

Digital Marketing Campaign for Google Inc

Course: CRKC7014 Digital Marketing

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Executive Summary

Google Inc Company is one of the largest ranking companies when it comes to digital marketing. This research focuses on Google Inc's marketing campaign plan, how best it can boost its sales, and the population cover from marketing its products. Most of Google Inc's products have been shut down by the company due to its lack of marketing the products. This forms part of the survey study to see the difference marketing has to one of its products, Chromebook that assimilates the mobile apps and can integrate other social media apps (Nazarko et al. 2017, pp 488).

The campaign at the retention of customers and the attraction of prospective customers through the Chromebook is efficient over other products. The platforms for the campaign will include all platforms by Google Inc that is; YouTube, Gmail, email, and other platforms. The campaign will be aired by Google Inc ad, short videos, and content marketing among other methods included in the paper. The prospected results are to see the effects and benefits of marketing to the growth of Google Inc product, Chrome book. Retention of customers and attracting new customers through the product and ease the use of mobile phones as most of the mobile apps will be incorporated into the laptop.

Introduction

Digital marketing uses the internet and electronic devices to market products and services to prospective and current clients (Hanlon 2019). Digital channels may include search engines, social media platforms, email, and any other website that may reach clients. Many companies currently have a website and are using online marketing to advertise their products (De Corniere & De Nijs 2016, pp 50). Digital content has become so rampant that customers find it easy to use it when looking for any information on any product they want to buy (Chaffey & Smith 2017). When a business has a website, they can use dashboard analytics to monitor success and the ROI of the campaign the company has launched. According to Chaffey & Smith (2017), Google Inc is used for marketing other products from different companies, but it has to market itself too; this is why campaign strategy plans are essential for a product and a brand.

The rationale for the Campaign

As a company, Google Inc makes much of its profit by advertising a range of products from its partners, shareholders, and customers. As such, the company has a role in protecting its reputation to get more customers through marketing since its reputation will affect the business being advertised by that company to the people. However, Google Inc is not the all-perfect business as a company; some of the products that have been innovated by the company have been dropped from the market due to one reason or the other. An example may include Google Inc+, iGoogle Inc, Google Inc Wave, and many others that have failed to hit the market after many years of innovation.

Google Inc has been so successful at promoting other products using their ads, but they seldom do market Google Inc. This cites the main reason why most of the products designed by Google Inc have been shut down. A motto of making something great drives Google Inc and people will come for it. Hence, they never market some of their products, and that is why drawing a marketing campaign plan for Google Inc may be of great benefit and a source of income and growth for the company and its products in terms of innovation.

Campaign Vision

Like any other company with a marketing strategy, Google Inc has a vision which is; to embrace the innovation of Google Inc products such that they can remain in the market for the perceived time through the unique marketing strategy in line with the company's motto. The campaign is set to grow the industry's innovation department and implore marketing as a strategy to ensure the company's growth in cloud computing, computer technology, consumer electronics, and digital content distribution companies.

Big Idea

Google Inc needs marketing and improved innovation to capture the bigger market and customers as it dominates the future. The company does not market its products, and interestingly it is one of the leading digital marketing engines in the market. When Google Inc embraces marketing, it will speculate that it will get to know what consumers need, and this information will help them in the innovation department. Having innovative products by Google Inc being relevant in the market for the best period of the future is the big picture the campaign is all about.

Results

With the help of different methods, the research results see the benefits of marketing campaigns on innovative consumer products. The results will show the effect of a marketing campaign on the company through the consumers' and competitors' responses. There will be expected results to see Chromebook overtake the laptop companies by its unique features developed in it. The product's high sales will reflect the excellent campaign strategy plan developed for its advertisement on different platforms

Marketing Campaign Plan

For the campaign to be successful, several factors must be put into consideration to ensure the main objectives of the company are achieved as speculated. The Google Inc digital source data will help provide insights that will help in creativity and innovation. The insights will reveal the different kinds of audiences, how they behave, what kind of products they need, and how they can reach them. This will help Google Inc to deliver the right content to the right audience at the right time with the right means. This provides the model for the campaign strategy and has proven successful when doing digital marketing (Ahuja and Loura 2018).

