

SEM

SEARCH ENGINE MARKETING

SAHAR ANDALEEB

DIGITAL MARKETING

What is Digital Marketing?

- Marketing conducted via digital avenues.

“Digital Marketing is the practice of **promoting** *products* or *services* with the help of **digital devices and technology**.”

Also known as **online marketing** or **internet marketing**.

- **Digital channels !!** “online channels such as websites, search engines, social media platforms, email, and mobile apps.”
- **Marketing:** “The process of promoting and selling products or services by understanding and satisfying customer needs.”

“Ignoring online marketing is like opening a business but not telling anyone,”

DIGITAL VS. TRADITIONAL MARKETING

Traditional Marketing:

Channels: Traditional marketing relies on offline channels such as television, radio, print media (newspapers, magazines), direct mail, billboards, and in-person events.

Reach: It typically targets mass audiences through broad-reaching platforms and does not offer much personalization.

Engagement: Interaction with audiences is limited, and feedback mechanisms are often slower compared to digital channels.

Measurability: It can be challenging to measure the effectiveness of traditional marketing efforts accurately.

Cost: Traditional marketing methods can be expensive, especially for small businesses, and ROI may be harder to quantify.

DIGITAL VS. TRADITIONAL MARKETING ...CONT.

Digital Marketing:

Channels: Digital marketing leverages online channels such as websites, search engines, social media platforms, email, and mobile apps.

Reach: Allows targeted audience based on demographics, interests, behavior, and other data, enabling personalized communication.

Engagement: Digital marketing offers greater interactivity and engagement opportunities through features like comments, shares, likes, and reviews.

Measurability: It provides robust analytics and tracking tools to measure the performance of campaigns in real-time, enabling marketers to optimize strategies based on data insights.

Cost: Digital marketing is often more cost-effective, providing budget-friendly options like (PPC) advertising, social media ads, and email marketing, allowing for spending adjustments based on performance.

INBOUND & OUTBOUND MARKETING

Inbound marketing: Attracts and engages customers through valuable content and experiences tailored to their needs and interests, drawing them towards the brand naturally.

Outbound marketing: Proactively reaches out to potential customers through traditional advertising and promotional methods, often interrupting their activities to deliver messages about products or services.

IMPORTANCE OF DIGITAL MARKETING

- Digital marketing is one of the most popular and powerful ways to generate awareness, interest and sales for your products or services.
- Digital marketing is **vital** for businesses today. With almost every brand having a website or some form of **digital presence**, those without a digital presence, **risk falling behind**. **Consumers rely on digital content** to learn about brands, making it a crucial **channel for engagement**. Overall, digital marketing **allows businesses to connect with their audience** where they spend most of their time - **online**.

IMPORTANCE OF DIGITAL MARKETING ...CONT.

The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals.

And depending on the goals of their **marketing strategy**, marketers can support a larger campaign through the **free** and **paid channels** at their disposal.”

- Global reach & Local reach
- Low cost
- Effective targeting
- Multiple content types
- Increased engagement
- Multiple strategies

TYPES OF DIGITAL MARKETING

- **Search Engine Optimization (SEO):** "Optimizing your website to "rank" higher in SERPs."
 - OnPage, OffPage, Tchnical, Local
- **Social Media Marketing:** "Promoting your brand on social media channels to increase brand awareness, traffic, and leads for your business."
 - Facebook, Twitter LinkedIn, Instagram, Snapchat, Pinterest, TikTok
- **Content Marketing:** "Every effort to market through online content is considered content marketing."
 - Content marketing aims to entice leads to convert into customers.
 - Blog posts, Infographics, Videos, eBooks

TYPES OF DIGITAL MARKETING ...CONT.

- **Email Marketing:** "Companies use email marketing as a way of communicating with their audiences."
 - Blog subscription newsletters.
 - Follow-up emails to website visitors who downloaded something.
 - Customer welcome emails.
 - Holiday promotions to loyalty program members.
 - Tips or similar series emails for customer nurturing.

TYPES OF DIGITAL MARKETING ...CONT.

- **Affiliate Marketing:** “A type of digital marketing in which companies reach out to third party *websites* to advertise their products and services. Also known as referrals.
 - Registrations, Email sign-ups, Sales and Subscriptions
- **Mobile Marketing:** “A type of digital marketing focused on reaching the target audience via mobile devices.”
 - Push notifications, MMS(Multimedia Messaging Service), SMS(Short Message Service), WhatsApp.
- **Search Engine Marketing:** “A digital marketing strategy that increases the visibility of websites in search engine results pages (SERPs) using paid advertising.”
 - PPC

DIGITAL MARKETING VS. SEM (PPC & SEO)

Digital Marketing is a broader term that includes all marketing efforts using the internet or electronic devices.

