Advanced course in digital media and communication

Level 1

Digital Marketing Introduction

- Digital Fundamentals
- Digital Terminologies
- Media Assets
- Paid Media Formula & Buy Type
- Platform Introduction
- Preparing a Media Brief

How do you define digital marketing?

- A form of marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications. Philip Kotler

Philip Kotler defines digital marketing

- '... a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications,

How do you define digital marketing?

- Digital marketing refers to the use of digital technologies, such as the internet, mobile devices, social media, search engines, and other digital channels, to promote a product, service, or brand. It involves various marketing tactics and strategies, including search engine optimization (SEO), content marketing, email marketing, social media marketing, mobile marketing, pay-per-click advertising, and other forms of online advertising.

- The primary goal of digital marketing is to reach and engage with target audiences, increase brand awareness, drive traffic to a website, generate leads, and ultimately, convert those leads into customers. Digital marketing is constantly evolving, and businesses must stay up-to-date with the latest trends and technologies to remain competitive in today's digital landscape.

How Big Is The MEDIA Industry in 2021?

- As of 2021, the digital media industry in India is estimated to be worth approximately $11 billion USD. This includes various sectors such as digital advertising, e-commerce, social media, online streaming, gaming, and other digital services. The digital media industry in India has seen rapid growth in recent years, driven by factors such as increasing internet penetration, growing smartphone adoption, and the rise of digital platforms and services. The industry is expected to continue to grow in the coming years, with some estimates projecting it to reach $34 billion USD by 2025.
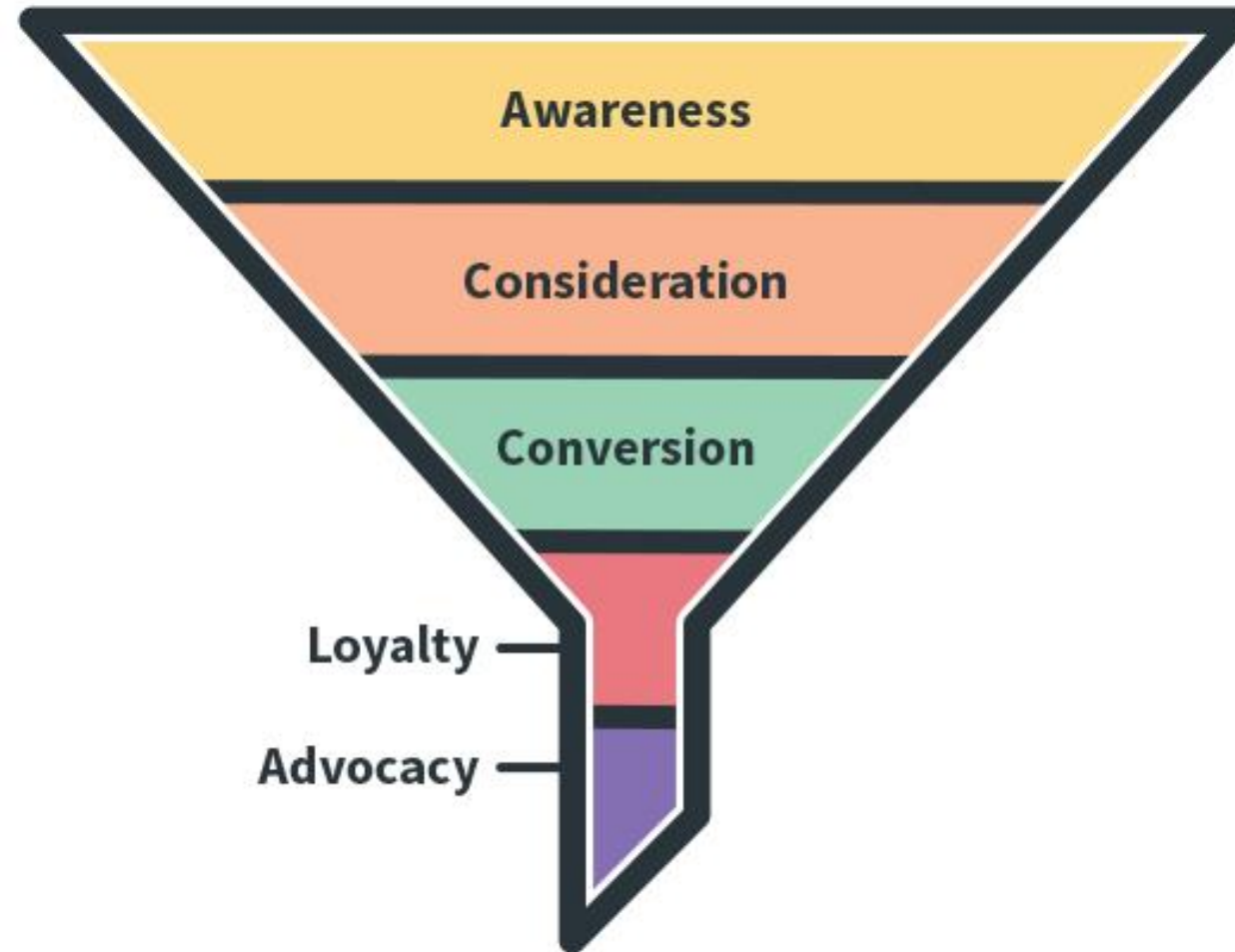
Digital marketing activities

- **Search Engine Optimization (SEO)**
- **Search Engine marketing (SEM)**
- **Content marketing**
- **Influencer marketing**
- **Content automation**
- **Campaign marketing**
- **E – Commerce marketing**
- **Social media marketing**
- **E mail direct marketing**
- **Mobile phones(SMS, Whatsapp)**
- **In App marketing**

Digital Industries

- Entertainment
- Technology
- E-Commerce
- Education
- Marketing and advertising
- Sports
- Television
- Publishing

What are the objectives of digital marketing?

Consume purchase funnel

Awareness

Awareness is the first step in the buying process and the most important. Without awareness, the consumer will not consider the brand for purchase.

Digital marketing can play an important role in creating awareness and some channels of digital marketing are more apt for it.

There is display advertising on websites, social media such as Facebook, LinkedIn and YouTube.

Consideration / Interest

- It is not enough for a marketer that a consumer is aware of the brand. Consumers must be interested in the brand.

- This is only known as 'consideration stage'.

- Consumers consider the brands that they have heard about in traditional channels or on social media or have seen their friends using it.

Education

- New media makes it easy for consumers to evaluate the competing choices using inputs from reviewers, peers, retailers, influencers, specialists, marketer and competitors.

- Some digital channels that are more apt for this stage are community forums, blogs and review rating sites.

Action/ Conversion /Sales

- In this stage, consumers purchase the product that they desire and prefer. This stage generates revenues for the brand and is the outcome every marketer desires.

- Having conveniently located retail outlets or online purchase facility will help the consumers in making the purchase.

- Consumers may drop off at any stage as they may not like the design of the site or it may be slow to load or they may not find the right variant of the product or may be seeking discounts or payment may not go through.
- .

Advocacy

- Consumers experience satisfaction or dissatisfaction after purchase. They may share their experience on social media and spread word of mouth.

- A study by eMarketer of the leading channels leveraged by CMOs in Europe and the US, by stages of customer experience (Table 1.3), shows that unlike mass media, digital channels such as social media, email and website are good across different stages of the buying process.

- Whereas TV is good mostly for the awareness stage, social media is good for all stages. This is a huge strength of digital marketing as it is effective in creating awareness as well as developing preference and enabling purchase and triggering word of mouth.

Digital Marketing Objectives

- Increasing brand awareness: Digital marketing can help businesses to increase their visibility and reach a larger audience online, thereby improving brand recognition and awareness.

- Driving website traffic: By utilizing various digital marketing tactics such as search engine optimization (SEO), pay-per-click advertising (PPC), and social media marketing, businesses can attract more visitors to their website.

- Generating leads: Digital marketing can be used to capture potential customers' information and generate leads through tactics such as email marketing, content marketing, and lead magnets.

- Improving customer engagement: Digital marketing can help businesses to better engage with their target audience through social media, online communities, and other digital channels.

- Increasing sales and revenue: Ultimately, the goal of digital marketing is to drive conversions and increase sales and revenue for the business.

- Building brand loyalty: By providing valuable content, personalized experiences, and exceptional customer service, digital marketing can help businesses build lasting relationships with their customers and increase brand loyalty.

Advantage of Digital Marketing

Advantage of Digital marketing

- Able to reach vast numbers of potential consumers at one time.

- Consumers are exposed to the brand and the product that is being advertised directly.

- Easy to access, any time any place.

- Engage and interact

Advantage of Digital marketing

- Level Playing Field Digital marketing creates a level playing field for all marketers.

- It does not require big budgets, and hence small and medium businesses can also leverage it.

- It does not have huge costs as an entry barrier like traditional advertising.

Advantage of Digital marketing

- Measurability :- Digital marketing has given power back to marketing as it enables measurement of performance and calculation of return on investment which has always been the holy grail of marketing.

- With digital marketing, marketers can close the loop as they precisely know how many people saw the ad, how many people clicked, how many visited the website, how many registered and how many bought.

Advantage of Digital marketing

- Push and Pull Within digital marketing, marketers have the choice to go for either push or pull medium.

- Whereas 'search' is more of pull medium, banner ads on websites chosen based on context is push marketing.

- Digital marketing enables brands to do both strategic brand building marketing and tactical sales-oriented activities.

- On one hand, marketers can form communities on social media, thus nurturing relationship with consumers; on the other, they can generate leads and sales.

Advantage of Digital marketing

- Real-time Marketers get instant feedback in digital marketing that enables them to optimise their campaigns.

- They know what is working and what is not, and hence can tweak the campaign mid-way.

- This improves the Return on Investment (ROI) of digital marketing.

- Since marketers must modify the plan based on feedback, digital marketing requires short planning cycles.

- The plans should be short-term and flexible so that one can improvise on them based on real-time metrics.

POE Framework

Paid media

- Paid media includes sponsored advertisements in different channels of digital marketing such as search engines, websites, Facebook, LinkedIn and Twitter. They include campaigns run through different platforms such as Google AdWords and Campaign Manager of Facebook, LinkedIn, and Twitter. It also includes campaigns run through ad networks or Demand Side Platforms (DSPs).

Owned media

- Owned media is like an asset of the company i.e., the company has the ownership of these media. It includes company's official website, microsite, and social media pages such as Facebook page, LinkedIn page, YouTube channel and Twitter handle. It also includes mobile apps or blogs, and also the original content created by the company such as videos, images, infographics and posts.

Earned media

- Earned media is organic and unpaid. It includes publicity that is generated through recommendations and word of mouth. It also includes social media engagement such as likes, shares, comments, replies, retweets, favourites, etc. Earned media is generated by users and hence is more credible and has the power to give exponential reach to the marketer. Earned media accrues only when users like the content and engage with it.

