND ACTIVISM

On May 14, 2020, Umaria was involved in a Sri Lankan Government effort to promote COVID-19 Prevention among people in Sri Lanka. She sang the song, *Itukama* to educate the people how COVID-19 prevention works in Sri Lanka. And she performed with BnS in many apartment complexes following health safety measures, to make people mentally fit during the lockdown with the help of Sri Lankan Government. She has opened up a social media page, called **one promise** to talk to people who are struggling with depression and other mental issues.

[YouTube](#) [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#)

© UMARIA SINHAWANSA | POWERED BY GOOGLE SITES

Figure 16: About page before optimization

The image shows the homepage of a website for Umaria Sinhawansa. At the top left is a logo consisting of a stylized 'U' and 'J'. To its right is a red-bordered box containing the text "Singer | Songwriter | Musician". The top right features a navigation menu with links to "Home", "About", "Videos", "Music", "Awards", "Connect", and a search icon. The main background image is a close-up profile of a woman with dark hair and a green dress, with the name "UMARIA SINHAWANSA" overlaid in white capital letters. Below this is a smaller image of the same woman with long brown hair, resting her head on her hand against a colorful floral backdrop. To the right of this image is a section titled "About Umaria Sinhawansa" with a bio, followed by a "FIND OUT MORE" button. At the bottom, there are social media icons for YouTube, Spotify, Twitter, Instagram, Facebook, and LinkedIn, along with a copyright notice and a edit icon.

**UMARIA SINHAWANSA**

**About Umaria Sinhawansa**

Umaria Binthy Ayesha Sinhawansa (Sinhala: උමරියා සිංහවාස, born 5 January 1991), popularly known as Umaria Sinhawansa, is a Sri Lankan pop, R&B and jazz **singer** and **songwriter**. She is the youngest musician to be ever awarded A-Grade by Sri Lanka Broadcasting Corporation.

She has won the 'Kala Keerthi Abhimani' award for her contribution to Sri Lanka's music industry. Umaria began her music career at age 11 in the 2005, performing with her sister at various stages. She made her debut as a playback singer in the film *Asai Man Piyabanna*. And also the **singer and songwriter** has won silver awards at *Pan Asia Music International Music Competition* and the *Crimea Music Fest* international competition.

In 2020, her single "Manda Pama" was a super hit in Sri Lanka and reached 10 million views in a very short time. She was listed among the most viewed female **singers and songwriters** on YouTube with 22 million views. And she is the most followed Sri Lanka singer on Instagram. She received "Aya Pranama Award" for her contribution to the music and was awarded the 2021 SLIM-Nielsen Peoples Awards for the song of the year 2021.

FIND OUT MORE

© UMARIA SINHAWANSA | POWERED BY GOOGLE SITES

Figure 17: Home page after optimization

**About**

ARTIST / SINGER-SONGWRITER / MUSICIAN

### PERSONAL DETAILS

Umaria Sinhawansa was born 5 January 1991, in Colombo, Sri Lanka. She is the daughter of Tony Sinhawansa and Ayesha Sinhawansa who were **musicians** and Umaria was exposed to music early in her life. Umaria studied at Muslim Ladies College and Gateway International school, Colombo, Sri Lanka. She graduated BA Honours degree In Music and She has diploma in Interior Designing and Videography. The **musician** has two older brothers, Subandrio, and Hharthono. Hharthono is also a music producer & entrepreneur. Her older sister Umara Sinhawansa is also a **musician**. Umaria's grandmother Rani Perera, was an actress in Sri Lankan cinema. She is also a granddaughter of the late songstress and actress *Rukmani Devi*.

Umaria is a light lyric soprano possessing a four-octave vocal range and a whistle register. She has mainly been described as a *pop, R&B and jazz singer*. Her major Musical influences are her mother and sister. They always encouraged her to sing. And Umaria has cited **musicians**, *Whitney Houston, Beyoncé, Celine Dion, Michael Jackson* as her main musical influences.

