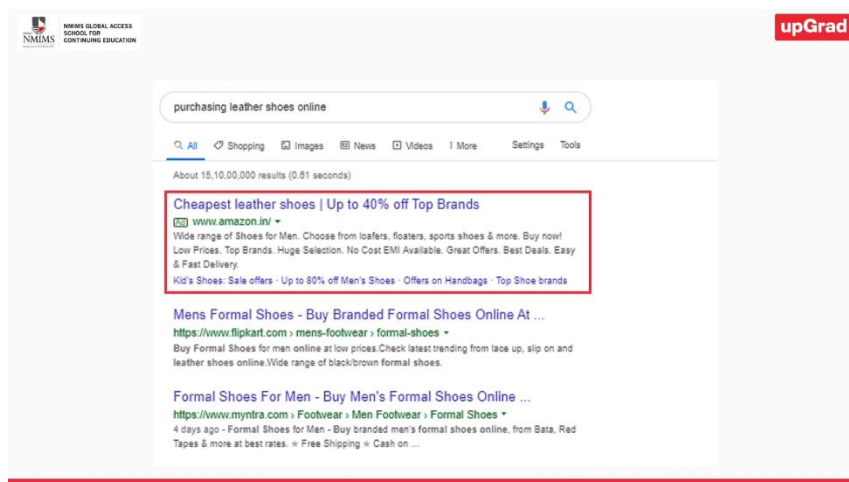# Transcription

Digital Marketing Channels (Organic)

Search marketing strategies are used to increase your firm's presence online so that whenever a potential customer searches for your brand or a related service or brand, your owned media assets are displayed at the top of the search results.

Now suppose that user wishes to search for let's say, purchasing leather shoes online. Here, the very first result as you can see is that of an amazon.com, followed by a Flipkart and then Myntra. But if you look closely, you will notice that the first one is actually an advertisement. It's a paid search result and this is known as search engine marketing or SEM.

To put it simply, a brand or company pays Google to show it at the top of relevant search results. Now, if the brand appears in the search results, not because it paid to be there, but because the keywords searched match it perfectly. This is known as organic search results and search engine optimization, also known as SEO, is nothing but optimizing your website in order to ensure that it appears in relevant search results.

What does this mean, that if you just create a website with some relevant keywords, it will be displayed in the search results? Then what is the need for search engine optimization? Well, there are millions of web pages on the internet that are related to each and every single search, but the users most likely choose the one that appears at the top or at the most one of the next three four results.

In fact, according to a study, 75% of the users never scroll past the first page of the search results. This shows how important it is for every firm to make their websites appear in the first page of results page. One way to make your website organically rank on the first page of search results is through SEO.

Now that they've established why SEO is important for the brand in this digital era, let's also take a look at the what part of it. What exactly would you as a marketer needs to know and do? The search engine optimization of a site is divided into two different categories. The on-page and the off page. On page SEO refers to all those activities that you can perform on your site to improve its ranking. It is for the divided into the following two parts, the content part of it and the technology.

On the other hand, an off-page SEO reference to all those activities that you perform away from your site to improve its ranking. An important aspect of off-page SEO is the authority of your website in Google sites. So essentially, we are talking about these three important aspects that you need to take care of, the content on your website, the technology bit, and the authority or credibility of your website. Let's try and understand each of these three SEO aspects.

Firstly, let's take a look at content optimization. Now, if you have to look at the single most important part of your content aspect, it would simply be your keyword strategy. An effective keyword strategy is all about choosing the right keywords and using them in the right places.

Whenever you generate keywords or your SEO manager provides you with a list of keywords, think what key words would people most likely use on search engines to find your product or service? What are the most commonly used words or phrases in your content and what are the user problems that your product or service solves and how are the users going to look for the solutions to those on Google? Get into the user's shoes and this will perhaps be the ideal way to come up with the words that they are likely to enter in the search engine to reach your site.