Which one is paid media

- Brand post on Instagram

- Brand Website Banners

- Media Banner on TOI

- User Content on Youtube

Digital Marketing Activities

- Search Engine Optimization (SEO)
- Search Engine marketing (SEM)
- Content marketing
- Influencer marketing
- Content automation
- Digital Video Campaign
- E – Commerce Marketing
- Social Media Marketing
- E mail Direct Marketing
- Mobile phones(SMS & MMS)

Basic Digital Terminologies

- **Page View :-** In digital marketing, a page view refers to a single instance of a webpage being loaded or viewed by a user. It is a metric used to measure the popularity and traffic of a website, as well as the effectiveness of digital marketing campaigns that drive traffic to the site.

- Impression:- A page impression is similar as a page view in digital marketing. It refers to a single instance of a webpage being loaded or viewed by a user. The terms "page impression" and "page view" are often used interchangeably in digital marketing and website analytics. A page impression is counted each time a webpage is loaded, regardless of whether the user interacts with the content on the page.

Basic Digital Terminologies

- CTR :-CTR stands for Click-Through Rate, which is a commonly used metric in digital marketing to measure the success of an online advertising campaign or a link placed on a website. It is calculated as the percentage of users who click on a specific link or ad compared to the total number of users who view it.

- For example, if an ad is displayed 100 times and 5 people click on it, the CTR would be 5%. CTR is important because it helps to measure the effectiveness of an ad or link in capturing the attention of potential customers and encouraging them to take action, such as clicking through to a landing page or making a purchase. A higher CTR generally indicates that an ad or link is more appealing to users and more successful in achieving its goals.

Basic Digital Terminologies

- CPC/PPC (Pay-Per-Click) marketing is a form of online advertising in which advertisers pay each time a user clicks on one of their ads. In a PPC campaign, advertisers bid on specific keywords or phrases relevant to their target audience, and create ads that appear at the top or bottom of search engine results pages (SERPs) or on other websites.

- CPC/PPC advertising can be highly effective in driving traffic to a website or landing page, as it allows advertisers to reach a highly targeted audience and only pay for clicks from interested users. PPC advertising platforms, such as Google Ads and Bing Ads, offer a variety of targeting options, ad formats, and bidding strategies to help advertisers optimize their campaigns and achieve their marketing goals.

Basic Digital Terminologies

- VTR stands for View-Through Rate, which is a metric used in digital marketing to measure the number of times an ad is viewed by a user without being clicked on, but still results in a conversion, such as a purchase or a sign-up.

- In a VTR campaign, an ad is displayed to a user, but instead of clicking on the ad, the user performs the desired action (such as making a purchase or filling out a form) at a later time. The VTR is calculated as the number of conversions divided by the number of ad impressions, expressed as a percentage.

Basic Digital Terminologies

- CPM stands for Cost Per Mille, which is a pricing model used in digital marketing to determine the cost of displaying an ad to 1,000 viewers or impressions. The "mille" in CPM refers to the Latin word for "thousand".

- In a CPM campaign, advertisers pay a set rate for every 1,000 impressions of their ad, regardless of whether or not the ad is clicked on or leads to a conversion. For example, if an advertiser pays a CPM rate of $5, they would pay $5 for every 1,000 impressions of their ad.

- CPM is commonly used in display advertising, where ads are placed on websites or social media platforms, and can be useful for campaigns that prioritize brand awareness and exposure over direct response or conversions. Advertisers can use CPM to estimate the cost of reaching a specific audience size and set a budget accordingly.

Basic Digital Terminologies

- CPV stands for Cost Per View, which is a pricing model used in digital advertising to determine the cost of displaying a video ad to a viewer who watches it for a specific length of time, typically a few seconds.

- CPV is commonly used for video advertising on platforms such as YouTube, Facebook, and Instagram, and can be an effective way to reach a large audience and generate engagement with a brand or product

- For example, if you pay INR 0.25 **CPV** and book 1,000 views on a site, then you **would** pay 25 Pisa every time your video was played, and INR 250 in total.

What are the digital media assets

1. Images - photographs, graphics, icons, illustrations, logos, and other visual elements.
2. Videos - recorded or live-streamed video content, including promotional videos, tutorials, interviews, and vlogs.
3. Audio - podcasts, music tracks, sound effects, voice-overs, and other audio elements.
4. Text - articles, blogs, social media posts, product descriptions, and other written content.
5. Animations - animated GIFs, 3D models, and other animated content.
6. Presentations - slideshows, infographics, and other visual aids used for presentations.
7. Social media profiles - the visual and written content used to represent a brand on social media platforms.
8. Websites and landing pages - the layout, design, and content of a website, including text, images, videos, and audio.
9. E-books and whitepapers - longer-form written content used for lead generation and thought leadership.
10. Apps - software applications used on mobile devices, computers, or other digital devices.

Digital KPI (Key Performance Index)

- Key Performance Indicators (KPIs) for digital marketing are metrics used to measure the success and effectiveness of online marketing campaigns.

- These KPIs help marketers understand how well their strategies are performing in achieving business and marketing objectives.

- **Traffic Metrics**: Measures the number of visitors to a website. This includes overall traffic and the sources of that traffic (e.g., organic search, social media, direct visits).
- **Conversion Rate**: The percentage of visitors who take a desired action, such as making a purchase, signing up for a newsletter, or filling out a contact form. It's crucial for understanding the effectiveness of how website traffic is being transformed into leads or sales.
- **Cost Per Click (CPC)**: In paid advertising campaigns, this metric indicates the cost for each click on an ad. It's essential for budgeting and understanding the cost-effectiveness of paid ad campaigns.
- **Customer Acquisition Cost (CAC)**: This is the total cost of acquiring a new customer, including all marketing and sales expenses. It's vital for understanding the value that each customer brings compared to what it costs to acquire them.

- **Return on Investment (ROI)**: A critical metric that measures the profitability of marketing efforts. It's calculated by dividing the net profit from a marketing campaign by its total costs.

- **Social Media Engagement**: This includes likes, shares, comments, and follows on social media platforms. It helps in understanding how engaging the content is and how well it resonates with the target audience.

- **Email Open and Click-Through Rates**: For email marketing campaigns, these metrics indicate how many people are opening emails and clicking on links within them. It's crucial for gauging the effectiveness of email content and subject lines.

- **Bounce Rate / Website Engagement Rate**: The percentage of visitors who leave a website after viewing only one page. A high bounce rate might indicate that the site's content is not relevant or engaging to visitors.

- **Lead Generation Volume**: The number of leads generated from various digital marketing activities. This KPI is vital for sales-driven campaigns.

- **Search Engine Rankings**: The position of a website's pages in search engine results pages (SERPs) for specific keywords. Higher rankings can lead to more organic traffic.

Digital and Offline KPI for awareness

- **Reach**: This measures the number of people who have seen or heard the marketing message. For TV and radio, this might be measured in terms of viewership or listenership numbers. For print media, it's often the circulation number. For digital we can use Reach as well to build awareness.

- **Frequency**: The average number of times the target audience is exposed to the marketing message. This is crucial in building brand awareness and recall.

- **Media Impressions**: The estimated number of times the ad could potentially have been seen, though not as precise as digital impressions.

Different types of media buying

CPM	CPC	CPL/CPA	Sponsorships
• Allows planner to select best performing sites and placement • Measured in terms of Clicks, CTR	• Cannot select section or placement. Auto-runs based on inventory availability • Measured in terms of actual deliveries and cost efficiency	• Suited for sales/leads based campaign • Measured in terms of signups achieved, cost efficiency	• Long-term branding initiatives • Still measured in terms of clicks, CTR

FIGURE 2.15 *Buying models*

Impact Buys (Fixed)	Impression Buys (CPM)	Click Buys (CPC)
Fixed presence on high traffic destination	Impressions buys on premium destinations	Response based buys for small publisher, enables long tail reach
Delivers visibility generating awareness	Ensure reach to the relevant audience on premium inventory	No contribution to the impact and runs on residual inventory
High cost property both in terms of percentage allocation of total budget and the eCPC achieved	Percentage allocation of total budget lower than impact buys and the eCPC achieved is also low	eCPC is the lowest delivering highest ROI

Paid Media Formula:- CTR

- CTR stands for Click-Through Rate, which is the ratio of clicks to impressions for a particular ad or link. The formula for calculating CTR is:
- CTR = (Clicks / Impressions) x 100%
- For example, if your ad received 1,000 impressions and 100 clicks, the CTR would be:
- CTR = (100 / 1,000) x 100% = 10%
- This means that for every 100 times your ad was shown, 10 people clicked on it.
- CTR is a key metric in digital marketing as it measures the effectiveness of your ad in driving clicks and traffic to your website. A higher CTR indicates that your ad is resonating with your target audience and is more likely to result in conversions, while a lower CTR may indicate that your ad needs to be revised or optimized.

Paid media formula:– Conversion Rate

- Conversion rate is a key metric in digital marketing used to measure the number of conversions (such as form submissions, sign-ups, or purchases) achieved by a website or landing page, relative to the number of visitors to that page. Here's how to calculate conversion rate:

- Conversion rate = (Number of Conversions / Number of Visitors) x 100%

- For example, if your website had 5,000 visitors in a month and generated 100 sales, the conversion rate would be:

- Conversion rate = (100 / 5,000) x 100% = 2%

- This means that 2% of visitors to your website converted into customers during that month.

Case 1

We are launching a product.

- Please define what the objective of the brands will be

- What will be the POE framework.

- What would be the digital marketing activities.

- What would be the digital asset we would create for this product

Types Of Creatives

Types of media creative

- Image

- Text

- Video

- Audio

Types Of Ads

- Types of Display Ads Display ads can be classified into different types based on two factors, namely size and format.

Format Based on format, display ads can be grouped into three categories as follows:

- Image Ads Image ads contain static images related to your product or service. They have no effects and are the most standard format of advertising.

- Rich Media Ads Rich media ads include other interactive media elements such as animations, GIFs or other dynamic aspects which change upon user interaction. For example, ads which you can interact with as you hover on them or scroll down. A classic example of a rich media ad is a page peel ad, where in, when you click on the slightly peeled off part on the top right, the ad appears as the page peels off completely.

- Video Ads Video ads are those in which a video is embedded in the ad. This format of advertising is extensively used in YouTube. It is highly effective and is gaining immense popularity in the advertising world.

