Unit-III: Social media in business

PART-A: Wikipedia, Facebook, Instagram, LinkedIn, Google – advertising, analytics, ads visibility, bulk emailing essentials, integration of social media buttons into business website.

PART-B : Campaign budgeting, cost control, resource planning, strengthen your brand, Generate leads, Get more visibility online, Connect with your audience, link exchange, registering with directories, data visualization.

3.1 Wikipedia

Wikipedia is an online free-content encyclopedia helping to create a world where everyone can freely share and access all available knowledge. It is supported by the Wikimedia Foundation and consists of freely editable content

It is supported by the wikimedia foundation & consist of freely editable content . Since its created on jan 15, 2001. has grown into worlds largest reference website attracting 1.7 billion unique devices visitor monthly as Nov 2021.

Wikipedia is a free, open content online encyclopedia created through the collaborative effort of a community of users known as Wikipedians. Anyone registered on the site can create an article for publication; registration is not required to edit articles.

A wiki is a hypertext publication collaboratively edited and managed by its own audience directly. A typical wiki contains multiple pages for the subjects or scope of the project and could be either open to the public or limited to use with in organization for maintaining its internal knowledge base.

A wiki enables communities of editors and contributors to write documents collaboratively. All that people require to contribute is a computer, Internet access, a web browser, and a basic understanding of a simple markup language (e.g. MediaWiki markup language).

A single page in a wiki website is referred to as a "wiki page", while the entire collection of pages, which are usually well-interconnected by hyperlinks, is "the wiki". A wiki is essentially a database for creating, browsing, and searching through information. A wiki allows non-linear, evolving, complex, and networked text, while also allowing for editor argument, debate, and interaction regarding the content and formatting

Characteristic

Editing

"Wikitext" redirects here. For the Wikipedia help page, see Help:Wikitext.

Source editing

Some wikis have an Edit button or link directly on the page being viewed if the user has permission to edit the page. This can lead to a text-based editing page where participants can structure and format wiki pages with a simplified markup language, sometimes known as wikitext, wiki markup or wikicode (it can also lead to a WYSIWYG editing page; see the paragraph after the table below). For example, starting lines of text with asterisks could create a bulleted list.

Layout consistency

Wikis have favored plain-text editing, with fewer and simpler conventions than HTML for indicating style and structure. Although limiting access to HTML and Cascading Style Sheets (CSS) of wikis limits user ability to alter the structure and formatting of wiki content, there are some benefits.

Visual editing

Wikis can also make WYSIWYG editing available to users, usually through a JavaScript control that translates graphically entered formatting instructions into the corresponding HTML tags or wikitext. In those implementations, the markup of a newly edited, marked-up version of the page is generated and submitted to the

server transparently, shielding the user from this technical detail. An example of this is the VisualEditor on Wikipedia.

Version history

Some wikis keep a record of changes made to wiki pages; often, every version of the page is stored. This means that authors can revert to an older version of the page should it be necessary because a mistake has been made, such as the content accidentally being deleted or the page has been vandalized to include offensive or malicious text or other inappropriate content.

Edit summary

"Edit summary" redirects here. For the Wikipedia help page, see Help:Edit summary. Many wiki implementations, such as MediaWiki, the software that powers Wikipedia, allow users to supply an edit summary when they edit a page. This is a short piece of text summarizing the changes they have made

Navigation

Within the text of most pages, there are usually many hypertext links to other pages within the wiki. This form of non-linear navigation is more "native" to a wiki than structured/formalized navigation schemes. Users can also create any number of index or table-of-contents pages, with hierarchical categorization or whatever form of organization they like

Linking and creating pages

Links are created using a specific syntax, the so-called "link pattern". Originally, most wikis[citation needed] used CamelCase to name pages and create links. These are produced by capitalizing words in a phrase and removing the spaces between them (the word "CamelCase" is itself anexample). While CamelCase makes linking easy, it also leads to links in a form that deviates from the standard spelling.

Trust and security

Controlling changes

Wikis are generally designed with the philosophy of making it easy to correct mistakes, rather than making it difficult to make them. Thus, while wikis are very open, they provide a means to verify the validity of recent additions to the body of pages.

Trustworthiness and reliability of content

Critics of publicly editable wiki systems argue that these systems could be easily tampered with by malicious individuals ("vandals") or even by well-meaning but unskilled users who introduce errors into the content, while proponents maintain that the community of users can catch such malicious or erroneous content and correct it

Security

The open philosophy of wiki – allowing anyone to edit content – does not ensure that every editor's intentions are well-mannered. For example, vandalism (changing wiki content to something offensive, adding nonsense, maliciously removing encyclopedic content, or deliberately adding incorrect information, such as **hoax** information)

3.2 FACEBOOK

Facebook, American online **social network** service that is part of the company Meta Platforms. Facebook was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all of whom were students at Harvard University.

Their Mission is "Facebook's mission is to give people the power to build community and bring the world closer together.

Facebook became the largest social network in the world, with nearly three billion users as of 2021, and about half that number were using Facebook every day.   The company's headquarters are in Menlo Park, California. The attractiveness of Facebook stems

in part from cofounder Zuckerberg's insistence from the very beginning that members be **transparent** about who they are;

users are forbidden from adopting false identities. The company's management argued that transparency is necessary for forming personal relationships, sharing ideas and information, and building up society as a whole. It also noted that the bottom-up, **peer-to-peer** connectivity among Facebook users makes it easier for businesses to connect their products with consumers.

Facebook allows you to **send messages** and **post status updates** to keep in touch with friends and family. You can also share different types of content, like **photos** and **links**. But sharing something on Facebook is a bit different from other types of online communication. Unlike email or instant messaging, which are relatively private, the things you share on Facebook are **more public**, which means they'll usually be seen by many other people

3.3 Instagram

Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012.

Instagram allows users to edit and upload photos and short videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app. Each post by a user appears on their followers' Instagram feeds and can also be viewed by the

public when tagged using hashtags or geotags. Users also have the option of making their profile private so that only their followers can view their posts.

Instagram is the fastest growing social media platform in the world at present

- It has over a billion users worldwide (June 2018)

- Over 60% of users log in daily, making the platform second only to Facebook in terms of engagement

- The platform is estimated to receive over 100 million new image uploads per day

- Users engage via comments or likes and the platform produces over 10,000 engagements every second

Instagram has huge penetration with the tech savvy Millennial audience (18-30) who are also the top online spending demographic.
Health, beauty and fashion are dominant categories within Instagram but travel and food are also very popular.

Until recently Instagram was completely untouched by advertising formats. A user's Instagram timeline is only populated with images posted by other users they have purposely elected to 'follow'. Thus the platform is seen as one of the most controlled and non-invasive social media platforms around. That said, despite being the least invasive, Instagram has a very personal connection with its users. It's often said to be a highly motivational and inspiring platform within which personal discovery is seamlessly promoted.

Instagram has added video functionality to their platform within the last 12 months. This allows for videos (with sound) of up to 15 seconds to be used in place of an image. As a brand, this means you can use Instagram with a greater range of creativity. You can also use it to build a more personal connection with users. Some Instagram users have earned celebrity status similar to that enjoyed by YouTube Vloggers (Video Bloggers) showing just how powerful the platform can be and why it's worth including in your social media marketing plan.

History of Instagram

Instagram was started in San Francisco by Kevin Systrom and Mike Krieger, who initially tried creating a platform similar to Foursquare but then turned their attention exclusively to photo sharing. The word Instagram is an amalgam of "instant camera" and "telegram."

The iOS app was released through the iTunes App Store on Oct. 6, 2010, and the Android app was released on April 3, 2012. The platform's popularity skyrocketed, with the company reporting more than 40 million active users just two years after launch. This

caught the attention of Facebook, which officially purchased Instagram for $1 billion in the summer of 2012.

Editing tools and features

Instagram provides a wide range of digital filters that can be applied to users' photos, including ones that add a vintage or faded look. Other editing features include Lux, an effect that lightens shadows, darkens highlights and increases contrast, and photo-tuning tools allow users to adjust brightness, contrast, saturation, sharpness, structure, straightness and tint. A manual tilt shift and vignette effect can also be added to photos.

In 2017, Instagram rolled out a feature that allows users to post multiple photos or videos at once, presented in a carousel format.

3.4 LinkedIn

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

A LinkedIn member's profile page, which emphasizes skills, employment history and education, has professional network news feeds and a limited number of customizable modules. Basic membership for LinkedIn is free. Network members are called "connections." Unlike other free social networking sites like Facebook or Twitter, LinkedIn requires connections to have a pre-existing relationship

LinkedIn was co-founded by Reid Hoffman, a former Executive Vice President in charge of business and corporate development for PayPal. The site, which was launched in May 2003, currently has over 300 million members from 200 countries, representing 170 industries. According to Reid Hoffman, 27 percent of LinkedIn subscribers are recruiters. LinkedIn allows members (both workers and employers) to create profiles and connect with each other in an online social network which may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a connection. LinkedIn can also be used to organize offline events, join groups, write articles, publish job postings, post photos and videos, and more.

Platform and features

User profile network

The basic functionality of LinkedIn allows users to create profiles, which for employees typically consist of a curriculum vitae describing their work experience, education and training, skills, and a personal photo. Employers can list jobs and search for potential candidates. Users can find jobs, people and business opportunities recommended by someone in one's contact network. Users can save jobs that they would like to apply for. Users also have the ability to follow different companies.

Embedded in profile

In October 2008, LinkedIn enabled an "applications platform" which allows external online services to be embedded within a member's profile page.

