Unit-I: Introduction

Introduction: digital marketing, Digital vs. Real Marketing, Digital Marketing Channels, Creating initial digital marketing plan, Content management, SWOT analysis, Target group analysis, Web design, Optimization of Web sites.

INTRODUCTION

Digital marketing is often confused with online marketing. Digital marketing is the process of promoting a brand, service or product on the internet. Put simply, Digital marketing differs from traditional marketing in that it involves the use of online channels and methods that enable businesses and organization to monitor the success of their marketing campaigns, often in real time, to better understand what does and doesn't work.

The 21st century has witnessed the developing a web presence in most companies. E-mail was commonplace and there was technology allowing people to manage this fairly easily. Customer relationship management (CRM) systems had been in place for some time to manage databases. Some companies were placing banners on websites with a similar approach to press advertising. Forward- thinking companies were working on their search engine strategy and even working with some affiliates. All of this was online marketing and, in time, online marketing teams and specialists would begin to appear. (Kingsnorth, 2016).

The most common form of digital marketing is the website of the organisation and the epicentre of all its online activities. In order to drive qualified traffic to a website, or encourage repeat visitors and sales, savvy marketers include a combination of email marketing, search engine optimisation (SEO), pay-per-click (PPC) advertising and social media in their strategy.
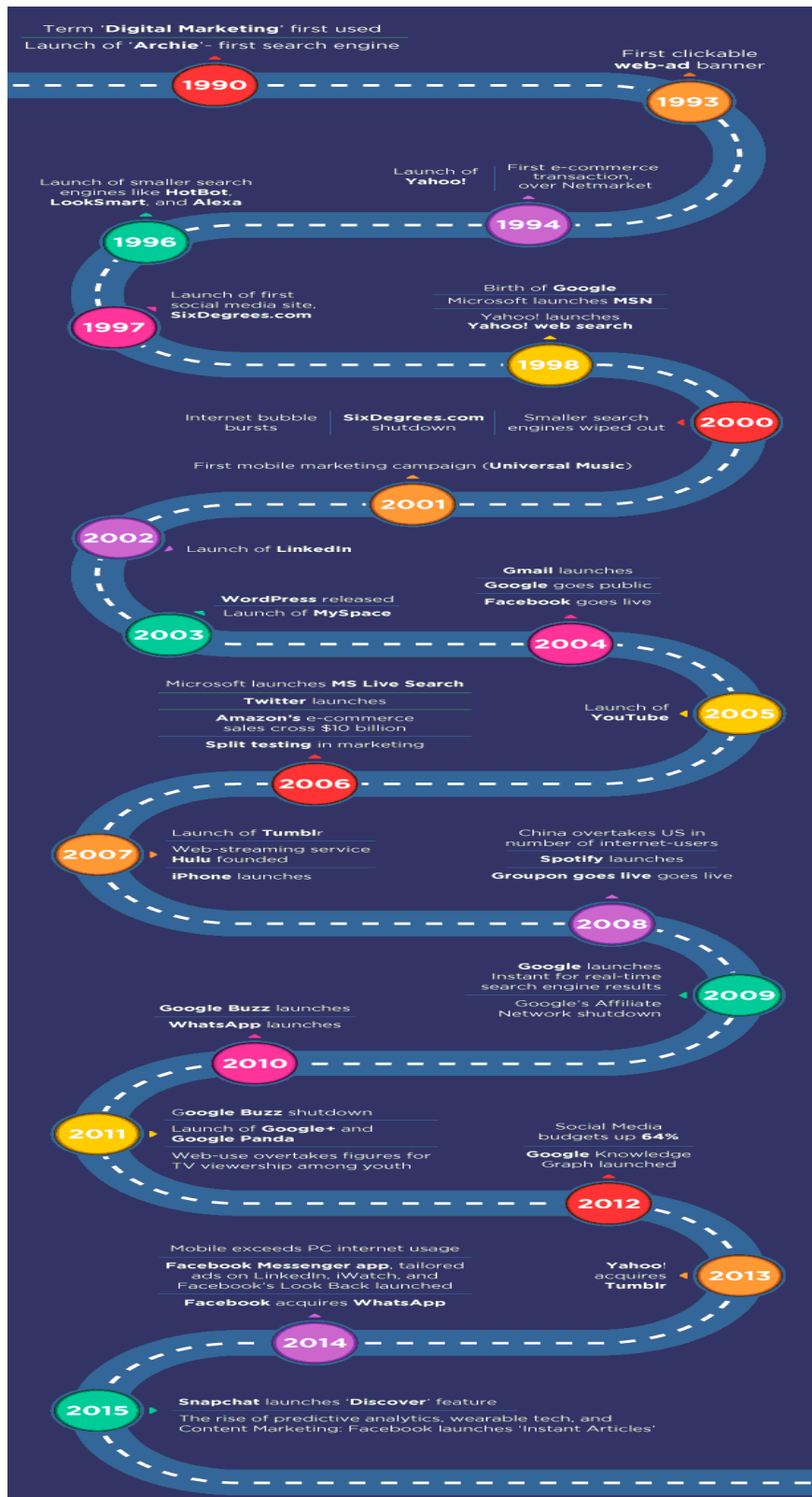
Figure 1.1 E*volution-of-digital-marketing-article*

- **WHAT IS DIGITAL MARKETING?**

Digital marketing is the marketing and advertising of a business,product, or service using online channels, electronic devices, and digital technologies.Digital

marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers.Digital marketing is the use of the Internet to reach consumers.Digital marketing is a broad field, including attracting customers via email, content marketing, search platforms, social media, and more.

A few examples of digital marketing include social media, email, pay-per-click (PPC), search engine optimization (SEO),and more.

Digital marketing targets a specific segment of the customer base an dis interactive. Digital marketing is on the rise and includes search result ads, email ads, and promoted tweets – anything that incorporates marketing with customer feedback or a two-way interaction between the company and customer.

Internet marketing differs from digital marketing. Internet marketing is advertising that is solely on the Internet, whereas digital marketing can take place through mobile devices, on a subway platform, in a video game,or via a smartphone app.