Now let's take a look at the second aspect of SEO, that is to do with the technology optimization. Now SEO is as much about the experience of users visiting your site as it is about the search engine, and ultimately it is the search engine that exists to serve these searches. So, let us try and understand the factors that makes the user experience optimal.
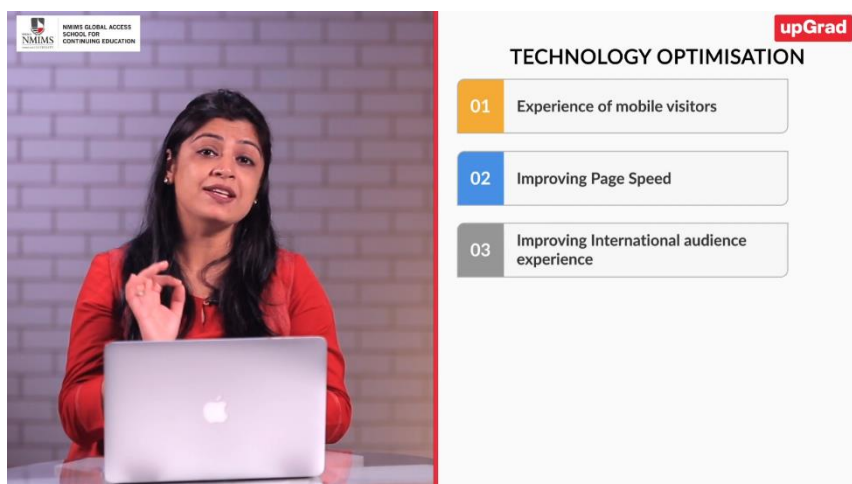
Ensuring a positive experience to the mobile visitors through a responsive design, you must ensure that your webpage adapts to the device of the business. Secondly, it's also important to ensure that the accelerated mobile pages, and these are pages that are designed to load quickly on the mobile devices, these should also be taken care of. The idea of these pages is to provide a lightening quick experience for the internet browsers on a mobile device.

TECHNOLOGY OPTIMISATION
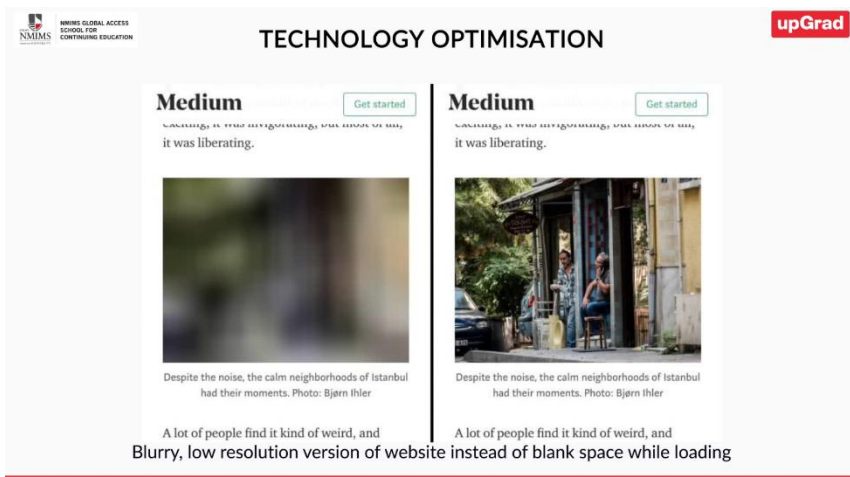
Blurry, low resolution version of website instead of blank space while loading

Thirdly, it's also about improving your page speed. Through lazy loading, a technique where a blurry low-resolution version of the image appears. Instead of seeing a blank white page after a few seconds, the image clearly loads in full resolution. For instance, Medium, which is one of the most popular online publishing platforms, it uses this feature to optimize their page speed.

TECHNOLOGY OPTIMISATION

And finally, by improving the experience for the international audiences, you as a marketer have clearly accomplished the technology goal of your SEO. So, now let's look at it thought aspect of the SEO and that is to do with the authority.

Now the content and the technology optimization alone doesn't help your website rank on the top. To outrank your competitors and the other websites you really need this third aspect, and that is to establish authority. This can be accomplished by owning links from an authoritative websites, which can help in building your plant.

ESTABLISH AUTHORITY

BRAND

LINK BUILDING
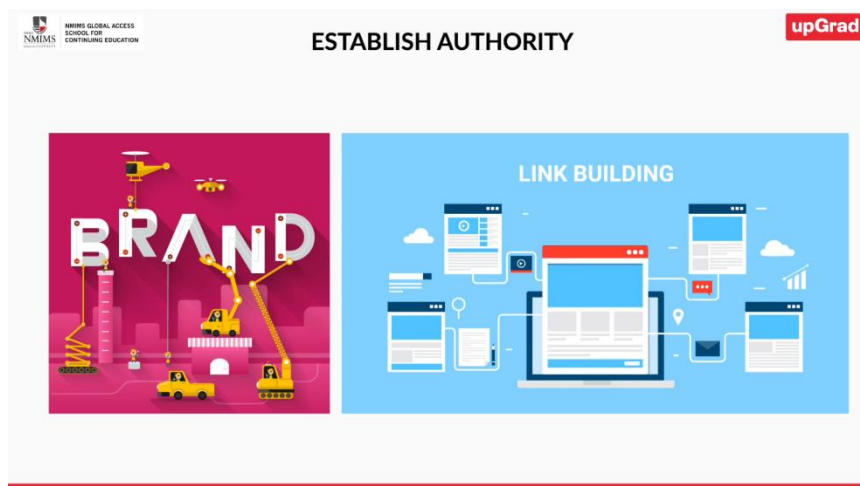
The numbers of links determine how authoritative your website is. The greater the authority, the higher your chances of ranking in the top search results. So, as a marketer, you need to keep these guidelines in mind while developing the SEO strategy for your site.