Mobile

A mobile version of the site was launched in February 2008 and made available in six languages: Chinese, English, French, German, Japanese and Spanish.[99] In January 2011, LinkedIn acquired CardMunch, a mobile app maker that scans business cards and converts into contacts

Groups

LinkedIn also supports daily the formation of interest groups. In 2012 there were 1,248,019 such groups whose membership varies from 1 to 744,662.[104][105] Groups support a limited form of discussion area, moderated by the group owners and managers

Knowledge graph

LinkedIn maintains an internal knowledge graph of entities (people, organizations, groups) that helps it connect everyone working in a field or at an organization or network. This can be used to query the neighborhood around each entity to find updates that might be related to it

Usage

Personal branding

LinkedIn is particularly well-suited for personal branding which, according to Sandra Long, entails "actively managing one's image and unique value" to position oneself for career opportunities. LinkedIn has evolved from being a mere platform for job searchers into a social network which allows users a chance to create a personal brand.

Job seeking

LinkedIn is widely used by job seekers and employers. According to Jack Meyer the site has become the "premier digital platform" for professionals to network online.In Australia, which has approximately twelve million working professionals, ten million of them are on LinkedIn, according to Anastasia Santoreneos, suggesting that the probability was high that one's "future employer is probably on the site
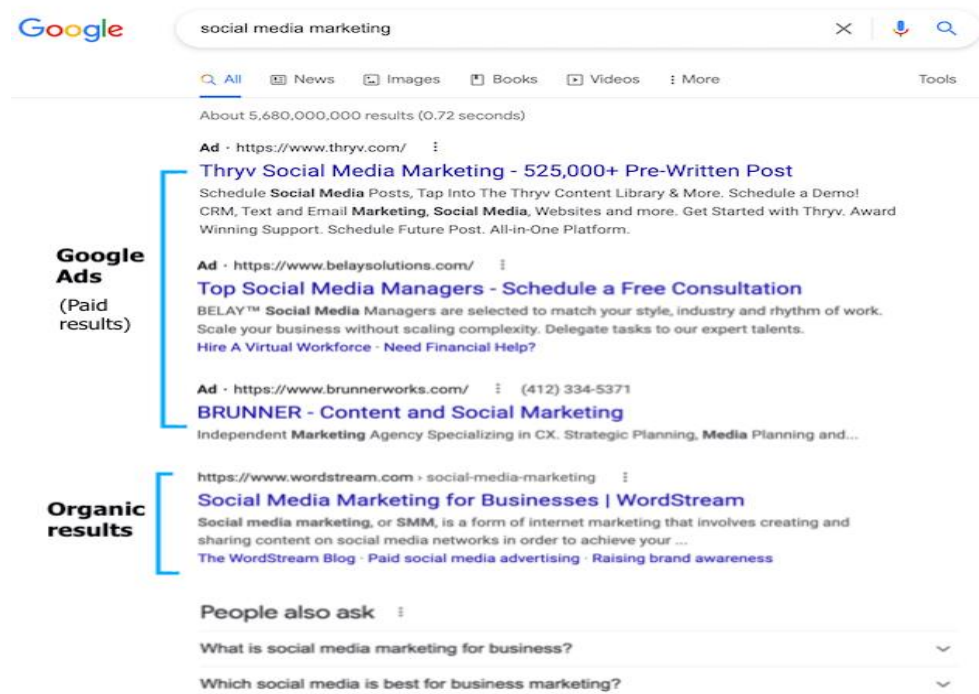
3.5 Google – advertising

Google Ads is Google's online advertising program. Through Google Ads, you can create online ads to reach people exactly when they're interested in the products and services that you offer.

Google Ads is a product that you can use to promote your business, help sell products or services, raise awareness, and increase traffic to your website.

Google offers paid advertisements which appear in search results on google.com with the use of Google Ads or advertisements that appear on other websites through the Display Network and Google's AdSense program.

Below is an example of a Google search engine results page (SERP). The sponsored results, or ads, are denoted with an "Ad" label. There are two sections of paid Google ads, one above the "natural" or organic results and one at the bottom of the results page.

Google Ads Appear

The Google Ads auction is focused around keywords – advertisers choose a list of keywords to target that are relevant to their business offerings, the words that people are most likely to use when searching for their product. They then bid on these keywords, basing each bid on how much they are willing to pay for a Google user to click on their ad.

What is Google Ads?

Google Ads is a paid online advertising platform offered by Google.

Originally called Google Adwords, the search engine company rebranded the service as Google Ads in 2018.

The way it works remains essentially the same: When users search a keyword, they get the results of their query on a search engine results page (SERP). Those results can include a paid advertisement that targeted that keyword.

Google Ads work

Google Ads operates under a pay-per-click (PPC) model. That means marketers target a specific keyword on Google and make bids on the keyword — competing with others also targeting the keyword.
The bids you make are "maximum bids" — or the maximum you're willing to pay for an ad.

Marketers have three options for their bids:

1. **Cost-per-click (CPC).** How much you pay when a user clicks on your ad.

2. **Cost-per-mille (CPM).** How much you pay per 1000 ad impressions.

3. **Cost-per-engagement (CPE).** How much you pay when a user performs a specific action on your ad (signs up for a list, watch a video, etc).
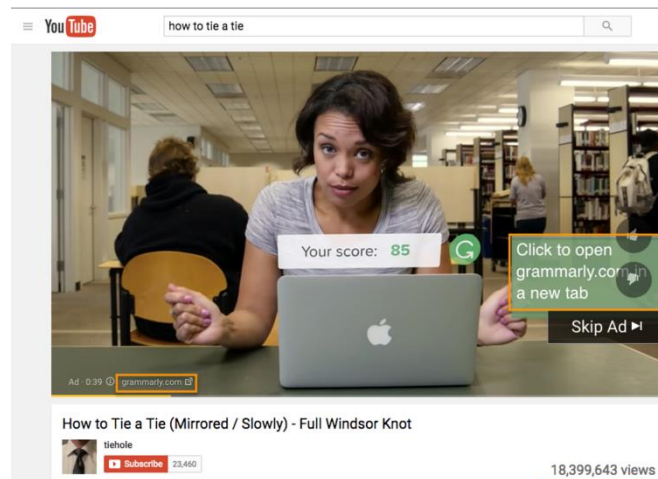
Types of Google Ads

Google offers a variety of different campaign types that you can use:

· Search campaign

· Display campaign

· Shopping campaign

· Video campaign

· App campaign

1. Search Ad Campaigns
Search ads are text ads that are displayed on Google results pages. For example, here are the search campaign ads for the keyword "laptops":

2. Display Ad Campaigns

Google has a network of websites in various industries and with an array of audiences that opt in to display Google Ads, known as the **Google Display Network**. The benefit to the website owner is that they're paid per click or impression on the ads. The benefit to advertisers is that they can get their content in front of audiences that are aligned with their personas.

3. Video Ad Campaigns

Video ads are displayed before or after (and sometimes in the middle of) **YouTube videos**. Remember, YouTube is a search engine, too. The right keywords will place you in front of a video, disrupting the user's behavior just enough to grab their attention.

Here's a video advertisement that pops up in the middle of another video on how to tie a tie:

4. App Ad Campaigns

Google App Campaigns promote your mobile application through an ad displayed on Google Search Network, YouTube, Google Play, Google Display Network, and more. You can run ads that encourage your audience to install your app or, if they already use it, to take a certain action within your app.
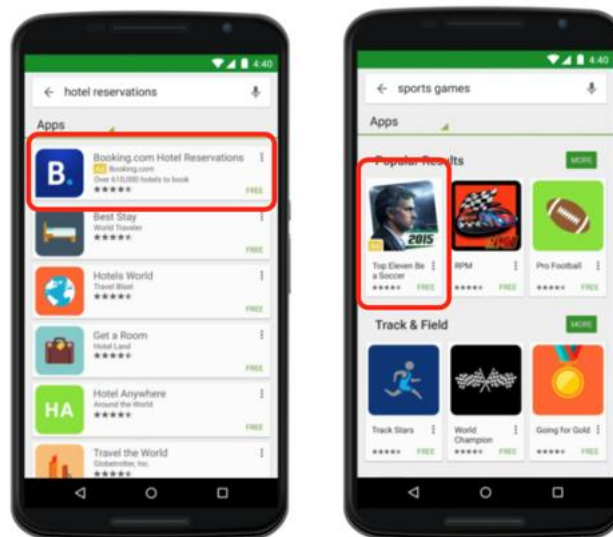
3.6 Google analytics

Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. The service is part of the Google Marketing Platform and is available for free to anyone with a Google account.

Google Analytics is used to track website performance and collect visitor insights. It can help organizations determine top sources of user traffic, gauge the success of their marketing activities and campaigns, track goal completions (such as purchases, adding products to carts), discover patterns and

trends in user engagement and obtain other visitor information such as demographics. Small and medium-sized retail websites often use Google Analytics to obtain and analyze various customer behavior analytics, which can be used to improve marketing campaigns, drive website traffic and better retain visitors.

Types of data

Google Analytics can provide businesses with multiple types of data for marketing purposes.

1. **User acquisition data**

2. **User behavior data**

User acquisition data: provides insight into how customers are arriving at the website. Customers may come from a variety of channels, such as paid search engine results, unpaid search engine results, social media links or simply typing in the URL. Understanding user acquisition data is critical for maximizing website traffic

User behavior data: shows what customers are doing on the website, and how they are engaging with the site. This includes how long they spend on each page, how many pages they visit, and if they engage with videos and graphics. This data can be used to create web layouts that better connect visitors with the content they are looking for, leading to a more effective user experience..

