

SUMMER INTERNSHIP - II

DIGITAL MARKETING REPORT

by

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Entry. No.: 19BCS003

Submitted in partial fulfilment of the requirements for the award of the degree

of

BACHELOR OF TECHNOLOGY

in

COMPUTER SCIENCE & ENGINEERING



SHRI MATA VAISHNO DEVI UNIVERSITY, KATRA

(School of Computer Science & Engineering)

JAMMU & KASHMIR – 182 320

Session 2021-22

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ACKNOWLEDGEMENTS

As I was taking this course, I found lots of information that helped me to know about Digital Marketing and I am glad that I successfully completed this Course and was able to understand many things. Thank you, **Dr. Baijnath Kaushik** sir, for giving me this course and for enabling me to learn so much. I have no more valuable words to express my gratitude, but my heart is still full of gratitude for all the kindness shown to me.

Declaration

I the undersigned solemnly declare that the MOOC course report **DIGITAL MARKETING** is based on my own work carried out during the course of our study under the supervision of **Dr. Baijnath Kaushik**.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

- I. The work contained in the report is original and has been done by me under the supervision of my supervisor.
- II. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.
- III. Whenever we have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

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I endorse the above declaration of the Student.

(Name and Signature of the Supervisor)

CHAPTER 1: DIGITAL MARKETING

Digital marketing is marketing any product, whether a good or service, through digital means. It involves marketing through online mediums and can be understood as the opposite of traditional marketing.

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

Digital marketing constitutes all the modern marketing techniques and is a growing marketing trend. It has opened many avenues for different organizations.

if a marketing campaign involves digital communication, it's digital marketing.

CHAPTER 2: TYPES OF DIGITAL MARKETING

2.1 Search engine optimization

Search engine optimization, or SEO, is technically a marketing tool rather than a form of marketing in itself. The Balance defines it as “the art and science of making web pages attractive to search engines.”

The "art and science" part of SEO is what's most important. SEO is a science because it requires you to research and weigh different contributing factors to achieve the highest possible ranking. Today, the most important elements to consider when optimizing a web page include:

- Quality of content
- Level of user engagement
- Mobile-friendliness
- Number and quality of inbound links

The strategic use of these factors makes SEO a science, but the unpredictability involved makes it an art.

In SEO, there's no quantifiable rubric or consistent rule for ranking highly. Google changes its algorithm almost constantly, so it's impossible to make exact predictions. What you can do is closely monitor your page's performance and make adjustments accordingly.

2.2 Content marketing

SEO is a major factor in content marketing, a strategy based on the distribution of relevant and valuable content to a target audience.

As in any marketing strategy, the goal of content marketing is to attract leads that ultimately convert into customers. But it does so differently than traditional advertising. Instead of enticing prospects with potential value from a product or service, it offers value for free in the form of written material.

Content marketing matters, and there are plenty of stats to prove it:

- 84% of consumers expect companies to produce entertaining and helpful content experiences
- 62% of companies that have at least 5,000 employees produce content daily
- 92% of marketers believe that their company values content as an important asset

As effective as content marketing is, it can be tricky. Content marketing writers need to be able to rank highly in search engine results while also engaging people who will read the material, share it, and interact further with the brand. When the content is relevant, it can establish strong relationships throughout the pipeline.

2.3 Social media marketing

Social media marketing means driving traffic and brand awareness by engaging people in discussion online. The most popular platforms for social media marketing are Facebook, Twitter, and Instagram, with LinkedIn and YouTube not far behind.

Because social media marketing involves active audience participation, it has become a popular way of getting attention. It's the most popular content medium for B2C marketers at 96%, and it's gaining ground in the B2B sphere as well. According to the Content Marketing Institute, 61% of B2B content marketers increased their use of social media this year.

Social media marketing offers built-in engagement metrics, which are extremely useful in helping you to understand how well you're reaching your audience. You

get to decide which types of interactions mean the most to you, whether that means the number of shares, comments, or total clicks to your website.

Direct purchase may not even be a goal of your social media marketing strategy. Many brands use social media marketing to start dialogues with audiences rather than encourage them to spend money right away. This is especially common in brands that target older audiences or offer products and services not appropriate for impulse buys. It all depends on your company's goals.

To learn more about how Mailchimp can help with your social media strategy, check out the comparison of our free social media management tools versus others.

