

Transcription

Digital Marketing Channels (Paid)

Now whenever you look up for something on Google, two different types of search results might appear in the search engine results pages at the top. One at the paid search results, and the second are the organic results. Organic search results are influenced by the SEO while the paid search results are those which are influenced by the ad rank. Both these type of results appear in response to the same search query; they are independent of one another. The ranking of an organic result does not affect the ranking of a paid result.

In this segment, let's try and learn a little more about search engine marketing, also known as SEM. Search engine marketing, is a form of internet marketing in which advertisers pay some amount of fee to the search engines such as Google or Bing each time their links are clicked upon. Whenever a search query is made on a Google, two types of results come up on the search results page.

The screenshot shows a Google search results page for the query 'buy furniture'. It is divided into two columns: 'SEM' (Search Engine Marketing) and 'SEO' (Search Engine Optimization).

SEM Column: Displays paid search results. The top result is an advertisement for 'Buy Furniture | Get Up To 50% Off' from 'Urban Ladder'. Below it are several organic search results, including 'Urban Ladder | Explore Our Furniture Range | UrbanLadder.com', 'Rent Furniture From Rentahippo | With Option To Buy | rentahippo.com', and 'Furniture From Home Centre | Furniture Easy Exchange Offer'.

SEO Column: Displays organic search results. The top result is 'Furniture Online - Buy Wooden Furniture for Home Online in ...' from 'Popperfly'. Below it are several organic search results, including 'Furniture Online - Buy Wooden Furniture for Home in India ...', 'Up to 70% off on Furniture | Buy Sofas, beds, mattresses ...', and 'Furniture Online: Buy Wooden Furniture Online | Up to 50% Off'.

The first one is the organic search results and the second one is the paid search results. For instance, for a keyword buy furniture, you can see these two results at the top. One marked as ad, which are the paid search results and the other which are below them are the organic results. Organic search results appear because of the search engine optimization that we just learned upon in the earlier module, while the paid search results appear because of the ad dollars that are being spent by the advertisers.

Both these type of results appear in the responses to the same search query, they're absolutely independent of each other. The ranking of an organic result does not really affect the ranking of a page result. Now the organic search results are effected by, like I just said, your SEO, your search engine optimization, while the paid search results are effected by something called the SEM search engine marketing.

Also, as you have just seen earlier, SEO needs a relatively long time to start showing results, and SEM on the other hand and come to your rescue when you have an image immediate marketing objective that needs to be met instantly.

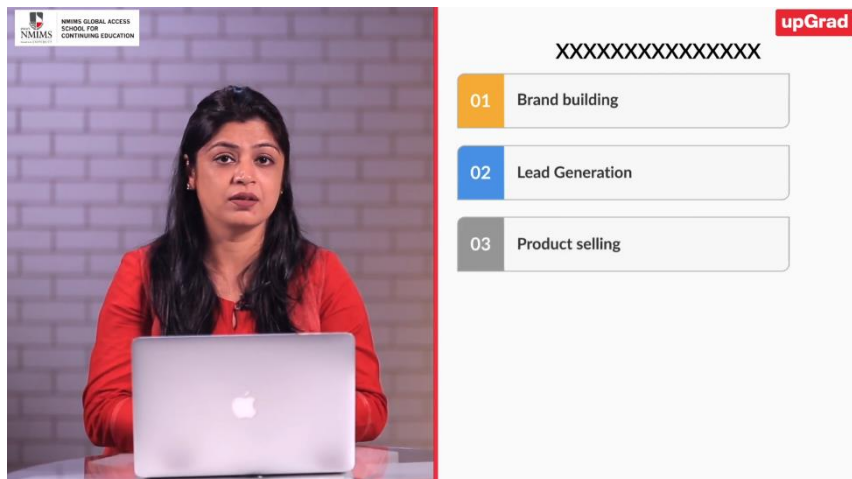


For instance, you are a new e-commerce firm, which is selling clothes for both men and women. Now on one hand, you have initiated your SEO strategy and the results are slowly and gradually coming in, but it will take its own sweet time for your brand to come up organically for the keywords that you have chosen.