- It encompasses various strategies like SSM, Influencer Marketing, Affiliate Marketing, SEO, PPC, email Marketing etc.

Whereas, **Search Engine Marketing (SEM)**: is a subset of digital marketing focused *specifically* in increasing visibility on search engine results pages (SERPs) both through paid advertising such as **Pay-per click (PPC)** (*primarily*) and **SEO** strategies to increase SERP ranking organically.

So generally SEM is an umbrella term, targeting *Search Engine Marketing* and it can encompass both PPC and SEO.

Remember both PPC and SEO are different stand alone strategies, where PPC specifically focuses on Paid Advertisement model & SEO focuses techniques targeting organic ranking on SERP.

PPC VS. SEO

PPC (Pay Per Click)	SEO (Search Engine Optimization)
Paid advertising strategy Improves paid ranking in SERPs.	Organic strategy Boosts unpaid ranking in SERPs.
Immediate results	Results take time
Control over ad placement, targeting, and budget	Optimizing website content, structure, and backlinks
Traffic decreases after PPC is halted	Tedious to get listed at the top of the page.
Payment is required to get listed on the top.	No upfront costs.
Suitable for quick visibility and conversions	Ideal for long-term visibility and sustainable traffic growth

PAY PER CLICK (PPC)

PPC, or **pay-per-click**, is a form of **search engine marketing** (SEM) where an advertiser *pays* a publisher (such as Google or Facebook) a fee each time a user clicks on their ad.

Generally It's also known as **paid search marketing**

- When you search a keyword on any search engine, a SERP displays results that consist of **both** *organic results* and *paid ads*.
- Ads come in **many different forms**, and the search engines typically *indicate* which results are paid advertisements.
- The word “**Sponsored**” or “**Ad**”, indicates that it is an advertisement
- The type of sponsored campaign you choose to employ should be based on **your goals, timeline, and overall digital marketing strategy**.

BASICS OF PPC:

PPC is the process of **bidding** for potential clicks on an Ad you create that is displayed within the SERPS of most search engines.

- Unlike traditional advertising, paid search is '**bought**' via an **auction model**.
- For a given keyword or phrase an advertiser can place a maximum **bid**; the higher the bid, the higher the likelihood that the Ad will be displayed in the top positions.
- **The advertiser is charged only when the advertisement is clicked**, not merely displayed

Search engine marketing excels by **placing ads in front of motivated customers at the moment they're ready to buy**