Now, whether you are a small business, an online seller, or a multinational company, whether you are a firm launching a new product or you want to engage and retain your existing customers, email is the perfect place to reach out to your audience.

EMAIL CAMPAIGNS: OBJECTIVES

01	Brand awareness
02	Product marketing
03	Lead generation and Lead nurturing
04	Content promotion
05	Building relationships
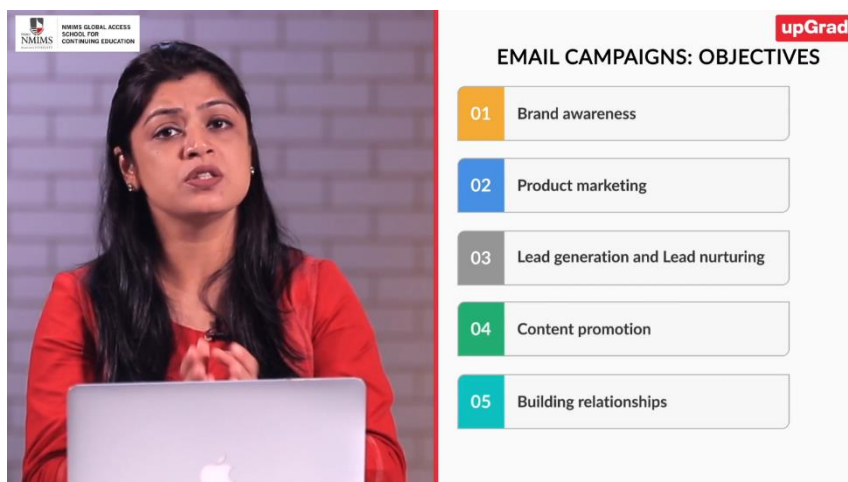
There are many objectives that a business can use its email campaigns for:

1. Firstly, it's about creating brand awareness that is promoting your brand.
2. Secondly, it could simply be about product marketing that is informing about the features of your product.
3. Thirdly, it could also be about lead generation and lead nurturing through personalized email, and of course it could be about content promotion or building a long-term relationship with the customer.
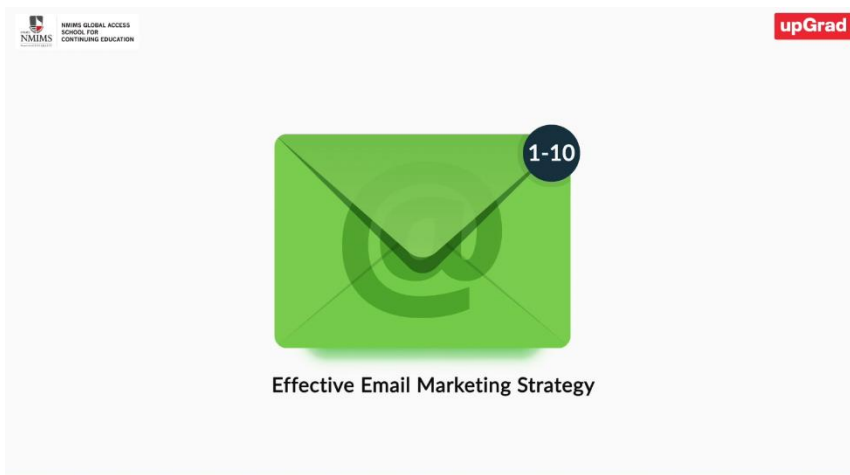
Each user receives numerous emails every day. It's very important for you as a marketer to build an effective email marketing strategy and send those emails to the people who are actually interested in your products or services.
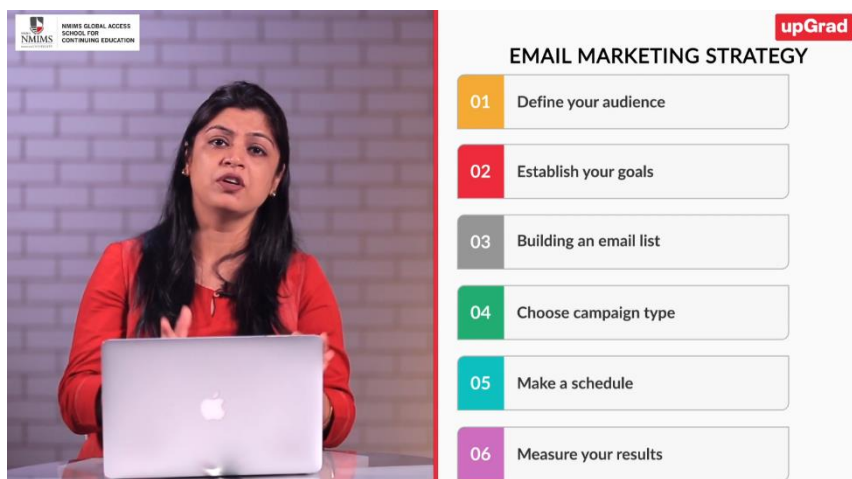
Let's take a look at a broad framework that will help you in creating an effective email marketing campaign. The strategy comprises of the following six steps:

- Firstly, define your target audience.
- Secondly, establish your goals.
- Thirdly, build an email list.
- Fourthly, choose an email campaign type.
- Fifthly, make an email schedule.
- And lastly, don't forget to measure your results.
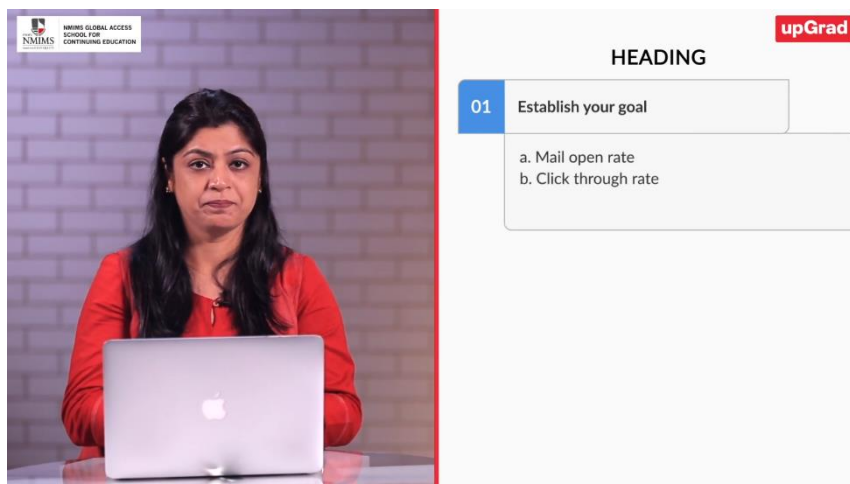
Let's look at each of these steps in detail. The first step you need to segment your audience on the basis of their demographics or their behavior. Interestingly, you can also use the different stages of a decision-making process as a basis for segmentation. A buyer at the beginning of the journey needs a message related to the information or the key features of the product, whereas a buyer in the consideration stage might require incentives such as a discount to really incentivize him to purchase.

Once your segment is defined and you know who your target audience is, the second important step is to establish a goal. Now, as you have learned, they can be various business objectives for your campaign. Maybe something like brand awareness or product marketing or creating enough fleets and so on.

Before you define a goal for your campaign, you may have to research for the average email benchmarks in your industry, and here, two of the most useful metrics that you can use are mail open rate and click through rates.

After you zero in on the target audience and define your goals, the next important milestone for you is to build an email list and send the emails to them. An email list is a database of all the emails of the users who have opted in or given you permission to send them emails of relevant content. These users can be your existing users, or they could simply be prospects whom you want to acquire. If you plan to use emails mainly for keeping in touch with your existing customers, then you can simply build an email list largely by importing the details of your existing customers.
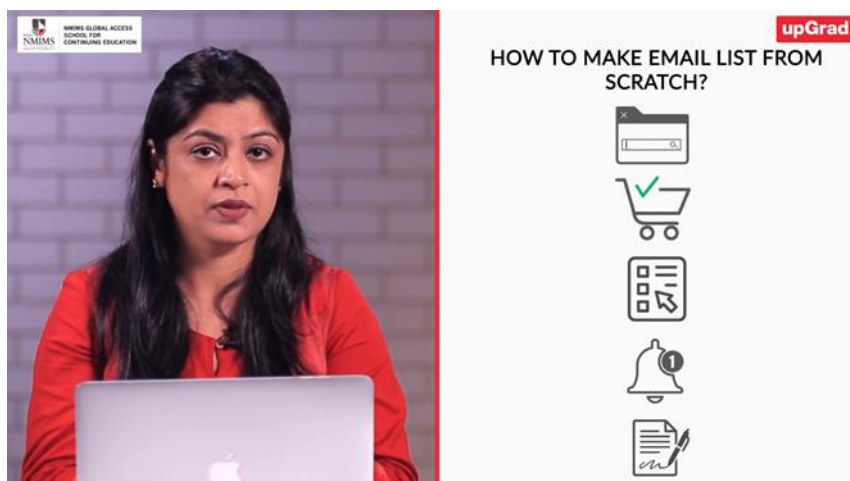
Another way could be to build a new list of the prospects right from scratch. The key to make users subscribe to your emails is to provide them an opportunity to subscribe. You can do this through a header bar or a checkout or a signup process or simply sending them a contact form or maybe your social channels, and of course, your email signatures.