How does Google Analytics work?

Google Analytics acquires user data from each website visitor through the use of page tags. A JavaScript page tag is inserted into the code of each page. This tag runs in the web browser of each visitor, collecting data and sending it to one of Google's data collection servers. Google Analytics can then generate customizable reports to track and visualize data such as the number of users, bounce rates, average session durations, sessions by channel, page views, goal completions and more.

The page tag functions as a web bug or web beacon, to gather visitor information. However, because it relies on cookies, the system can't collect data for users who have disabled them.

When a user visits the website, the code collects various data, including the HTTP request of the user, the browser they use and the first-party cookies they agree for you to collect. This may sound complicated, but essentially, this data is used to provide insight into user demographics and behaviours, such as their language, location, age and gender. The code sends this data to Google Analytics, which aggregates it into four levels:

- **User Level** (the actions of each user)
- **Session Level** (the individual visits)
- **Pageview Level** (the individual pages visited)
- **Event Level** (video views, button clicks and similar actions)

How Google Analytics works
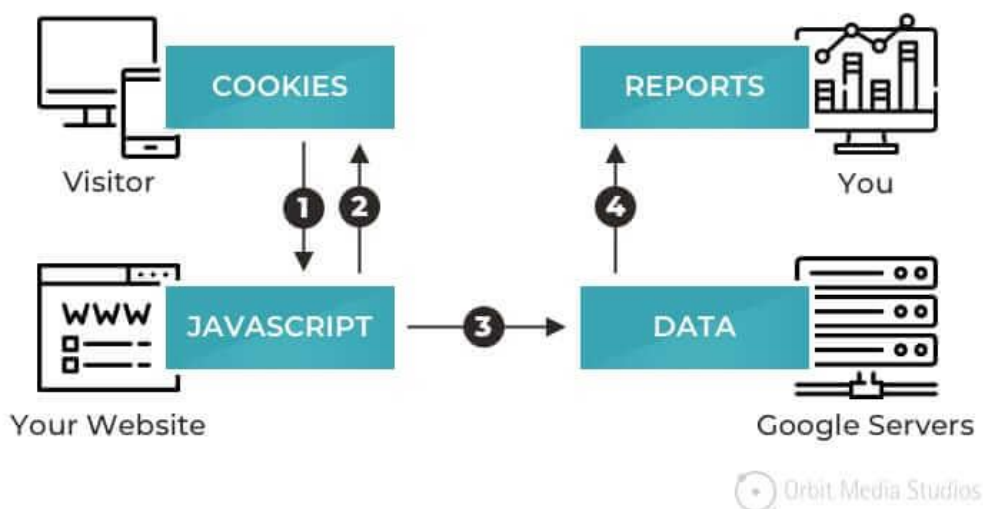
Metrics

Google Analytics at the most basic level will deliver a whole range of business benefits, including allowing you to:

- Track and measure your website's performance and adapt your digital marketing strategy accordingly
- Identify successful marketing activities and plough more resources into these, and weed out campaigns that are not working and redirect resources elsewhere
- Plan an effective content marketing strategy by monitoring the success of individual blogs and articles
- Segment your audience for more targeted marketing campaigns that focus on groups at different stages of the buyer's journey
- **Users.** A user is a unique or new visitor to the website.
- **Bounce rate.** The percentage of visitors who viewed only a single page. These visitors only triggered a single request to the Google Analytics server.

- **Sessions.** The group of visitor interactions that happen in a 30-minute window of activity.

- **Average session duration.** How long on average each visitor stays on the site.

- **Percentage of new sessions.** The percentage of website visits that are first-time visits.

- **Pages per session.** The average number of page views per each session.

- **Goal completions.** The number of times visitors complete a specified, desirable action. This is also known as a conversion.

- **Page views.** Total number of pages viewed.

3.7 Google ads visibility

Google Ads is a popular online advertising platform. It is useful in reaching your target audience, but like everything related to Google, it is constantly evolving. As a result, even experienced marketers can have some difficulty keeping up.

While there are excellent metrics to help you identify gaps in visibility and opportunities for growth, it can be a bit difficult to determine precisely which metrics to use. Keep reading to review six metrics we can use to find growth opportunities in search campaigns.

Active view

Active View is a technology on YouTube and certain Display Network websites and apps that allows Google Ads to determine if your ad is viewable by potential customers. Active View metrics can be used for Video and Display campaigns to help you better understand how often your ad appears in a position on a webpage, device, or app that people can see.

viewable ad

Active View metrics have been created in compliance with industry standards for measuring the viewability of online ads, as developed by the Media Rating Council (MRC). According to MRC guidelines, the standard for measuring the viewability of ads are as follows:

- A display ad is counted as viewable when at least 50% of its area is visible on the screen for at least 1 second.
- For large display ads of 242,500 pixels or more, the ad is counted as viewable when at least 30% of it's area is visible for at least 1 second.
- A video ad is counted as viewable when at least 50% of its area is visible on the screen while the video is playing for at least 2 seconds.

Active View metrics

- **Measurable impr.- An impression is counted whenever your ad is served. Measurable impressions represent the number of times your ad appeared in locations on websites or apps that could be measured by Active View technology. Not all impressions are measurable by Active View, as some factors may prevent the data from being captured. This metric can help you understand how often your ad appeared in locations measured by Active View.**

  - **Viewable impr.** - This metric shows the number of times your ad's impressions were considered viewable. An ad is counted as viewable if at least 50% of its area is visible for at least 1 second for display ads, or at least 2 seconds for video ads. It can help you understand how often your ad appeared where people could see it.

  - **Viewable rate** - This is the viewability rate of your ad. It's the percentage of time when your ad appeared on sites or apps with Active View enabled and was viewable. This percentage estimates how many of your measurable impressions were actually viewable to potential customers.

  - **Measurable rate** - Measurable impressions over total impressions represents the percentage of your total impressions that were measured by Active View. Total impressions include both measurable and non-measurable impressions. This metric can help you understand how often your ad appeared in places that were able to be measured by Active View technology.

- **Non-measurable impr.**- A non-measurable impression means that your ad was displayed on sites, apps, or devices unable to capture Active View viewability information. This does not mean that your ad was or was not seen. It just means that your ad appeared on websites, apps, or devices that Active View was not able to measure.

- **Non-viewable impr.**- A non-viewable impression means that your ad did not have at least 50% of its area displayed for at least 1 second for display ads, or at least 2 seconds for video ads

- **Viewable CTR**- Your viewable click-through rate (CTR) represents how often people click your ad after it becomes viewable. This rate is equal to the number of clicks your ad receives

divided by the number of times your ad becomes viewable on a website or app.

- **Measurable cost**- Your measurable cost is the total cost of all the impressions you received that were measurable by Active View technology. This can help you understand how much of your spend was on impressions that were measurable.

3.8 Bulk emailing essentials

Bulk email marketing is an email sent to large groups of people at once to advertise the goods or services provided by a business or maintain a relationship with customers. When done right, it allows us to increase the number of loyal clients and boost ROI.

Two Types of Bulk Emails

Legitimate bulk emails

When a business from which a person has procured service or product sends a reminder, it's a bulk email. It qualifies to be a legitimate bulk email if it meets the following requirements:

- The recipient consented to it.
- The email provides the "unsubscribe" button.
- The name of the business is clearly shown.

If bulk emails satisfy the above requirements, they become effective marketing channels for the businesses that send them.

Unsolicited bulk emails

As the name suggests, these are emails sent to people without their permission. Apart from that, other qualifying features for this type of marketing emails are:

- Absence of an unsubscribe link.
- Contain information that is not personalized.

Now, businesses ought to be very cautious with bulk email marketing to avoid spamming their mailing lists. A valid email marketing campaign can be achieved by using SendPulse. This service provides the necessary tools to create and automate bulk email marketing tasks.

Benefits of Bulk Email Marketing

Allows real-time messaging

Given that marketing emails can be created fast, they allow marketers to send "day-of" emails to ensure the timely promotion of a limited time particular or inform customers of reduced stock

Enables marketers to send personalized messages

It is difficult for marketers to speak to their target customers in a personalized manner via radio, television, or print advertisingWhy? Most of the marketing campaigns on these media are often done in a "one-size-fits-all" approach.

Helps in mailing list segmentation

With bulk email marketing, it is also possible to segment the customer list into a smaller, more effective one, and send out personalized emails. For example, a marketer can identify all customers from say, Los Angeles, and then proceed to create an email marketing campaign

Offers information sharing

Bulk email marketing allows you to share advertising content. People can quickly forward an email containing a piece of information or an enticing offer. In turn, this allows a brand to gain advocates who further push the business within their networks.

Results in reduced overhead costs

Bulk email marketing can be done at an incredibly low overhead cost. For instance, there is no need to hire marketing analysts, designers, and many employees. An excellent bulk email marketing strategy only requires an active email marketing service such as SendPulse and a competent marketer who can provide the right offers, content, and graphics to the relevant customer list. So far, there is no marketing channel out there that offers a more significant ROI than email marketing.

How to Do Bulk Email Marketing

Identify your target audience. Marketers should determine the demographic groups that are most interested in the products and services their business offers. One can look at aspects such as nationality, income level, education, age groups, gender, ethnicity, among other demographic characteristics ahead of creating a bulk email campaign.