### BRAND AMBASSADORSHIPS AND ENDORSEMENTS

Umaria signed up for *SLTMobile* and voiced many songs promoting this networking brand. In 2018, she signed up as brand ambassador for Signal toothpaste and she voiced their brand's theme song, *Sina Bo Wewa*. Meantime the **musician** was also a brand ambassador of *Sunlight (cleaning product)* and She voiced the song *Manu dam Vyamana* with various artists. In 2020 Beauty Brand, *British Cosmetic* sponsored her song, *Manda Pama*. After the huge success of the song on 21 November 2020, they announced Umaria as their new, main brand ambassador. She mainly endorses the product *Discover the Power of Gold - Prevente Advanced Gold Therapy* and many of British cosmetics.

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© UMARIA SINHAWANSA | POWERED BY GOOGLE SITES

Figure 18: About page after optimization

## D)

### I.

Links on other websites(directing their users to your material), directing to specific pages on your website are known as **backlinks**, other websites. Backlinks aid search engines in finding new pages and comprehending the significance of those sites, increasing search engine rankings of a site as they're viewed as recommendations to a website by search engines since they convey information about the value and relevance of a webpage; **which is the overall intuition** behind how it improves search engine rankings.

**Internal links** are hyperlinks that lead to other sections within a same webpage. Search engines track links from page to page when they crawl a website. So these links aid in search engines comprehending the hierarchy and structure of material on a website which is the general idea behind internal linking for SEO, aiding in boosting the search engine ranking of a site's most crucial pages by using internal linking to spread link equity and establish keyword relevance.

### II.

I've identified the key sections of the created microsite that I'd want to link together and used explanatory anchor text that fairly represents the hyperlinks for internal linking and have used social media to promote my microsite for backlinking as shown below:

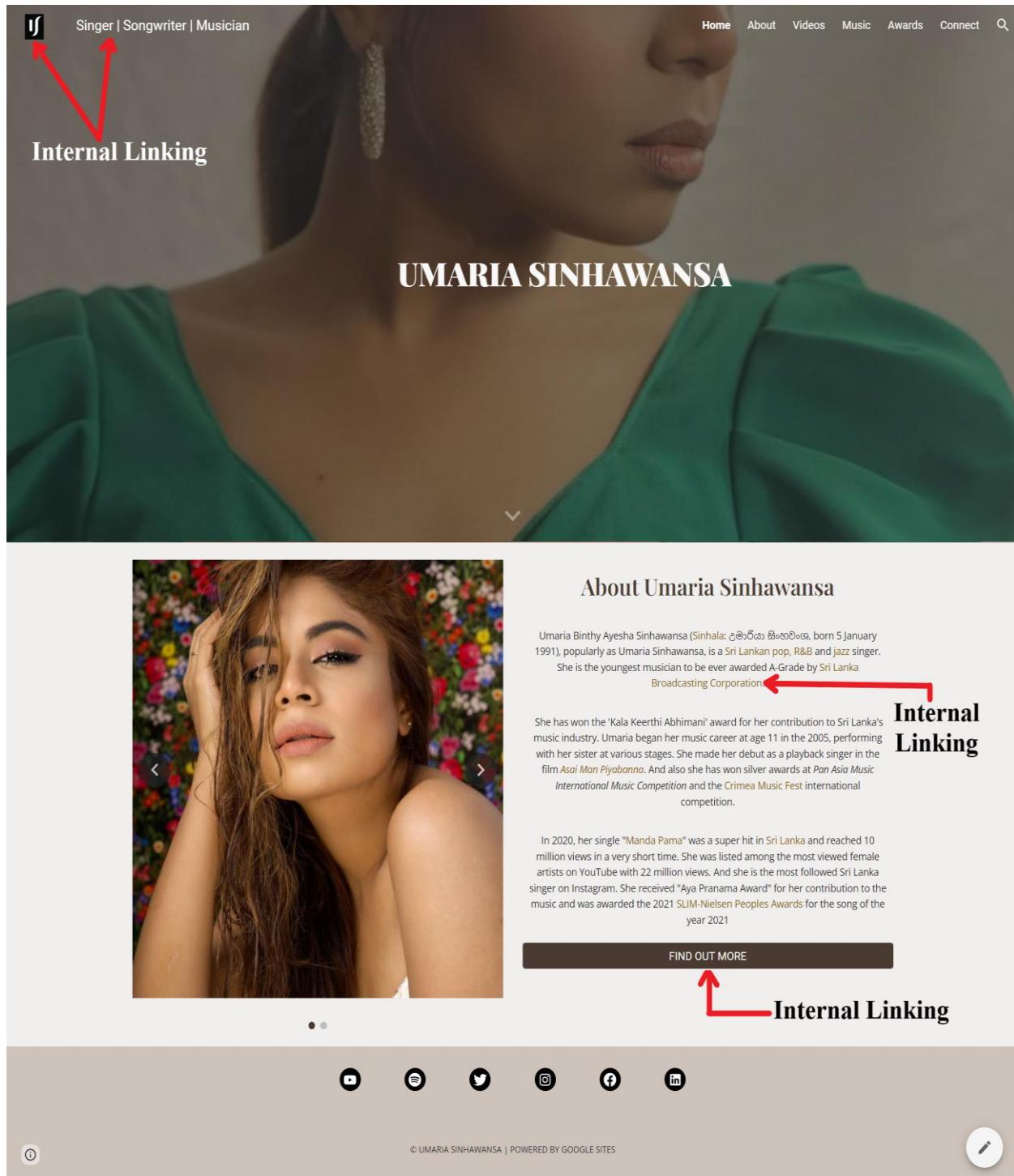


Figure 19: Internal links in Homepage

The screenshot shows the 'About' page of a website. At the top left is a logo with a stylized 'U' and the text 'Singer | Songwriter | Musician'. The top right features a navigation menu with links to 'Home', 'About', 'Videos', 'Music', 'Awards', 'Connect', and a search icon. The main title 'About' is centered above a large, dark background image of a woman singing into a microphone. Below the title, the text 'ARTIST / SINGER-SONGWRITER / MUSICIAN' is displayed. A section titled 'PERSONAL DETAILS' contains a biography of Umaria Sinhawansa. A red box highlights the sentence 'She has mainly been described as a *pop, R&B and jazz singer*'. To the right of the text is a portrait of Umaria wearing a white veil. Below the text are two smaller images: one of her in a yellow dress and necklace, and another of her in a white blazer. At the bottom is a social media navigation bar with icons for YouTube, Spotify, Twitter, Instagram, Facebook, and LinkedIn. The footer includes a copyright notice '© UMARIA SINHAWANSA | POWERED BY GOOGLE SITES' and a edit icon.

**About**

ARTIST / SINGER-SONGWRITER / MUSICIAN

**PERSONAL DETAILS**

Umaria Sinhawansa was born 5 January 1991, in Colombo, Sri Lanka. She is the daughter of Tony Sinhawansa and Ayesha Sinhawansa who were musicians and Umaria was exposed to music early in her life. Umaria studied at Muslim Ladies College and Gateway International school, Colombo, Sri Lanka. She graduated BA Honours degree In Music and She has diploma in Interior Designing and Videography. She has two older brothers, Subandrio, and Hharthono. Hharthono is also a music producer & entrepreneur. Her older sister Umara Sinhawansa is also a musician. Umaria's grandmother Rani Perera, was an actress in Sri Lankan cinema. She is also a granddaughter of the late songstress and actress Rukmani Devi.