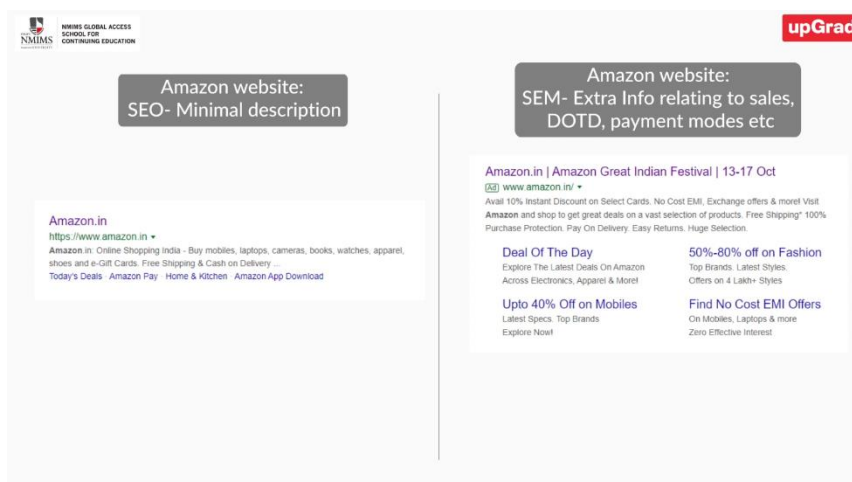


Now let's say that you have planned a summer sale for women's clothes, so you have a short-term goal to increase the visibility of the sale for the period of the Summer sale. So, what is it that you can do to make your brand rank higher or your website rank higher? You will need some SEM ads to rank at the top of Google search results quickly and that in turn will help you in getting the traffic to your website.

Now that you have learned what search ads are and where they appear and why they're important, let's now take a look at the objectives of these ads in some further detail. Now every business has its own specific objectives and a marketer can use a single or multiple channels to achieve them. SEM is used at various stages of the purchase funnel, be it at the top of the funnel where the prospective buyer is looking for information or in bringing in more leads and sales maybe at the later stages of the funnel as well.

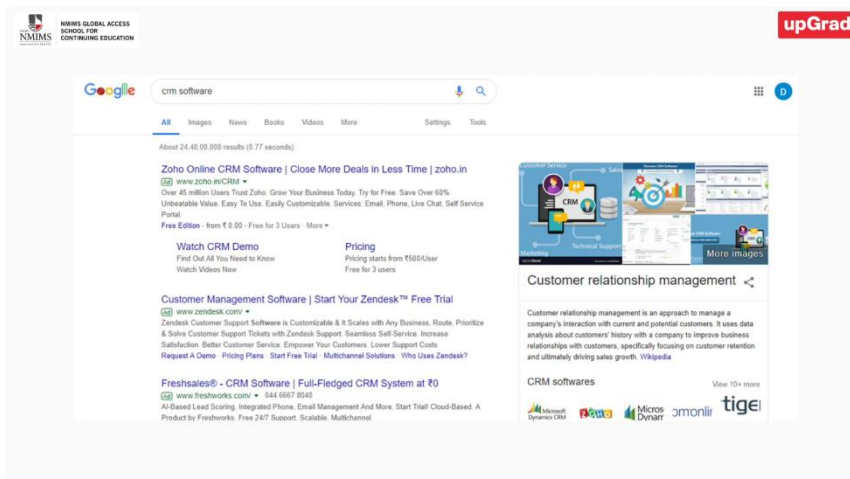


The first objective for which SEM is really used is brand-building wherein it drives more people to your website. Brands tend to bid for branded keywords in order to ensure that the users who are searching for them are not lost to competition.



For instance, when you search for the term Amazon on Google, you will find the official website link and that would be the first in the search results. Now, this is due to the SEO part. However, in case of SEM, the brand that is Amazon is not only going to show you the website, but it's also going to send out messages about its attributes such as the vast selection, the best prices, free shipping and so on.