Focus on the benefits. Clearly describe what the customers stand to gain from a particular brand. By highlighting the interests of consumers, a marketer can cause them to respond.

1. **Be brief and to the point.** A marketing email ought to be concise. Thus, the reader should see the significant bits quickly enough to allow them to make a decision.

Give special discounts. Marketers should entice readers by giving special discounts that are exclusive to them. For example, "We have a 20% discount just for you, if…"

1. **Communicate the deadlines.** Show the need for immediate response by mentioning the date the offer expires. By doing this, customers will be kept from any procrastination that, at times, leads to forgetting.

2. **Provide communication channels.** Give customers a chance to respond to your email. For instance, a marketer can give a contact number, hyperlink, and so forth that allows the potential customer to conveniently reach out to the company in case of any inquiry.

3.9 Integration of social media buttons into business website.

Social media integration gives your audience more way to engage & interact with your brand. You are creating more opportunities for them to share your content & promote services for you. It is easy to do.

With the right tools you will be able to integration social media with your website, email, & other channel

Guidelines for Integrate social media onto your website :

- Add social sharing link to your blog post
- Add social post to your website
- Create social login
- Add social sharing link to your footer

Way to integrate social media into your website:

Social media Icon :

First & most obvious step on the road int include placing visible social media button on your site. Placement of your website is very important. There are certain location location that individual are used to looking. You will want to sure that their placement is intuition.

Social share button :

Regardless of whether your website is pushing out blog posts or featuring products, **you want your content to be shareable** so that visitors can easily post to their own social media accounts directly from your website. "**Share this"** or "**Add this"** are examples of share buttons across e-commerce websites with the possibility to see analytics of who and how your content is shared.

Social Login Plugins:

Incorporate a social sign-in to allow your visitors to sign into your e-commerce website through one of their social media accounts. Research has shown that **users prefer to bypass the need to create a separate account** for a website and sign in with a social login instead.

Social Live Feeds:

Social live feeds allow you to display your live activity from Facebook, Twitter, Instagram, YouTube, or other social media accounts directly on your website. So, instead of merely linking to these social media channels, you can **show your current and recent social activity**, so your visitors can see, follow, and otherwise engage without leaving your website.

Social Assistance Account:

Customers not only appreciate, but often expect, immediacy. It has been shown that brands that are able to offer immediate assistance not only have **higher brand affinity, but customers are more likely and willing to pay a higher price** for their products and/or services.

Hashtags and Social Shoutouts:

Hashtags are an easy crossover between your social media and website. It is also a fantastic way to solicit engagement, which is literally **free advertising done by your customers for you, in a way that is both authentic and organic**.

3.10 Campaign budgeting

A marketing budget outlines all the money a business intends to spend on marketing-related projects over the quarter or year. Marketing budgets can include expenses such as paid advertising, sponsored web content, new marketing staff, a registered blog domain, and marketing automation software.

Marketing budgets should be comprehensive and include all of the projects that your team plans to develop in the short and long term. A marketing budget is more complete than an advertising budget, because it includes all areas of marketing, not just ad campaigns.

Marketing Budget for Small Business

Marketing budgets are especially important for small businesses. Small business owners may lack the experience drawing up budgets; moreover, it's critical that these companies keep costs as low and lean as possible as they scale.

Ironically, you need marketing to scale. Without it, it's hard to sell your products and services. In addition to the budgeting templates provided below, check out some of our free offers and courses to mitigate your company's marketing costs.

How much should a company spend on marketing?

Well, digital media makes up more than half of both U.S. and global advertising spend. This includes initiatives that cater to audiences on desktop computers, search engines, video streaming platforms, social media, and mobile devices.

Given the success marketers have seen in it, you might consider planning to spend at least half of your marketing budget on some of these digital channels.

Marketing Costs

Marketing costs are all of the expenses a company incurs in order to sell, promote, develop, and market its brand. These expenses can include advertising, software and services, personnel, and content creation.

Marketing Cost Examples

1. Software

When it comes to digital and even print media, you may need software to create your marketing campaigns or handle your daily processes. There's a **marketing tool** for just

about any task you can think of, but they are generally broken down into the following categories:

- Customer relationship management (CRM)
- **Online advertising**
- **Social media**
- Content creation and **design**

2. Freelancers

If you have a temporary campaign or want to test out a new marketing strategy, you might want to hire a short-term freelancer before bringing on a full-timer. Reach out to your network for recommendations or consider using a site like UpWork. Freelancers typically charge an hourly rate, so be sure to examine your budget before hiring.

3. New Personnel

When you do hire full-time employees, you'll want to budget costs including their computer, technology, benefits, and onboarding-related needs. According to research from **Zippia**, the average cost of hiring a new employee is $4,425.
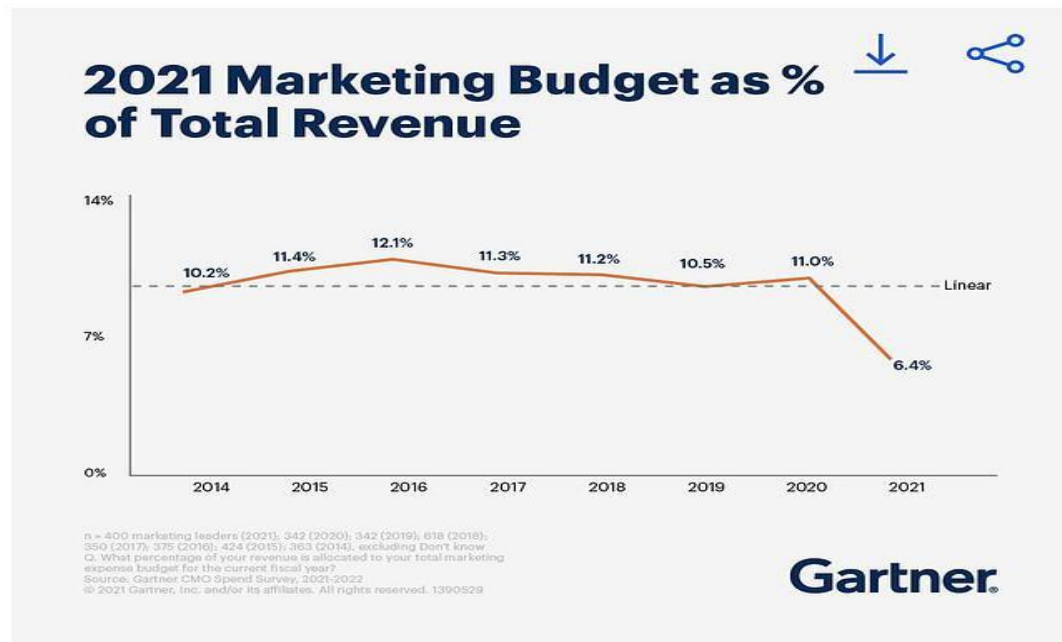
4. Advertising

Budget how much money you'll spend on paid opportunities such as physical ads, native ads, sponsored content, search engine ads, and social media promotions.

5. Content Creation

When you create content such as videos, photos, or even blog posts, you'll need to put paid time into it. Content marketing brings in 3X as many leads as traditional options, so it's worth dedicating funds to this area. Budget how much money will go into creating this content so you can adjust accordingly based on its return on investment.

Marketing Budget Breakdown

Companies generally spend 7% to 10% of their overall company revenue on marketing. According to a Gartner CMO survey, marketing budgets as a proportion of company revenue dropped to 6.4% in 2021, down from 11% the previous year.

MARKET REVENUE

Allocation by Channel

How you allocate your budget per channel depends on your company's particular goals, so there is no hard and fast rule.
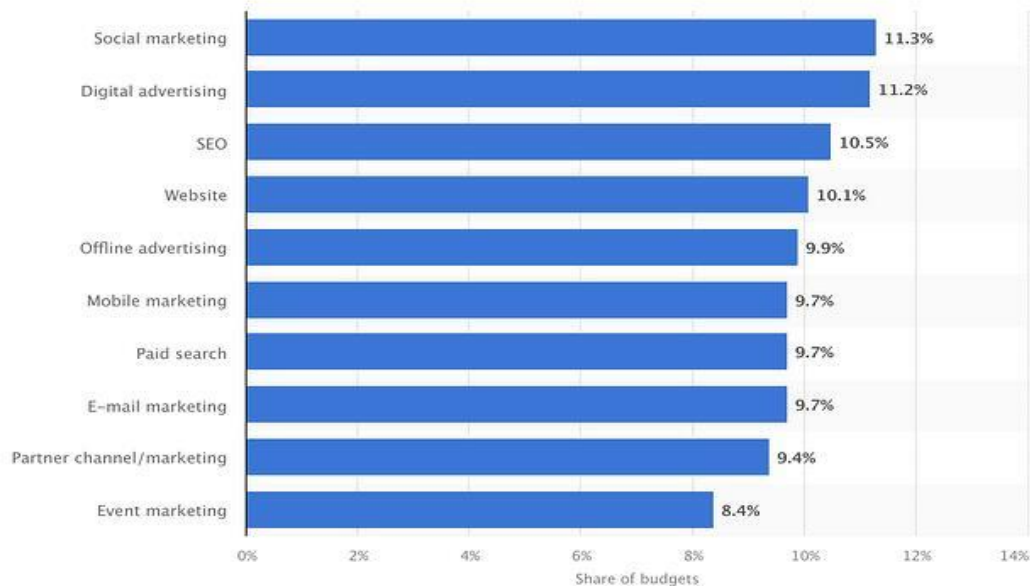
FIG : MARKETING BUDGET

Paid Search Advertising

You're probably familiar with the ads at the top of a Google results page that show up above the list of search results. Those are a form of paid advertising called **pay-per-click (PPC)**. You can **create and run ads on Google**, and each time someone clicks, you pay. The cost-per-click (CPC) can range anywhere from a few cents to a few dollars. You can use Google's keyword planner to help estimate costs.