- **HOW HAS DIGITAL MARKETING EVOLVED?**
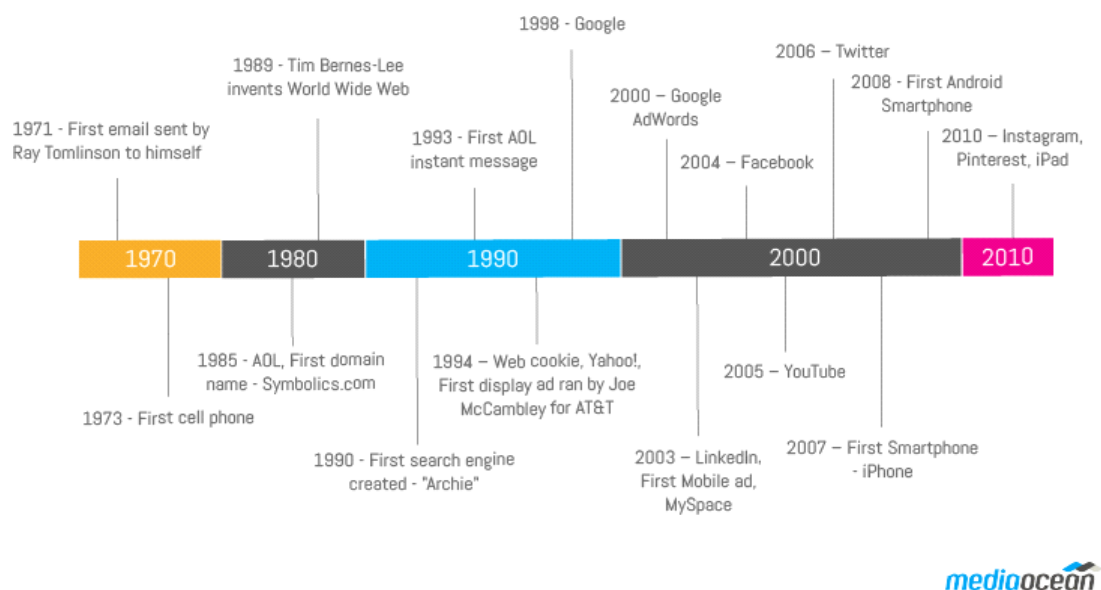
Figure 1.2: Digital Marketing History Graphic Guide

So what has changed? The social media revolution has completely changed the internet and consumer behavior. The penetration of board-band has increased speed, internet usage and user expectation with over 40 per cent of the world now online and over 90 per cent in many countries (Internet World Stats, 2015).

Analytics has grown to the level where we can understand our consumers' behavior in real time, including just not their usage statistics but also their demographics and even interests. Mobile has gone smart and tablets have stormed onto the scene and both of these changes have brought along apps. Touchscreen is becoming increasingly common across all devices. Google has become an enormous organisation and owns search globally. TVs have gone smart and Bluetooth opens up another level of possibilities. With a naturally ageing population there is now only a very small percentage who are technophobes simply due to age.

DEFINITION OF DIGITAL MARKETING

Digital marketing is basically applying all marketing techniques to digital channels. Different sources can be used to promote services and products like SMS, search engines, email, websites, social media and mobile devices. The digital nature of this marketing method makes it a cost-effective means of promoting one's business. (Kingsnorth, 2016)

The use of digital marketing depends on the organisation's marketing objective. It could be that the organisation wants to generate more leads, build their brands, increase sales or improve brand engagement. Digital marketing means more than just having a website. The website needs to be aesthetically pleasing and easy to navigate, and also needs to have quality content to reflect the nature of the business.

Search engine optimization (SEO) is an important factor as well. Search engines need to read and index the website properly. There are content and SEO specialists who can help organisations to design websites which are responsive and accessed through all devices. Digital marketing also involves managing the organisation's social media presence and interacting with fans as well as marketing the business across major social media channels.

- **HISTORY AND EVOLUTION OF DIGITAL MARKETING**

Digital marketing first appeared as a term in the 1990s but, as mentioned above, it was very different world then; Web 1.0 was primarily static content with very little interaction and no real communities. The first banner advertising started in 1993 and the first web crawler (called WebCrawler) was created in 1994 – this was the beginning of search engine optimization (SEO) as we know it (Kingsnorth, 2016).

Once Google started to grow at pace and Blogger was launched in 1999 the modern internet age began. Blackberry, a brand not connected with innovation any more, launched mobile e- mail and MySpace appeared. MySpace was the true beginning of social media as we define it today, but it was not as successful as it could have been from a user experience perspective and ultimately that is what led to its downfall.

Google's introduction of Adwords was their real platform for growth and remains a key revenue stream for them to this day. Their innovation, simple interface and accurate algorithms continue to remain. Cookies have been a key development in delivering relevant comments and therefore personalising user experience.**"**One of the technologies which really brought information revolution in the society is Internet Technology and is rightly regarded as the third wave of revolution after agricultural and industrial revolution" (Gangeshwer, 2013)

The first search engine started in 1991 with a network protocol called Gopher for query and search. In 1993, the first clickable banner went live, after which HotWired purchased a few banners ads for their advertising. This marked the beginning of a new era, the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies entering the digital marketplace. The very same year, Yahoo was launched.

1998 saw the birth of Google. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search. In 2000, the internet bubble

burst and all the smaller search engines were either left behind or wiped out leaving place for the giants. Then in 2006, digital marketing world saw its first steep surge. At that time, search engine traffic already grown to about 6.4 billion in a single month.

Soon, Google began to expand and along with this social networking sites began to emerge. Myspace was the first social networking site followed by Facebook. With this, companies realized that all these new sites are opening new doors of opportunity for them to market their products and brands.Products marketed digitally are now available to customers at all times. Statistics collected by the Marketingtechblog for 2014 show that posting on social media is the top online activity in the US. The average American spends 37 minutes a day on social media. 99% of digital marketers use Facebook to market, 97% use Twitter, 70% use Google+, 69% use Pinterest and 59% use Instagram. 70% of B2C marketers have acquired customers through Facebook. 67% of Twitter users are far more likely to buy from brands that they follow on Twitter. 83.8% of luxury brands have a presence on Pinterest. The top three social networking sites used by marketers are LinkedIn, Twitter, and Facebook. **Figure 1.2** illustrates the history and evolution of Digital Marketing as a field of marketing

- **DIFFERENCE BETWEEN TRADITIONAL MARKETING AND DIGITAL MARKETING**

Many small businesses struggle with deciding which kind of marketing to do, because their budget will only stretch to one or the other, not both. The decisions that must be made are not easy: which method of marketing will give me the most amount of sales and profits? How do I know if my marketing is working? Who should I trust with my marketing? Should I do it myself? To clarify the terms, the use of print ads on newspapers and magazines is a simple example of **traditional marketing**. Other examples include flyers that are put in mailboxes, commercials both on TV and radio and billboards. On the other hand, when a business invests on building a website, advertising the brand

name through different social media such as Facebook, Twitter and YouTube, this kind strategy is called **digital marketing**. (Cave, 2016).