So, an SEM ad at the top, which ensures that the users do not get distracted and end up on Amazon's website only. These are the kinds of campaigns that are usually run throughout the year and help in building your brand through a higher visibility.




The next important objective is something called lead generation. Now, most of the B2B businesses use SEM to generate relevant leads who can further buy their products and services. The leads do obtain, have a higher intent of purchasing the product as they're already looking for those products. For instance, when you search photo CRM software on Google, you'll see multiple ads of CRM software. These ads list the software features and also ask you to register for a free trial. Once you register, your information is recorded, and you become a lead for the marketing team. Post this, you're bombarded by messages from the sales team over phone calls or email to help you with the purchase or usage of the product.



A third very important objective of SEM is product selling. As a marketer, you can use your SEM to fulfill your immediate product sales requirements. This objective is mostly set by the econ companies or companies that provide their products or services directly via the bell.

Now that you're aware of the different SEM objectives, let's move on to the next step, which is understanding the various elements and components of an SEM ad. Now, every SEM ad has the following three components. First, the keywords, second, the ad text, and thirdly, the landing page. Let us talk about each one of them in detail.




SEM AD COMPONENTS

- 01 Keywords**
 - a. Enrich your content with keywords to push it a higher rank
 - b. User psyche drives keyword selection
 - c. Evaluate various stages of the consumer and derive key words accordingly
- 02 Ad Text**
- 03 Landing Page**

Starting with the first one, the keywords. SEM campaigns are all about choosing the right keywords, those keywords that when searched by users on Google yield your ads as results. In the SEO module, we learned about how to enrich your content with keywords in order to push it to a higher rank in these search results for the same keywords or related items. Keywords are nothing but the user's thoughts that are being put into words. People are searching differently about different problems. The better you understand the user's psyche and the intent behind their search queries, the better your keyword results will be.


So, you always need to keep your audience in mind, evaluate which stage of purchase process they are in, which key words they are most likely to use and then shortlist your keywords in accordance. But along with this, as we discussed previously as well, it's also very crucial to consider the search volume and also the competition for the keywords that you are selected.



SEM AD COMPONENTS

- 01 Keywords**
- 02 Ad Text**
 - a. Customise the texts in the ad results
 - b. Three Components of Ad text-
 - o A headline
 - o A display URL
 - o A description
- 03 Landing Page**

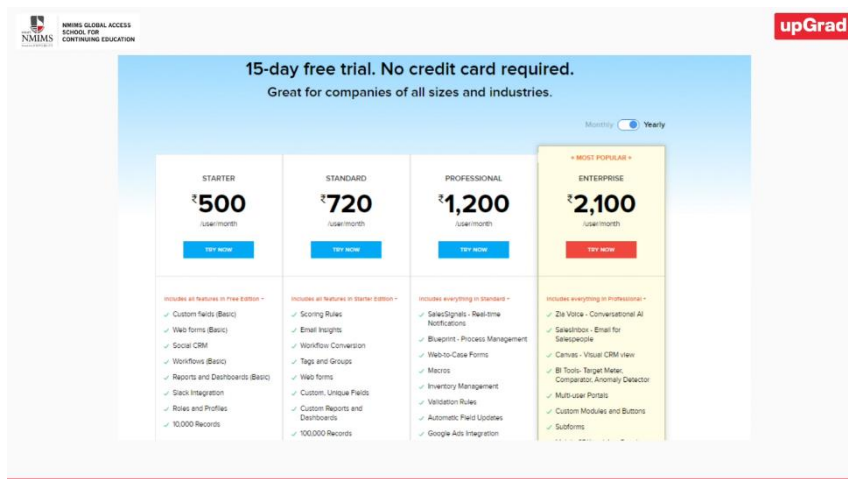
Let us now look at the second component, the ad text copy per say. Now you can customize your text ads that appear in the search results. A text ad consists of first and foremost a headline along with that or display URL and a description. A headline is the top-most line of your ad copy. And it's that first thing that a person who has made the search will be able to see. You can make your headline and description as enticing, as attractive to persuade the user to click on your ads. Google by itself offers a lot of customization for the description of an ad, which you will learn about in later segments as well.