How to Create a Marketing Budget

1. Know your buyer's journey.

Your **buyer's journey** is the steps your audience takes as they 'journey' from prospect to paying customer. Knowing your buyer's journey allows you to understand how your audience interacts with your marketing — and where to set your goals *and* budget to better reach your customers.

2. Align your budget with your marketing goals.

What you spend and where you spend it will depend on what you're trying to accomplish. So, when starting to create your marketing budget, make sure you're only

spending money on the things required by your current marketing goals — goals set based on your audience and their journey from prospect to customer.

3. Beware of hidden marketing costs.

One of the great advantages to having and maintaining a budget spreadsheet is that it helps you avoid those end-of-the-quarter or end-of-the-year freak-outs when you realize, "Whoa … what did I spend all that money on?"

In many cases, unanticipated costs can force marketers to fork over cash that they didn't plan on spending.

4. Remember where your priorities lie.

Marketing is overflowing with add-ons and extras, upsells, and "premium" versions. One of the best ways to assess what's nice to have versus what's absolutely necessary is to (you guessed it) organize all of your expenses.

5. Spend your budget smartly.

When you open up these budget templates and check out all the various expenses detailed in them, don't fret if you can't tick every box. I'm not advocating for an "always spend more" approach to marketing.

6. Prepare to measure ROI.

When you put a certain amount of money into a certain area, you'll want to determine if your budgeting helped you or hurt you as you plan out future budgets. The best way to do this is by measuring ROI — or return on investment.

3.11 Cost control

Cost Control is one of the most efficient tools that businesses use to decrease the production cost. In this, important details are provided to the management, so they can know that actual costs and predetermined costs are aligned.

Cost control is the identification of business expenses and taking steps to reduce them. This is how a company can start making more profits.

Cost control begins with the creation of a budget. By having a budget in place, the business owner can make a comparison between the actual cost incurred, and the cost accounted in budgets.

So, Cost Control is an integral part of the Cost Management System.

FIG : CMS

If the costs incurred in reality are lower than the budgeted costs (this rarely happens), it is good for the business. However, you do need to check whether the accounting and budgeting systems have skipped to record a source of expense. In most cases, however, the actual cost would either be close to the budgeted cost or may exceed the budgeted costs.

When actual costs incurred are too high from the budgeted costs, the management needs to take some serious steps. One option can be to deal with a new vendor who offers to provide goods at a lower price than others. Another very common form of cost control is outsourcing some functions of the company

Importance of Cost control

Cost control can be defined as a particular regulation by certain executive actions

which result in the cutting of costs in certain operations of the company.

The main goal of cost control is to achieve a target set for the sales of the businesses. There are some standards which are set in the cost control measures, and the firm needs to make sure that it properly complies to all the standards and rules that are set.

The deviations that happen in the performance of the company due to these standards can be easily analyzed and then reported as well to make sure that the executives can take some corrective actions for the company.

Role of Cost Control in various Aspects of Management

#1 Planning

#2 Employees' role in the plan

#3 Monitoring

#4 Assessment

#5 Taking decisions

#1 Planning

The first and foremost thing in starting the process of cost control is planning. You need to make a plan and set aside targets in estimates, budgets, and standards.

#2 Employees' role in the plan

If planning was the first step, communicating it to the staff marks the second. Nothing will happen if the initial plans and targets just remain limited to papers. They need to be pulled out from theory and put in practice.

#3 Monitoring

When the execution part of the plan starts, it is also the time to start monitoring and evaluating the performance. The various cost incurred is recorded, and the information about them is collected.

#4 Assessment

After the start of keeping a record for the actual costs incurred, it's now time to run a comparison between the actual costs and the projected costs. If the target performance is not being achieved, then it's time to sit down and devise strategies to achieve those target performances.

#5 Taking decisions

After assessment of different performances, it is up to the administration of the business whether they wish to revise the targets or put certain steps in place to reduce the recorded deficiencies.

Standards of Cost Control

1) External standards

External standards are when the performance is compared with outsiders, i.e., other companies in the same industry. The cost performance, in this case, is judged based on several cost ratios.

2) Internal standards

Internal standards are when the performance is compared within internal departments or internal cost elements. These internal cost elements of a firm can be anything ranging from overheads, labor costs, or material costs.

Advantages of implementing Cost Control

#1 Provides a yardstick for measuring performance

Cost control plays a huge role in bringing attention to those areas of businesses that are not performing well. It also helps in determining whether a business activity is working efficiently or inefficiently.

#2 Allows comparison

Cost control lays down some concrete standards. These standards allow measurement and evaluation of actual performance with the expected ones.

#3 Decreases debt

When cost control is done properly, it's the most prized outcome is a reduction in debts. This is possible because when the cost is strictly controlled, resources work to their maximum potential, and there is a reduction of monetary loss due to wastage of resource.

#4 Reduces the replacement and repair costs

When cost control practices start bearing results, the business owner can spend the money on buying new equipment.

#5 Allows allocation of money to other avenues

With more money to spend, cost control allows a company to invest the money in different avenues like advertising and marketing.

#6 Provides a competitive advantage

A company to survive in the market needs to be ahead of its competitors.To stay ahead in the competition, efficient business operations are a must for any business. In this, cost control plays a major role.

3.12 Resource Planning

Resource planning is a process of allocating tasks to team members based on their capacity, skill sets, and the best fit for the job. It maximizes efficiency by helping teams to manage their utilization rates, track capacity, and monitor progress, to keep projects on budget and work on track.

With resource planning, it's possible to organize your team so they know what to work on and when. A resource planner can help to accurately manage capacity and your team's time efficiently so you don't burn anyone out.

Companies **save 28 times more money** when they resource plan because their output is more reliable. Not only that, **83% of senior executives** say strategically managing resources is the top lever that powers company growth. It's important to remember that, ultimately, the most important resource your business can plan for is its people.

This guide will walk you through:

•   Resource planning for teams

•   Why resource planning is an essential part of project management

•   The steps in the resource planning process

•   How to use the right resource planning tool

•   The key features of an agile resource planning tool

Resource planning for teams

Maximizing project outcomes by allocating tasks to both human and non-human resources is the textbook definition of resource planning. But what does that actually look like for teams in practice? If done well, your resource planning will help you:

- Be more efficient

- Maximize all of your resources

- Deliver the best results for projects by being more organized

- Plan and predict your resource availability for future projects

- Improve job satisfaction and retention in your team

- Stop team burnout

- Improve your relationships with clients

- **Steps in the resource planning process**

- **Plan to project**

In the plan to project phase, you'll want to decide which project your team should tackle next strategically. This is also when you'll determine and request the resources needed for the project.

Hold a resource management meeting

We all love to hate meetings, but they're a necessary part of the resource management process. Imagine planning an expensive trip to Vegas with five of your

friends but never telling them. Chances are, your trip won't turn out as planned. It's the same with resource planning
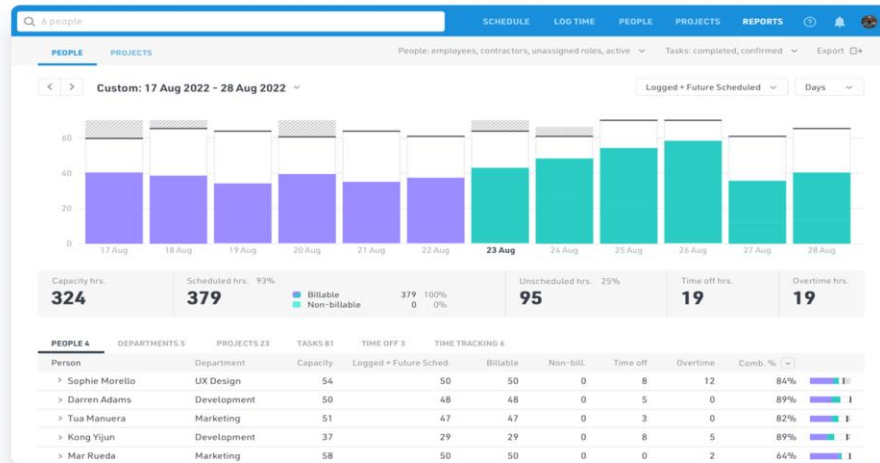
Match resources to tasks

Managing team workloads means matching resources to tasks. However, it's important to remember that you'll never nail matching resources to tasks perfectly—but you can get close.

Set a budget and track time

In project management, budgets and time are closely correlated. You can try to track your time and budget with an Excel spreadsheet, but it's no match to the power a resource planning tool like Float gives you at this stage of the planning journey.

Forecast future planning

Freelancers, small agencies, enterprise-grade businesses, and everyone else in between that manages projects need to get a handle on their future planning.

What's happening in the future that we need to take care of now as we juggle ten other things? When you forecast future planning it becomes easier to answer that question.

Update your resource plan

Though it would be nice for it to be a one-and-done process, resource planning is something you'll constantly have to update as you go.

3.13 Strengthen your brand

successful business owner about the secret to a business's success, the answer is almost always branding. Building a brand is one of the essential With branding, your company can establish itself as a distinguished identity in a crowded marketplace. Being renowned gives you an added advantage to target the right customers while letting you spread your business roots exponentially.