FIGURE 2.8 *Medium rectangle ad*[vi]

FIGURE 2.9 *Large rectangle*[vii]

FIGURE 2.10 *Leaderboard*[viii]

Half Page

This is the biggest of all and covers most part of the webpage. It provides ample space to the advertisers to communicate their message and provide rich engagement. Available only in the desktop mode, the half-page ad is increasingly gaining traction and has a size of 300 × 600 pixel (Figure 2.11).
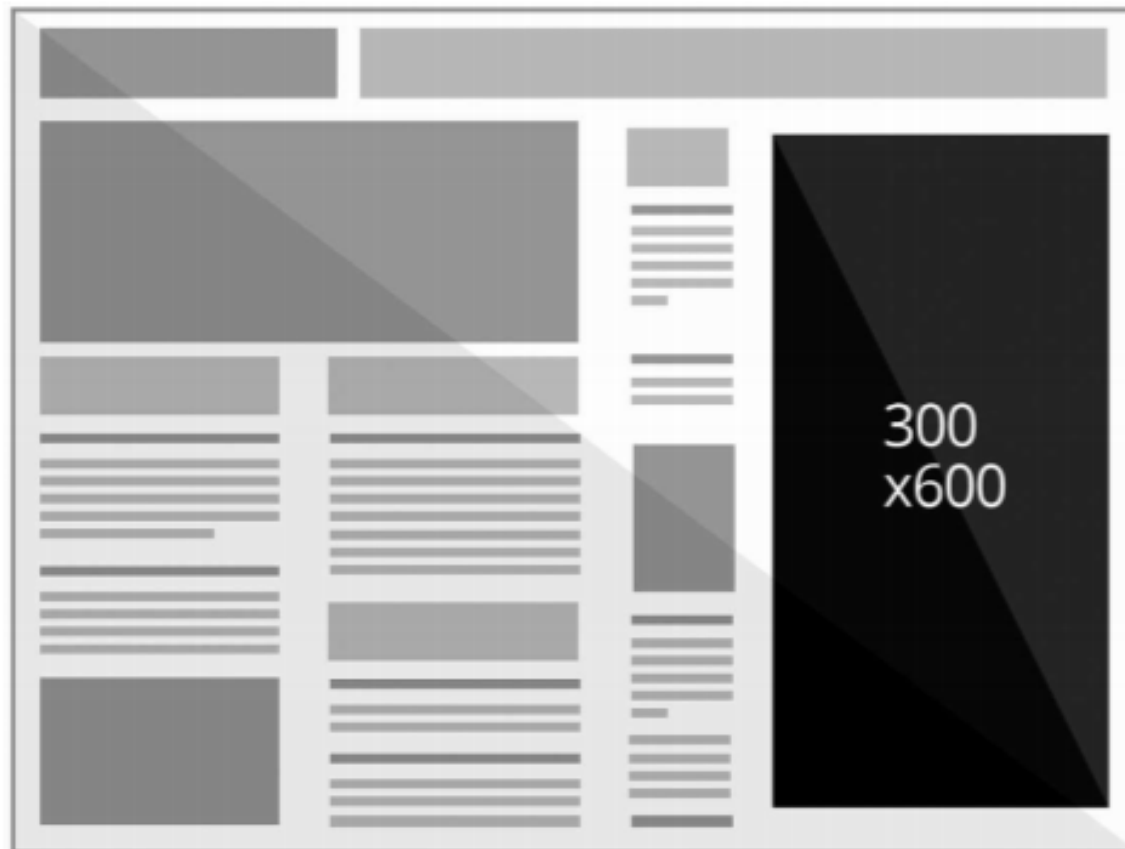
FIGURE 2.11 *Half page*[ix]

FIGURE 2.12 *Large mobile banner*[vii]

Audience Understanding and Targeting

Audience targeting: Identifying and understanding the target audience is a critical first step in developing effective digital marketing strategies.

Businesses need to know who their target audience is, what their interests and behaviours are, and how to reach them through digital channels.

In digital marketing, the target group refers to the specific audience or group of people that a brand or marketer wants to reach and engage with through their digital marketing campaigns.

Audience Understanding and Targeting

- To define the target group in digital marketing, marketers typically use a combination of demographic, psychographic, and behavioural factors, such as age, gender, income, interests, online behaviour, and purchasing habits.

- Defining the target group is a critical step in digital marketing as it helps marketers to create personalized content, select relevant digital channels, and optimize their campaigns for maximum impact and ROI. It also ensures that the marketing messages reach the right people, which can increase conversion rates and drive sales.

Demographic Targeting:

Demographic targeting is based on demographic characteristics such as age, gender, income, education, marital status, and geographic location. This approach is useful when marketers want to target a specific group of people based on their basic information. For example, if a brand wants to target female college students in a particular city, demographic targeting can help them to narrow down their audience.

Psychographic Targeting:

Psychographic targeting is based on the psychological characteristics of the target audience, such as interests, attitudes, values, and lifestyle. This approach helps marketers to understand the motivations and preferences of their audience, which can be useful in creating personalized content that resonates with them. For example, if a brand wants to target environmentally conscious consumers who are interested in sustainable products, psychographic targeting can help them to identify this group.

Behavioural Targeting:

Behavioural targeting is based on the behaviour of the target audience, such as their online search history, past purchases, and interactions with digital content. This approach helps marketers to understand the specific actions and behaviours of their audience, which can be used to create targeted marketing messages that encourage them to take a specific action. For example, if a brand wants to target consumers who have recently searched for a specific product online, behavioural targeting can help them to reach this group.

Types of audience

- Buying Audience:- The TG segment that has the buying power.

- Communication Audience:- The segment you want to target your communication to but not necessary to be the buyer.

Skincare+Beauty Journey is highly connected and non-linear thanks to digital influencing 9/10 journeys

Discover new products

Learn more about products

Compare benefits

Get final information & buy

Discover trends and get inspired

Understand specific needs/ concerns

Compare prices of products or brands

Get recommendations

Use & learn how to apply

🔍 **Discover & understand**   🏷 **Compare & Consider**   🛒 **Buy**   **Use**
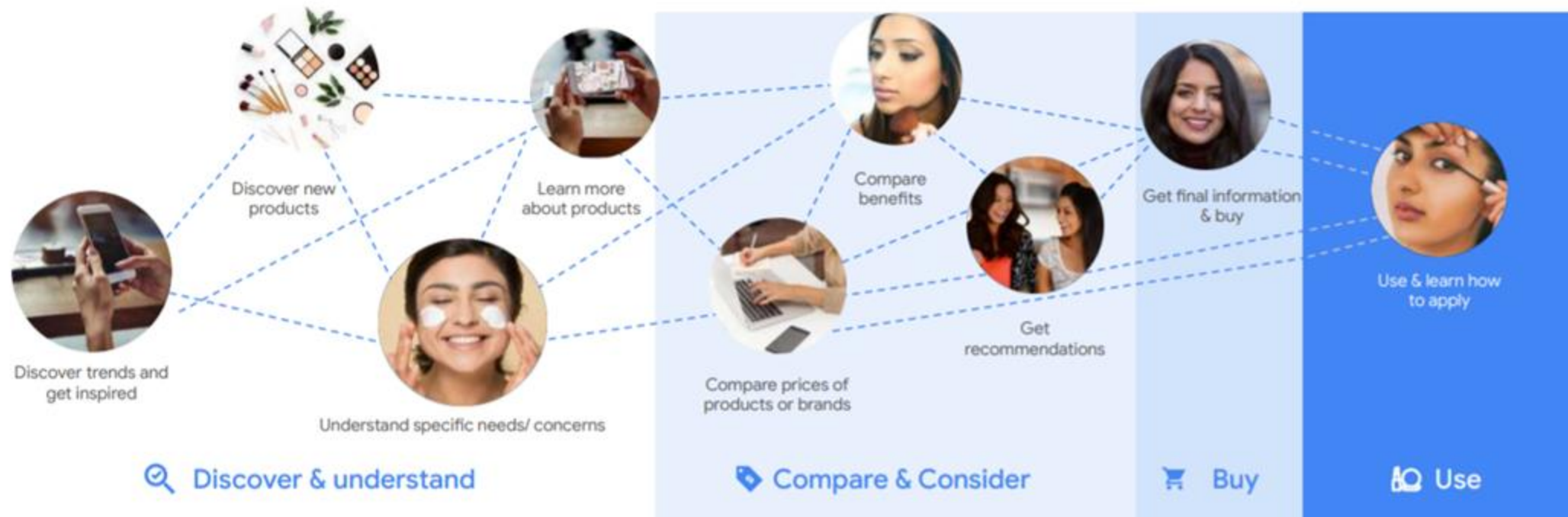
From simple awareness, consideration, moment of purchase and post-purchase experience, the journey is now **more connected, detailed and personal** than ever

Content Touch Points During Their Journey
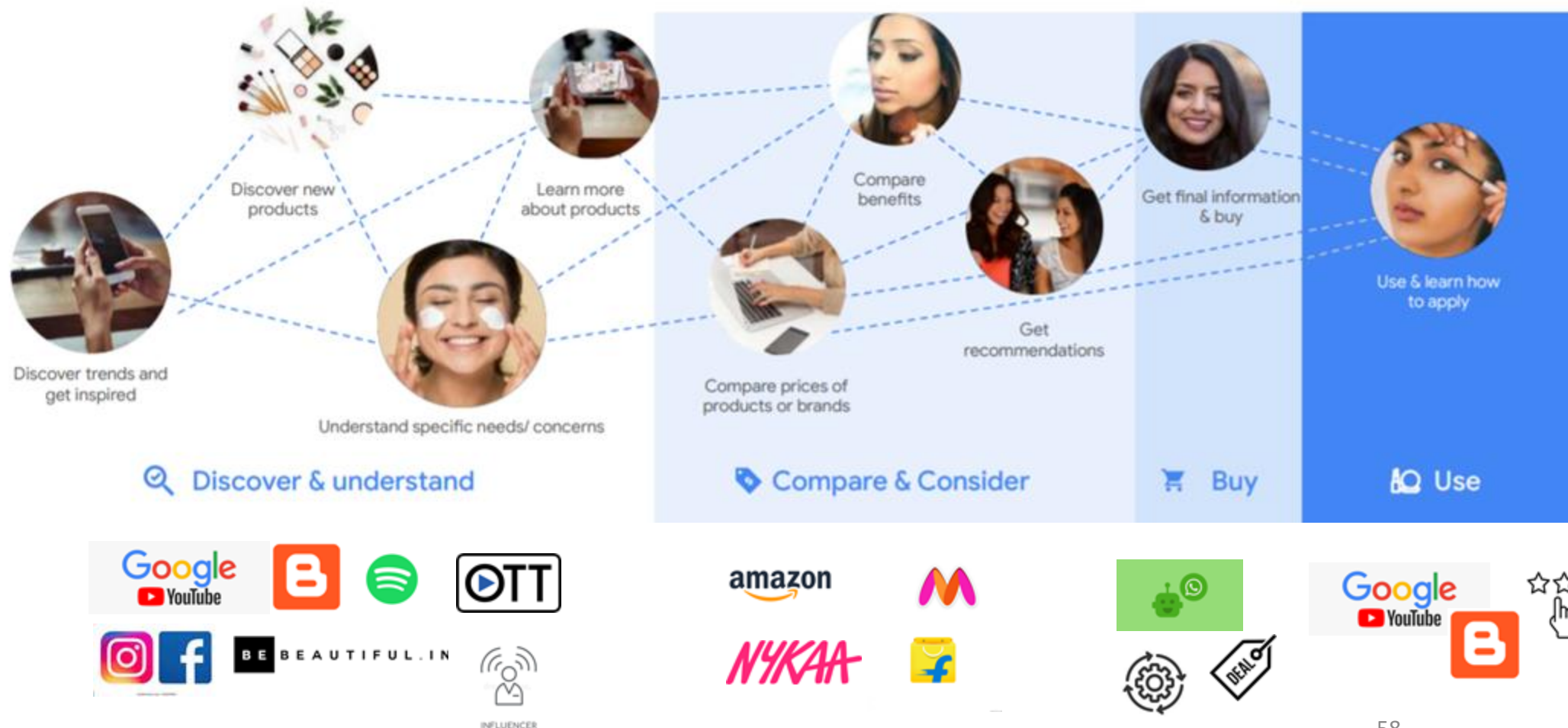
Identifying Cohorts (Beauty Brand)