SEM AD COMPONENTS

- 01 Keywords**
- 02 Ad Text**
- 03 Landing Page**
 - a. This is where you bring your traffic from the campaign
 - b. Specific to your product
 - c. To improve focus on targeted product- Landing page is kept different than the website

The third element is the landing page. This is where you bring your traffic from the campaign that you run. A typical landing page has very specific information of the product or service that you're going to sell. Marketers avoid using a website as a landing page as there are chances that a user will navigate to multiple pages of the website and never actually perform the desired action, which is usually filling out a form. Hence, landing pages generally do not have many outbound links. They have a form that follows the user at every scroll.



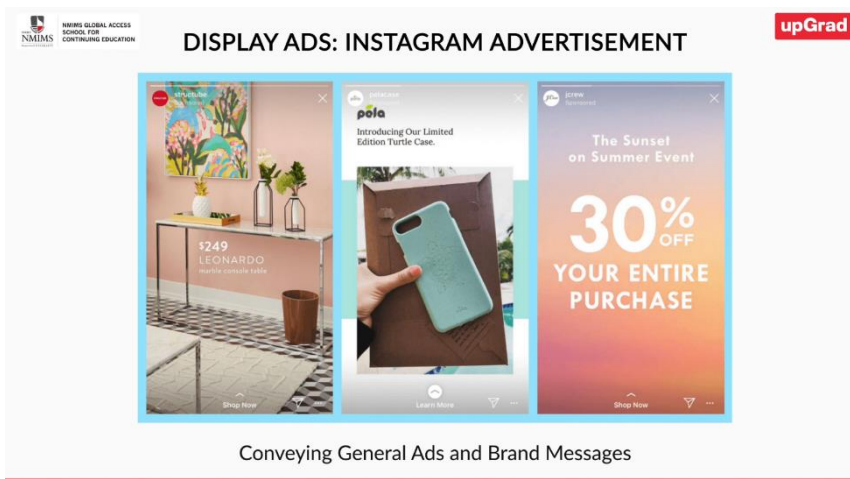
15-day free trial. No credit card required.
Great for companies of all sizes and industries.

Monthly ☐ Yearly ☒

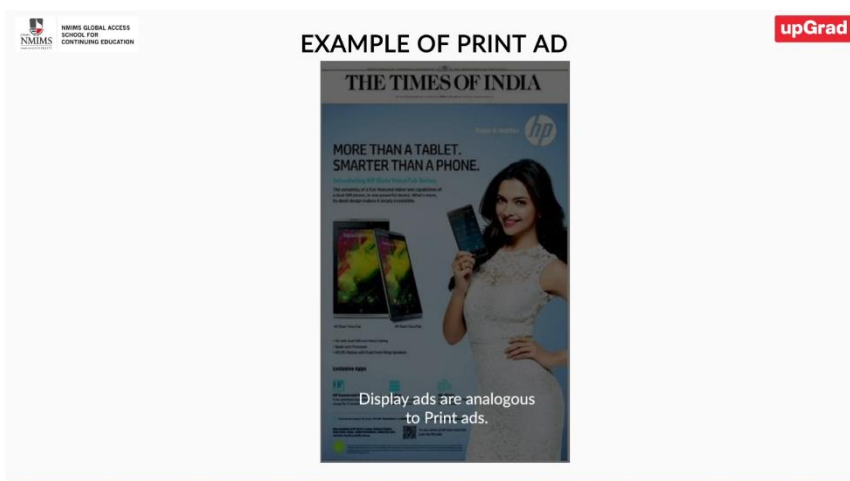
STARTER	STANDARD	PROFESSIONAL	ENTERPRISE
₹500 (per month)	₹720 (per month)	₹1,200 (per month)	₹2,100 (per month)
<ul style="list-style-type: none"> ✓ Custom Fields (Basic) ✓ Web Forms (Basic) ✓ Social CRM ✓ Workflows (Basic) ✓ Reports and Dashboards (Basic) ✓ Slack Integration ✓ Roles and Profiles ✓ 10,000 Records 	<ul style="list-style-type: none"> ✓ Scoring Rules ✓ Email Insights ✓ Workflow Conversion ✓ Tags and Groups ✓ Web Forms ✓ Custom Unique Fields ✓ Custom Reports and Dashboards ✓ 100,000 Records 	<ul style="list-style-type: none"> ✓ SalesGigly - Real-time Notifications ✓ Blueprint - Process Management ✓ Web-to-Case Forms ✓ Macros ✓ Inventory Management ✓ Validation Rules ✓ Automatic Field Updates ✓ Google Ads Integration 	<ul style="list-style-type: none"> ✓ Zia Voice - Conversational AI ✓ Salesperson - Email for Salespeople ✓ Canvas - Visual CRM view ✓ BI Tools - Target Mgmt, Comparison, Anomaly Detector ✓ Multi-user Profiles ✓ Custom Modules and Buttons ✓ Subforms