2.4 Pay-per-click marketing

Pay-per-click, or PPC, is posting an ad on a platform and paying every time someone clicks on it.

How and when people see your ad is a bit more complicated. When a spot is available on a search engine results page, also known as a SERP, the engine fills the spot with what is essentially an instant auction. An algorithm prioritizes each available ad based on a number of factors, including:

- Ad quality
- Keyword relevance
- Landing page quality
- Bid amount

Each PPC campaign has 1 or more target actions that viewers are meant to complete after clicking an ad. These actions are known as conversions, and they can be transactional or non-transactional. Making a purchase is a conversion, but so is a newsletter signup or a call made to your home office.

Whatever you choose as your target conversions, you can track them via your chosen platform to see how your campaign is doing.

2.5 Affiliate marketing

Affiliate marketing lets someone make money by promoting another person's business. You could be either the promoter or the business who works with the promoter, but the process is the same in either case.

It works using a revenue sharing model. If you're the affiliate, you get a commission every time someone purchases the item that you promote. If you're the merchant, you pay the affiliate for every sale they help you make.

Some affiliate marketers choose to review the products of just 1 company, perhaps on a blog or other third-party site. Others have relationships with multiple merchants.

Whether you want to be an affiliate or find one, the first step is to make a connection with the other party. You can use a platform designed to connect affiliates with retailers, or you can start or join a single-retailer program.

If you're a retailer and you choose to work directly with affiliates, there are many things you can do to make your program appealing to potential promoters. You'll need to provide those affiliates with the tools that they need to succeed. That includes incentives for great results as well as marketing support and pre-made materials.

2.6 Native advertising

Native advertising is marketing in disguise. Its goal is to blend in with its surrounding content so that it's less blatantly obvious as advertising.

Native advertising was created in reaction to the cynicism of today's consumers toward ads. Knowing that the creator of an ad pays to run it, many consumers will conclude that the ad is biased and consequently ignore it.

A native ad gets around this bias by offering information or entertainment before it gets to anything promotional, downplaying the "ad" aspect.

It's important to always **label your native ads clearly**. Use words like "promoted" or "sponsored." If those indicators are concealed, readers might end up spending significant time engaging with the content before they realize that it's advertising.

When your consumers know exactly what they're getting, they'll feel better about your content and your brand. Native ads are meant to be less obtrusive than traditional ads, but they're not meant to be deceptive.

2.7 Marketing automation

Marketing automation uses software to power digital marketing campaigns, improving the efficiency and relevance of advertising.

According to statistics:

- 90% of US consumers find personalization either "very" or "somewhat" appealing
- 81% of consumers would like the brands they engage with to understand them better
- 77% of companies believe in the value of real-time personalization, yet 60% struggle with it

Marketing automation lets companies keep up with the expectation of personalization. It allows brands to:

- Collect and analyze consumer information

- Design targeted marketing campaigns
- Send and post marketing messages at the right times to the right audiences

Many marketing automation tools use prospect engagement (or lack thereof) with a particular message to determine when and how to reach out next. This level of real-time customization means that you can effectively create an individualized marketing strategy for each customer without any additional time investment.

2.8 Email marketing

The concept of email marketing is simple—you send a promotional message and hope that your prospect clicks on it. However, the execution is much more complex. First of all, you have to make sure that your emails are wanted. This means having an opt-in list that does the following:

- Individualizes the content, both in the body and in the subject line
- States clearly what kind of emails the subscriber will get
- Offers a clear unsubscribe option
- Integrates both transactional and promotional emails

You want your prospects to see your campaign as a valued service, not just as a promotional tool.

Email marketing is a proven, effective technique all on its own: 89% of surveyed professionals named it as their most effective lead generator.

It can be even better if you incorporate other techniques such as marketing automation, which lets you segment and schedule your emails so that they meet your customer's needs more effectively

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CHAPTER 3: PURPOSE OF DIGITAL MARKETING

3.1 Affordability

Digital marketing is considerably less expensive than other marketing methods. Specific prices vary based on what you're doing but ad spend tends to be lower than other forms of marketing.

3.2. Mobile Access

You may not know this but 77 percent of American adults own a smartphone and are likely to use that smartphone or another mobile device for news, social networking, and countless other activities. Digital marketing helps you reach them while they're doing this. With remarketing ads, email and text marketing, and social media – you can be in front of your audience while they use many different apps on their mobile phones.