1.By Age Group:
1. Gen Z Beauty Enthusiasts (ages 13-24)
2. Millennials (ages 25-40)
3. Gen X (ages 41-56)
4. Baby Boomers (57-75)
5. Seniors (75+)

2.By Skin Type:
1. Dry Skin Shoppers
2. Oily Skin Seekers
3. Combination Skin Consumers
4. Sensitive Skin Individuals

3.By Concern:
1. Acne-Prone Audience
2. Anti-Aging Advocates
3. Hyperpigmentation Helpers
4. Rosacea Relief Seekers

4.By Product Preference:
1. Organic/Natural Beauty Buffs
2. Vegan Beauty Advocates
3. Luxury Beauty Lovers
4. Drugstore Devotees

5.By Application Style:
1. Minimalist Beauty Followers
2. Full Glam Enthusiasts
3. No-Makeup Makeup Fans
4. Experimental/Avant-Garde Look Lovers

1.By Beauty Service Interest:
1. Spa & Salon Goers
2. DIY Beauty Fans
3. Cosmetic Surgery Seekers

2.By Gender & Identity:
1. Men's Grooming & Skincare Audience
2. Non-Binary/Gender Fluid Beauty Shoppers
3. Female-centric Beauty Shoppers
4. LGBTQ+ Beauty Community

3.By Sustainability & Ethical Stance:
1. Cruelty-Free Advocates
2. Zero-Waste Beauty Supporters
3. Ethical Supply Chain Supporters

4.By Purchasing Behaviour:
1. Online Beauty Shoppers
2. Brick-and-Mortar Store Visitors
3. Subscription Box Subscribers

Case 2

Write down a Target Group analysis for a launch of a new coffee brand. The analysis should contain Demographic, Psychographic and Behavioral / Interest segments.

Also share with us the digital platforms (apart from Facebook and Instagram) where we can find and target these audience.

Tools for Digital Marketing

Search Engine Optimization (SEO) Tools:

- **Google Search Console**: Offers insights into how Google views your website.
- **SEMrush**: Comprehensive tool for keyword research, competitive analysis, and more.
- **Ahrefs**: Focused on backlink analysis and keyword research.

Content Management Systems (CMS):

- **WordPress**: Widely-used CMS.
- **Joomla** & **Drupal**: Alternative CMS platforms.
- **HubSpot CMS**: Offers integration with the HubSpot marketing suite.
- **Wix** & **Squarespace**: User-friendly website builders.

Email Marketing Tools:

- **Mailchimp**: Popular for newsletter creation and distribution.
- **SendinBlue**: Email and SMS marketing tool.

Social Media Management:

- **Hootsuite**: Allows scheduling and monitoring of multiple social networks.
- **Buffer**: Social media posting and analytics.
- **Sprout Social**: Comprehensive social media management tool.

Pay-Per-Click (PPC) & Ad Management:

- **Google Ads**: Google's advertising platform.
- **Facebook Ads Manager**: For managing Facebook and Instagram ads.
- **Bing Ads**: Microsoft's advertising platform.

Marketing Automation:

- **HubSpot**: All-in-one inbound marketing software.
- **Marketo**: Robust marketing automation software.
- **ActiveCampaign**: Combines email marketing, automation, and CRM.
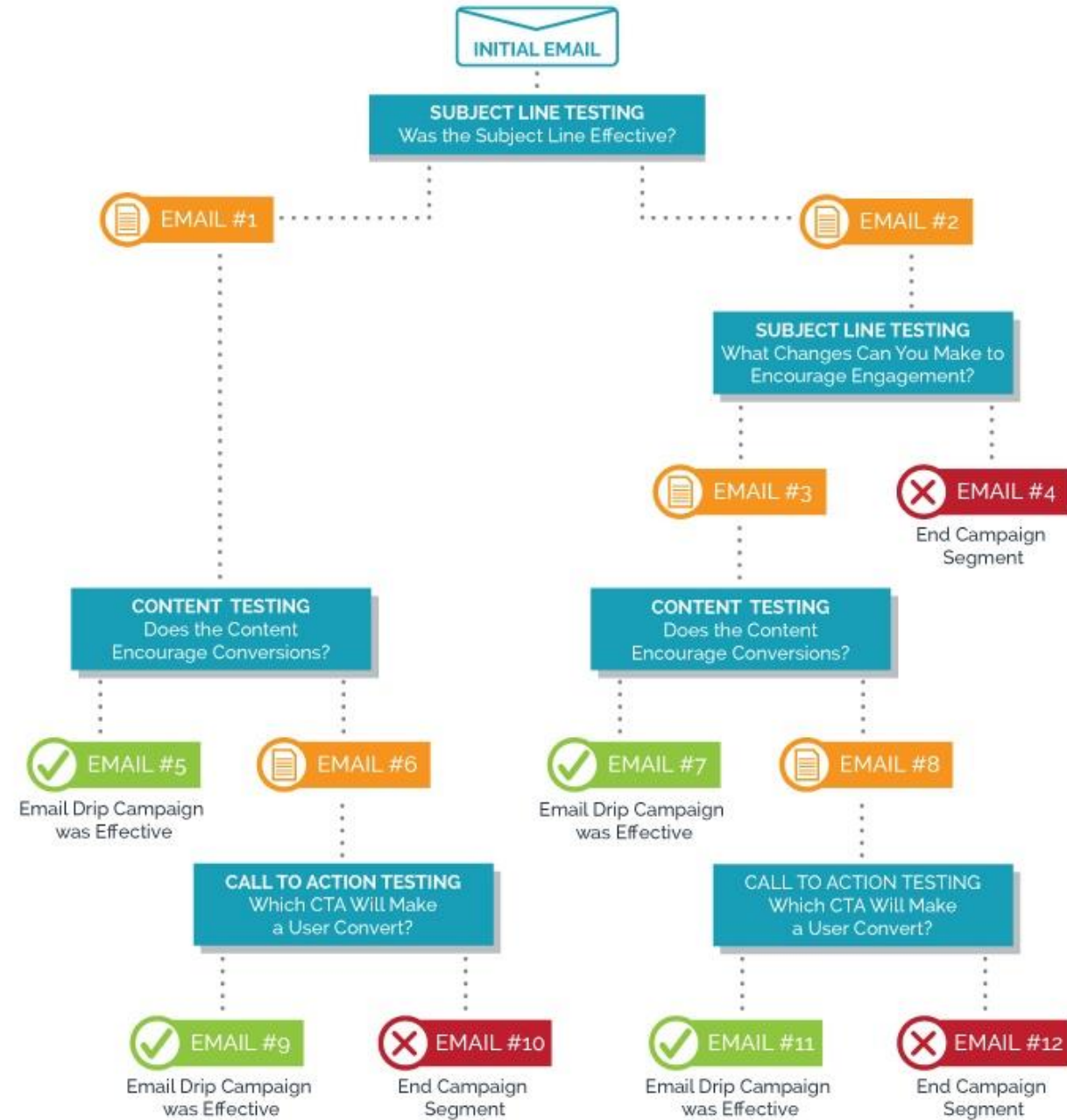
Tools for Digital Marketing

Analytics & Data Visualization:

- **Google Analytics**: Provides detailed statistics and analytics of web traffic.
- **Tableau**: Data visualization tool.
- **Mixpanel**: Product analytics.
- **Hotjar**: Provides heatmaps, session recordings, and surveys.

Graphic Design & Multimedia:

- **Adobe Creative Cloud**: Includes tools like Photoshop, Illustrator, and Premiere Pro.
- **Canva**: User-friendly graphic design tool with templates.
- **Crello**: Alternative to Canva for easy graphics creation.

Landing Page Builders:

- **Unbounce**: Allows you to build, publish, and A/B test landing pages.
- **Leadpages**: Landing page creation and lead gen.
- **Instapage**: Advanced landing page tool with collaboration capabilities.

Customer Relationship Management (CRM):

- **Salesforce**: Comprehensive CRM software.
- **Zoho CRM**: CRM software with sales automation.
- **Nimble**: Simple social sales and marketing CRM.
- **HubSpot CRM**: Free CRM integrated with HubSpot's suite.

Pay-Per-Click (PPC) & Ad Management:

- **Google Ads**: Google's advertising platform.
- **Facebook Ads Manager**: For managing Facebook and Instagram ads.
- **Bing Ads**: Microsoft's advertising platform.

Marketing Automation:

- **HubSpot**: All-in-one inbound marketing software.
- **Marketo**: Robust marketing automation software.
- **ActiveCampaign**: Combines email marketing, automation, and CRM.

Emailer as a Marketing Tool

- A "drip mailer" or "drip email campaign" is a marketing strategy used to automatically send out a series of emails to potential or existing customers over time.

- These emails are pre-written and are distributed at predetermined intervals, or based on specific triggers or user behaviors.

- The term "drip" is used because the emails are sent out methodically, drip by drip, rather than all at once.

Main components and concepts related to drip mailers

- **Segmentation:-** Before starting a drip campaign, it's essential to segment your email list. You might have different sequences for new subscribers, potential customers who abandoned their shopping cart, or existing customers you want to upsell to.

- **Triggers**: Drip emails can be sent out based on certain triggers. For example, when someone signs up for your newsletter, that could be the trigger for the first email in the sequence. If they then download a resource you provided, that might trigger another email, and so on.