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### Internal Linking



Figure 20: Internal links in about page

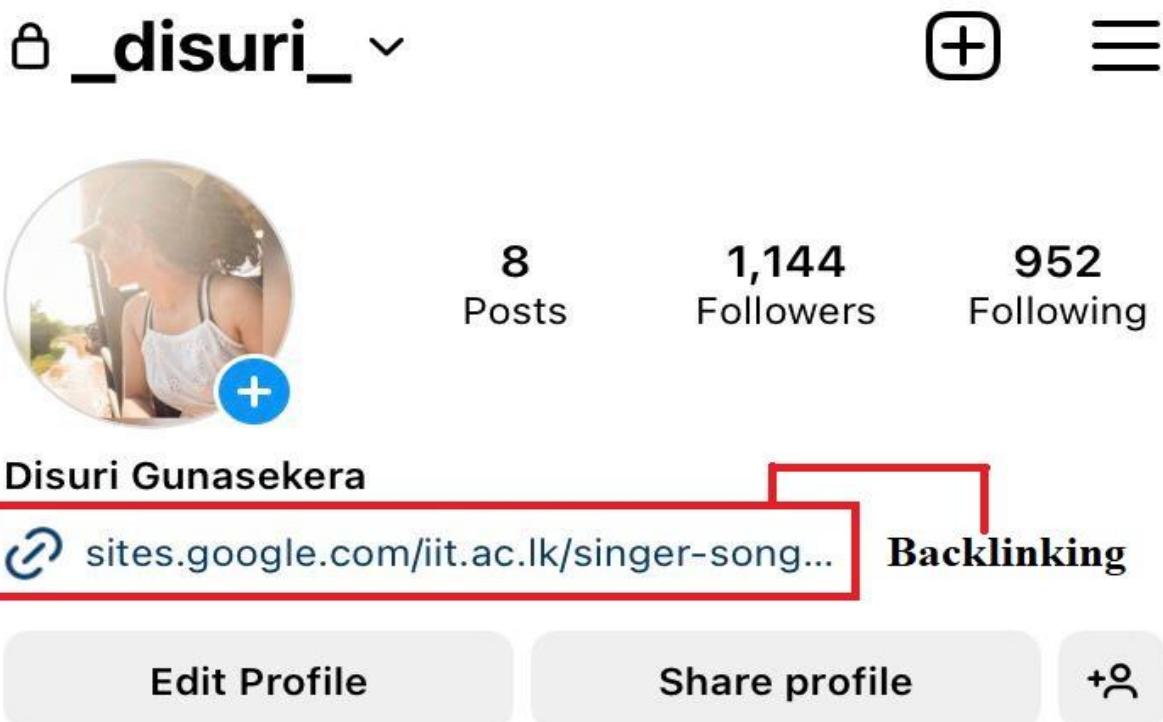


Figure 21: Back linking / Instagram

The image shows a Facebook profile for 'Disuri Gunasekera'. The profile picture is a circular photo of a person. Below the profile picture, the bio reads 'Disuri Gunasekera' and '907 friends'. To the right of the bio, there is a red rectangular box containing a link: 'sites.google.com/iit.ac.lk/singer-songwriter-umaria'. On the right side of the profile, there are buttons for '+ Add to Story' and 'Edit profile'. Below the bio, there is a navigation bar with links: Posts, About, Friends, Photos, Videos, Check-ins, More, and an ellipsis button. The 'Posts' section is currently selected. In the 'Posts' section, there is a 'List view' button, a 'Grid view' button, and a 'Filters' button. The 'About' section shows the user's location: 'Went to Musaeus College - Colombo 07', 'Lives in Colombo, Sri Lanka', and 'From Colombo, Sri Lanka'. The 'What's on your mind?' input field is visible at the top of the 'Posts' section.

Figure 22: Back linking / Facebook

E)

**Unethical search engine optimization (SEO)** is the use of deceptive techniques to raise a website's ranking in search results, frequently at the cost of the user experience and search engine policies.

**Keyword stuffing** to be more prominent for specific keywords,

**Link schemes** (buying links),

**Hiding texts or links** to deceive search engine results,

**Content scraping** unauthorized copying of material from other websites for the same purpose can be pointed as examples.

And some of the major search engine algorithms that have been implemented to avoid this are;

**Google Panda** - for imposing sanctions on websites for keyword stuffing, duplicate material and such. Also, because of **Google hummingbird** websites now find it more challenging to rate for irrelevant or low-quality keywords. **Google penguin** targets websites that use deceptive link strategies.