3.3 Flexibility

There are many forms and uses of high quality digital marketing, including banner ads, email marketing, content marketing, and social media posts. Thus by learning how to creatively market yourself digitally, you open up a wide range of possibilities for future publicity strategies. With digital marketing, you also have the flexibility of testing and stopping poorly performing campaigns in real time.

3.4. Expansion

Many consumers do almost all of their shopping online. Digital marketing lets you appeal to these people and thus expand the reach of your company. Between Google Shopping Ads and brand awareness campaigns, you can expand your brand recognition and boost sales.

3.5. Multimedia

Customers tend to engage more with marketing materials that combine multiple types of content, including photos, video clips, and audio. It is far easier to incorporate all these content types into digital marketing than any other type of publicity – and it is very important.

3.6. Interactivity

Digital marketing lets you communicate directly with the customers who see your content, notably through website comments, messages, reviews, and social media posts. This shows those customers that you care about what they say and think, leading them to feel respected and part of the community you're building. It also allows you to gather invaluable information on customers' reactions and preferences.

3.7. Tracking

Besides communicating with customers, digital marketing lets you track their activities. You can monitor which ads and types of content they have seen shortly before they make a purchase. This tells you which marketing methods are most effective, allowing you to refine and improve your strategy.

3.8. Authority

Digital marketing makes it easy to comment on issues and controversies that relate to your product or your industry. In this way, we can establish ourselves as an authority on such topics, leading readers to trust you, come back for more information, and eventually make a purchase. Digital marketing allows you to come off as the industry expert that you are and will in still trust in your business.

3.9. Influencer Engagement

Many of the most influential figures in modern culture promote themselves online or through social media. Digital marketing allows you to engage with these influencers and gain their respect. If you play your cards right, you can get them to endorse you, leading their followers to become customers and spread brand awareness.

3.10. Print Enhancement

Digital marketing lets you expand on your print marketing efforts. By writing online content that explains claims you make in your print ads, you can go into greater detail, maximizing the effectiveness of all forms of publicity and integrating your campaigns.

The benefits of digital marketing for businesses include:

- Lower costs and higher flexibility for your marketing efforts
- Access to consumers who rely on their mobile phones or do all their shopping online
- The ability to speak with authority on topics related to your product or industry
- A chance to engage with influencers, earn their respect and get them to endorse your company
- Opportunities to incorporate multiple types of media into your marketing
- The ability to track customers' purchase journeys

CHAPTER 4: REQUIRED TECHNOLOGIES

4.1 Internet Of Behaviors (IOB)

You must be familiar with IoT or Internet of Things, that happens to be a network of interconnected things that gather and exchange data over the internet. Similarly, the Internet of Behaviour (IOB) combines IoT with data analytics and behavioural science.

What IOB does is try to make sense of human behaviour such as buying a product, following their favourite brand on social media or washing hands in the workplace

For example, by implementing IOB, a telematic may track driver's abrupt braking, and violent turns for commercial vehicles. Later, companies may leverage the information to monitor drivers' performance and enhance their efficiency.

Another example is as companies are gradually inviting employees to return to their workplace, they can use sensors or RFID tags to determine whether employees are washing their hands regularly or wearing masks while speaking. They can use the data to warn people of protocol violations.

4.2 AI-Based Automation

Over the last few years, we have already seen tremendous developments in AI, and a great spike in the number of companies using AI-powered automation to support their marketing strategies.

AI is among the big technologies behind smart assistants and voice search. Chatbots are also gradually picking up pace and showing up on more websites.

AI and automation are taking some of the hard work out of marketing so that companies can focus on strategies that deliver a better customer experience.

Assisted by predictive analytics, big data can also allow marketers to understand more about their customers, ultimately leading to more customer acquisition. Off late, it has been enabling hyper-personalization and scalable marketing communications.

Note, the human aspect of marketing is still important. So, the goal is to boost marketing efforts, and not replace the actual people behind it.

4.3 Live Videos

The live video streaming market is projected to hit 184.3 billion by 2027. People find live streams enjoyable because they give them the opportunity to see real footage, watch videos from behind-the-scenes or engage with industry experts live.

The technology is also useful for business as it boosts awareness and curiosity for their brands. Many companies are already investing in live videos. While some hosts live Q&A sessions, many others sponsor live product tutorials from social media influencers.

