Name: Krupesh Patel

Class: TE IT2 (T21)

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Chapter No.: 06, Class Assignment - (Self Learning Topic)

Q.No.: 01) What is E-CRM and how does it help in automates sales, marketing and customer service?

Ans.)

Electronic customer relationship management (E-CRM) is the application of Internet-based technologies such as emails, websites, forums and other channels to achieve CRMobjectives. It is a well-structured and coordinated process of CRM that automates the processes marketing, sales and customer service.

Supplier can convert leads into new customers as E-CRM manages all aspects of the cycle. E-CRM will bring an extensive range of features that help you navigate, monitor and enhance the entire sales process. It tracks every single interaction with a customer using the sales process: calls, meetings, emails and so forth. That way, you can ensure your marketing efforts aren't overlapping while being optimized to bring maximum results. It makes the lives of sales repetitions much easier by tracking relevant information and revealing gaps where your team can be more efficient.

E-CRM focuses on automating recurring tasks the marketing department faces at multiple points of the customer lifecycle. This covers everything from the time they first come into the system to the moment they turn into a customer and beyond. It helps in campaign management for lead generation. It provides lead nurturing or re-engagement, by using email campaigns. It provides lead prioritization, using lead scoring and win probability.

E-C RM offers great benefits for finding new ways to improve the customer experience.
It automates the customer service by providing:

1. Chabots powered by AI
2. Customer self-service (FAQ page or a knowledge base)
3. Automated responses, such as resetting a password
4. Case routing when a customer creates a new ticket

A report says that 80% of customer service decision makers view AI as being most effective when used in concert with humans, rather than as a sole replacement. A blended approach is the best way to serve customers. Some will prefer the fast, simple responses automation can provide, while others will want to interact with a human. While improved efficiency may be an important motivator to automate aspects of your customer service, an even bigger reason is the potential to greatly improve customer satisfaction.

Q.No.: 02) How does digital techniques like SEO and SEM improve sales and marketing for an organization?

Ans.)

SEO stands for search engine optimization. SEO is the process of taking steps to help a website or piece of content rank higher on a search engine
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SEO and keyword research can help you target a specific audience based on the search terms they're using, which greatly increases your chances of selling the product. By attracting the right visitors to your website, you can increase your conversion rate and sell more products and services. You'll need to create useful and engaging content around those keywords. Those same keywords should also be used throughout your website, product pages, and landing pages. This creates relevancy and helps search engines understand what your site is all about. Content marketing is necessary for SEO, but it's only part of the equation. Thus, in this way SEO helps in increasing the sales of an organization.

Search engines want to provide the best service for their users. This means delivering results on the search engine pages that are not only high quality but also relevant to what the searcher is looking for. In order to do this, search engines will scan, or crawl, different websites to better understand what the site is about. This helps them deliver more relevant results to those who are searching for certain topics or keywords. Similarly, the search engines will scan the site to determine how easy it is to navigate and read, rewarding user-friendly sites with higher rankings on SERPs. SEO is the process that organizations go through to make sure that their site ranks high in the search engines for relevant keywords and phrases. This is how organizations can use SEO to improve their marketing strategy.

SEM, or search engine marketing, is the act of using paid strategies to increase search visibility. Brands pay for ads to appear as search results on search engine results pages.

Search engines use complicated algorithms to ensure the most relevant results are returned for each search, including location and other available information. In paid search advertising, sponsored ads appear at the top of and on the side of search engine results pages to gain more visibility and prominence than the organic results. Let's say that you are a customer looking for a product or service online. You go to a search engine and type in your search terms (also known as keywords). In your search results page, you will come across various company ads whose keywords match the keywords in your search. These ads appear in prominent locations on the page – along with the other search listings that match your keywords. The paid listings are highly relevant to your specific search, making it likely that you will click on them. This in turn increases the sales of an organization.

Now let's take a look at how SEM campaigns work from the marketer's perspective. SEM networks are self-serve operations. Once a marketer selects a network, they can get a campaign up within a short period of time. When setting up a campaign within an SEM network, the marketer is prompted to:

1. Conduct keyword research and select a set of keywords related to their website or product.
2. Select a geographic location for the ad to be displayed within
3. Create a text-based ad to display in the search results
4. Bid on a price they are willing to pay for each click on their ad
5. Text-only ads are easy to produce. Marketers enter a headline, text for the body of the ad, a call-to-action and a URL for the hyperlink.

Search engine marketing is considered by many to be the most efficient way to spend marketing dollars.