Ads of CRM products usually lead the user to standalone landing pages. As you can see, this landing page has limited or no outbound links and has specific details about its product. Most likely the keywords that are used in the ad are the same kind of words that are used on this landing page as well.

Another powerful tool for a marketer when designing a paid digital marketing strategy is something called display advertising. When you visit websites sites such as the Times of India or maybe even an IRCTC, you'll be served with tons of what is called as display ads. You would also come across ads for products you may have searched for.



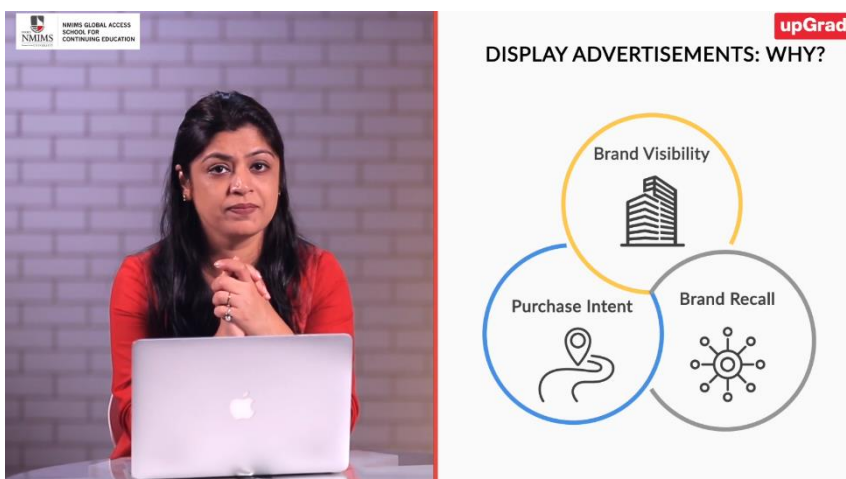
Display advertising is essentially advertising on websites or apps or on social media websites through banners and other ad formats made of text, images, flash video and audio. The main purpose of display advertising is to deliver general advertisements and brand messages to the site visitors.



Display advertising in simple terms is analogous to the print ads that you have seen all your life. If you open a newspaper like the times of India or Hindustan times or Dainik Jagran, you will see that besides getting news, they also carry advertisements. Now these ads are published by newspapers because an advertiser has paid the newspaper to put the space in the newspaper's pages.



Similarly, a lot of online entities such as websites and apps also carry ads other than their regular content. For instance, if you take a look at the NDTV website, you might come across an Airtel ad like this or you might as well see a Flipkart advertising on a game app, with ads embedded within the game as the user plays it. So, what is the potential impact of all these display ads?

