**Digital Marketing**

1. **Lesson1**
   1. Karl, a 50-year-old mechanic, runs the local garage in a small town and is considering taking his business online. How could going digital benefit his business?
      1. Visible to customer
      2. Target ads to local customers
      3. Easier to communicate with customers
      4. More insights into customers’ online behaviour
   2. Doing business online brings lots of fantastic opportunities – it can really help your company in new and exciting ways. Once your business is online, what opportunities can you take advantage of?
      1. Finding lots of new **customers** – everyone’s online these days
      2. **Selling** your products or services straight from your website or app
      3. Delivering **targeted** **advertising** to customers
      4. Learning more about what your **customers** **love**
      5. Using **analytics** to **power** your online **sales**
   3. Easiest ways for visitors to learn about business while visiting a website
      1. Browsing your product pages and reviewing the **Frequently Asked Questions page**
2. **Lesson 2**
   1. Hamish has created a website with an online booking system for his salon appointments. He wants to engage more with his customers and came up a list of goals. Help Hamish to match each task with the online tool you think he should use to achieve his goal.
      1. Gather customer feedback. :- email survey
      2. Tell customers about the extended opening hours :- social media page
      3. Show customers Hamish’s latest hair looks :- an online gallery
      4. Help local customers find the new salon :- a map
   2. **Ways of marketing** :- In SEM, the business pays to enter an auction. They then bid for advertising space on a website, and whoever wins gets to show their search ad. Tagging keywords within your content could increase the chance of your website appearing higher up in search engine rankings. This is called search engine optimisation (SEO) and is a free way for Hamish to reach more potential customers.
3. **Websites**
   1. understanding the tech behind the website.
   2. choosing domain name -> domain registar.
   3. designing the website – to attract more customer.
      1. Keep your goal in mind, but also consider what your visitor are looking for.
      2. Content- avoid too much sale pitch, technical jargon, and how much great you are. Instead explain you can meet the needs of customer. Tell your story through testimonials, videos etc. to connect with the customer. Through navigation, images and headlines can really attract people.
   4. How to make site faster :-
      1. Use right technology, hosting site.
      2. Use smaller images, ditch high resolution file if they going to appear as thumbnails.
      3. Compressing the larger files helps to faster loading time.
      4. Simplify design, efficient with code and scripts.
      5. Open same application through your mobile just using data connection but not using wifi and see how faster it is loading.
      6. Use responsive designs, test machine independent.
4. **Online business strategy**
   1. Benefit of online strategy
      1. Stating goals and mission.
      2. Identifying unique selling point.(USP) 🡪 what distinguish you from competition.
      3. Increase the brand awareness.
      4. Grow your email marketing list.
   2. Customer online and offline shopping behaviour.
      1. What customer do 🡪 See, Think, Do, Care.
      2. Targeting right audience 🡪 Choose right channel, find out who you’re talking to, when you should talk to them, and what you should talk about. --- audience segmentation.
      3. Segmenting by location may benefit ecommerce, ads.
   3. Defining Unique Selling Point.
      1. Who is target audience?
      2. Who are my competitor?
      3. What problem audience might have and how can i solve the problem?
      4. Be natural and your USP should be displayed in all the media.
      5. Determine the strength and weaknesses of USP. (SWOT analysis)
      6. Competitor analysis can be done by analyzing their marketing strategy and using google alert if someone has the latest information.
   4. Using goals to improve business performance
      1. Key performance indicator(KPIs) :- to track the performance.
         1. Specific enough?
         2. Can It be measured?
         3. Can customer attain this?
         4. How relevant to wider business objective?
         5. When it is due to be delivered and carried out?
5. **Search Engine**
   1. Crawling: -
      1. search engine crawl internet for relevant content.
      2. They use bots to search all the relevant data.
   2. Indexing:-
      1. Gigantic list of web pages that are founded by bots.
      2. Remove the duplicate content, so do not copy the content from other site and paste in in your application, make it original.
   3. Ranking:-
      1. Compare the words and phrases to its index and looks for matching results.
      2. Ranking is top secret, but main goals to match the searching code and indexes.
      3. Metadata of website allows search engine with more consistent and clear information about what’s on the website.
   4. Paid vs unpaid search:-
      1. Unpaid :- use normal search engine to search.(SEO)
      2. Paid :- advertising search engine (SEM- search engine marketing), only target specific problem, as desired by audience to solve their problems as doing so make ads more clicked it.
      3. How search engine advertising work?
         1. Every time someone searches advertisers compete for the opportunity to display ads. It happens in milliseconds and the searcher won’t see the details, only the winners: the ads that appear on the page.
         2. how do search engines decide who wins? The primary components are the bid and the quality.
            1. The bid is the maximum amount an advertiser is willing to pay for a click on an ad. If someone clicks the ad, the advertiser is charged an amount equal to—or sometimes less than—the bid.
         3. Google search console :- it's a service that gives you feedback about how your website is doing in Google search results.
            1. Search analytic report:- answer questions like which search keyword bring traffic to the site. There are other features available that you use get report on the performance of your site. However, there are two important feature that you should give attention.