PPC CAMPAIGNS

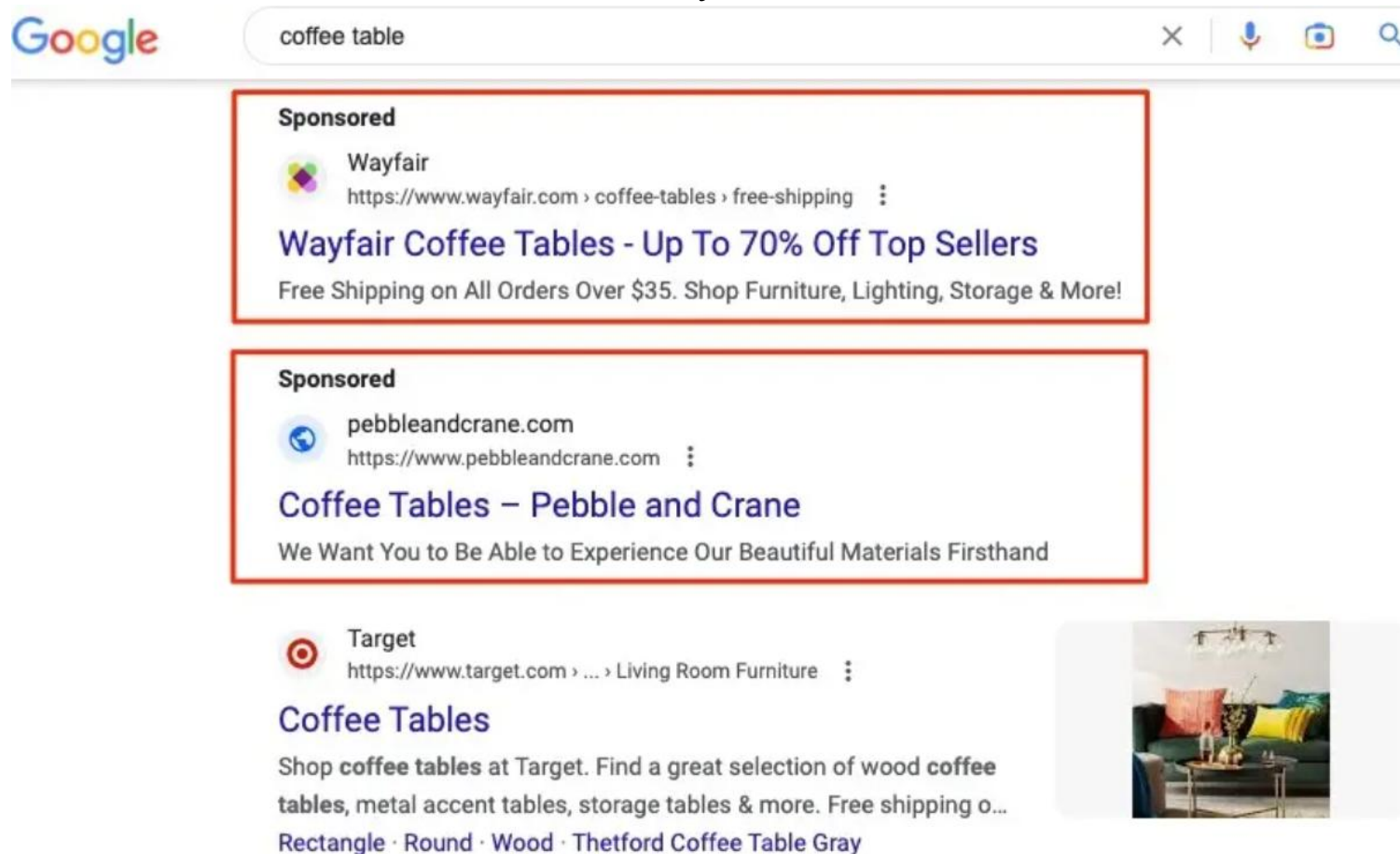
PPC ads, come in various formats. Some are simple text-based ads, while others, like product listing ads or Shopping ads, are visual, product-based search ads. They display key information such as price and reviews, making it easy for consumers to quickly assess products.

Different formats include:

1. **Search Ads**
2. **Display Ads**
3. **Shopping Ads**
4. **Video Ads**
5. **App Ads**

PPC CAMPAIGNS ..CONT.

1. **Search Ads** are text-based ads that appear at the top or bottom of a SERP when individuals search a keyword.



PPC CAMPAIGNS ..CONT.

2. **Display ads** are image-based ads that appear on websites and applications.
- These ads allow you to stay top of mind by reaching your audience while they browse their favorite sites and apps.
 - These sites and apps pull from the Google Display Network (GDN)

Google Display Network (GDN) is a collection of websites, apps, and digital platforms where advertisers can display their ads to a wide audience through Google's advertising network.

Google Advertising Network: is a vast ecosystem comprising Google-owned platforms like Google Search, YouTube, and Gmail, as well as partner websites (ask.com, Amazon, Walmart. Etc.) and apps where advertisers can display their ads to reach a broad audience online.

PPC CAMPAIGNS ..CONT.

Display ads ...cont.


Best in local news

Capital Gazette

\$1 for 6 MONTHS

Enewspaper Sports Obituaries Guidebook Calendar Opinion Submit a letter Newsletter & alerts

ADVERTISEMENT



CANYON

Stoic 4

GET IT NOW


Latest

Odell Beckham Jr. says 'possibility' of playing with QB Lamar Jackson part of decision to join Ravens

7m

AP source: Josh Harris, Mitchell Rales group has deal to buy Washington Commanders from Dan Snyder for \$6 billion


34m



ADVERTISEMENT

Turn heads with personalized content.