Objectives

- To make Google Inc the best marketing company in technology
- To maximize customer retention in the market
- To familiarize existing and prospecting customers of new products
- To grow sales through marketing the products of Google Inc

Specific Objectives

- To develop new products that complement online services that exist
- Expand the usage of Chromebook across the world and other consumer hardware electronic

Campaign Strategy

Insights help provide vital information for any company that needs to grow and for marketers to get everything they need to start their marketing.

- The strategy will involve using several of the Google Inc gadgets to learn, which shows from televisions are watched mostly by most of the Google Inc customers. The data gained

will help innovators know what the customers may want to watch through some of their devices or applications they may want to use to watch their shows.

- Another strategy will be customer survey questionnaires that will give a clear view of what the customers think and prefer from their own words.
- YouTube and other products will also help get insights on what the consumers, partner agencies, and shareholders prefer.
- Dynamic creative and programmatic will help in creating the Google Inc ads and campaigns relevant for the marketing campaign
- The media lab partners will help with the best ideas for the campaign from the insights
- Programmatic enables the team to integrate technology within the campaign with the help of Google Inc marketing platform solutions.

Why Google Inc Company

This study focused on the Google Inc Company because the company is widely used and known in almost all parts of the world. The widespread of its products are used and applied to do different kinds of things. Although the company seems well-doing without any apps and downs to someone who is not interested, it also faces challenges just like any other company. The latest news from the company states that the company has shut down close to a total of 44 products innovated by Google Inc due to one reason or the other (Gürel, E., & Tat 2017, pp 998).

The main outstanding reason for the products' shutdown is the wrong timing of the product, such that the products failed to compete successfully in the market. The technology world is running very fast, and therefore a delay of a product due to one feature renders the product useless. Another reason for Google Inc's choice is their well-known strategic motto and failure to market their products, which in some instances leads to the shutdown of some of its products even with many customers still using it.

Google Inc's Strengths

- Google Inc has a very high and robust image as a brand
- Google Inc has a diverse portfolio of commercial patent products
- It is a considerable business diversification
- It has a sizeable organizational size

Google Inc weaknesses

- It has a high dependency on online technology
- It has low control over consumer electronics, especially devices that use the Android Operating System

Brand Defining

Branding and rebranding of products and companies give them a new look and new perception to customers. For Google Inc, there is some excitement it creates in a person, a place with any information, feedback within microseconds, a different view of information, and information in any language. One prefers these stands out for Google Inc and marks its brand. For unique selling points in the campaign for Google Inc, for example, "let Google Inc run your office errands" to represent a robotic invention that carries out office duties while one does something else.

Building Buyer Personas

With the developing world and everything turning into technology, the highest bidder is inventing something that will replace man by doing everything without supervision. And after all, in one way or another, humans love partying and would not mind a device that works on their behalf as they get paid for doing nothing. The unique selling point will have many followers of Google Inc look for the new software technology that works.

Google Inc's primary goal is to be the number one techno wise company by coming up with technology that surpasses them all. With the disposal of everything they have and the information insights, coming up with software in their Chromebook that will match current social media usage will not be a problem. The customization of the mobile apps on the laptop will see Chromebook overtake other laptops in the market.

Developing a Search Engine Optimization for the Campaign

Search engine optimization is one of the best ways to make your product known to the public effectively. Search engine optimization works by creating traffic in your site such that

there is a flow of traffic, and one can convert the traffic into money. It is content-specific and can refer the information to other search engines of the business being reputable and legit. For the campaign purposes, Google Inc will launch the campaign on its search engine optimization and other Google Inc platforms of innovation campaign in its industry.