"Before we decide that TV is dead, can someone tell me what digital marketing is?"

How can organisations Use Both Digital & Traditional Marketing

The traditional marketing methods must support the organisation's digital marketing efforts. The two do not operate in exclusion from each other. Only hard copy marketing materials can be used to further strengthen a relationship with a contact, referral partner or client e.g brochures to someone who is interested in the organisation's services.

Rather than taking an all or nothing approach, it appears that a multi-channel approach that leverages the unique benefits of paper with the convenience and accessibility of digital will perform best. **Table 1.1** below outline the main differences between traditional marketing and digital marketing.

Traditional marketing	Digital marketing
Communication is unidirectional. Meaning, a business communicates about its products or services with a group of people.	Communication is bidirectional. The customer can also ask questions or make suggestions about the business products and services.
Medium of communication is generally phone calls, letters and emails.	Medium of communication is mainly through social media, chat, websites and emails.
Campaigning takes more time	There is always a fast way to develop an online

	for designing, preparing and launching.	campaign and carry out changes along its development. With digital tools, campaigning is easier.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for general public. It is then made to reach the specific audience by employing search engine techniques.
It is a conventional way of marketing; best for reaching local audience.	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign.	It is easier to measure the effectiveness of a campaign through analytics.

Table 1.1 <u>Traditional marketing versus Digital marketing</u>

1.8 DIGITAL MARKETING CHANNEL

Digital marketing channels just like so:

"The promotion of products or brands via one   or   more forms of electronic media. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards."

Types of Online Marketing Channels

Search Engine Optimization (SEO)

Pay Per Click (PPC)

Email Marketing

Social Media Marketing

Video Advertising

Network Marketing

Contextual Marketing

Affiliate Marketing

Content Marketing

Search Engine Optimization (SEO)

SEO- generated traffic is more likely to convert at a higher rate than ad-generated traffic, since the person doing the search is actively seeking out information and has a specific want and need.

SEO will help your website rank higher, in search engine results, thereby driving more traffic to your site and potentially more business. It also will allow your business to show up at the right time, when your audience is searching for you. Optimized conversion content, based on the buying stage your audience is in, will present them with the right message.

Pay Per Click (PPC)

Pay Per Click can prove to be one of the most effective internet marketing channels if utilized correctly. The goal of PPC is to turn latent users into engaged prospects and further convert them as buyers. For example, clicking on an online display ad can lead prospective clients to another page whose content gives more information about it.If they remain hooked throughout the experience, they can end up making a purchase.

PPC ads are usually shown as sponsored stories, product listings, or video ads on websites and social media platforms. Most of the time, these online promotions are based on profile interests and search terms

Email Marketing

Email offers a much more personal way of connecting with your targeted customers. It is a type of internet marketing that can truly make you stand out. You can offer exclusive 'insider' content, special discounts, and customized content to your email subscribers to make them feel special. The attractive bargains may also prompt non-subscribers to sign up for updates.

By implementing the [advanced techniques of email marketing](#), you don't just help in driving more sales and conversions but also develop a sense of loyalty. This is one of those online marketing channels that lets you match your spending

to individual clients and know where they stand in their purchasing cycle.

Social Media Marketing

Social media is one of the most powerful **internet marketing channels** today. Platforms like Facebook, Instagram, YouTube, Twitter, etc. provide a space for dynamic two-way communication. Internet users spend most of their time in these online spaces. So, brands cannot miss the opportunity to grab more eyeballs and effectively need to promote their brands.

Users see promoted content based on their profile, interests, likes, and the content they share. The "everything to everyone" approach no longer works.

Moreover, social media makes it possible for organizations to connect with prospects, answer their queries, and enter conversations!

Video Advertising

Video advertising is one of the most entertaining and interactive **online marketing channels**. It includes online display ads that have a video within them. Such ads are also played before, during, or after a video stream. After watching the ad, the viewer usually sees a call to action to purchase that product or service or know more about it. With television advertising, there is no way to do such a thing!

Network Marketing

Network marketing is an offshoot of the social media marketing that makes use of the associations and groups existing all over the internet. It is all about identifying a pool of influencers, wholesalers, or professionals who can tell your targeted audience about your business.

You have to find a way to assemble such groups and keep them updated and engaged throughout your digital campaign. And your product may become the next web sensation with a positive word of mouth from them!

Contextual Marketing

Contextual marketing is not just a form of advertising but also a brand image-building exercise. Here, the marketer intends to advance the business without being a stickler about the medium used. Companies can engage in this type of online marketing through guest blogging and purchasing blog reviews. The first step is identifying a platform with a significant overlapping audience and high ranking pages. Follow this by promoting your content on the site to optimize your online presence.

Affiliate Marketing

Online sellers can get other dealers to sell their products and services. This is called affiliate marketing, wherein one business offers another's products as an add-on or deal package along with its own. The guidelines and prerequisites may be different for every seller. Affiliate marketing is quite similar to a commissioned sales job.

Content Marketing

Content marketing is a way of aligning the content of your online advertising campaign in a way that it achieves all the key goals. These may include:

Sharing: Is it getting exposure? Is it on its way to becoming 'viral' on the internet?

Discussions: Is the campaign entering conversations? Is it getting people to talk?

1.9 CREATING INITIAL DIGITAL MARKETING PLAN

In the document where we outline our **marketing plan**, these items can't be forgotten. They help us articulate our campaigns and plan them:

Short, medium, and long term **business goals.**

• The **strategies** to achieve the goals at the digital level.

• The **channels** to use.

• Action and **development plans**.

• **Investment** and budget.

• The **timing** and roadmap.

FIG 1.9 SWOT Analysis

Step 1: Situational analysis

The first thing you need to do when developing your digital marketing plan is to carry out an internal and external analysis (**SWOT analysis**) of the company. A useful framework for this is the SWOT analysis that allows you to look at the strengths, weaknesses, opportunities, and threats for your company and the market at large.

We need **to be familiar with the ecosystem in which we operate**, what our customers' needs are, and where they are addressed. This analysis is equally qualitative as it is quantitative as it looks at factors such as digital habits, intermediaries, influencers, and more.

Implementing **benchmarking techniques** is a very common practice in companies to identify the best practices and success stories and extract an example for your **digital marketing plan.**

We also need to conduct an internal study to know what our **company's situation is like in the digital age**: is our website customer-oriented? How is the usability and browsing experience? Do we update our blog periodically? What is our website's current positioning? And what is our social media presence?

Step 2: Establish Digital Marketing Goals

Once you have your place in the market and your strong points in mind, work on establishing some goals to create a clear idea of **where your actions should take you**. Everything you plan has to work towards meeting those goals.