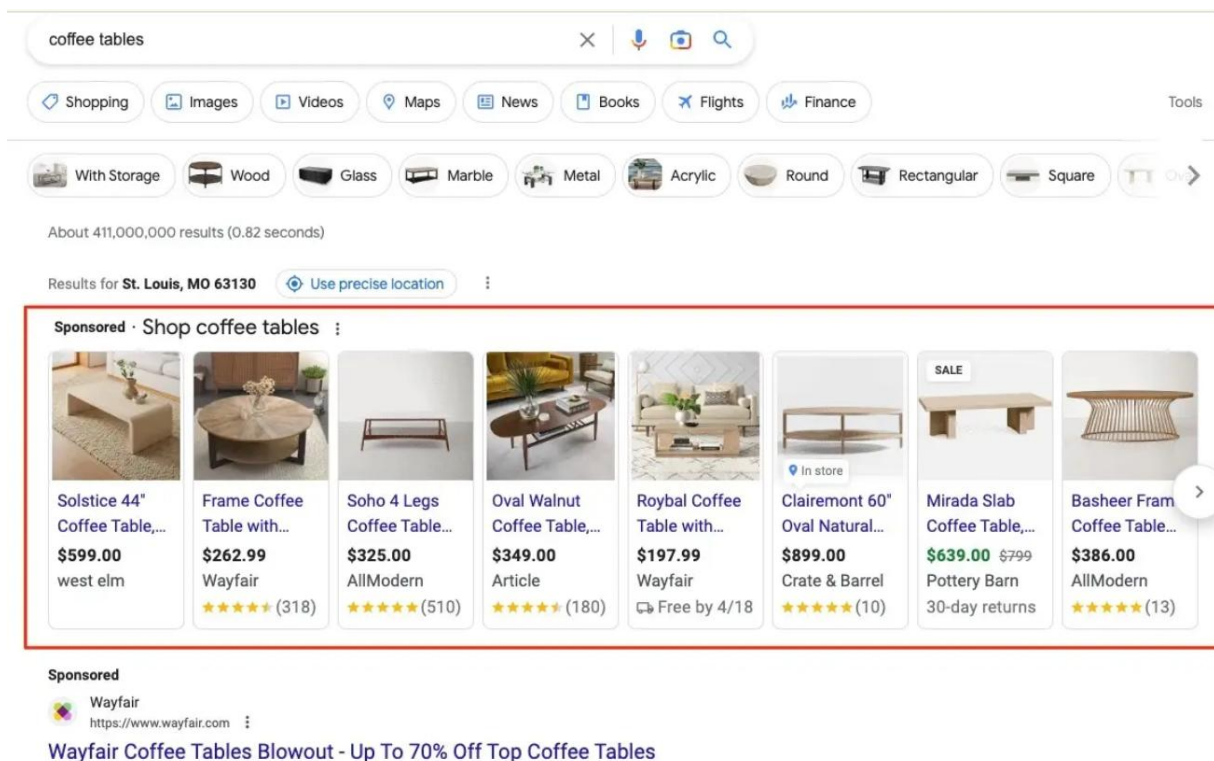
Read blog



Adobe

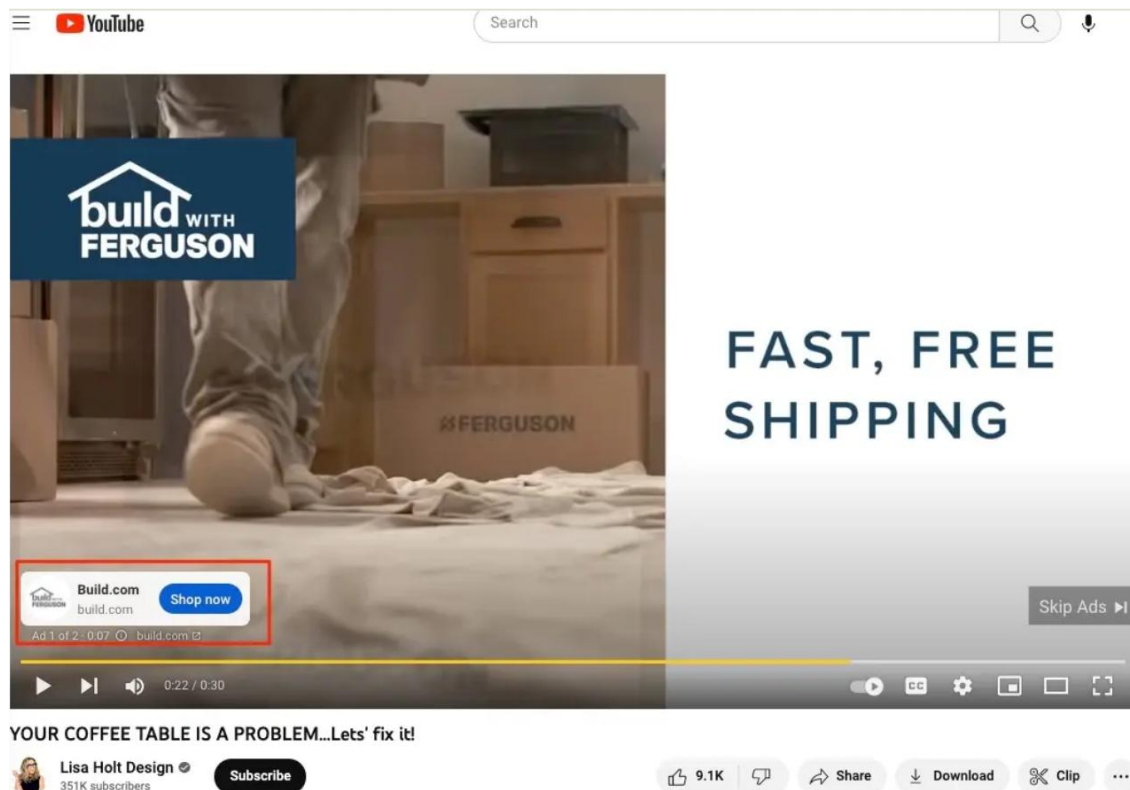
PPC CAMPAIGNS ..CONT.