Search Engine Optimization is essential in the campaign of products as it aims to present the information on the first page of the search results. Research shows less than 10 percent of people click on the second page of the search and more than 30 percent choose the first result. This puts the campaign at high possibilities of being viewed by a large population and sensitizing a new technology alert. It will also help in providing data insight of potential clients and what people in the general thing about the technology (Awais, &Samin 2012, pp 270)

Content Marketing

Content marketing is the next strategy to use in the campaign of the digital marketing of Google Inc. This is where the company's business, in this case, Google Inc, reaches out to connect with customers via videos, infographics, or blog posts. This connection with customers will help get the views of the customers that will help in the campaign. The way a customer may want information presented on the internet may differ from what the company thinks.

Writing a blog post on installing the Chromebook software that aligns with the current social media apps will help people get an idea of what it will be like. Well, many people may want that, but how it is presented to the audience will matter. From the comments and reviews, a piece of information may be grabbed to ignite excitement to the prospected machine users. Creating videos on animation mode on how the world will look like after the transformation will also give the developer team insights on what to include and change in the campaign. Besides,

more than sixty percent of the companies and people prefer companies that create content. It also leads to conversations which may provide links to discovery (Awais&Samin 2012, pp 271)

Email Marketing

Google Inc can use its Gmail and email platform to generate a view of prospective customers on their new technology and what they about it. The feedback will help the developer team assess the budget and create a useful campaign post for marketing. Emailing creates trust between partners, and when people know that you care about what they think of your innovation, they will give genuine feedback. This will also help them feel part of the technology's team, which is favorable for businesses.

Social Media Awareness

One of the marketing campaign strategies is social media such as Twitter, Facebook, and Instagram, linked-in, and Pinterest. Social media platforms have many followers and give users free will of expression without any limitations worldwide. It is here that marketers can conduct a prelaunch campaign and get people's thoughts before embarking on a product's real campaign. Social media works by protecting them and creating awareness (Liu-Thompkins 2019, pp 5).

Voice Search Optimization

One of Google Inc's stand-out products is the use of voice search engines and voice assistants. Fifty percent of people today use voice search when looking for something in search engines, some due to their typing's laziness. This can serve as an ideal site for launching a campaign for a product.

Video marketing

One can create or launch a campaign using video marketing, especially if it's a first-time product in the market, and people are eager to know how much can work. It becomes so relevant for Google Inc to launch some of their campaigns related to innovation using video as it gives people a glimpse of how the technology works in the real world. The video can be an instructional, announcement, behind the scenes, or event, depending on the business type.

The above key performance indicators will help draw the total budget and measurement of the campaign that will then be tested. Several channels will be used, and therefore, the campaign will be channeled on the best media that will bring in more investment. SOSTAC analysis developed by PR Smith will be used to ensure all the sites for the plan are included in the campaign. It gives a clear structure of what the plan is all about and makes it easier for presentation (Chaffey, and Smith 2017).

Situation Analysis

Most of the people using Google Inc at the moment are adolescents and young adults age fifteen to thirty-five approximately. They make the target customer for any Google Inc campaigns as they browse and use social media apps at large. Many offices use emails for communication, a sub-app of Google Inc, while adolescents who form the more significant population of the customer look for exciting things on the internet (Darby 2018, pp143). The first place many of them think of getting information first is on Google Inc before proceeding to their favorite sites. They are also into gaming a lot such that if one is not on social media interacting with the world, they are gaming using computer games.

High school and college students also form part of the audience for the product, and most students use laptops for their undergraduate studies and research. Most of them cannot afford to

buy internet bundles for surfing and therefore use the school WI-FI, which in most cases is only available when the student is within the school premises. Owning a Chromebook that does not need updating every time save the hustles of updating now and then. Other laptops may start updating when in the middle of presenting a project or doing assignments, or finishing up office work and may take a whole hour to finish with the update. This inconveniences the user, something which the new Chromebook comes to solve for everyone (Dearnaley 2020, pp10).