You can work on developing this part of your **digital marketing plan with the SMART goals** framework in mind: specific, measurable, attainable, relevant, and timely goals.

Here's an example:

> **Not a SMART objective:** "I want to increase the number of visits to my website."

> **SMART objective:** "I want to reach 20,000 visits a month on my website every   month within three months. To do so, I'm going to do X, Y, and Z."

Step 3: Define the Marketing Strategy

Once you've defined your business objectives, what are you going to do to achieve them? **Personalization** is becoming increasingly important in digital marketing. Therefore, when it comes to defining your strategy for carrying out your plan, keep these factors in mind:

> **Segmenting your target audience:** Know who you want to address, what their tastes, needs, or preferences are, where are you looking to meet their expectations, etc. This is the time to create

your buyer persona.

Positioning: To achieve proper positioning, it's crucial that you are very clear (and reach your audience in the same way) about what your **value proposition** is and what it entails. It's also necessary to know how to transmit this proposition perfectly through digital channels. Why should the consumer choose you and not the competition? Figure out the channels where your audience is present (social media, blogs, email, etc.). In addition to social media, use the "About Us" page to communicate your proposition.

Content strategy: This is important for **creating, distributing, and managing original content** that attracts users and positions the brand as referential in the user's mind. Besides, you also have to map out a specific **communication plan** (content marketing) for every channel. The content strategy cannot be separate from the Buyer Persona; they are intimately connected. Closely analyze your BP: what kinds of content they consume, in what format, what are their reference measures or the people and groups that they follow. The more information you extract from their profile, the closer you will be to producing the right kind of content.

With respect to **content strategies**, some **tools** used to execute this strategy are:

Keyword research: This involves identifying appropriate keywords for us to use correctly in our content to organically improve our SEO positioning. This is imperative for every content strategy if you want users to find you on search engines.

Content calendar: A content calendar is key for ensuring your strategy makes sense. It provides value and it lets you think long-term and optimize your resources, help create ideas, and more. In a content calendar, you should include the date of publication, author, post topic, keyword, the tags to use/take into consideration, and so on.

Social posting: Writing an article and not promoting it on social media is a mistake. Posting on social media isn't spamming, but instead **planning out what you are going to publish and when** on every social media platform with the copies best suited for each one, all while having the ideal number of characters, links, hashtags, and more. It's important to include the team itself in the diffusion of content, and we can suggest to employees that they share articles, interesting links, etc. on their professional sites (LinkedIn). The company page can even send a notification to employees when new content is published.

Step 4: Digital Strategies and Tactics

Based on our objectives (attraction, conversion, and loyalty), we'll start to carry out different strategies: **email marketing campaigns, social media, CRM, web optimization, SEO strategies, paid media advertising,** etc. The value formats for acquisition are very varied; you

can do webinars, encourage ebook downloads, create infographics or any kind of dossier, and also offer discounts, promotions, and offers.

Today, considering that the number of channels to manage is multiplying and the amount of information we get about our customers is increasing, it's critical we use **Marketing Automation tools** that let us automate our marketing campaigns.

Thanks to these tactics, you'll be able to create **workflows** that allow you to create hundreds of campaigns with mere clicks. You'll be able to personalize messages based on your buyer persona, increasing your chances for success. Not only that, but you'll also be **able to convert them into clients**, depending on their interactions with the brand.Technology has turned into a fundamental tool for **implementing digital strategies,** making it critical for you to learn how to get the most out of it.

Step 5: Measuring Results & KPIs

The work doesn't stop after you've designed and implemented your digital marketing strategy. The next step is one of the most important: **analyzing the results**. Analytics has turned into a critical pillar for successfully optimizing digital marketing performance and spending.

We have to measure every action using KPIs to **figure out if we earned the expected ROI**. Measuring the effectiveness of the strategies and activities we have implemented in our digital marketing strategy will help us correct what doesn't work to achieve the goals we set.

Having tools that allow us to carry out this analysis is crucial. Sales force, for example, allows us to **completely measure all the actions** that are carried out and see how the user reacts and behaves on each step of the journey. Therefore, in addition to extracting valuable information, we also use the Al that Sales force provides to improve the user experience and offer each lead the content they are looking for at the right time.

Make sure you have an effective, real-time **data visualization** system. The digital world evolves rapidly, so you need to be on the lookout at all times to identify opportunities and room for improvement in an instant. **Data value** is very important, because without it we are blind and it's impossible to make logical decisions. We insist on the need to use tools that compile, process, and extract value from the data: Mulesoft is an **integration software** used to connect systems with each other and ensure the exchange and use of as much data as possible. Together with the Salesforce ecosystem, it can be very helpful for you.

Keep these steps in mind when **creating your digital marketing plan** and don't leave anything to chance; it's your greatest enemy if you're looking to position yourself and boost your presence in the digital space.

Likewise, keep in mind that **technology can turn into your greatest ally** when creating personalized, automated, and ultimately successful marketing campaigns. As the task gets complicated, the new tools out there let you **simplify your work and boost your performance.**

1.10 CONTENT MANAGEMENT

Content management (**CM**) is a set of processes and technologies that supports the collection, managing, and publishing of information in any form or medium. When stored and accessed via computers, this information may be more specifically referred to as digital content

Digital content may take the form of text (such as electronic documents), images, multimedia files (such as audio or video files), or any other file type that follows a content life cycle requiring management.

A CMS is an application that is used to manage and publish web content, allowing multiple users to contribute, create, edit, publish without having to beg a developer.

Content Management Process :

Content management practices and goals vary by mission and by organizational governance structure. News organizations, e-commerce websites, and educational institutions all use content management, but in different ways. This leads to differences in terminology and in the names and number of steps in the process.

For example, some digital content is created by one or more authors

Publishing may take many forms: it may be the act of "pushing" content out to others, or simply granting digital access rights to certain content to one or more individuals. Later that content may be superseded by another version of the content and thus retired or removed from use (as when this wiki page is modified).

Content management is an inherently collaborative process.

It often consists of the following basic roles and responsibilities:

Creator

Editor

Publisher

Administrator

Consumer, viewer or guest

Creator

Creator is responsible for Creating the content and editing the content

Editor

Editor perform adding images , content enhancement , and adding animation video or images

Publisher

Publish or Distribute the content for the user

Administrator

Administrator is responsible for managing the content and website

Consumer, viewer or guest

Customer received the published content through website or social media

Content Management Types:

1. CMA

2. CDA

content management application

Allows marketers, merchandisers and other content creators to work with content directly, without needing to involve the IT department.

content delivery application

Acts as the back-end portion of the website, taking the content that you enter into the templates and turning it into a working website that visitors from around the world can access.