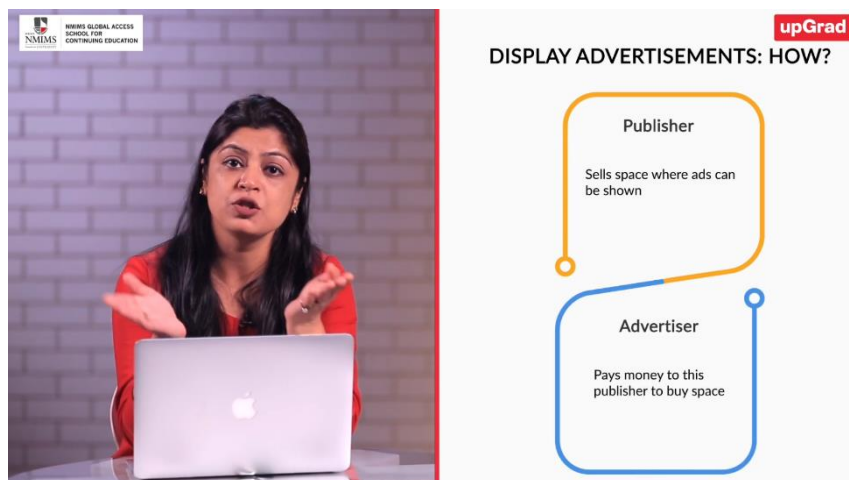


The impact of display ads can be mapped to the consumers decision making funnel. This simply help in increasing the visibility of your brand and they help an increasing the purchase intent for your brand. And of course, they can also aid in creating a recall for your brand. So, let's now take a look at some of the types of display ads that are available to a marketer.

Firstly, there are banner ads. If you look at this screenshot, these ads either appear at the top or the bottom of the page. Many a times, we do see something like this where they appear as a sidebar, the right or the left sidebar. Banner ads can be of many types. A few of these standard banners, which are used by the industry today are leaderboard and skyscraper. The primary purpose of banner advertising is to promote the brand and to get drive visitors from the publisher's website to go to the advertiser's website.

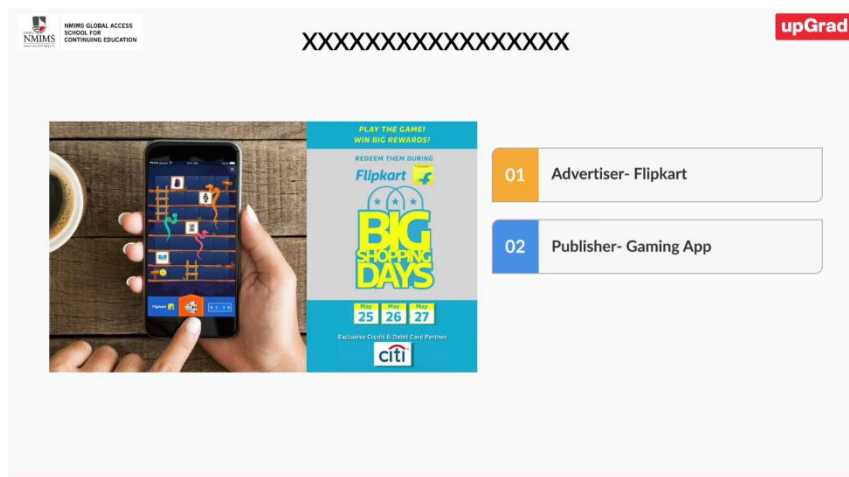
Then there are the text-based display ads. Now these ads comprised only of text. It is just the font and the present of the URL that makes all the difference in terms of its appearance as compared to a banner ad. Next, you have something

called the rich media display ads. These are simply image and graphic heavy ads which push the users to interact with the ad, and finally, convert the user.







Now, this covers the why and the what part of the display advertising, but how does the display advertising ecosystem really work? In the most basic state, the display ad ecosystem has two important players, the publishers and the advertisers. A publisher is the one who sells the space where the ads can be shown. And on the other hand, an advertiser is the one who pays the money to this publisher to buy that space.

Sticking to our analogy of newspapers, if a company like Grofers wants an ad on the front page of Times of India, it would have to pay an amount that the Times of India has fixed for the front page. Thus, by that logic, Grofers is the advertiser while times of India is the publisher.




Similarly, if you recall the Flipkart example, where Flipkart was advertising on a gaming app. So, by that logic, Flipkart is the advertiser who's paying the gaming app and the gaming app becomes the publisher who is selling that ad space to Flipkart.