- **Pre-Written Content**: All the emails in a drip campaign are pre-written. This means that you can carefully craft and optimize each message well in advance.

- **Timing**: The timing between each email is vital. For instance, after someone signs up for your newsletter, you might send the first email immediately, the next one 3 days later, and another one a week after that.

- **Goals**: Drip campaigns typically have a specific goal in mind, whether that's educating the recipient, nurturing them towards a purchase, re-engaging them if they've been inactive, or other objectives.

- **Measurement and Optimization**: Like all marketing campaigns, it's essential to measure the effectiveness of your drip campaign. This might involve monitoring open rates, click-through rates, conversion rates, and more. Based on these metrics, you can then tweak your emails to make them more effective.

Example of a drip mailer.

1. **Start**: A user subscribes to your newsletter from your website.

2. **Email 1 (Immediate)**:
   1. **Trigger**: User subscription
   2. **Content**: Welcome email with an introduction and a special resource or offer as a thank-you for subscribing.

3. **Wait for 3 days**.

4. **Email 2 (3 days after Email 1)**:
   1. **Trigger**: Time elapsed since Email 1.
   2. **Content**: More detailed information about your brand, possibly sharing a popular blog post or video.

5. **Wait for 7 days**.

6. **Email 3 (10 days after initial subscription)**:
   1. **Trigger**: Time elapsed since Email 2.
   2. **Content**: A promotion or discount code, enticing them to make their first purchase.

7. **Wait for 14 days**.

8. **Email 4 (24 days after initial subscription)**:
   1. **Trigger**: Time elapsed since Email 3.
   2. **Content**: A testimonial or case study showcasing the value of your product or service.

9. **Conditional Split based on User Action**:
   1. **If** the user made a purchase, send a thank-you email and possibly an upsell or cross-sell opportunity.
   2. **If not**, send a reminder about the promo code or a survey to understand their needs better.

10. **End of Sequence**.

INITIAL EMAIL

SUBJECT LINE TESTING
Was the Subject Line Effective?

EMAIL #1

EMAIL #2

SUBJECT LINE TESTING
What Changes Can You Make to Encourage Engagement?

EMAIL #3

EMAIL #4
End Campaign Segment

CONTENT TESTING
Does the Content Encourage Conversions?

CONTENT TESTING
Does the Content Encourage Conversions?

EMAIL #5
Email Drip Campaign was Effective

EMAIL #6

EMAIL #7
Email Drip Campaign was Effective

EMAIL #8

CALL TO ACTION TESTING
Which CTA Will Make a User Convert?

CALL TO ACTION TESTING
Which CTA Will Make a User Convert?

EMAIL #9
Email Drip Campaign was Effective

EMAIL #10
End Campaign Segment

EMAIL #11
Email Drip Campaign was Effective

EMAIL #12
End Campaign Segment

Meta Ad Platform. Campaign setup

Campaigns   Suraj Nambiar (222755

ard Drafts   Review and publish   ...

Search and filter

This month: 1 Aug 2023 - 14 Aug 2023

Create new campaign   New ad set or ad

Campaigns

+ Create   Edit   Breakdown ▾   Reports ▾

○ 💼 Sales

○ 🔽 Leads

	Off/On	Campaign		Reach	Frequency
				11 leads	16,416
	⬤	SJU_EXE_11thAug C			

○ 💬 Engagement

○ 👥 App promotion

○ 🖱 Traffic

○ 📢 Awareness

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

| | | Reel lead 11th july | | k lead | — |
| | ⬤ | SJC EXEC_5jul_2023 | | k lead | — |

Results from 3 camp
Excludes deleted items

11
k leads

16,416
Accounts Centre acco...

Per Accounts Ce

Learn more   Cancel   Continue

SJU_PGDep_...

New Awar...

New Aw...

SJU_PGDep_Aug14 > 1 Ad set > 1 Ad

In draft

Edit   Review

Campaign name

SJU_PGDep_Aug14   Create Template

Special ad categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country.

Learn more

Categories

No categories declared

Campaign details

Close   ✓ All edits saved

Next

In draft

Edit   Review

Maximise reach of ads

Awareness goals

⦿ Maximise reach of ads
We'll try to show your ads to as many people as possible.

○ Maximise number of impressions
We'll try to show your ads to people as many times as possible.

○ Maximise ad recall lift
We'll try to show your ads to people who are likely to remember seeing them.

Video view goals

○ Maximise ThruPlay views
We'll try to show your video ads to people who will watch the entire video when it's shorter than 15 seconds. For longer videos, we'll try to show it to people who are likely to watch at least 15 seconds.

○ Maximise 2-second continuous video views
We'll try to show your video ads to people who are likely to watch 2 continuous seconds or more. Most 2-second continuous video views will have at least 50% of the video pixels on screen.

Audience definition

Your audience selection is fairly broad.
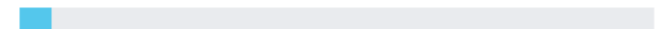
Specific ──────── Broad

Estimated audience size: 405,100,000 - 476,600,000 ⓘ

📈 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

18K-51K

Close ✓ All edits saved

Back   Next

SJU_PGDep_Aug14 > **SJU_PGdep_InfluncerVideo_14Aug** > 1 Ad

In draft

SJU_PGDep_...

SJU_PGde...

New Aw...

✎ **Edit**   👁 Review

Custom Audiences   Create new ▼

🔍 Search existing audiences

Exclude

* Locations

Reach people living in or recently in this location. ⓘ

India

📍 Bangalore, Karnataka City   + 40 km ▼

✓ Include ▼   🔍 richmond circle   Browse

ⓘ Your audience location has been changed from India to BangaloreCity. Undo change   ✕

Audience definition

Your audience is defined.

Specific   Broad

Estimated audience size: 14,600,000 - 17,200,000 ⓘ

〽 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

608K-1.8M

Close   ✓ All edits saved

Back   Next

SJU_PGDep_... > SJU_PGdep_InfluncerVideo_14Aug > 1 Ad

In draft

SJU_PGDep_...

SJU_PGde...

New Aw...

Edit   Review

Add locations in bulk

Age

18 ▼   65+ ▼

Selecting an audience under 18 will limit your targeting options to some locations and age. Learn more

Gender ⓘ

● All   ○ Men   ○ Women

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviours   Suggestions   Browse

Exclude

Languages

All languages

Close   ✓ All edits saved

Audience definition

Your audience is defined.

Specific   Broad

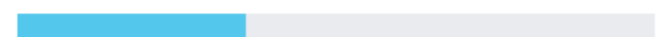Estimated audience size: 14,600,000 - 17,200,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

608K-1.8M

Back   Next

Edit   Review

Save This Audience

Estimated audience size: 2,500,000 - 2,900,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

✓ **Placements**   Learn more

Estimated daily results

Reach ⓘ

422K-1.2M

◉ Advantage+ placements ✦
Use Advantage+ placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

⇗ Recommended

○ Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Show more options ▾

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Close   ✓ All edits saved   Back   Next

▲ Setup error

SJU_PGDep_...

SJU_PGde...

SJ... ⚠

✎ Edit   👁 Review

SJU_PGDEP_Creativename_Aug14   **Create Template**

⚠ **Verifying your changes**   ⌄

✅ **Identity**

◯ Partnership ad ⓘ

* Facebook Page ⓘ

Digital Marketing Academy   ▼

Instagram account ⓘ

dmaindia101   ▼

🔵 Ad preview   Share ▼   ⤢ Advanced Preview

Facebook Feeds

Digital Marketing Academy
Sponsored · 🌐   ✕   ⋮

ST JOSEPH'S UNIVERSITY

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.

Close   ✓ All edits saved   Back   **Publish**

SJU_PGDep_Aug14 > SJU_PGdep_InfluncerVideo_14Au > SJU_PGDEP_Creativename_Aug14 ⚠ Setup error

SJU_PGDep_...

SJU_PGde...

SJ... ⚠

Edit   👁 Review

Change the call to action in your post   ✕

Changing the call to action will update your original post. The available options may differ depending on the campaign, ad set or ad settings you've selected.

Apply Now   ▼

Share ▼   ⤢ Advanced Preview

Ente

Cal

● Apply Now

○ Book Now

○ Contact Us

○ Download

○ Get Directions

○ Get Quote

○ Get Showtimes

○ Learn more

By clicki

Close   ✓ All edits saved   Back   Publish

leads

Learn more

Categories

No categories declared ▾

Conversion

Conversion location

Choose where you want to drive sales. Learn more

● **Website**
Drive sales and conversions on your website.

○ **Website and app**
Drive sales and conversions on your website or app.

Pixel ⓘ

Navyasa by Liva - Official ▾

Conversion event

Purchase

Audience definition

Your audience selection is fairly broad.

Specific   Broad

Estimated audience size: 406,800,000 - 478,600,000 ⓘ

📈 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Based on 7-day click and 1-day view conversion window

✓ All edits saved   **Next**

SEO, SEM, Blog Creation & Promotion

1. SEO (Search Engine Optimization)

- SEO is the process of optimizing a website and its content to rank higher in organic (non-paid) search engine results. It involves improving website structure, keyword usage, link-building, and user experience to increase visibility on search engines like Google. The goal is to attract more relevant traffic and improve conversions.

2. SEM (Search Engine Marketing)

- SEM refers to paid advertising strategies used to promote a website on search engines. It includes **Pay-Per-Click (PPC)** campaigns, such as Google Ads, where advertisers bid on keywords to display their ads at the top of search results. SEM helps businesses quickly gain visibility and drive targeted traffic to their website.

3. Blog

- A blog is a regularly updated section of a website where businesses or individuals publish articles, insights, and stories related to their industry. Blogs help with content marketing, improve SEO, engage audiences, and establish authority in a niche. Businesses use blogs to educate customers, drive traffic, and support brand awareness.

Content Marketing:- Blogs

- **Know Your Audience**: Understanding who you are writing for is crucial. Tailor your content, language, and examples to meet the needs and interests of your target demographic.

- **Content Quality**: Invest time in researching and creating high-quality, original content. Quality is always more important than quantity.

- **Consistency**: Try to maintain a consistent posting schedule. This helps to build trust and keep your audience engaged.

- **SEO**: Optimize your blog for search engines to improve visibility. Use relevant keywords, meta descriptions, and headers.

- **User Experience**: Ensure that your blog is easy to navigate, mobile-friendly, and has a clean design. Loading time also matters.

Content Marketing:- Blogs

- **Engagement**: Encourage reader interaction by ending posts with questions or calls to action. Respond to comments to create a sense of community.
- **Promotion**: Actively promote your blog through social media, email newsletters, and other channels to increase visibility.
- **Analytics**: Use tools like Google Analytics to track visitor behavior, popular posts, and other metrics. This data will guide your future content and strategies.
- **Legalities**: Make sure you have the rights to any images or content you post. Also, consider adding a privacy policy and terms of service.
- **Monetization**: If you're looking to make money from your blog, research and choose appropriate monetization methods like ads, sponsored posts, or affiliate marketing.