Features in a CM:

Security

Making sure your business is secure from cyber attacks is incredibly important. Not only do attacks interrupt the continuity of your business, but they also cost you huge amounts of money.

A recent report by McAfee suggests that up to $600 billion may have been lost in 2018 due to cybercrime. Cloud-based CMS systems are an increasingly common target for cyber attacks.

This results in a number of potential security issues such as data integrity violations, unauthorized access to data, and malicious codes and scripts.

Most CMSs come with a fairly robust set of security features, including advanced authentication, strict permissions, firewalls, and protection against malware attacks.

2. Omnichannel and Multilingual Support

A web content management system that supports easy multi-language, <u>multi-channel</u> delivery not only makes this job much easier, but it also empowers local brand and content managers to run localized campaigns on the channels best suited for their markets while maintaining the global brand identity.

3. User-friendliness

Empowering your employees to support your globalization efforts starts with simplifying the process they use to do so.

Using a content management system that is intuitive for the end user — and that allows employees to quickly reuse branded components such as images, designs, and experiences — will encourage teams to take ownership of the local experience, especially if it also allows all users to use the system in their preferred language.

A system that supports straightforward approval workflows will make the lives of brand managers easier and will in turn support continued effort and excellence in the globalization process.

4. Testing and Experimentation

To further support your global teams in their localization of the brand into new markets, it's crucial that they can quickly evaluate the results of their efforts and take autonomous action based on this feedback.

The easiest way to do this is to ensure that the CMS/WCM you use has built-in experimentation capabilities for easy testing of content and experience elements — whether on desktop, mobile, or other channels.

5. Personalization

A WCM system that allows you to automatically personalize digital experience elements like campaigns, content, or product grids will provide more agility to global teams, as they can easily create variants of the site experience from one global system.

It will also allow businesses more control over the global brand, supporting globalization at scale.

6. Analytics

Use a content management system that has a built-in analytics engine so that your marketing teams, content creators, and brand managers can easily spot visitor trends and opportunities for <u>improvement in the digital experience</u> based on local visitor data. It's even better if the system can provide this information per persona, which will give you much more precision in optimizing the content served to your visitors around the world.

7. Scalability

Businesses that run their WCM in the cloud will be able to scale their globalization efforts much faster, with development teams able to roll out updates to the digital experience worldwide with just a few clicks while also taking advantage of the uptime and continuous improvements offered by cloud providers.

Content management systems and tools

content management platforms for specific content types, there are also general content management systems (CMS) which provide automated processes for collaborative digital content management and creation.

A CMS commonly includes features such as format management, publishing functionality and the ability to update content

A digital asset management (DAM) system is another type of CMS that manages documents, movies and other rich media assets. A few examples of notable CMSes are WordPress, Joomla, and Drupal.

1.11 SWOT ANALYSIS

A SWOT analysis is a framework used in strategic planning and marketing. It provides you with the knowledge to create plans to improve your business

SWOT analysis stands for **Strengths, Weaknesses, Opportunities, and Threats**. It is the strategic planning of your company, product, business, or industry

There are two categories in SWOT analysis
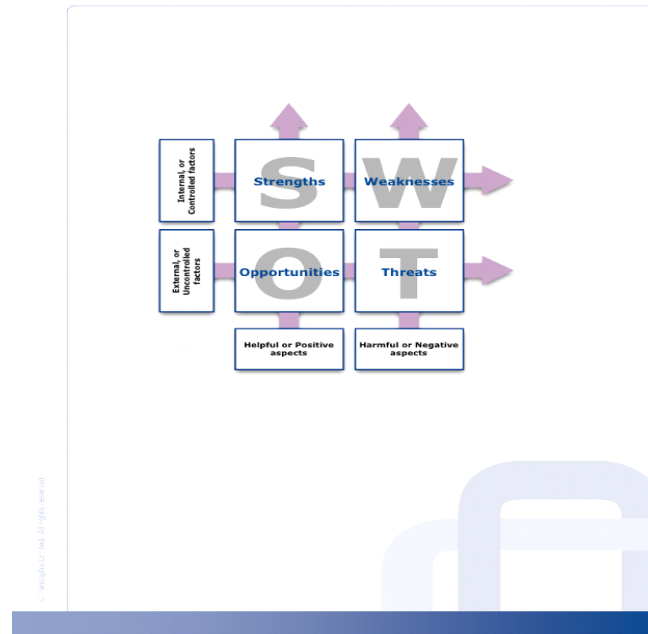
Internal Factor

External Factor

Internal Factor

Internal factors are the **strengths and weaknesses** of your business, product or service. It could be the quality of your product, its unique selling proposition, the strength of your team, your marketing strategy and so on.

The internal factors are something that we have direct control over. These are things that can be improved or changed as it applies internally to us.

External Factor

External factors are the Opportunities and threats come under the external category of the SWOT analysis.

These are things that you may not have direct control over however by understanding the opportunities and threats in your market, you could indirectly affect your business by making the necessary changes in your approach.

FIG 1.11 SWOT ANALYSIS

Insightful Digital Marketing steps

> Determine Strength

> Determine Weakness

> Find Opportunities

> Find Threat

> Develop a Strategy

Determine Strength

Strengths are **internal** and **helpful**. Strengths are factors that support an Opportunity or overcome a Threat to give you advantage. Strengths may include …

Financial strengths. A robust balance sheet, good cash flow and good credit rating.

Technological and production advantages (Plant, machines and associated techniques).

Customer service advantages in marketing, sales and reputation.

Talented, dedicated and well trained employees

Determine Weakness

Weaknesses are **internal** and **harmful**. Weaknesses are factors of your business that mean you are unable to take advantage of an opportunity, or are vulnerable to a Threat. Weaknesses may include …

Financial weaknesses such as high debt ratios.

Old or inflexible technology.

Customer service weaknesses, for example, long delivery times or poor customer communications.

Skills shortages or poor employee morale.

Find Opportunities

Opportunities are external factors over which you have no control and are helpful.Opportunities arise from many sources:

for example, competitors withdrawing from the market, new socialtrends, and technological innovations.

Oppurtunities may be tangible or intangible such as enhancing the reputation or extenting your influence.

Find Threat

Threats are external factors over which you have no control and are harmful.

for example, a new competitor, restrictive regulation, hostile takeovers.

What are the barriers?

Does a Government regulation can hurt your business?

Does a technology change can make your product obsolete?

Are competitors working on a better product/service?

Do you have Cash-flow or bad debt issues?

