Q1

Case study: Coach

Coach is a high-end fashion brand well-known for its bags, clothing, shoes, and accessories. A digital marketing funnel, as used in Coach's online marketing strategy, is the process of directing potential customers through several interaction phases that eventually lead to a successful purchase.

A conceptual framework known as a "digital marketing funnel" describes the steps a potential customer must take to make a purchase. The funnel's three primary phases are Acquisition, which draws in new clients, Conversion, which motivates them to act, and Retention, which keeps them interested and returning to make more purchases.

Acquisition: Using digital platforms including social media, search engine optimization (SEO), and online advertisements, Coach aims to drive potential customers to its website during this phase. Coach uses tactics including influencer relationships, content marketing, and targeted advertising campaigns to raise brand awareness and improve website traffic.  
  
Conversion: In this phase, customers are encouraged to do tasks such as purchasing a product, subscribing to a newsletter, or opening an account. To increase conversions and boost sales, tactics including personalized recommendations, limited time offers, and easy checkout procedures are used.

Retention: After a customer's successful conversion, Coach focuses on retaining them and building customer relationships and loyalty. Good customer service, special offers, and loyalty programs are used to engage customers at this stage to boost the customer lifetime value and promote repeat purchases. Coach hopes to convert irregular customers into loyal supporters of the brand by offering outstanding customer care and crafting an unforgettable shopping experience.

Coach's company objectives and customer journey are well-aligned with Ash's three-step digital marketing funnel. Coach can increase revenue, build brand loyalty, and optimize customer lifetime value by carefully attracting, converting, and retaining customers. With focused acquisition efforts, attractive conversion methods, and continuous retention initiatives, Coach can build an effortless and rewarding shopping experience that encourages consumers to return repeatedly.

TECH

Search Engine Optimization (SEO): The process of improving a website to rank more effectively in search engine results pages and increase organic traffic is known as search engine optimization or SEO. SEO is the process of making a website's content, metadata, and backlinks more optimized to increase exposure and draw in more search engine traffic.  
  
Influencer partnerships: Influencer partnerships are collaborations with people who are well-known and influential on social media; they are frequently used for promoting products or businesses to their audience. Influencer collaborations may expand a brand's reach, drive interaction, and improve exposure.

Customer Lifetime Value (CLV): CLV is the estimated net profit for the duration of a customer's future relationship. For the purpose of estimating a customer's long-term worth to a firm, CLV considers variables including average purchase value, frequency of purchases, and customer retention rate. The primary goal for companies trying to maintain growth and optimize profitability is to increase CLV.

Q3

1

The metrics of a website's popularity and relevancy as established by social media platforms are known as social signals. Likes, shares, comments, and other interactions on social media sites like Instagram, Facebook, Twitter, and other platforms are examples of these signals. Social signals give information about the reliability and value of content published on social media platforms based on how people engage and interpret it.

Social signals have a big impact on how information appears online and is ranked on search engine results pages (SERPs). For example, when a YouTube video has a lot of views, likes, and comments, it is a clear indication to search engines that the material is worthwhile and interesting. Due to its perceived relevance and popularity among users, this video will likely appear higher in SERPs. Social signals are frequently used by search engines such as Google in their algorithms to evaluate the credibility and relevancy of online pages. Search engines may provide users with relevant and useful search results by considering metrics like the number of social media shares and interactions, which provide them with more information regarding the popularity of content.

The integration of social signals into search engine algorithms has various benefits such as higher exposure, better credibility, and improved relevance.  
  
However, there are disadvantages to social signals as well. These include the possibility of bias towards trends and trending topics being prone to manipulation through fake shares and likes, and privacy issues regarding the gathering and processing of user data. Despite these drawbacks, social signals still have a significant impact on the online exposure and placement of material on a variety of digital platforms, making them an essential component of search engine algorithms.

The use of social media platforms for content discovery and information sharing is increasing rapidly, according to recent trends. To find new information and guide their purchases, consumers are depending more on social signals from their social networks such as likes, shares, reviews, and recommendations. As a result of this, search engines are improving their algorithms to take social signals into account and provide consumers with more relevant customized search results. For search engine algorithms to be fair and accurate it is necessary to balance out the usage of social signals with other ranking variables.

2.

Consumer: A consumer is a person or an organization that buys products or services for their own consumption.   
  
Producer: A producer is a person or organization that manufactures or provides products or services for customers to consume.   
  
Extended Producer-Consumer Partnership:   
  
A continuous engagement between customers and producers that goes past one-time purchases is referred to as the long-term consumer-producer relationship. It involves gradually establishing mutual trust, and loyalty in order to create consistent engagement, customer retention, and brand promotion.

As social media marketing encourages communication, engagement, and brand loyalty it is an effective tool for managing the longer-term connection between producers and consumers. There are several ways in which this relationship can be strengthened.  
  
Frequent Interaction: Social media platforms give manufacturers an ongoing direct line of communication with customers. Producers may show their dedication towards customer satisfaction and establish a sense of connection by actively participating in conversations and answering questions.  
  
Customized Interaction: social media gives manufacturers the opportunity to personalize their products and communication to the specific preferences and habits of their customers. Producers may enhance consumer satisfaction and experience by delivering personalized content and promotions using data analytics and targeting technologies.

Building Communities: Producers may use social media to create and maintain online communities where customers can connect and exchange experiences. Producers can create a sense of community and brand loyalty among customers by organizing events and promoting user-generated content. This will enhance the customers commitment to the brand.  
  
Value-Added content: social media gives creators a platform to offer relevant worthwhile material that educates; entertains or inspires viewers. Producers may establish themselves as dependable advisers and influential figures in their industry by providing behind-the-scenes insights, product sessions and industry updates. This will increase consumer loyalty and confidence.

The multinational streaming company Netflix is a prime example of how social media marketing can be used to maintain long-lasting relationships with customers. Netflix interacts personally with its audience by offering exclusive material, replying to comments, and advertising upcoming releases on social media sites like Instagram and Twitter. Additionally, Netflix uses social media to generate excitement among viewers and to generate discussions regarding its original series and films. Netflix builds stronger relationships with its customers through customized contact, value-added content and a feeling of community. Over time, this leads to higher retention and advocacy rates.