Blog Promotion.

- **Social Media Sharing :-** Share snippets, quotes, or highlights from your blog. This can intrigue your followers and drive them to read the full article.

- **Email Marketing**: If you have an email list, sending out a newsletter featuring your latest posts can drive loyal traffic to your blog.

- **Collaborations and Guest Posts**: Partnering with influencers or other bloggers in the beauty industry can help you tap into their audience. Guest posts on their blogs can also bring new readers to yours.

- **Forums and Online Communities**: Places like Reddit, Quara or specialized beauty forums can be excellent platforms for sharing your blog, provided you do it in a non-spammy way.

- **Paid Promotion**: Platforms like Facebook and Google offer paid advertising options that can target very specific demographics.

Blog Promotion.

- **Content Syndication**: This involves republishing your blog posts on third-party websites that have a larger or different audience. Just make sure to set canonical tags to avoid SEO issues.

- **Webinars and Live Sessions**: Hosting webinars or live Q&A sessions related to your blog's topics can attract a more engaged audience.

- **PR and Media Outreach**: You can write press releases about significant blog posts or milestones and distribute them through PR channels.

- **Local Events and Speaking Engagements**: Depending on your subject matter, speaking at local events or hosting workshops can also drive traffic to your blog.

- **SEO for Images**: If your blog contains original images, optimizing them for search can also bring in additional traffic.

Blog Promotion.

- **Content Upgrades**: Offering downloadable PDFs or checklists related to your blog content in exchange for email addresses can boost both your email list and blog traffic..

- **Quizzes and Polls**: Interactive content like quizzes or polls related to your blog topics can be another fun way to engage readers.

- **Podcast Appearances**: If your industry has popular podcasts, appearing as a guest can expose your blog to a new audience..

- **Leverage Testimonials and Reviews**: If you've had satisfied readers or endorsements, showcasing these can add credibility and attract more readers.

SEM Platform and Keyword strategy.

SEM Platform and Keyword strategy.

- **Understanding Your Audience:** Start by understanding your target audience, their needs, problems, and the language they use to search for products or services like yours.

- **Brainstorming Keywords:** Create an initial list of keywords that potential customers might use to find your products or services. Think about what problems your offering solves, and consider the terms users might input to find solutions to those problems.

- **Use Keyword Research Tools:** Leverage keyword research tools like Google Keyword Planner, SEMrush, or Ahrefs to generate a more comprehensive list of keyword ideas, including long-tail keywords (phrases that are longer and more specific). These tools can provide valuable data like search volume, competition level, and estimated bid prices.

- **Analyze Competitors' Keywords:** Identify your main competitors and analyze the keywords they are targeting in their campaigns. This can give you insights into what works for them and help you find potential keyword opportunities.

SEM Platform and Keyword strategy.

- **Grouping Keywords:** Organize your keywords into tightly themed ad groups based on the product or service they relate to, user intent, or other relevant criteria. Proper grouping allows you to create highly relevant ad copy and landing pages for each ad group, which can improve your Quality Score and Ad Rank on Google Ads.

- **Selecting Match Types:** Google Ads offers different keyword match types like broad, broad match modified, phrase, exact, and negative. Choose the appropriate match types for your keywords based on your campaign goals and budget.

- **Setting Negative Keywords:** Identify and exclude irrelevant keywords (negative keywords) that could trigger your ads but are not related to your offering. This can help reduce wasted clicks and improve the overall performance of your campaigns.

- **Continuous Optimization:** Monitor the performance of your keywords regularly, analyzing metrics such as Click-Through Rate (CTR), Quality Score, and Conversion Rate. Based on this data, adjust bids, add new keywords, remove low-performing ones, or refine your ad copy and landing pages.

Keyword Buckets

- **Branded Keywords:** These are keywords that include your brand name or variations of it. They're used by people who are already aware of your brand and are explicitly looking for your products or services. Example: "Nike running shoes."

- **Non-branded Keywords:** These are generic keywords that don't include your brand name. They're used by people who are looking for a product or service you offer but may not know your brand. Example: "running shoes."

- **Short-tail Keywords:** These are usually one to two-word phrases with a high search volume. They tend to be very competitive and are often more challenging to rank for. Example: "laptop."

- **Long-tail Keywords:** These are longer, more specific keyword phrases that typically have a lower search volume. They're less competitive and often have higher conversion rates because they target a more niche audience. Example: "best gaming laptop under $1000."

- **Transactional Keywords:** These are keywords used by people who are ready to make a purchase. They often include words like "buy," "price," "deal," "discount," or specific product names. Example: "buy iPhone 13 online."

- **Informational Keywords:** These are keywords used by people who are looking for information, answers to questions, or solutions to problems. They often start with words like "how," "what," "where," or "why." Example: "how to improve laptop performance."

- **Navigational Keywords:** These are keywords used by people who are looking for a specific website or webpage. Example: "Facebook login" or "YouTube trending."

- **Local Keywords:** These are keywords that target a specific geographic area. They're important for businesses that have a local presence or serve a specific region. Example: "Italian restaurant in New York."

- **Seasonal Keywords:** These are keywords that are relevant during specific times of the year, such as holidays or events. Example: "Christmas gift ideas" or "summer fashion trends."
- **Competitor Keywords:** These are keywords that your competitors are targeting in their search marketing campaigns. By identifying these keywords, you can get insights into their strategy and find opportunities to compete.
- **Negative Keywords:** These are keywords that you specifically exclude from your campaigns. They're used to prevent your ads from showing for irrelevant searches that could waste your budget.

- **Broad Match:** This is the default match type and has the broadest reach. Your ad may show if a user's search query includes any word in your keyword in any order, including synonyms, misspellings, variations, or related terms. For example, if your keyword is "women's shoes," your ad could appear for searches like "ladies' footwear," "shoes for girls," or even "women's sandals."

- **Phrase Match:** This match type targets searches that include your keyword in the exact order you specified, but may also include additional words before or after it. Phrase match keywords are enclosed in quotation marks. For example, if your keyword is "women's shoes," your ad could show for searches like "buy women's shoes" or "women's shoes online," but not for "shoes for women."

- **Exact Match:** This match type targets searches that match your keyword exactly or are very close variations, including synonyms, paraphrases, or slight reordering of words. Exact match keywords are enclosed in square brackets. For example, if your keyword is [women's shoes], your ad could show for searches like "shoes for women" or "women's footwear," but not for "ladies' sandals."

- **Negative Match:** This match type excludes your ads from showing for searches that include specific keywords. It's used to filter out irrelevant traffic and reduce wasted clicks. For example, if your keyword is "-men's," your ad won't show for searches that include the term "men's," such as "men's shoes.

Basic of SEO

SEO stands for Search Engine Optimization. It is a practice that involves improving a website's visibility and ranking on search engine results pages (SERPs). In simple terms, SEO helps your business website appear higher in search engine results when people search for relevant keywords or phrases.

Search engines like Google use complex algorithms to determine the most relevant and trustworthy websites to display for a given search query. SEO aims to optimize your website so that search engines can easily understand its content and identify it as a valuable resource for users.

What is SEO

- SEO stands for **S**earch **E**ngine **O**ptimization. SEO is all about optimizing a website for search engines.
- SEO is used for :-
  - designing and developing a website to rank well in search engine results.
  - improving the volume and quality of traffic to a website from search engines.
  - marketing by understanding how search algorithms work, and what human visitors might search.
- It is a subset of search engine marketing. SEO is also referred as SEO copyrighting, because most of the techniques that are used to promote sites in search engines, deal with text.

How does a Search Engine Work?

- Search engines perform several activities in order to deliver search results.
- **Crawling** - Process of fetching all the web pages linked to a website. This task is performed by a software called a **crawler** or a **spider** (or Googlebot, in case of Google).
- **Indexing** - Process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.
- **Processing** - When a search request comes, the search engine processes it, i.e., it compares the search string in the search request with the indexed pages in the database.

- **Calculating Relevancy** - It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.
- **Retrieving Results** - The last step in search engine activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser.
- Search engines such as Google and Yahoo! often update their relevancy algorithm dozens of times per month. When you see changes in your rankings, it is due to an algorithmic shift or something else beyond your control.
- Although the basic principle of operation of all search engines is the same, the minor differences between their relevancy algorithms lead to major changes in the relevancy of results.

What is Search Engine Rank?

- When you search any keyword using a search engine, it displays thousands of results found in its database. A page ranking is measured by the position of web pages displayed in the search engine results.

- If a search engine is putting your web page on the first position, then your web page rank will be number 1 and it will be assumed as the page with the highest rank.

- SEO is the process of designing and developing a website to attain a high rank in search engine results.

On-Page SEO Elements

- On-Page SEO refers to all the measures that can be taken directly within your website to improve its position in search rankings. This encompasses multiple elements, from the content you write to the HTML tags and the architecture of the website.

Title Tags

- The title tag is the HTML element that specifies the title of a webpage. This is the text you see at the top of your browser window and as the headline in search engine results. A well-optimized title tag is essential for both search engine rankings and user experience.

- For example, a title tag for an article about dog training could be something like "10 Effective Dog Training Tips for Beginners."

Meta Descriptions

- Meta descriptions are HTML attributes that describe what a particular web page is about. They don't directly impact your rankings, but they can influence whether people click on your link when it appears in search results.

- For example, the meta description for the same dog training article could be "Discover 10 easy-to-follow dog training tips to help your pup behave better."

Headers (H1, H2, etc.)

- Header tags (ranging from H1 to H6) are used to create a hierarchy for the content on a webpage. H1 tags are generally reserved for the main title, with subsequent headings (subtopics) using H2, H3, etc. These headers help search engines understand the structure and topics of your content.

- For example:

- H1: Effective Dog Training Tips

- H2: Understanding Your Dog's Behavior

- H3: The Importance of Positive Reinforcement

URL Structure

- The structure of your URLs can influence search engine optimization as well. A good URL is short, descriptive, and easy to read. For example, a well-structured URL for a page about dog training could be "www.example.com/dog-training-tips."

Image Optimization

- Images on your site can also be optimized for better SEO. This involves using descriptive file names and alt text (the text that displays if the image can't load) for your images. For instance, instead of a generic file name like "IMG123.jpg," you could use "GoldenRetrieverJumping.jpg."

Alt Tags

- Alt tags, also known as "alt attributes" or "alt text," serve as a description of an image file on a webpage. These tags are placed within the HTML code and are not visible on the page itself but can be read by search engines and screen readers (software that helps visually impaired users navigate the web).