Develop Strategy

SWOT is a data and information gathering framework which records input factors. In a typical analysis project, each of the four boxes would contain a list of factors — typically as a bullet-point list Although these four lists are interesting as a classification of input factors, they don't yet help us to develop a strategy.

To make SWOT useful, two additional features are needed …

Turn SWOT inside out to become TOWS and reveal generic approaches for development into specific strategic actions Consider what to do with the factors. This is done by the application of two verbs: Match and Convert.

Match

   Matching is the process of linking the external factors — Opportunities and Threats — to the internal Strengths and Weaknesses
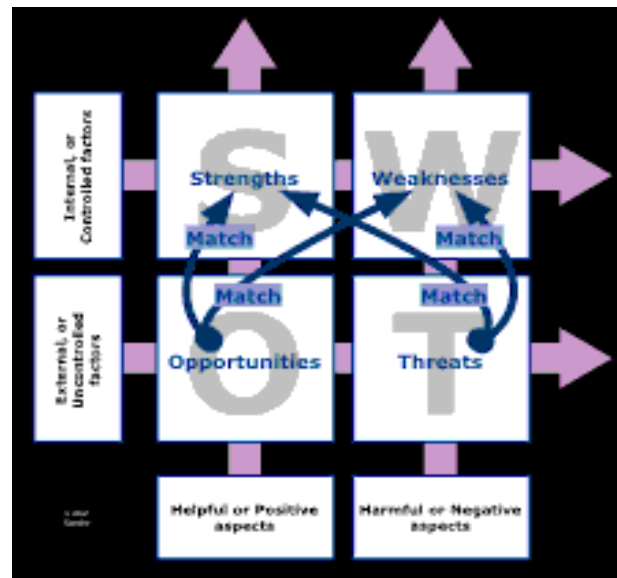

**FIG 1.12 Matching External Factor into Internal factor**

Convert

   The principle of Converting is to encourage you to think about actions that change harmful factors into helpful factors. Figure   below shows the possible conversions within SWOT: Threat factors may be turned into a strategic advantage by converting the Threat into an Opportunity.Weakness factors may be converted into Strengths.

FIG 1.13 Potential Conversion

These four generic strategies are …

With the SWOT model redrawn as TOWS, each intersection between the internal and external factors results in an indication of the specific type of stategic response arising from SWOT inputs. The four approaches are illustrated in FIG
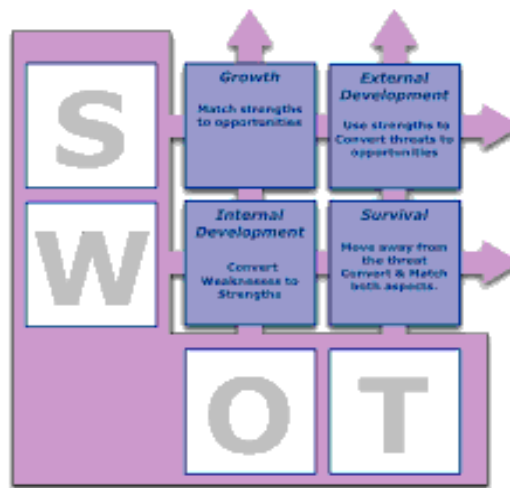
FIG 1.14 Specific type of response to the SWOT inputs

Growth strategies (Opportunity × Strengths)

The essence of a growth-based strategy is to Match the Opportunity to your existing Strengths and do more of what you're already good at. A growth-based strategy usually involves investing in those factors that increase your capacity to do more of the same thing.

Internal development strategies (Opportunity × Weaknesses)

The main consideration in this type of strategy is to Convert weaknesses to strengths so they can be matched to an opportunity. An internal development strategy is about repairing or developing internal factors

External development strategies (Threats × Strengths)

This type of strategy is based on using your existing strengths to convert a threat into an opportunity. An external development strategy may include extending your marketing reach into new areas or new customers through advertising;

Survival strategies (Threats × Weaknesses)

A threat and weaknesses combined — the worst possible scenario. Here you are faced with stark choices; for example, fundamentally change what your organisation is or does, or ultimately dissolve the business and release the capital back to the shareholders

1.12 Target group analysis

A target market analysis is an assessment of how your product or service fits into a specific market and where it will gain the most traction with customers. Target market analyses help businesses establish strategies for effective marketing and sales techniques. A company's target market is their core customer base or the demographics of customers most likely to buy their product or service.

A target market analysis provides a high-level perspective of the overall business field and usually outlines opportunities and restraining factors for companies hoping to enter that market. Benefits of a target market analysis include:

Identifying the most and least valuable markets. Target market analyses help determine which markets are worth pursuing and which are not.

Developing buyer personas. Often, creating an "ideal" buyer is part of the target market analysis for businesses to identify the specifics of their target demographic accurately.

Finding gaps in the market to fill. A thorough market analysis might reveal untapped areas of the market that your company, product or service can accommodate.

Assessing the viability of a product or service. Market testing can be a valuable part of a target market analysis, particularly for a brand new product or service. Feedback from potential customers in your target market can help determine how successful your product will be.

Finding new markets. With surveys or other research methods, you may find a new market interested in your product.

Improving business strategy. With the information garnered from the target market analysis, you can create a strong business strategy using data to support your decisions.

OUTLINE

- Knowing the customer and market

- Knowing the Competition and Entry Barriers

- Business Model Development

Knowing the customer and market

The first steps in building your company should be about developing revenue models, developing your brand identity, building digital presence, and having concrete goals.

A great idea is only the beginning of business success. Profitable businesses go beyond understanding their product or service to fully figuring out and engaging with their target demographic of customers. In order to be successful, you'll need to do some market research, identify your target audience, really get to know your customers, and get feedback to continue growing.

Knowing the Competition and Entry Barriers

A barrier to market entry is an obstacle (usually high costs) which prevents a product from gaining traction in a new market. Such obstacles can be natural (i.e., due to the nature of the product and the characteristics of its target market) or artificial (i.e., imposed by existing dominant players or governments to prevent newcomers and competition).

Entering a market usually demands making an investment (even if only in time). Sometimes, this investment is significant due to the nature of the product or the market it tries to enter (e.g., high R&D costs, owning or controlling a resource, the size of the network of existing users)—these are considered to be natural barriers to entering a market.

Those who do make such investments, however, then have a natural interest in preventing others from obtaining a foothold in a market—in order to limit competition and therefore maximize profit.

As such, they may erect artificial barriers, through aggressive pricing strategies, advertising and image-making, predatory acquisitions, litigation, loyalty schemes, high customer-switching costs, or lobbying for government support. Regarding government support, special tax benefits for existing organizations can act as another barrier for newcomer entities.