That being said, the global watch time for live content was up 250% in 2020.

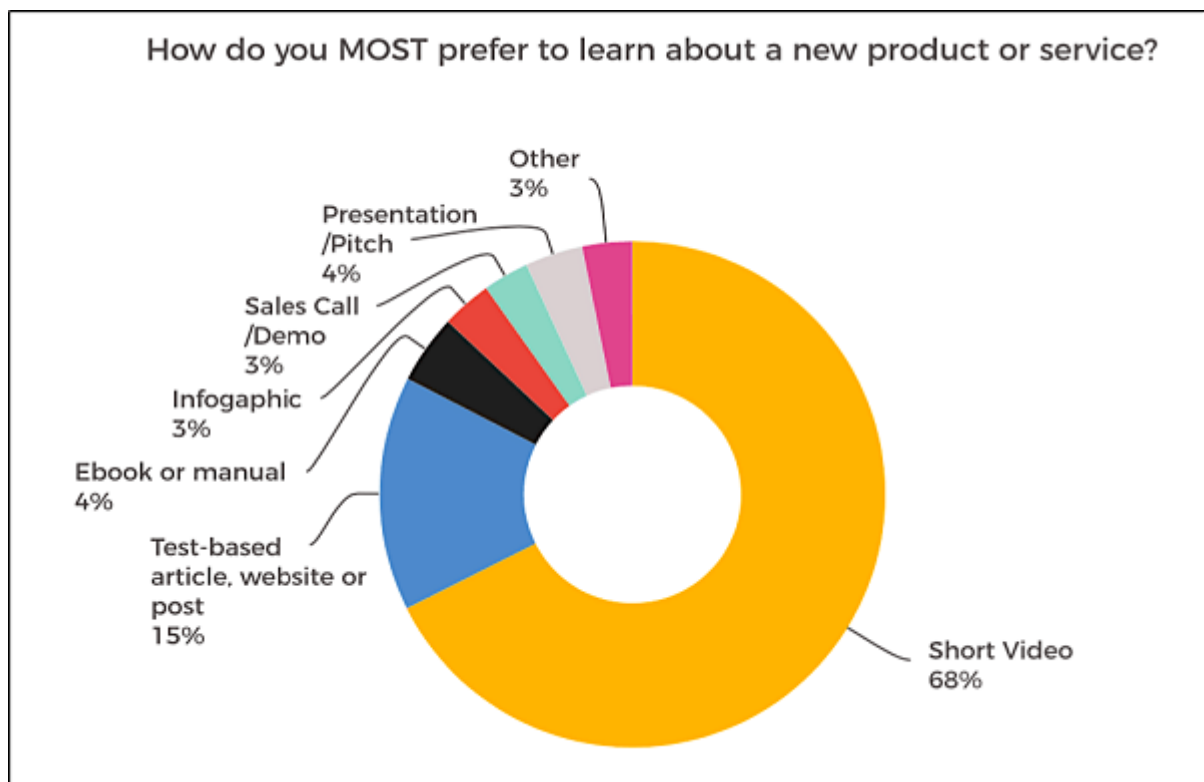


Figure 1.1 : Global Watch Time

4.4 Hyper-Local Marketing

In addition to the growth of IoT devices and high demands for tailored customer support, the use of geolocation data in marketing is also growing.

Local marketing is not a new concept for businesses. From the smallest to the largest global brands understand the value of customizing their marketing messages at a local level.

And, whether you are looking for a coffee or a new pair of shoes, search engines like Google have been really successful at serving local businesses.

More than 84 percent (8 in 10) marketers currently use location data in their marketing and advertising campaigns. 94 percent expect to do so in the future.

Now that everybody has a smartphone, marketers can target potential customers with messages when they are a few meters away from their store.

By pairing geolocation with IoT technologies means there is a chance of some sophisticated and targeted marketing in the making. For instance, as a customer passes near the grocery store, they can get a reminder that they are running low in milk.

4.5 Smart Bidding

By smart bidding, we mean automated smart bidding strategies available in Google Ads.

Automatization has recently been the talk of the town in the world of digital marketers. Marketers invest plenty of time and money in optimizing keywords and bids while running a Google Advertising campaign.