- **Why Alt Tags are Important:**

1. **SEO Benefit**: Search engines cannot 'see' images, but they can read the alt text. By adding alt text to your images, you're giving search engines context about the image, which can help your image rank in image search results.

2. **Accessibility**: Screen readers use alt text to provide a description of an image, making your site more accessible to users with visual impairments.

3. **User Experience**: If an image doesn't load for some reason (e.g., network issues, incorrect file path), the alt text will be displayed in its place, giving the user an idea of what they're missing.

- **Example:**

- Suppose you have an image of a Golden Retriever playing fetch. A suitable alt tag could be something like alt="Golden Retriever catching a frisbee in a park".

- Here's how you might add it to an HTML image element:

<img src="golden-retriever-frisbee.jpg" alt="Golden Retriever catching a frisbee in a park">

Off-Page SEO

- Off-Page SEO refers to all the activities you perform outside of your website to improve its visibility and ranking on search engines. Unlike On-Page SEO, which deals with optimizing elements on your site, Off-Page SEO focuses on increasing the authority of your domain through content creation and earning backlinks from other websites.

Link Building

- **What it is**: The practice of acquiring hyperlinks from other websites to your own site.

- **Why it matters**: Search engines use backlinks as an indicator of a webpage's quality. A site with many high-quality backlinks is generally considered more trustworthy and is more likely to rank higher in search engine results.

Social Signals

- **What they are**: Interactions like likes, shares, and comments on social media platforms.

- **Why they matter**: While the direct SEO benefits are still a topic of debate, social signals can drive traffic and amplify your content, which indirectly can influence SEO.

Domain Authority

- **What it is**: A score (usually on a 100-point scale) developed by Moz that predicts how well a website will rank on search engine result pages.

- **Why it matters**: The higher your Domain Authority, the more likely you are to have strong traffic and high rank.

Back links

- Backlinks, also known as "inbound links" or "incoming links," are links from one website to another. In the context of SEO, these links serve as votes of confidence or endorsements for a website.

- **Importance of Backlinks:**

1. **Relevance & Ranking**: Search engines use backlinks as one of the main factors to determine the relevance and quality of a website. The more high-quality, relevant backlinks a website has, the more likely it is to rank higher in search results.

2. **Authority**: When authoritative or reputable sites link to your site, it signifies to search engines that your content is valuable and trustworthy, increasing your site's authority and ranking potential.

3. **Traffic**: Apart from SEO, backlinks also drive referral traffic to your site. A visitor reading a post on another blog that links to your site might click through to read more, thus improving your site's traffic

Types of Backlinks:

1. DoFollow Backlinks: These are standard backlinks that pass authority and SEO benefits from the linking website to the linked website.

2. NoFollow Backlinks: These are links that have a "nofollow" attribute, telling search engines not to pass authority from the linking website to the linked website. While they don't contribute directly to your site's SEO, they still bring in traffic.

How to Evaluate Backlinks:

1. Source Relevance: The linking website should be related to your industry or field.

2. Source Authority: Well-respected or authoritative sites carry more weight.

3. Anchor Text: This is the clickable text in a hyperlink. Ideally, this should be relevant to the linked-to content.

4. Link Position: Links placed within the body of a page are usually more beneficial than those in the footer or sidebar.

Local SEO

- Local SEO (Search Engine Optimization) is a subfield of SEO that focuses on optimizing a website to be found in local search results. This is particularly important for businesses that serve specific towns, cities, or regions. Local SEO strategies help these businesses appear in relevant local searches, drawing in targeted traffic and potential customers.

Google My Business (GMB)

- **What it is**: A free tool from Google that allows businesses to manage their online presence across Google, including Search and Maps.

- **Why it matters**: Creating and optimizing a Google My Business listing can help your business show up in localized searches and Google Maps, and can offer quick information to potential customers such as business hours, location, and reviews.

Local Keywords

- **What they are**: Keywords that include location-specific phrases. For example, "SEO agency in Mumbai" or "best pizza in Chicago."

- **Why they matter**: Using local keywords in your website's metadata and content can help search engines understand your local relevance, making you more likely to show up in local search results.

- Importance of Reviews

- **What they are**: Customer feedback and ratings.

- **Why they matter**: Positive reviews can boost your visibility in local search results. They also build trust and encourage more people to visit your business.

Examples:

Local Businesses Doing Well in Local SEO:

1. A local bakery that appears in the top 3 listings (often called the "Local 3-Pack") in Google when searching for "Bakery near me."

2. A local plumbing service that has collected numerous positive reviews on their Google My Business page, thus appearing in local search queries for plumbing services.

- Local SEO can be especially useful for small businesses looking to gain an edge in their specific geographic location. It uses the community around your business to drive consistent, high-converting traffic.

- Voice Search

The use of voice-activated systems like Siri, Google Assistant, and Alexa to perform searches.

With the growing use of smartphones and smart home devices, voice search is on the rise. This changes how people search, often using more natural, conversational queries.

- Mobile Optimization

The process of ensuring that visitors who access your website from mobile devices have an experience optimized for the device.

Google has already moved to mobile-first indexing, which means Google predominantly uses the mobile version of a site for ranking and indexing. With the increasing number of mobile users, it's essential to have a mobile-optimized website.

- Artificial Intelligence (AI) in SEO

The use of machine learning algorithms and AI tools to perform tasks related to SEO.

AI is revolutionizing the way SEO experts analyze data, understand user behavior, and even create content. AI tools can also assist in more precise keyword research, content optimization, and consumer targeting.

Understanding The Programmatic Universe

What is Programmatic Advertising

Programmatic advertising is the use of automated technology for **media** buying (the process of buying **advertising** space), as opposed to traditional (often manual) methods of digital **advertising**. RTB is considered to be a cost effective way to buy **media** with a large audience.

What is Programmatic Advertising

- Programmatic advertisement can be described as the use of software and automation to buy and sell digital advertising. In contrast to traditional methods that include requests for proposals, tenders, quotes and human negotiation, programmatic advertising utilises algorithms to purchase display space automatically, using data to determine which spaces to buy, how much to pay and who to target.
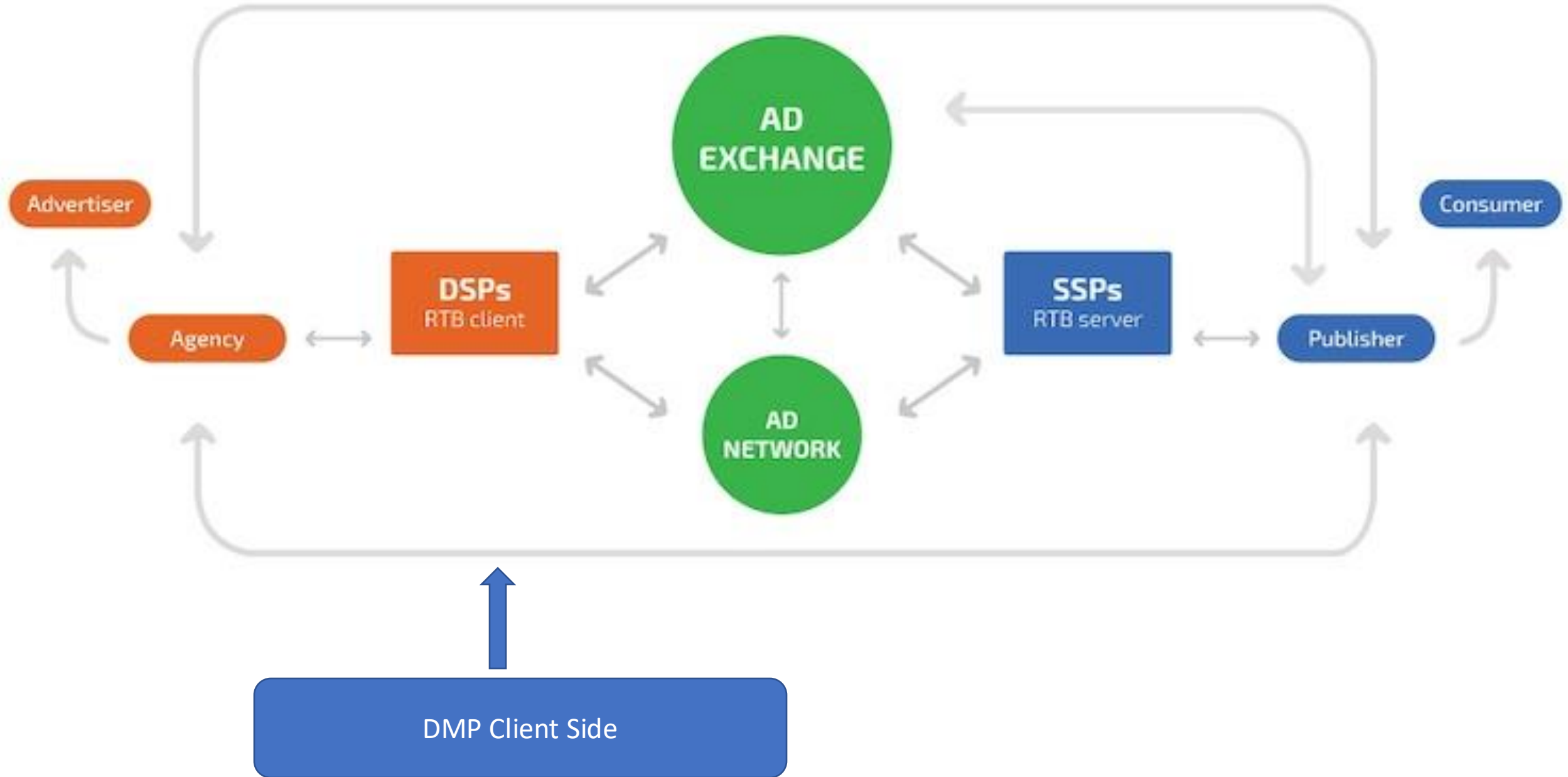
There are several models of programmatic advertising, including: Real-time bidding (RTB)

A subset of programmatic advertising that facilitates the buying and selling of ad inventories via an auction that occurs in the time it takes for a webpage to load.

RTB occurs on a digital exchange (such as OpenRTB exchanges), which allows the transaction between the advertisers (demand side) and publishers (supply side) to occur in real-time and is relevant for search, display and video advertising content across desktops and mobile.

There are several distinct functions in the programmatic advertising value chain, all of which intervene in real-time bidding models, but might be present, to a different extent, also in other advertising models:

Publisher

- The Publisher in the context of the digital advertising ecosystem is a website or application that has a revenue stream through displaying adverts when visited by a user. The space that publishers make available to display adverts (ad space) is known as the publisher's inventory. By this broad definition, a publisher may be anything from a news outlet to a blog page, to a mobile app (in digital display advertising models), a social media website (most often also handling itself the ad placing process), or an online search engine.