Business Model Development

When creating a business model, revenue generation model and strategic implementation plan around a new business idea, graphic presentations are often used to demonstrate the different issues. These demonstrations can offer remarkable help and create common understanding, in case there are multiple people involved in the planning process.

The purpose of graphic business model is to describe the business activity in a simple, easily understandable way. (Website of Gofore 2016) Examples of this kind of graphic tools are NABC model and Business Model Canvas, which were both used in my business planning process.

Knowing your Customer

Customer

vs

Consumer?

Consumer Behaviour

"The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society."

Why Study Consumer Behavior?

Marketing strategy

Towards better marketing campaigns

Public policy

Recycling, phones and driving, certain medications, pollution, etc.

Social media marketing

Getting ideas across to people through social media

A better consumer

Educating the consumer

Knowing Your Market

The market analysis is attempting to answer the questions:

- To whom? (Who is the target market)

- How many? (Size of market)

- At what price? ($ Value of the market)

These are simple questions, with often complex answers and a high level of uncertainty.

Product Type and Market Size

Custom products (special electronic equipment,

jewelry) - mostly contract jobs

Small volume 500 – 5000? Depends on industry

Large volume products 50,000 – 50,000,000?

Market Segments

•Demographics

•Geographics

•Behavioral

Demographics

Demographics are statistics that companies keep on business clients and consumers to help target sales. These marketing statistics may include the sizes of

businesses so companies can better differentiate between small, mid-sized or large companies. They are more commonly used to identify differences in personal attributes among consumers.

There are many different types of market demographics companies use for various purposes, so business use a variety of <u>market research techniques</u> to identify them.

Geographics

Marketing geographics involve the compartmentalization of the consumer market into smaller, more manageable segments using geographic location as the main determining factor.

There are many other ways to perform the same basic function of market segmentation, but geographics are preferred by many companies that either sell general merchandise on a large scale or value the placement of consumers over any individual criteria.

Marketing geographics are used by companies of all sizes, although there are differences in approach depending on the area covered and the goals in mind.

Behavioral

Behavioral marketing is a set of actions aimed at promoting and selling products based on users' interactions with your brand's ads, website, emails, social media pages, chatbots, etc. These digital marketing channels offer different tools to use people's behavior patterns to your company's advantage.

Market penetration

Market penetration defined as a measurement is the assessment of how much a product is being sold relative to the total estimated market for that product, expressed as a percentage. This is also known as market penetration rate.
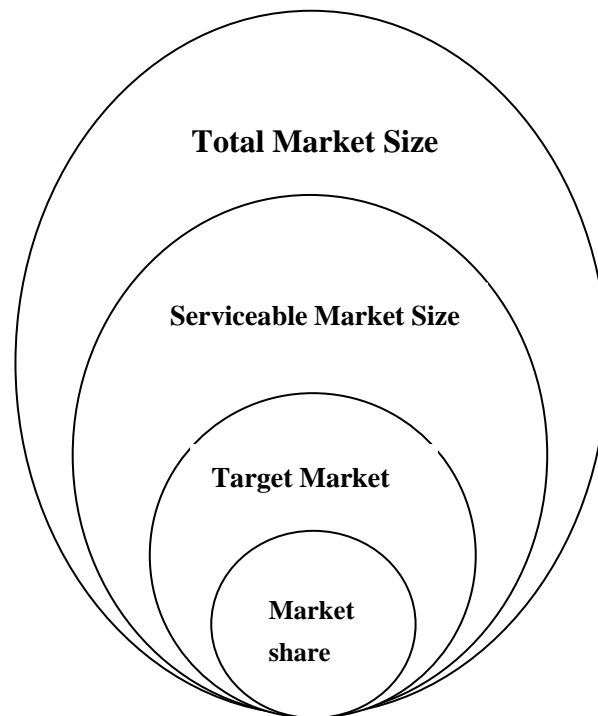
FIG 1.15 Market Penetration

1.13 WEB DESIGN

Your website is the representation of your products or services that you offer. It's the place where most people will interact with you for business. It only makes sense if you come forward, interact with your audience, and satisfy their website is often the first point of contact potential customers have of your company and your brand. It only makes sense then that you put your best foot forward and effectively communicate what you're all about through professional and user-friendly web design.t with their needs.

Web design encompasses a multitude of variables including layout, content, graphics, search engine optimization and conversion rate optimization.While web design is a significant and critical component of your promotional efforts, many businesses forget that it's just one part of an overall digital marketing plan and should be consistent in look, feel and purpose with your other marketing efforts such as pay per click advertising.

Importance of web design in Digital Marketing:

According to the tech terms computer dictionary definition, web design is essentially the process of creating websites. It encompasses several different aspects, including web page layout, color choice, fonts, graphics, and content production. While the terms web design and web development are often used interchangeably, web design is technically a subset of the broader category of web development.

A business website is the common and primary point of contact for customers. It showcases your business' professionalism and demonstrates your expertise and market reputation. It is precisely because of this that website design is so crucial for any digital marketing plan.

Your website is the place where most people will interact with your

business. Both your online and offline marketing activities will most likely

send users to your website. Whether it's to get information about your

services and products, to make bookings or purchases, or to get contact

details.

your website with the following factors in mind:

Conversion rate – are you converting leads/customers?

Competition – are you outperforming competitors or vice versa?

Branding – does your website reflect your brand?

SEO – are you performing well on search engines?

Responsiveness – is your site responsive?

Site speed – do your pages load quickly?

The goals of web design

To understand how to create well designed websites, it is worth understanding the fundamentals of design. Good design creates experiences that makes people's lives easier, and is also aesthetically pleasing.

Here are some examples: a well-designed store makes it easy for customers to find products they are looking for, or maybe even products they never knew they wanted.When designing for the web, there are some unique challenges compared to other disciplines arising from the fact that web design is still in its infancy and is evolving rapidly.

Even the definition of web design is evolving and difficult to define. Originally, web design meant designing pages for a web browser. While this is still true, you now need to consider the rapidly evolving nature of mobile devices, tablets, smart phones, and consumer electronics that access the web

The web demands user interaction

The experience of a website is defined by the interaction the user has with it. For example, a user clicks on navigation or scrolls down to read a page.Even the act of reading a book can be defined as user interaction. In the Western world, people read from left to right down a page, they turn pages, and scan page numbers and tables of contents in order to find a certain chapter or topic.

Defining the user experience

When it comes to user interaction, offering too many options can be just as bad as not offering enough. If there are multiple pathways available to the user, it is the designer's responsibility to make sure the user doesn't get lost.