Products are made in the factory, but brands are created in the mind. - Branding pioneer Walter Landor. The physical value of your products may be easy to calculate, but your consumers' perceptions are what really determine the value your brand and products have in the marketplace. Because of this, your ability to build value into your brand and communicate that value to customers through your marketing is essential to the long term success of your company.

The benefits of building a good brand

Brand equity is the perception customers have of your products and services based on what they think of your brand. Apple, Google and Microsoft are all considered to have high brand equity.

☐ Awareness

☐ Credibility

☐ Reputation

☐ Customer satisfaction

The mindful consumer

The mindful consumer is willing to buy, but craves value. In the search for value, they consider factors like:

Research.

Social proof.

Identity and preference.

KNOWING WHAT YOUR BRAND NEEDS

Business success is mostly dependent on your potentialcustomers and target audience. The primary focus here needs to be on knowing the needs of you

These questions include:

What is the purpose of your brand?

Who is your audience?

Have you analyzed your business rivals?

What is the voice of your brand?

 potential customers.

WAYS TO COMMUNICATE BRAND VALUE

1. Work from the inside out

'The world is full of boring stuff – brown cows – which is why so few people pay attention,' Seth Godin writes. 'Remarkable marketing is the art of building things worth noticing right into your product or service.'

2. Target your brand message

'You have to find a group who really desperately cares about what you have to say,' according to Seth Godin in his TED talk How to get your ideas to spread.

3. Use a consistent tone of voice (ToV)

'Brand consistency' is so important that it's become a defined phrase in the world of marketing. The more often your organisation's personality is presented to potential customers, the more likely they are to remember you.

4. Maintain high standards for design

Design is visual communication. How you use colour, shapes and font or organise elements on a website page, email campaign or even a product package will dictate whether or not your brand is perceived as valuable.

Give your brand meaning

Make it a status symbol

Connect to emotions

Provide thought leadership and valuable information

Content is a prime way to communicate your brand's value and continuously increase its strength.

Build loyalty

you can keep them coming back to your brand and build loyalty. Content on social media

3.14 Generate leads

A lead is any person who indicates interest in a company's product or service in some way, shape, or form.Leads typically hear from a business or organization *after* opening

communication (by submitting personal information for an offer, trial, or subscription) ... instead of getting a random cold call from someone who purchased their contact information.

Lead generation is the process of attracting prospects to your business and increasing their interest through nurturing, all with the end goal of converting them into a customer. Some ways to generate leads are through job applications, blog posts, coupons, live events, and online content.These lead generators are just a few examples of lead generation strategies you can use to attract potential customers and guide them towards your offers.

Why do you need lead generation?

When a stranger initiates a relationship with you by showing an *organic* interest in your business, the transition from stranger to customer is much more natural.Lead generation falls within the second stage of the **inbound marketing methodology**. It occurs **after** you've attracted an audience and are ready to convert those visitors into leads for your sales team (namely **sales-qualified leads**).

Lead Generation Process

ead generation fits into the **inbound marketing methodology**, let's walk through the steps of the lead generation process.

First, a visitor discovers your business through one of your marketing channels, such as your website, blog, or social media page.

That visitor then clicks on your **call-to-action** (CTA) — an image, button, or message that encourages website visitors to take some sort of action.

That CTA takes your visitor to a **landing page**, which is a web page that is designed to capture lead information in exchange for an offer.

Lead Generation Marketing

Once you put all of these elements together, you can use your various promotional channels to drive traffic to your landing page to start generating leads.But what channels should you use to promote your landing page? Let's talk about the front-end of lead generation — lead gen marketing.
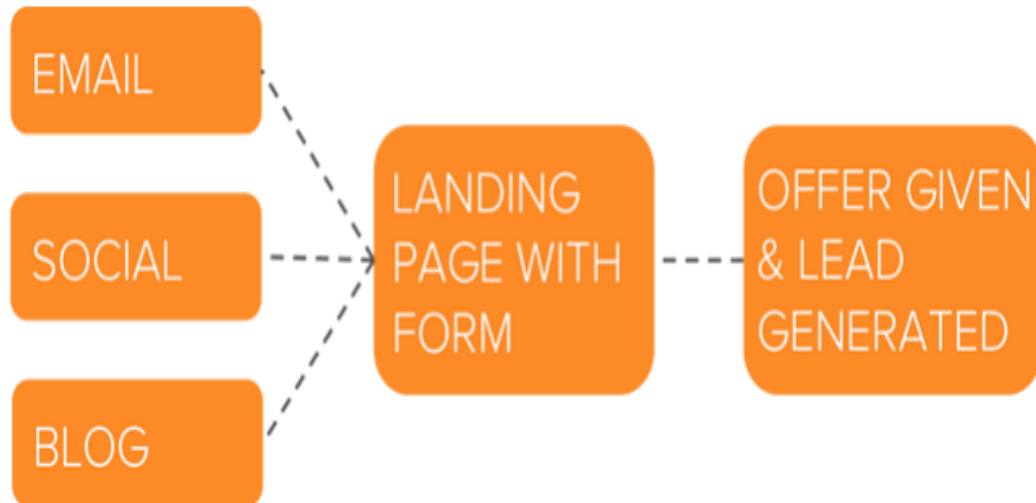
PROMOTIONAL MARKETING CHANNEL

Content

Content is a great way to guide users to a landing page. Typically, you create content to provide visitors with useful, free information. You can include CTAs anywhere in your content — inline, bottom-of-post, in the hero, or even on the side panel.

Email

Email is a great place to reach the people who already know your brand and product or service. It's much easier to ask them to take an action since they've previously subscribed to your list.

Blog

The great thing about using your blog posts to promote an offer is that you can tailor the entire piece to the end goal.

Lead Generation Strategies

Facebook Lead Generation

LinkedIn Lead Generation

PPC Lead Generation

3.15 Get more visibility online

Digital marketing is more than putting something on the internet and hoping it reaches the right people. Digital marketing is a strategic way to simultaneously build brand awareness and provide incredible value to online audiences. The more targeted and intentional you are with your digital marketing efforts, the more visibility you'll have online.

steps for increasing visibility in digital marketing

1. Establish Your Brand's Website

A fundamental step in increasing visibility in digital marketing is establishing your brand's website. If your brand doesn't have a website, you're missing out on incredible digital growth. According to fit small business.com, only 50% of small businesses have a website and nearly 90% of people use the internet to find local businesses. That means if you don't have a website, you're missing out on viable online traffic.

Here are the

essentials you'll need for your website:

1. Your logo

2. Your branding color scheme

3. An "About Us" section

4. Contact information

5. Hours of operation

2. Create A Blog

One of the most effective ways to increase visibility in the digital landscape is by creating a blog for your brand. Establishing a blog is a strategic way to establish a loyal following while simultaneously boosting your online presence.

When done right, a content strategy can drive massive traffic to your blog and ultimately, your website. The keys to a successful blog content strategy include:

1. Identifying who your target audience is

2. Knowing what topics they're searching the internet for

3. Making sure topics align with your brand

3. Make SEO A Priority

Blogging also increases your website's SEO (search engine optimization). Having an SEO strategy in place is crucial for increasing visibility in digital marketing.The better your SEO is, the more likely you'll rank within the top pages of Google.

4. Don't Forget About Off-Site SEO

You can't discuss an SEO strategy without talking about off-site SEO. Off-site SEO refers to the things you do outside of your website to boost your online rankings. Off-site SEO strategies include:

1. Being responsive on social media

2. Create a Google My Business listing

3. Obtaining online reviews (Google Reviews, Yelp, etc.)

Off-site SEO makes your brand look more legitimate and trustworthy to online audiences.

5. Utilize Social Media

Another important step for increasing visibility in digital marketing is utilizing social media. These days, internet users expect your brand to not only have social media accounts but post on them frequently. Some social media platforms you brand should be on include:

1. Facebook

2. Twitter

3. Instagram

4. YouTube

5.   TikTok

6. Capitalize On Email Marketing

In terms of increasing visibility in digital marketing, email marketing is a viable tool that can provide an impressive return on investment (ROI).

7. Invest In Paid Ads

One of the best tactics for increasing visibility in digital marketing is investing in paid ads. Paid ads are advertisements you pay to run online. Common platforms where marketers run paid advertising include search engines (Google Ads), social media platforms (Facebook Ads), and paid content (sponsored blog posts).

Encourage Online Customer Reviews

Online customer reviews can really help your brand grow online and increase your visibility. Online reviews contribute to your brand's social proof, aka validation that your products and/or services really work. Statistics show that reviews make customers 71% more comfortable purchasing a product.

Ways to Increase the Visibility of Your Online Content

Quality Over Quantity

Engage With People

Post at the Right Time

Include Visuals

Use Hashtags

3.16 Connect with your audience

One of the most important aspects of marketing is to connect to the target audience. Connecting to the target audience is vital for any business or organization, particularly in order to determine how the target audience reacts to events, items, or situations.

The reactions of your target audience will directly relate to business growth. The ability to connect with the target audience separates the great companies from the ones that are just doing okay. Connecting to your audience will allow you to understand their reactions, wants, and needs.

Since many audiences are constantly changing, it's a great idea to get connected and stay connected with your audience.

This way, you keep up with your target audience and adapt whatever you need to in order to stay relevant. In fact, you might even need to update your marketing strategy to stay relevant.

Who is your target audience?