One of the most observed and useful trends in short five-second videos instead of a long fifteen-second video. Many people are not interested in something long, especially when using YouTube, as they will be waiting for the skip ad notification instead (Khan 2017, pp 240). Another trend observed is people hate using cookies notifications; developing something free of use cookies notification will help in keeping some of the customers. Other competitors have also adapted the use of ads in between games or apps, such that when the lives of the games are over, they can watch a video ad for free and get a different life. This has become the most common trend recently as many people love gaming and would not want to finish the games and wait for hours before resumption, yet they can watch a five-second ad to continue the same game.

These insights from other competitors provide useful information on how, where, and when to place the marketing campaigns to reach the targeted customer. The RACE planning system will help plan for the campaign tactics effectively to realize the campaign's goals and objectives. The race is customer-centered and follows the established customer relationship with the company from creating awareness to generating leads of new prospective clients both online and offline

Campaign Asset Production

This involves managing the assets of the campaign to form a complete campaign. The marketing assets used in the campaign include blog posts, website content, videos, images, and emails. The campaign is purely digital marketing, and the mode of the campaign is the relevant assets developed by Google Inc. The budget is developed in the excel sheet to be used in the first year of the campaign. The assets will be used appropriately.

Advertising

The company is set to use the entire platform, both offline and online, to inform customers of the new products' innovation department.

- The company will use short five-seconds ads in all of the platforms it owns and social media
- The ads will be integrated into games to reach the targeted audience, such that one gets free points or coins or lives by watching the ad.
- Emails will be sent to stakeholders and customers to inform them of the innovations
- Offline media such as newspapers, television programs will be used to showcase the campaign
- Sponsorship programs will be available to students, especially the IT students who qualify and would like to get involved in the company's inventory process.

Promotion of the Campaign

The first few samples for testing the market will be awarded to students who need laptops for their studies in school but cannot afford them. Best performing students in different departments will be awarded the new laptops from Google Inc too. IT students will be awarded

internship opportunities to work in Google Inc Company in the information technology department.

Publicity

The developing manager will invite interviews in radio stations and television to talk about the promotion of the Google Inc inventory department. Short videos will be produced and send to social media platforms to enable the world to get to know the Google Inc innovation website for developing technologies. The illustration of how the laptop incorporates the mobile apps will be shown in videos for publicity purposes. Billboards with live airing will be used in major cities to promote the ad and make the population aware of the new product.

Marketing Budget

The proposed budget for the campaign is estimated and it is subject to correction upon the real value calculations. The main expenses are indicated in the budget which can be used in the first year, the report from the first year will be used to calculate the subsequent budgets for campaigns in the future. The budget only covers the first year at the launch of the campaign through the various sites.

CATEGORY	YEAR			
	0	1	2	3
INITIAL INVESTMENT	\$ 162,543			
Development	\$ 115,000			
Hardware	\$ 12000			
Software	\$ 35543			
ADDITIONAL COSTS		\$170, 200	\$ -	\$ -
Project Management		\$ 27000		
Customer Support		\$ 46000		
Site Maintenance		\$13000		
Cost of Sales		\$13000		
SEO		\$7500		
Advertising		\$6200		
Domain		\$ 40		
Hosting		\$130		
Depreciation of Cap Exp (3 yr)		\$51000		
Overhead		\$6800		
Administrative		\$4275		
BENEFITS		\$ 254,100	\$ -	\$ -
Reduction in Sales Staff		\$82000		
Reduction in Customer Service Staff		\$54000		
Reduction in Travel		\$9600		
Reduction in Shipping / Printing		\$7500		
Direct to Customer Sales		\$23000		
Incremental Sales due to promotions		\$31000		
Incremental Sales due to subscriptions		\$46000		
NET BENEFITS		\$ 77222	\$ -	\$ -
TAX		\$ 24518	\$ -	\$ -
VALUE AFTER TAX		\$ 52704	\$ -	\$ -
DEPRECIATION ADD BACK		\$51000	\$ -	\$ -
CASH FLOW	\$162543	\$ 102,640	\$ -	\$ -
CUMULATIVE CASH FLOW	\$ 162543	\$ 42901	\$ -	\$ -
EVALUATION METRICS				
NET PRESENT DAY VALUE (NPV)	\$ 8,020			
INTERNAL RATE OF RETURN (IRR)	56%			