3. **Shopping Ads** are product listings that appear at the top of SERPs for product-related searches.
- They also appear in the Google Shopping tab, and typically include an image of the product, the price, and a link to the product page.



PPC CAMPAIGNS ..CONT.

4. **Video ads** are advertisements that appear before, during, or at the end of videos on YouTube and other websites.
- They are highly targeted based on user data, and are designed to increase brand awareness and drive traffic to your site.

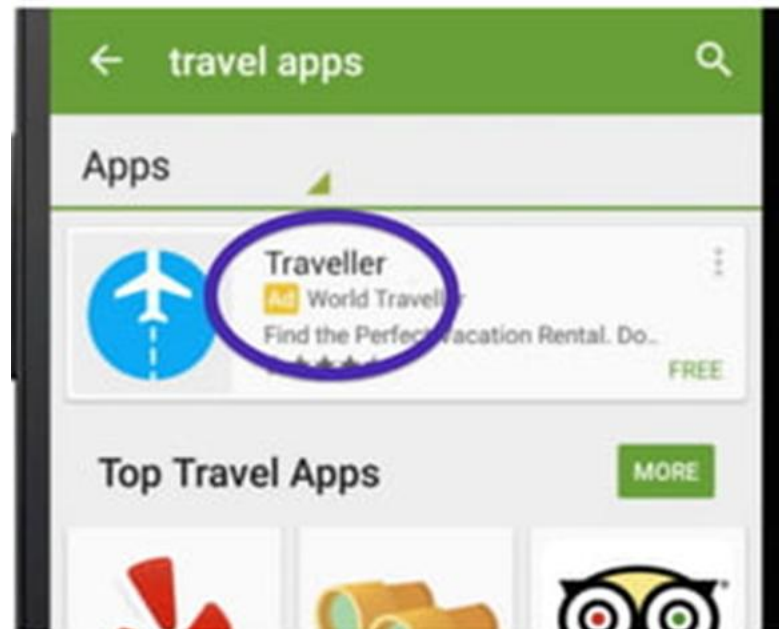


SEM

By: Sahar Andaleeb

PPC CAMPAIGNS ..CONT.

5. **App ads** are designed to promote your app across Google's *properties*, such as Search, YouTube, and the *Google Display Network*. They help your business grow by finding new app users!



KEY TERMS

Impressions: Number of times that your ads are displayed to users

Clicks: Number of times a users click on your ads

Click-Through Rate (CTR): Percentage of users who clicked on your ads after they were displayed $(\text{clicks}/\text{impressions}) \times 100$.

- CTRs are influenced by ad position, ad copy and brand recognition.

Cost-Per-Click (CPC): Average cost that you pay for each click on your ads

Conversion Rate (CR): is the percentage of website visitors who take a desired action, such as making a purchase, filling out a form, or subscribing to a newsletter, out of the total number of visitors.

KEY METRICS

Reach: The total users mentioning your brand plus their followers.

Engagement: The people taking an action on your content.

Average engagement rate: the average rate of people who took action versus people who saw your content.

Visits: The total number of times people have been to your site/page.

Unique visitors: The total number of individuals who have been to your site/page.

KEY METRICS ...CONT.

Bounce rate: People arriving and then leaving without visiting another page.

Sales: Total number of sales (you could also split this into the separate sales channels, eg social, website, phone).

Response rate: The percentage of people who have in some way responded to your content.

Mentions: The number of times that your brand has been mentioned.

KEY METRICS ...CONT.

Followers: The number of followers you have on any or all networks.

Buzz: Combination of a number of factors that suggest how popular you are right now.

Sentiment: Reviewing the types of message about you for positive and negative sentiment.