If you're going to connect with your audience, then you need to have a good, rough idea of who they are. Typically, it might be a great idea to learn the demographics of your target audience and update that information frequently.

This way, you can develop marketing strategies to help you connect with your audience. Once you have that good, rough idea of who your target audience is, you're going to want to get specific details in order to understand them better.

Understanding who your target audience is and whether or not they are changing will be extremely important to your marketing strategy, particularly if you want to make sure you're maintaining a creative marketing strategy. Keep in mind what your audience is going to want from your company or organization in the end when addressing issues.

Roles of Your Target Audience

An important step in understanding your target audience is to go beyond learning theirdemographic information, and understand what role they play in the path to purchase. These roles can often be divided into the following categories:

The Decision Maker:

This is the person who ultimately makes the purchase decision. In some cases, the decision-maker is the same as the supporter, but in other cases they are different. When different, you must acknowledge this and gear ads to the decision- maker. Take, for example, the transformation of the Old Spice brand in 2010.

The Supporter:

The supporter may not have the power to make the decision, but they will have a heavy influence on whether or not an item gets bought. For example, a child may not directly make a purchase, but if they want something for Christmas, they influence that decision.

Types of Target Audiences

Interest

Separate groups out based on their various interests, including hobbies and entertainment preferences. This can help you make data-driven, highly personalized

messaging that allows you to connect with your audience in meaningful ways that can help drive brand loyalty

Purchase Intention

Define groups of people who are looking for a specific product, such as a new entertainment system or car. This will help you understand your audience's pain points so you can create tailored messaging that addresses their needs.

Subcultures

Subcultures refer to groups of people who share a common experience, such as music genres or entertainment fandoms. By understanding some of your target audience's motivations, you can better understand who you're trying to connect with.

Have clear buyer personas

Creating personas is a great way to drill down into the specific segments that make up your target audience.This is especially helpful if you have a product that appeals to a wide swath of consumers. Personas allow you to determine the general demographics, personalities and needs of your target consumers.

Provide relevant content

Try to provide content that is unique and exclusive that gives users a reason to come to you over a competitor you can do this by providing research you've gathered through your own business or by providing a new approach to a problem faced in your industry

Don't forget to make of your existing customer base too. By creating case studies on exiting customers or re-sharing content they've created about your brand / product you can feel secure in the knowledge that your audience will have an interest in what you are sharing with them because it's about them.

Utilise your channels

When you have new content or promotion to share . It's important that utilize all the channels where you have an audience. Even if your different platform to others. You should make sure you are regularly sharing content across all of them.

Be responsive to feedback

If you receive complaints either publicity or privately respond to them in a timely manner. Ideally you should send some form of response within 5 minutes of them contacting you even its just a quick message to let them know you have received it and an idea when you will get back to them properly

3.17 link exchange

Link exchange is link building tactic whereby one or more websites exchange links. Such an exchange of links is discussed an agreed on beforehand and results in advertising opportunities for the websites involved. Link exchange may also be a factor influencing link popularity.

"Any links intended to manipulate PageRank or a site's ranking in Google search results may be considered part of a link scheme and a violation of Google's Webmaster Guidelines. This includes any behavior that manipulates links to your site or outgoing links from your site."

On the same page, they also talk about guest posting campaigns with keyword-rich anchor texts links, buying links, and a number of other things that could get you into trouble.

3-Way Link Exchanges

As the name implies a 3-way link exchange is simply when:

Website "A" links to website "B"

Website "B" gets a link to website "A" from website "C"

When this is done between relevant websites with similar authority it can be very beneficial and it is more difficult for Google to identify as anything other than a naturally occurring editorial placement. This is one of the safest and most effective ways to use link exchanges as part of your link building strategy

ASSESSMENT BY SEARCH ENGINES

The Google search engine assesses inbound links according to various criteria such as quantity, quality, relevance, domain strength, and many other factors. Inbound links can therefore influence Google ranking positively or negatively. However, Google Webmaster Central clearly speaks out against the manipulation of incoming links. In other words, any attempt to generate links in an "unnatural way," including through a link exchange, represents a violation of Google's Webmaster Guidelines.

TYPES OF LINK EXCHANGE

Reciprocal

This is the simplest form of link exchange since one party links to the other and vice versa.

Non-reciprocal

A non-reciprocal link exchange does not just include two partners that exchange links, but rather a network of several partners created by linking.

LINK EXCHANGE IN SEO

Link exchange is a pretty straightforward process. In order to promote your business on as many websites as possible, you would find your partner website. After that, you would make a deal with that specific website to market their business, while they market yours. If you wanted to have your business featured on your partner's website, you would need to do the same favor on your website.

What is link exchange in SEO today?

Search engines have noticed that these types of backlinks aren't really an honest measure of your website's reliability and popularity. They have also realized that these links are just a way for businesses to boost their SEO rankings without much effort.

In order to deal with this problem, search engines started giving less value to reciprocal links that crawlers would find on your website. Furthermore, all of the reciprocal links that were previously found on your website were devalued.

This was a major change in the link exchange strategy. In a short period of time, all of your partner's links were deprived of their SEO value. Some people took down all of the links from their partners because they feared search engines might penalize them for having such links.

Websites you should avoid

- **Websites that are unrelated to your business's niche.**

This sounds reasonable enough, you don't want to market your restaurant business on a website that offers car services.

- **Websites that look terrible.**

These websites have no valuable information and their creative design is non-existent. Websites that have a lot of outbound links. This means that these websites have exchanged links with a lot of partners, while you have done this with only a few particular sites.

- **New websites.**

Websites that have been created recently don't have good PR, they didn't establish their brand and they rarely have good SEO scores.

- **Websites that give out nofollow links.**

Having your business promoted with a nofollow link on one of the most popular websites can't be bad for your SEO rankings.

- **Websites that send link exchange requests via e-mail.**

These websites have a higher chance of being 'spammy',

3.18 Registering with directories

What is directory?

1. . directory makes a memorable web address for anyone who offers listings of people, places or files.

2. Whatever you catalog – residential listings, service providers, membership lists or even data for the software industry –. directory is where you belong.

How to Register a Domain Name

1. Part of creating a website, is buying a domain name that has to be unique.

2. In this step-by-step guideline, we're going to show you several options on how to register a domain name and also cover some commonly asked questions that might pop up in your mind while registering a domain.

What is a Domain Name?

1. A domain name is your unique identifier among billions of other websites on the web.

2. That's why having a memorable and easy-to-type name is essential for having an online presence.

A domain name is the address of your website that people type in the browser to visit your website. **For example, wpbeginner.com.**

In simple terms, if your website was a house, then your domain name will be its address.

Now, this address is not easy to remember or memorize. Imagine if you had to use this kind of address to visit your favourite websites. To fix this problem, domain names were invented.

Your domain name serves as an extension of your personal or business name.

In that sense it:

1. Improves recognition and awareness.

2. Adds extra credibility to your venture.

3. Eventually boosts visitors' recall.

☐ Also, choosing a good domain name is important for SEO. Several years ago exact match domains (EMDs) were all the rage, but today most people choose brandable domain names.

☐ Memorable domain names get typed to Google more frequently. Algorithms keep track of that and assign more authority to your website.

How to Register a Domain Name: 4 Options

1. Using Domain.com

2. Using GoDaddy.com

3. Using Namecheap.com

4. Using Bluehost web hosting (offers free domain for 1 year)

☐ To get a domain name, you'll need to 'call dibs' with ICANN. ICANN is a global non-profit authority that maintains records on which domain and IP address belongs to whom and manages access to them.

☐ But ICANN doesn't provide registration services, it only maintains records. That's where domain name registrars come into play.

The primary role of a register is to:

1. Coordinate claims on different domain names.

2. Match specific domain names with Domain Name System (DNS) nameservers.

3. Ensure that there are no duplicate domain names.

Technically speaking, you are not buying a domain name from a registrar company, but reserve its usage for a specified time. You can pay to reserve a domain for 1-10 years at a time, depending on the registrar.

After your initial subscription expires, you'll need to renew it and pay a fee again. You can re-purchase your domain name over and over again. When registering a domain name, you sign a long-term lease of your domain (without the ability to buy it out for good). You can read more about the domain costs here.

How Domain Name Works
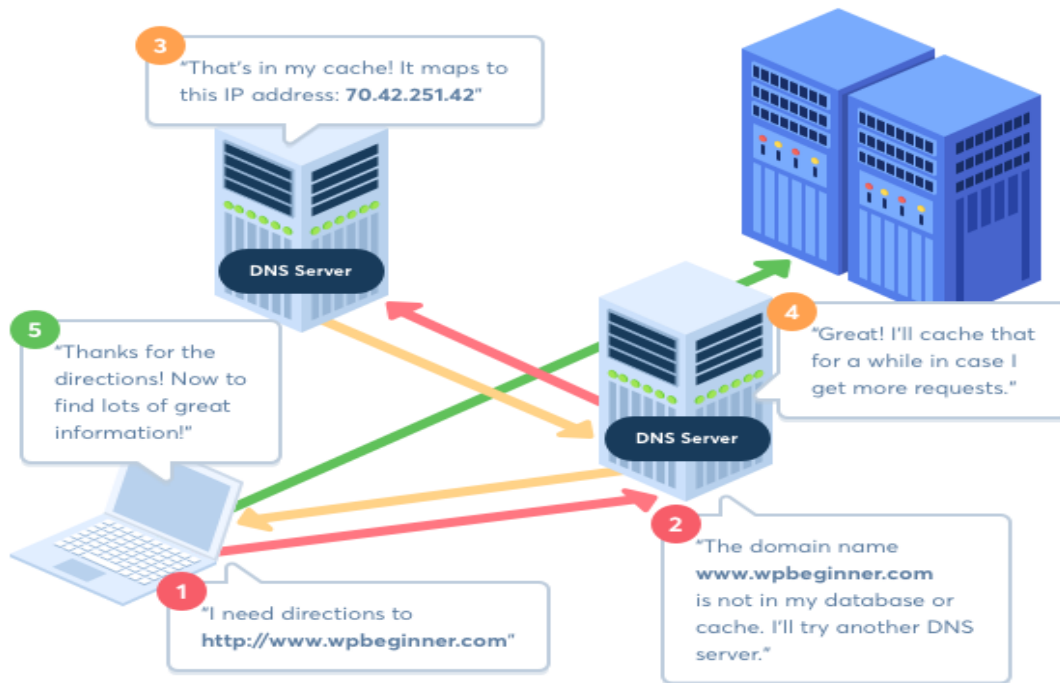
How to Choose the Best Domain Name?