Once you have the email list of your target audience in place, the next step is to choose the type of email campaign and design it. Now there are a number of various types of email campaigns that marketers can send to the subscribers. The type you choose really depends on the goals that you established initially. It could be in the form of a newsletter or maybe a marketing offers or maybe simply an announcement regarding a new product or feature or a service that you are wanting to launch or simply an event invitation.

After you choose the campaign type and design them for your different target audiences. You next need to decide how often you plan to contact your subscribers, and you need to stick to a consistent schedule to build that trust so that they don't forget about you. This doesn't mean that you have to bombard the users with numerous emails, certainly not. Set the email frequency, not more than one email per day.

Once your strategy is in place and your email marketing is up and running, the next thing to see is how it is fairing, how effective the strategy really is. There are four key metrics to pay attention to when you're evaluating the effectiveness of your email marketing campaign.
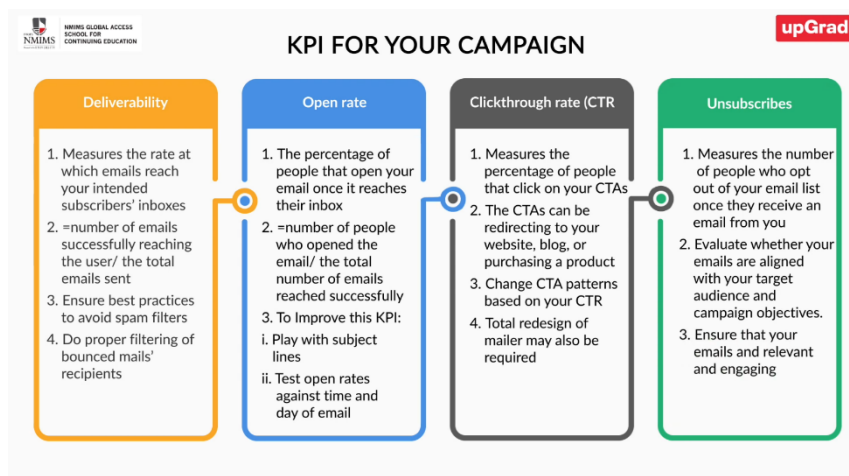
The first one is deliverability. This metric measures the rate at which the emails reach your intended subscribers in boxes. It is calculated as a ratio of the number of emails successfully reaching the user to the total number of emails that were sent out. To improve your deliverability score, ensure that you are following best practices to avoid these spam filters. Check with the emails that have bounced and try to remove those from your list. You can also remove inactive users or use a separate campaign to target them.

Another metric that is equally helpful is something called an open rate. Open rate is simply the percentage of people that open your email once it reaches their inbox. It is calculated as a ratio of the number of people who opened the email to the total number of emails that read successfully. Now to improve the open rates, you can also play with the subject lines to entice the people to click on it. You can also test the open rates by adjusting the time and the day of the email being sent.

Another very interesting metric that will be handy for you is something called a click through rate or CTR. Now this metric measures the percentage of people that click on your action buttons, your CTAs, click through action buttons. The CTAs could be something like redirecting the customer to your website or to your blog or making the customer click on a button and purchase your product. If your click through rate is poor, you need to try different approaches, different tools maybe such as graphics versus an inline copy or a bold versus a subtle effect, etc. You might also want to rewrite or redesign your email completely to make sure that it's clear that what is it that you want to reader to do.

A last metric that's going to help you understand the effectiveness of an email campaign is something called unsubscribes. This metric measures the number of people who actually opted out of your email list once they received an email from you. If many people are unsubscribing to your emails, you really need a reality check to evaluate whether your emails are aligned with your target audience and your campaign's objectives or not. You need to ensure that your emails are relevant and are engaging your audience.

So, there is no hard and fast rule for improving your email campaign results. All you need to do is to try and test different designs and different contents and improve your performance because no two users are going to be exactly alike.