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04 Ad exchange



But there's a challenge here. How does Flipkart publish its ad with a gaming app? And how does Grofers get in touch with the Times of India? Would they want to serve their ads to everyone who visits the Time of India? For instance, Grofers may want to solve their ads to readers or the financial news section because they typically have higher spending power. Now how could they do that? The solution to these issues is ad exchanges and these are a sort of an intermediary between the publishers and the advertisers that do the hard work for you by collecting and presenting all the ad spaces available from all the publishers. Ad exchanges do this by allowing the publishers to add a small piece of code on their digital property where they want the ad to appear. Some of the biggest ad exchanges that are run are by Google and Microsoft.

We are near the end of our marketing journey. We understood the consumer, defined our target market and our positioning strategy. We formulated our marketing strategy and our marketing mix and then we ensured that our brand message is seen, heard and read by the consumer.


SOCIAL MEDIA MARKETING




01 Creating Awareness,

02 Driving Considerations,

03 Generating Sales, and

04 Creating Customer Delight

On an average Indians spent two and a half hours on social media each day. That's a lot of time for your brand not to be seen or heard. Much like the other channels, marketers use social media to achieve objectives that map to the decision-making funnel, that is, creating awareness, driving concentrations, generating sales and creating customer delight.

At the awareness stage you can use social media channels to of course increase the brand awareness and also increase the reach and impressions and to build an online community for your brand. At the concentration stage, your social media marketing efforts can help you in engaging your users in getting traffic to your blog or to your landing page or at the best getting users to fill up a lead form. So, basically with the help of social media, you can create interest for your product or service.

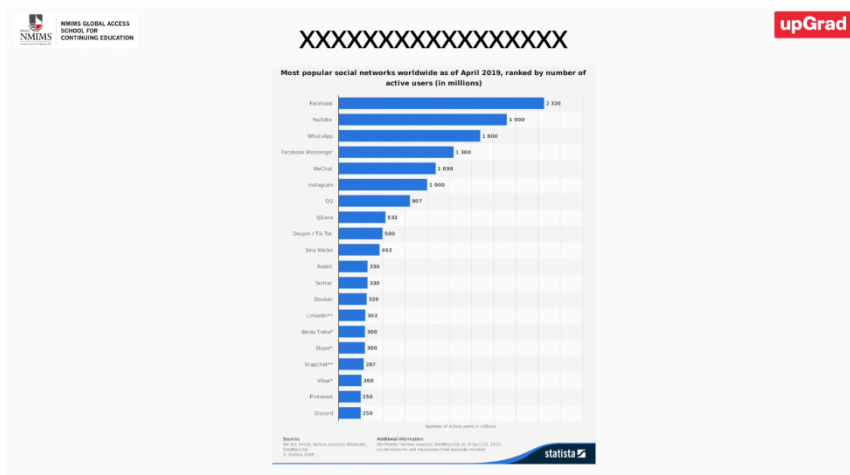
Next at the purchase stage, you can use social media to achieve your sales and revenue objectives by converting the users into customers, by increasing your revenue and even reducing your cost of acquiring a new customer. Many companies do these well by displaying targeted ads to its audience on Facebook, such paid Facebook ads that work especially well for eCommerce companies in driving conversions.

Let's say you were considering buying a new pair of shoes from Amazon, but for some reason you left the site without making a purchase. Now you would have observed that within some time, you'll start seeing ads of various shoe models you were interested in on your Facebook page. Amazon uses something called remarketing. That is, it places the ads on Facebook to show you the products that you were considering pushing you towards conversion.

Now lastly, at the delight stage, you can use social media on your consumers to manage and build your online reputation with them, and of course, to also provide them customer service.



For instance, Clear Trip, an online travel booking website launched a campaign named "relive Your Memories" with an objective to increase their engagement on Instagram and build a community for travel enthusiasts. The campaign asked people to share the travel memories and awarded gift coupons to the winners. The campaign was run for 30 days. Clear trip received more than 2000 entries and increase its engagement by two times. At the end of the campaign, the number of followers increased by a remarkable 50%.