The concept of automated bidding on Google Ads takes all the speculations and guess works away, and helps marketers accomplish their goals more easily. Google reviews all data and alters the bids accordingly to boost efficiency and improve campaign performance.

While automated bidding isn't a new concept. But Google has improved a lot lately.

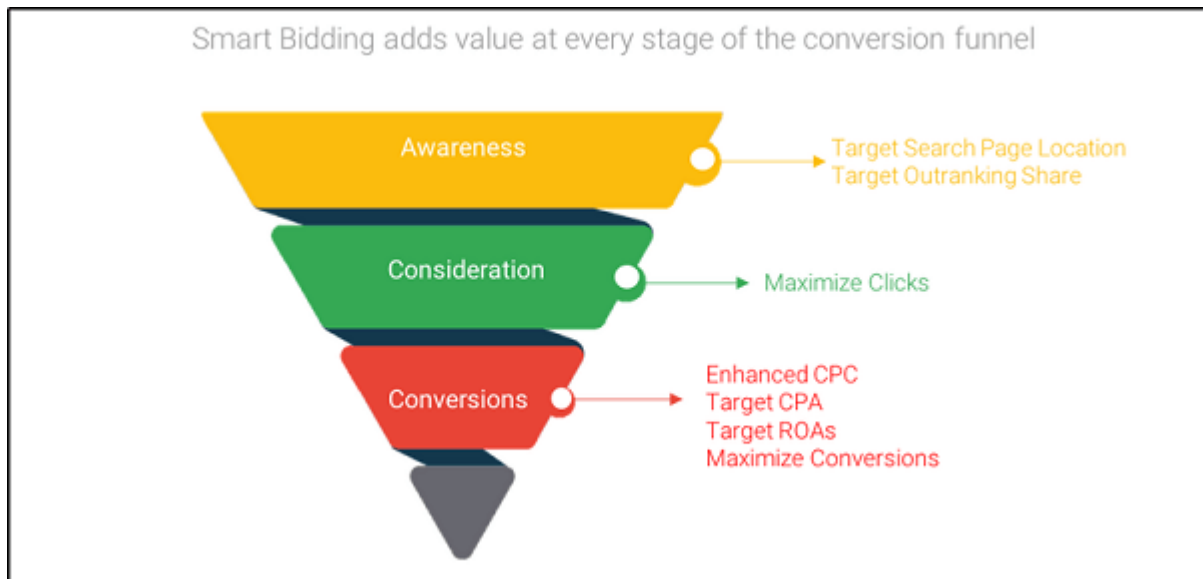


Figure 1.2 : Smart Bidding Of Conversion Funnel

4.6 Data Analytics

Most brands treat data analytics as a necessity, and marketers still have a lot on their plate to consume.

It is high time, marketers should understand how to utilize the collected customer data. From customers' buying habits to the items they prefer the most to informing about the best way to reach them, businesses are continuously fed with personal data.

What are customers expecting in return? Some tailored ads and targeted deals.

Marketers, therefore, need to do more than just collect information. The data should be meaningful, and companies must be leveraging that data to enhance their marketing strategies.

Data analytics saves the day. They provide marketers enough information that it gets easier to personalize customer interactions.

4.7 Voice Search

Every year, technology seems to get better, and voice recognition is no different. Voice search can now boast a 95% accuracy score, which is the same as most humans.

No wonder, thousands of new voice command systems are sold across the globe each day. As digital marketers if we haven't started focusing on voice search yet, we are missing out on a huge chunk of your audience.

Also remember, when people use voice search they hardly search for short terms and use full sentences instead. Mostly, like how they usually speak.

If people are asking "how to bake a cake with a microwave" and if you are into the food business, you should be optimizing your content based on similar responses. Long-tail and question/answer-based keywords is your holy grail in 2021.

Chapter 5: Conclusion

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Every business is different. Therefore, every business must approach their digital marketing with a unique plan. Because everybody's path to success will be different. The six fundamentals of digital marketing — a user-centered website, SEO, SEM, Social, UX Design, and Email Marketing — can work together to help us create a successful online presence. Each fundamental by itself can help us manage different aspects of our online presence, create relationships with existing customers, or gain new customers who are looking for what we have to offer. When used together, however, these fundamentals can help our digital marketing succeed like a well-planned social event. No matter what industry our business is part of, these six fundamentals can help create an interest in our brand, products and services that has not been there before.

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