The entire sum of a user's interactions with a website can be called the user experience.The focus on the user experience differentiates websites from printed products more than anything else. This job is so important that there are web professionals called information architects.

User-centered design

It can be difficult to describe how a web designer works because the level of involvement in a project can vary, from developing a project on her own, to being part of a large team in an advertising agency

The stages of the planning process

The stages of the planning process can generally be defined as:

- Defining goals and strategy

- Research

- Information architecture

- Sketching

- Wireframes

- Mockups

Defining goals and strategy

When designing a website, an important question to ask is, "Why does this website need to exist?" It seems strange but a client might not be able to tell you exactly why they want a website. The answer, "Because everyone else has one," is not a good answer.

Research

A designer who is practicing user-centered design needs to have some background on what visitors to a site might be expecting. Competitive research is one way to find this information. In the Smoothie World example, there may not be many competing smoothie sites; however, there are certainly a number of popular recipe and cooking sites. You should understand how these sites are designed and what makes them so attractive to users.

Information architecture

Design is not just about visuals. The word design comes from the Latin word designare, which means to mark out, devise, or choose. This is a good reminder that you should choose or plan the structure of a website before you consider the visuals. The term used to describe the planning

Wireframes

Wireframes are typically created in black and white or shades of gray, using placeholders for images. Wireframes avoid the visual design of the site and are more concerned with the organization of the content and features.

Mockups

Mockups are sometimes the result of wireframes, although it is possible to skip the wireframing step for less-complex sites. You can create them in an image editor such as Photoshop

1.14 OPTIMIZATION OF WEB SITES

Website optimization is the process of using tools, advanced strategies, and experiments to improve the performance of your website, further drive more traffic, increase conversions, and grow revenue.Optimizing your website for real people helps you gain your visitors' trust, starts building a relationship, and lets you sell products without having to jump on a sales call.website optimization approach combines a variety of disciplines to make sure your website performs ideally in all areas:

SEO

Copyright

Analytics

UX Design (Frontend)

Web Development (Backend)

CRO/Landing Page Optimization.

SEO

SEO means Search Engine Optimization and is the process used to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily find able, more relevant and popular towards user search queries, and as a consequence,search engines rank them better.

Search engines recommend SEO efforts that benefit both the user search experience and page's ranking, by featuring content that fulfills user search needs.

This includes the use of relevant keywords in titles, meta descriptions, and headlines (H1), featuring descriptive URLs with keywords rather than strings of numbers, and schema markup to specify the page's content meaning, among other SEO best practices.

Copyright

Copyright is a legal term describing ownership of control of the rights to the use and distribution of certain works of creative expression, including books, video, motion pictures, musical compositions and computer programs.

Copyright refers to the legal right of the owner of <u>intellectual property</u>. In simpler terms, copyright is the right to copy. This means that the original creators of products and <u>anyone they give authorization to</u> are the only ones with the exclusive right to reproduce the work.

Analytics

Digital marketing analytics enables marketers to evaluate the performance of their marketing initiatives and informs future decision-making by providing deep insights into consumer behavior. The most robust marketing analytics tools gather data from the multitude of channels today's enterprises use to connect with and engage customers.

UX Design (Frontend)

UX designers stand for 3 aspects in the process of improving the user experience:

· Usability

· Accessibility

· Pleasure

The meaning of UX in digital marketing is how the user is experiencing and feels when he interacts with digital marketing when it comes to the customer to contact with the brand for conversion between landing pages,contacts, and mobile apps.Those are the examples of the UX in Digital Marketing:

· Brand voice and tone

· Load speed

Web Development

website is the representation of your products or services that you offer. It's the place where most people will interact with you for business. It only makes sense if you come forward, interact with your audience, and satisfy their thirst with their needs. Even if you do offline marketing or activity, it will most likely send users to your website. Whether it's about purchasing the product or leveraging services or to make bookings, or to get contact details.

CRO

CRO stands for Conversion Rate Optimization. CRO marketing is a method of increasing the percentage of your website's visitors who take a desired action (or, to use marketing speak, who 'convert'). Conversions are a marketer's holy grail, but the term can mean different things depending on your company's goals.

How to optimize your website

- Keyword research

- On-page-SEO

- UX: Improve page speed and experience

- Backlinks

- Learn advanced techniques and tackle more ranking factors

Keyword research

The foundation of any SEO tactic, strategy, or process is keyword research.You need to understand which keywords and terms your target customers are actively googling. This knowledge will help you with everything from planning and writing content for your website, to creating landing pages, campaigns, and tracking your results.There are a lot of different tools for keyword research out there, but the most basic option is available for free: Google Ads Keyword Planner.If you have a Google Ads account, you can use it to search for new keywords to target with ad campaigns, but it's also useful as a starter research tool for SEO.

On-page-SEO

It's not just the pages you decide to create that impact your SEO. How the content is written, the content's structure, your site's structure, navigation, external links, and many other little details matter.

These SEO optimization you can make by just editing your website is referred to as on-page SEO. And it can make a massive difference.In a case study, only optimizing on-page SEO improved the top 5 keywords average position from 18.4 to 2.6 in only three days.As mentioned above, you can use Google Search Console to search for issues and indexation errors. But you can also analyze other on-page factors.The key is to make sure that important SEO pages receive a priority when it comes to internal links.

UX: Improve page speed and experience

Dwell time is an important SEO ranking factor. It measures how much time, on average, a user spends on your page before returning to Google. If a user clicks your page in the search results, visits your site, and it takes too long to load, chances are they will just return to Google and choose something else.

So the visitor left without meaningful interaction with your site and brand. And if it happens too much, Google will assume that your page isn't as relevant as they thought, and reduce your rank over time. The more this happens, the lower your Google position is likely to be.

Backlinks

A backlink, or a link from another domain to your website, is one of the most important signals to Google that your content is authoritative.The idea is simple. Since other people are willing to share and co-sign your content, it must be good.It used to be the most important ranking factor, bar none, and then number of referring domains still has the most visible connection with SERP ranking and organic traffic volume.

Learn advanced techniques and tackle more ranking factors

Once you've learned the basics of SEO, it's time for you to jump in and learn more about different ranking factors and advanced strategies. There are over 200 known Google ranking factors out there, so obviously getting familiar with each one and using it to your advantage is going to take time.To keep learning about the subject of SEO, you must rely on high-quality resources that focus on data-based content and cutting-edge strategies. The following is a non-exhaustive list of websites you can rely on to expand your SEO knowledge:

Backlinko

Ahrefs Blog

SEMRush Blog