These sanctions may manifest in various ways; drop in rankings, loss in traffic, or even exclusion from SERPs. Like when websites encountered 90% of drop in traffic when panda was released.

**Forbes.com** - Despite being an exceptionally large company, Google still targeted their website with a ban for selling links in a variety of online spaces. Conductor Inc was the link broker for Forbes as well as other sites that might have been penalized.

## Question 03

A)

Traditional Marketing		Digital Marketing
Direct Mail	Telemarketing	Social media marketing
<b>How each approach works:</b>		
Sending marketing materials like brochures, flyers, catalogs, or postcards through postal mail to prospects is known as direct mail. Based on demographics, location, or preferences, these campaigns can target specific crowds. Direct mail can also be useful for attracting new clients by providing exclusive offers or reductions.	A type of direct marketing called telemarketing entails calling prospective clients to advertise a brand/product. In order to offer directly to prospects or to learn more about them, telemarketing can be used. Can be successful in acquiring new clients if the strategy is well-targeted and executed.	Social media marketing is a strategy that utilizes social media sites to publicize products brands. In order to gauge the success of your efforts, creating and sharing content, interacting with followers, running advertising campaigns, and observing metrics must be done.
<b>Key Differences:</b>		
All methods are used to attract new and more customers where mentioned traditional marketing methods have been around for years whereas social media marketing is a new concept.		
<b>Audience Targeting</b>		
To target prospects, direct mail and telemarketing frequently use demographic information.	Whereas, social media marketing enables more exact audience targeting based on preferences, behaviors and location.	
<b>Communication Style</b>		
A one-way communication strategy is used in direct mail and telemarketing to send the message to the prospect.	Contrarily, social media marketing enables a two-way communications strategy where users can interact and offer feedback.	
<b>Cost</b>		
Using traditional marketing techniques can be costly, particularly if the campaign calls for printing, mailing, or employing telemarketers.	However, because many social media platforms provide free or inexpensive advertising choices, social media marketing can sometimes be more cost-effective.	

<b>Reach</b>		
Because they can only reach a specific population, direct mail and telemarketing have a limited reach.		However, due to the size and diversity of the user population on social media platforms, social media marketing has a much wider audience.
<b>Advantages:</b>		
Tangible material	Personal interaction, instantaneous input	Targeting with precision  two-way communication  potential for high engagement.
appropriate for local marketing	Can be employed to collect data.	Wide range  significant likelihood of virality.
Suitable for small companies in terms of price.	Suitable for small companies in terms of price.	cost-effective
<b>Disadvantages:</b>		
Costly for major campaigns	Restrictive, restricted to phone use	Fewer users on some channels ,sudden shifts
inadequate reaction rates	excessive refusal rates	determining ROI is challenging,
May be considered trash mail.	Time-consuming.	Possibility for unfavorable reviews.

Table 1: Traditional and digital marketing

B)

A producer is a person or business that creates or makes a product or service available for sale, whereas a consumer is a person who pays for and utilizes a good or service.

When talking about a **long-term consumer-producer relationship**, we're referring to a relationship built on mutual confidence and satisfaction and defined by ongoing interaction over time. When it involves overseeing the long-term relationship between consumers and producers, social media marketing can be extremely effective.

The following are some strategies for advancing this connection through social media marketing:

**Engagement** - A notion of community can be built around a brand using social media platforms, which enable producers to interact with customers in real time.

**Brand Awareness** - Producers can become experts in their field and forge a distinctive brand identity by sharing intriguing and pertinent content.

**Customer Service** - Producers can also use social media channels to give prompt and helpful customer service.

**Starbucks** - With millions of followers on numerous social media networks, they have established an extensive online presence. The business interacts with customers on social media on a regular basis, attending to their comments, answering questions, and fostering a feeling of community among its followers using social media marketing effectively to improve brand loyalty, trust and the long-term connection between consumers and producers.

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