1. Domain names play a very important role in your website's identity and success. This is why it's important for you to carefully think about the domain name you choose.

2. However, it's also important to not overthink it otherwise you will never get past the research phase. Following are some general tips to keep in mind when searching for a domain name.

1. Make sure that your domain name is easy to pronounce, spell, and as short as possible.

2. Stick with the .com extension because most users find them easier to remember than any other domain extensions.

3. Use your keywords and brand name in the domain name search. **For example, stargardeninghouston.com is more SEO friendly, than stargardeningcompany.com**

4. Do not use numbers or hyphens in your domain name. It makes them harder to pronounce and difficult to remember.

a) Need more advice? See our expert tips on finding the best domain name for your website.

b) You can also use a domain name generator like Name boy to speed up yoursearch.

3.19 Data visualization

Data visualization is the process of translating large and complex datasets and summarizing them in a visual format. This not only makes the data easier to understand but also pleasant to look at, which helps you get people's attention more effectively.

why or how data visualization is important for [marketing analytics](), here are a few reasons according to [smart boost]().

They display the data in ways that assist company owners in making better and faster decisions.To develop corporate goals, they make a story out of raw facts.They assist business owners in concentrating on business insights.Decision-makers may quickly create data analysis reports using a variety of visuals.

- Visuals aid in the development of various business strategies and growth ideas.

Types of Data Visualization

Bar Graphs

A bar graph presents categorical data with rectangular bars. We can count the values of various categories using bar graphs. The length or height of bars is proportional to the count of the category.
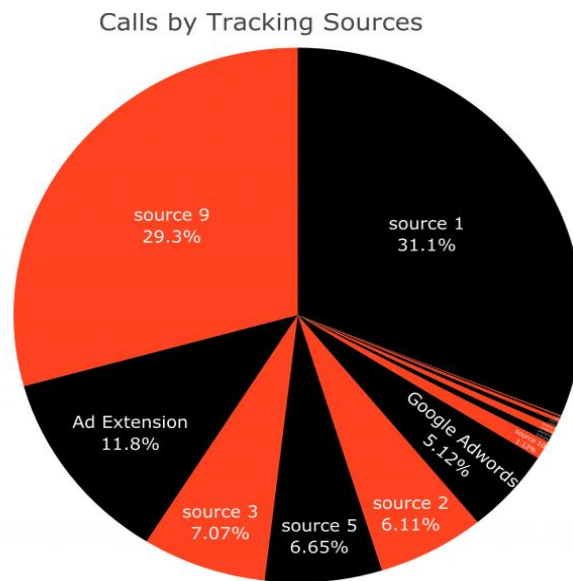

FIG : BAR GRAPH

Pie Charts

A pie chart is a circular chart that uses pie slices to show the relative size of categorical data. The arc length of each pie slice is proportional to the count of the category. There are different variants of pie charts available.
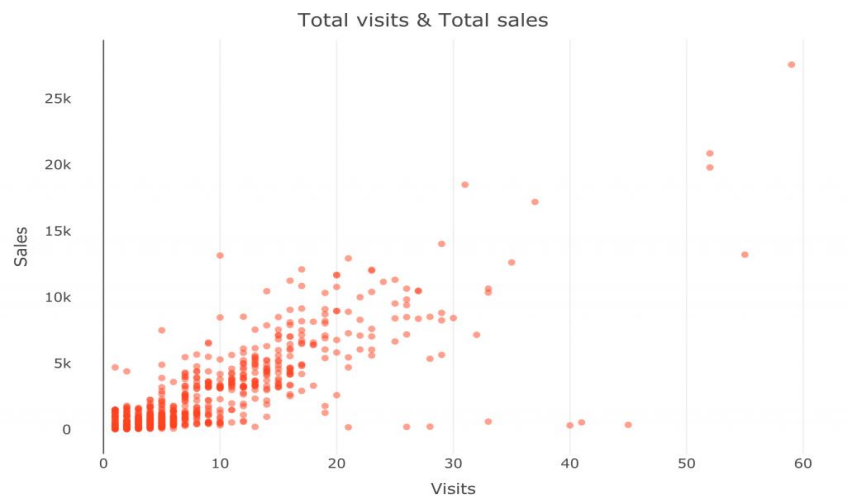
FIG : PIE CHART

Scatter Plots

A scatter plot shows the relationship between two variables or categories of data. We use scatter plots to find a correlation between continuous variables.
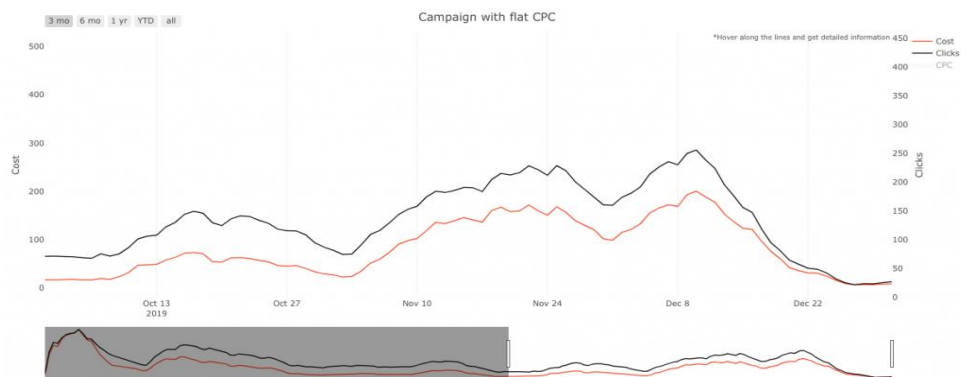

FIG : SCATTER PLOT

Heat Map

A heatmap is a graphical representation in which we use colors to represent data values that communicate the relationship between two variables. Values of correlation are between -1 to 1. 1 denotes perfect positive correlation. 0 means no correlation and -1 means the highest negative correlation.
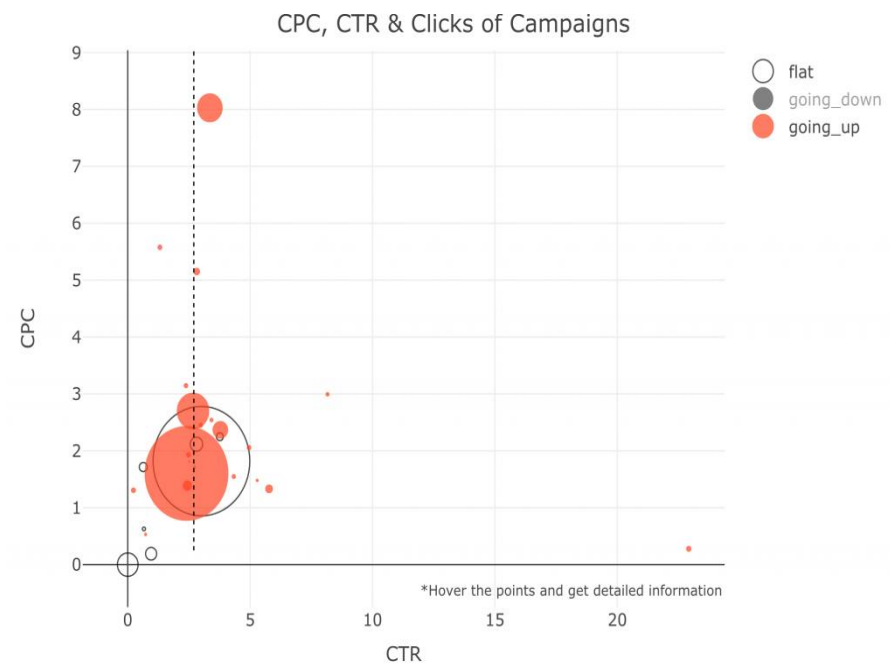

FIG : HEAT MAP

Advantages of data visualization

1. Provide greater insight

The most obvious advantage is that it helps connect the dots between different datasets to uncover patterns and trends, thus enhancing comprehension

2. Improve your decision-making process

With improved insight and better comprehension, data visualization helps improve the decision-making process. As critical decision-makers won't have to go through the tedious process of sifting through data to uncover the insights they need, they can avoid analysis paralysis and make informed decisions much faster.

3. Engage the audience

There's no doubt that well-designed visuals are attractive and engaging. Data visualization combined with data storytelling can help you draw in your target audience and engage them. It can add more substance to the information you want to share and help you get your message across more effectively.