Crawl Reports:- let user know whether google can successfully visit your web pages.

Google index report: - it tells you about what info are recorded about your site, and tells you if your pages are accessible.

Use [www.google.com/webmaster](http://www.google.com/webmaster)

Complete verification and add website to get reports.

1. **Search Engine Optimization(SEO):-**
   1. SEO plan
      1. Keyword research, on specific business.
      2. Related and relevant topics to be more specific and for better match.
      3. Find out the gaps and make plan to improve.
      4. Give deadline to your SEO plan.
      5. Update your plan when software brings new feature, or somethings is not working.
   2. How to choose SEO keyword?
      1. Frequency of word searched.
      2. Choose the keyword that have least competition. (long tail of SEO or keyword means that use longer phrase)
      3. Keyword you choose should closely matched with your offer and intent of people that are searching.
      4. **Golden rule**:- your site content should be made for human visitor not for search engine.
         1. Do not add variation of keyword or repeating them unnecessarily called keyword stuffing and against search engine guideline.
   3. SEO and Business Goals:-
      1. Conversion:- website visitor into paying customer.
         1. You can measure the conversion by no of visitor who came to your website and buy your products, also tracking small action that can lead to more business.
      2. Engagement:- persuading people to interact with the content on your site and acquisition.
   4. Making SEO friendly:-
      1. **Title and metadata** of website’s code are required for SEO performance, title is used for heading in search result, whereas metadata(should be 2 sentences) used for body of content in research result.
      2. To categorize the content correctly two factors are important: headings and page copy.
   5. How other website can work for you?
      1. Backlinks:- a link from another site your site.(like vote of confidence, link should be legitimate, it should have higher quality)
      2. Social Media:- promote the content.
   6. Cross border with SEO:-
      1. Language :- each page in different language has its own unique web page ,it help bots to understand the content and help for SEO.
         1. Mixing language on same page is huge no-no. **Search engine cannot determine which language it is.**
         2. Avoid automated services to translate your content. Instead hire translator to create original translation. **Search engine do not value content that are generated from automated translations tools.**
      2. Language Annotation:- deliver right content to right customer from different races and country.
      3. Targeting the specific country:- if your website has a country code top-level domain name , “ccTLD” for short it’s strong indication that your site target specific country. Like; [www.xyz.co.in](http://www.xyz.co.in)
      4. Three things to keep in mind language, localization and country-targeting.
2. **Search Engine Marketing(also called pay per click ads):-**
   1. SEM auction :-
      1. Need competence bid (max CPC – max price willing to pay for click on ads) as well as relevant content (quality score).
      2. Winner’s content are shown in hierarchy in web pages.
      3. Consistently review your campaign to be more relevant.
   2. Good Keyword:-
      1. Use trial and error to find out which keywords are relevant.
      2. Use offer or promotion( likely to call to action) to standout your keyword from the crowd.
   3. Maintain relevance.
      1. Inverse tree
         1. At top account with google ads or Bing ads
         2. Within accounts are campaign
            1. Controls important decision like daily budget etc..
            2. Within each campaign you can create multiple ad groups(collection of keywords and ads with them)
            3. Should have solid and well thought out structure
            4. Keywords should be generated based on relevance, tools like Google keywords planner, Bing’s keyword research tool helps to find out best keyword to your relevance.
            5. You can create several groups called ads group.
            6. For irrelevant searched keyword you should include minus(-) on your ads keyword to keep them appearing and making irrelevant to customer and save money. Like -pencil, - portrait , -sketch for your ads keyword like ‘horse photos.’
   4. Keyword Matching.
      1. Broad Match (default): search can show your ads for variation of keywords. Sometime it can show your ads that is irrelevant to your business, so use more specific keyword.
      2. Other type (phrase and exact match):
         1. To change **broad** match to **phrase** put quotation mark around keyword, that means ads will only display when entire phrase is searched. Minor variation like plural and singular also trigger the ads, suffix and prefix words around the **phrase** also trigger the ads.
         2. Exact keywords are enclosed in [ ], like [photo] ads can only display if searched keyword exactly match with ads keyword, any additional keyword won’t display ads, but minor variation like plural can trigger ads.