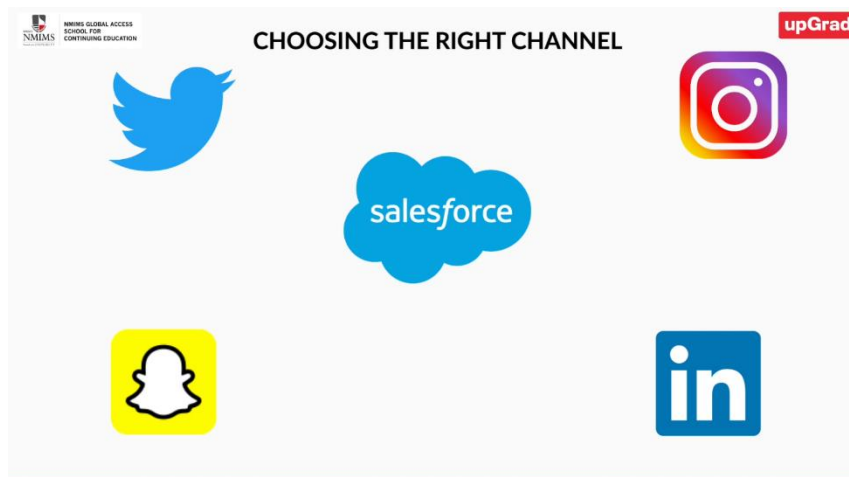
Now there are various social media channels at your disposal, so as a marketer you have a wide variety to choose from. There's a Facebook, there's YouTube, Twitter, LinkedIn, and Instagram. They are comparatively newer platforms like a Snapchat or TikTok and Hello. Where should your brand focus on? What's that right Social media mix for your brand? So, for this, there are these three important concentrations that you as a Marketer need to keep in mind.

- Firstly, what is your social media purpose?
- Secondly, which channels is your target audience using?
- And thirdly, which channels are your competitors using?

Let's try and take a look at each of these one by one. The first and foremost step towards selecting the right channel mix is to clearly identify the purpose of your social media presence. That is the objective or the precise goal which you desire to achieve through your activities and investment on social networks. As you explored earlier, the various social media marketing objectives could be maybe to drive awareness or to create concentration or to create an intention to purchase or otherwise to simply engage your customers and create customer delight.

You should be able to clearly define why or how a particular channel will help you in achieving these objectives. So, if you are unsure of how a channel will help you in this regard, it's better that you bypass, you avoid using it. For instance, if your objective is to generate large scale awareness for your brand and create communities of followers, you should rather look at large networks such as a Facebook or an Instagram or a Twitter. And on the other hand, if your primary motivation for using social media is to drive leads and drive sales for your business, you should perhaps consider platforms that statistically provide the best conversion rates.

The next important step is to identify which channels your target audience is using. In other words, you map your target audience with the demographics of each channel or simple research on your brand's buyer persona and its user preferences regarding social media users will help you in selecting the right channels to reach them.



For instance, if you're an enterprise service provider such as FreshWorks or Salesforce, it doesn't make much sense for you to be present on Snapchat where most of the users are below 25 years of age. Instead, you should perhaps focus most of your efforts on professional platforms such as LinkedIn. On the other hand, if you're a fashion brand targeted towards teens and young adults, you should definitely leverage the power of Snapchat.

Now if you already have a presence on certain social media platforms, you can also use that data to get you more insights into your target group and based on your deep understanding of the kind of people who follow you, say on a Facebook, you can target people with similar interests on a Snapchat or a Twitter to increase your brand's social media presence.

The last step is to identify which social media channels, other brands your competitive brands are using. What type of content are these other brands in your industry posting on their social media sites? What type of content are other brands in your industry posting and on which channels and at what frequencies and how many likes and shares do their posts really get?

Doing a quick analysis of how active your competitors are on social media and how well they are able to engage their followers will provide you valuable insights which you can implement in your strategy to guarantee success, even though it might be marginal.

For instance, if your brand operates in the travel industry along the likes of Airbnb, Expedia, or lonely planet, you should definitely be leveraging visual platforms such as Instagram and Facebook. On these platforms, you can engage your audience by sharing pictures from around the world.

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