Monitoring and Evaluating Marketing Response

The marketing campaign plan serves as the blueprint of the company's strategy for sale. Evaluation of the plan helps the business or the companies realize how well the plan is performing, get reviews on the plan, and the revenue from the campaign will determine the business's success. Understanding how to judge the marketing plan is the main point and the reason for a successful plan. A plan might take some time before it starts generating revenue after unlaunching it; hence the virtue of patience is paramount. Monitoring will be carried out with the following in mind.

Return on Investment

With the reflection from the budget, checking on whether the campaign worked will be reflected by how many people will use the Chromebook with the newly installed software. This will then result in money. This is measured by the amount spent on each campaign versus the number of sales each campaign brought back into the company. The best performing campaign platform will enable the company to know where to place more ads and mint money.

Sale Numbers Review

The look on the figures will automatically tell whether the campaign worked or not. If the sales of the current month are more than the sales of the previous month, then the business is growing, and maybe people appreciate the product. This will be used to deduce the growth of the business

Customer review and response

The review of the customers is critical, especially after launching a product for the first time in the market. Online surveys and direct surveys help the company know how customers feel about the product. Questions on how the clients knew about the product may look simple but very important as they tell you the site where they got the information, and if the site has more followers, it means the product has reached most people.

Marketing reach expansion

After the launch of the campaign, products that make their way into the new region through customer recommendations or the widespread natural growth means the market is growing. This will be used to measure the growth of the company and product in new regions.

Marketing partner response

Marketing partners will know whether the plan is working or not. The success of the plan can be felt even by people outside the company.

Outside Salespeople Feedback

People outside the sales team can give feedback about the product or advise on alternatives and fixations to help improve the plan. The positive feedback is to be banked on while the negatives are reviewed for the success of the business.

Actions of the Competitors

Competitors may be the first people to feel the effect of the plan due to their actions in reaction to the campaign. If they try to copy the campaign plan or add something to their plans similar to yours, then the plan is working.

Creativity Strategy

The current operating window 10 in many laptops is equal to the Chrome OS. The new operating system in chrome is the ideal product for Google Inc to maximize it such that the competitors fail to outgrow it. The operating system should be easy to use such that no training is needed to save on the training costs, and the product should also be able to be used by everyone.

Mobile Apps Compatibility

Getting a laptop that runs mobile apps is essential in the current world. Many people are using their laptops for gaming, working, relaxing, and introducing compatible apps will render other laptops useless.

Random Updates

Google Inc Chromebook is set to avoid random updates that use a lot of data and storage. This becomes the ideal product in the market with the latest mobile apps.

Price

Due to the introduction of the Chromebooks in the market with colossal feedback, the product should not sell at very hike prices. Maintaining the prices at about five hundred dollars makes it affordable to everyone, especially with the improved services in the product.

Product Launch

The product is then launched in the market through various platforms, as mentioned earlier, to test the market. Planning and sharing information about the product with a different audience will help to clarify any critical information. Schools and firms that use computers will act as significant clients, and they should get as much information about the product as possible.

Roadshows may be used to campaign for the products, and the people may need to know where to get the products, how to use the products, and how much they need to spent to get the products.

Reporting

Reports will be collected at every site every week after the launch to monitor the strategy.

Reporting should be done using different methods such as presentations, circulating the tracking data, email presentation, and testimonies.

Conclusion

In conclusion, Google Inc has the potential to lead in social media, search engines through many of its products. it has the resources needed to create wonderful products that are relevant in the market at the moment. Marketing the products is the main challenge it faces, changing the strategy by using their platforms to market their products will bring Google Inc a massive following, and customers. Apart from making the products that sell themselves, marketing the products will not cost so much as they can make use of their platforms.

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