      3. To know the online campaign are working use track conversion. Use piece of code in your website that can inform you about the performance of ads campaign. It can be used in payment conformation page etc…
3. **Advertise to local customer**
   1. To **noticed locally business** owner can list their website in local listing like google listing. Must include business name, address, opening hours, phone numbers and interactive map indicating address.
   2. Available on mobile devices.
      1. First of all, make your site looks good on mobile devices and include contact information.
      2. App can use GPS functionality for local advertising and map feature.
4. **Social Media**
   1. Write mission, vision and goals. (daily, weekly, monthly, yearly)
   2. Sketch out the calendar when and who is going to post in several platform.
   3. Use social media management tools like HootSuite, Buffer, and Everypost.
   4. Paid advertisement can boost the organic reach.
   5. **Pitfalls:**
      1. Repetitive boring sales message.
      2. Posting once every three months.
      3. Using multiple media at once. Focus on social media and later branch out to other media.
      4. **Rules:**
         1. It’s not all about you. (just focus on providing good experience and keep their focus)
5. **Advertisement on mobile phone.**
   1. People use the shorter keyword in mobile phones. Use Google keyword planner for better understanding of your customer.
   2. People searching on mobile phone are laser focused to solve specific task, so make sure that the ads should be more specific to the target audience requirement in mobile phones only.
      1. Google and Bing allow certain ads to be only mobile friendly. So, people might not see mobile ads on computer devices.
      2. People on mobile are less likely to fill the form so do the bid adjustment for your ads.
   3. You use Google ad gallery to quickly create professional displays ads in different sizes and shapes.
6. **Content Marketing:**
   1. Key points for content marketing:
      1. Answering the audience’s questions.
      2. Providing value.
      3. Keeping then wanting more.
   2. Audience segmentation and target particular audience. Use ‘Answerthepublic’ to know what user want the most.
   3. Four main purpose of content:
      1. To entertain – like quizzes or competition or funny videos.
      2. To inspire – like forum to ask questions.
      3. To educate – like guides, e-book, infographics would be ideal format.
      4. To convince – testimonials.
   4. Writing need to adapt for online content because online readers have a reduced attention span, due to being flooded with information.
   5. Creating content calendar helps highlights key dates and manage multiple channels.
   6. Session duration helps to understand that which blog posts is resonating the most with your audience.
7. **Email Marketing:**
   1. Crafting great marketing emails
      1. Two things important business name in the form field and subject line related to your business in the email.
      2. Keep subject short under or equal to ten words. Personalized or localized the subject line.
      3. Avoid phrase like ‘free’, ‘percent off’, ‘remainder’, ’specials’, ‘$’, ‘!’ etc. lead to spam.
      4. Keep content concise and right to the point ( one to three sentence and focus on single idea.) . Keep it more persuasive and engaging as possible with right tone of voice. Include call to action.
   2. A/B testing is when you create two version of an email to see which one perform better. Can be used to test subject line, frequency, content, and images.
8. **Search ads vs display ads.**
9. **Videos.**
10. **Web Analytics.**
    1. Dimension – tracking what kind of devices users used to access the site.
    2. Metric – user spend time on site.
    3. Linking the google ads and google analytics helps which paid keywords helps to drive the audience.
    4. Web analytics – helps to understand users’ behaviour and improve the effectiveness of your digital marketing efforts.
    5. Creating presentation based on lots of data helps to tailor your approach o your audience in order to tell us better story.
11. **Find success with analytics.**
12. **Turn data into insights.**
    1. **Types of data:**
       1. **Quantitative data:** anything numerically measured. To measure it use google analytics.
       2. **Qualitative data:** anything that is descriptive. To measure it ask people about their opinion.
       3. Using both the helps the business owner to make informed decisions.
    2. **Data Cycle:** Plan, do, check, and act.
    3. **Creating the actionable insights from the data:**
       1. Establish the goal and clearly outline what your campaign aims to achieve.
       2. Collect the data – collect statistics that are relevant to you.
       3. Interpret the data – analyze the trends and any deviation from those trends to see how this has affected meeting the goals.
       4. Develop recommendations – provide justified suggestions how to improve business practices based on your data analysis.
       5. Take action – create action plan and test the hypothesis.
       6. Review your cation plan – evaluate whether your actions have had the desired impact and make note of how you can further optimized to improve the results.
    4. **Managing numbers using spreadsheets.**
    5. **Presenting the data in efficient manner.**