Supply-Side Platform (SSP)

- The Supply-Side Platform (SSP) helps publishers to manage/sell their inventory on a number of ad exchanges in an automated manner. It analyses the information of the user and sends it to the exchange to maximise the price that publishers can receive for their impressions.

What is an ad network

- An ad network in programmatic advertising is a platform that connects advertisers with publishers and enables the automated buying and selling of online advertising inventory through real-time bidding (RTB).

- Ad networks provide a variety of targeting options and ad formats to help advertisers reach their desired audience across multiple websites and applications.

- Publishers can use ad networks to fill their ad inventory and maximize their revenue by selling their impressions to the highest bidder. Ad networks often offer tools for tracking and optimizing ad performance and provide reporting and analytics to help advertisers and publishers make data-driven decisions.

Ad Exchange

- The Ad Exchange acts as an online marketplace that allows advertisers (buyers) and publishers (sellers) to buy and sell online inventory. It does so by auctioning impressions to the highest bidder.

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Demand-Side Platform (DSP)

- The Demand-Side Platform (DSP) is the advertisers' equivalent of the supply side platform. It enables advertisers to store their adverts, or creatives, and allows them to track metrics and set the buying parameters for their campaigns.

- Here, the DSP uses algorithms to determine the 'value' of the user based on the target audience selected for the advertisers campaign, before placing a bid in the auction for the impression if appropriate.

Top DSP In India

Google Marketing Platform

Mediasmart:- Affel

Amazon Advertising

Adobe Advertising Cloud

Private Marketplace (PMP)

- Private Marketplace (PMP) - is an 'invitation only' RTB auction where one, or a select few, publishers invite select pre-approved buyers to bid on their inventory.

- Here, the DSP plugs directly into the source of the publisher's inventory, which eliminates the requirement for an exchange and the buyer is aware of exactly where the advert will run.

- Advertisers may use private marketplaces to obtain 'premium' placements in conjunction with bidding on the open ad exchange.

Programmatic Direct

- Programmatic Direct - is a non-auction-based approach that allows advertisers to buy guaranteed ad impressions in advance from specific publisher sites. Programmatic direct arguably offers the value of increased transparency, which is a cited issue with RTB, and there are two forms of programmatic direct.

- Programmatic Guaranteed is a predetermined commitment from advertisers to buy a fixed amount of inventory for a fixed cost per thousand views or clicks (cost per millie – CPM) from specific publisher sites. Publishers may be more inclined to sell top-tier inventory like home-page takeover ads at a fixed price for a guaranteed number of impressions.

- Preferred Deal is a predetermined commitment to inventory price but not inventory amount between one buyer and one seller.

Data management platforms (DMPs)

- Advertisers on both open and private marketplaces claim that they require granular data each user at the level of a specific audience segment to ensure that they are bidding to place their creatives in front of their desired target audience.

- Consequently, the algorithms programmed in the DSP are configured to bid for impressions depending on user device and location, cookie ID, historical data and overlaid with third-party user information from data management platforms (DMPs) to try and optimise the audience targeting capability.

Benefits of DMPs

- **Unifies data and breaks down silos.** Brings all your data together on one single platform, giving you and your team a more cohesive view of customers.

- **Helps identify new audiences and customers.** Ever heard of audience extension or lookalike modeling techniques? These are great features offered in some DMPs that let you discover and target new customer groups.

- **Provides continuous results.** These are not one-off reporting solutions, but rather platforms that enable long-term strategies by way of constant and continuous reporting.
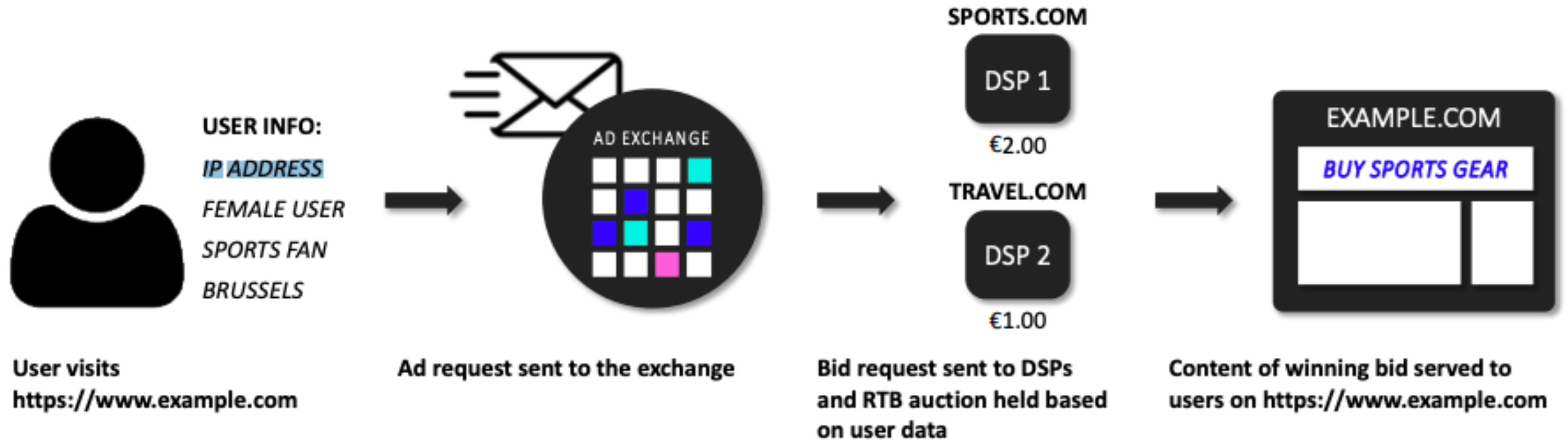
Top DMP

- **Salesforce DMP**
- **Cloudera**
- **Lotame**
- **SAS Data Management**
- **Nielsen**
- **Adobe**

Programmatic Data

- First-party data is the advertiser's own data on their customers. It includes data on behaviours, actions or interests collected from across the advertiser's website(s), app(s), social media and subscriptions.

- Second-party data is collected by someone other than the advertiser, an agency for example, who shares that data with the organisation to help develop the advertising strategy. The data is shared to the mutual benefit of the organisations and is not publicly available.

- Third-party data is available to anyone at a cost and usually sold by data brokers – who are not the original collectors of the data. The data brokers aggregate the data from other websites and publishers to form large datasets

Real-time bidding flow chart

USER INFO:
IP ADDRESS
FEMALE USER
SPORTS FAN
BRUSSELS

AD EXCHANGE

SPORTS.COM
DSP 1
€2.00

TRAVEL.COM
DSP 2
€1.00

EXAMPLE.COM
BUY SPORTS GEAR

User visits
https://www.example.com

Ad request sent to the exchange

Bid request sent to DSPs
and RTB auction held based
on user data

Content of winning bid served to
users on https://www.example.com

User Data For RTB

Open RTB and Authorized Buyers specification documents reveal that user's data is broadcast to, at times, hundreds of companies as part of the bid request.

- **B**elow is a sample of user data that is broadcast every time a user loads a page that utilises real-time bidding
  - What the user is reading or watching.
  - The user's location (longitude and latitude [geolocation])
  - Description of the user's device.
  - Unique tracking IDs or a "cookie match" that allows advertising technology companies to try and identify the user the next time they are seen, so that a long-term profile can be built or consolidated with offline data about them.
  - The user's IP address (depending on the version of "RTB" system).
  - A data broker segment ID, if available. This ID may denote user income bracket, age and gender, habits, social media influence, ethnicity, sexual orientation, religion, political leaning, etc. (depending on the version of "RTB" system).

Google Vs Facebook

- Google's Authorised Buyers real time bidding auction functions much in the same way as the OpenRTB auctions described above (the standard protocol for online advertising auctions). The Google Authorised Buyers platform enables advertisers to participate in both open and private auctions, whilst also enabling the integration of OpenRTB auctions. Both auctions function

Google Vs Facebook

- In contrast, Facebook utilises 'Facebook Ads' to deliver advertisements. A Facebook Ads auction operates a 'highest total value' bidding system which considersthree distinct factors to determine who is the winner of the auction:
  - Bid – Facebook Ads will consider the bid strategy that an advertiser has decided to employ and automatically bid a cost per optimisation event. Advertisers can set bid caps and cost targets to guide Facebook's automatic bidding process.
  - Estimated action rates – This is the likelihood that Facebook believe that a user will take an action based on what the advertiser is optimising for. This is based on estimates of the previous actions of the targeted user and the historical performance data of the advert.
  - Ad quality and relevance – Facebook Ads relevance score is calculated by weighing positive interaction with advertisements (such as likes, comments, shares, and clicks) against negative interactions (like users hiding the ads or leaving negative comments). For example, if an advertisement has received negative feedback, that can decrease its total value.

How do advertisers use algorithms in the RTB process?

- DSPs, typically managed by in-house marketing teams, advertising agencies, or agency trading desks that specialize in real-time advertising, are a key point in the advertising chain where algorithms are used to maximise value to advertisers.

- The bidding process is automated therefore algorithms must be preconfigured by humans to bid appropriately. The consensus amongst advertisers on both open and private marketplaces is that they require granular data related to their audience segments to ensure that they are bidding to place their creatives in front of their desired target audience.

- Consequently, the algorithms programmed in the DSP are configured to bid for impressions depending on user device and location, cookie ID, historical data and overlaid with third-party user information from data management platforms (DMPs) to try and optimise the audience targeting capability.

- Algorithms in the DSP can also be configured to adjust bidding behaviour and integrate external factors such as the current weather, latest news items or any data point that the advertiser considers to be relevant. Bidding strategies can also be customised depending on the performance goals of the campaign, which may be algorithmically configured depending on whether the campaign is targeting CPM, cost per click (CPC), cost per acquisition (CPA) or cost per download (CPD). Furthermore, it is possible to tune the algorithm to limit the amount of times an impression is seen by a user (frequency cap), or limit bidding for inventory or specific consumer demographics if performance targets are not being met.

- Some advertisers/ad agencies apply machine learning to a number of different components of this process:
  - Cross device association (predicting the probability that two devices belong to the same person based on usage patterns, e.g. IP overlap).
  - Intent prediction (assessing the probability that a consumer is going to buy a new product in a given time period) on an individual level.
  - Audience insights (creating a model that is good at predicting intent; for instance, extracting behavioural patterns to inform creative design).
  - Response prediction on an ad impression level (probability that the user may click or watch a video to completion).
  - Fraud detection (e.g. determining whether traffic is generated by a bot or a real person, the difference between spoofed URLs and real ones, as well as click fraud and genuine interest).
  - Measurement and attribution of impressions (e.g. market mix models, causal modelling from observational data, propensity matching).