NEW SYLLABUS
CBCS PATTERN

S.Y. B.B.A. (C.A.)
SEMESTER - III

DIGITAL MARKETING

GAUTAM BAPAT

NIRALI PRAKASHAN
ADVANCEMENT OF KNOWLEDGE

Syllabus ...

Unit	Topic	Number of Lectures
1.	**E-Commerce** 1.1 Introduction 1.2 Understanding Internet Marketing 1.3 Search Engine Optimization 1.4 Search Engine Marketing 1.5 Email Marketing 1.6 Digital Display Marketing	4
2.	**Introduction to New Age Media (Digital) Marketing** 2.1 What is Digital Marketing 2.2 Digital vs. Real Marketing 2.3 Digital Marketing Channels 2.4 Types of Digital Marketing(Overview) - Internet Marketing, Social Media Marketing, Mobile Marketing	4
3.	**Creating Initial Digital Marketing Plan** 3.1 Content management 3.2 SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats 3.3 Target group analysis EXERCISE: Define a target group	4
4.	**Marketing using Web Sites** 4.1 Web design 4.2 Optimization of Web sites 4.3 MS Expression Web EXERCISE: Creating web sites, MS Expression	4
5.	**Search Engine Optimization** 5.1 SEO Optimization 5.2 Writing the SEO content EXERCISE: Writing the SEO content	4
6.	**Customer Relationship Management** 6.1 Introduction to CRM 6.2 CRM platform 6.3 CRM models EXERCISE: CRM strategy	4

7.	**Social Media Marketing**	1
	7.1 Understanding Social Media Marketing	
	7.2 Social Networking (Facebook, Linkedin, Twitter, etc.)	2
	Social Media (Blogging, Video Sharing - Youtube, Photosharing – Instagram, Podcasts)	2
	7.3 Web analytics - levels	
	7.4 Modes of Social Media Marketing-	3
	7.4.1 **Creating a Facebook page** Visual identity of a Facebook page, Types of publications, Facebook Ads, Creating Facebook Ads, Ads Visibility	
	7.4.2 **Business opportunities and Instagram options** Optimization of Instagram profiles, Integrating Instagram with a Web Site and other social networks ,Keeping up with posts	3
	7.4.3 **Business tools on LinkedIn** Creating campaigns on LinkedIn, Analyzing visitation on LinkedIn	3
	7.4.4 **Creating business accounts on YouTube** YouTube, Advertising, YouTube Analytics	
	7.4.5 **E-mail marketing** E-mail marketing plan, E-mail marketing campaign analysis, Keeping up with conversions	3
	7.5 Digital Marketing tools: Google Ads, FaceBook Ads, Google Analytic, Zapier, Google Keyword Planner	3
	EXERCISE: Social Media Marketing plan.	(20)
	EXERCISE: Making a Facebook page and Google Ads	
8.	**Digital Marketing Budgeting**	4
	8.1 Resource planning	
	8.2 Cost estimating	
	8.3 Cost budgeting	
	8.4 Cost control	
	Total	48

Lepics blog

Contents ...

1. E-Commerce 1.1 – 1.14

2. Introduction to New Age Media (Digital) Marketing 2.1 – 2.14

3. Creating Initial Digital Marketing Plan 3.1 – 3.18

4. Marketing using Web Sites 4.1 – 4.22

5. Search Engine Optimization 5.1 – 5.12

6. Customer Relationship Management 6.1 – 6.16

7. Social Media Marketing 7.1 – 7.54

8. Digital Marketing Budgeting 8.1 – 8.18

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SEO Platform: The most well-known and effective platform of SEM is Google AdWords. E-commerce businesses should definitely focus on this paid search channel. For a better ranking in SEO, keywords are important. The place of applying keywords in content will reflect site ranking. Bing Ads and Yahoo Search Ads are also both SEM platforms that you can use.

Functions of Search Engine:

Search engine have three primary functions:

1. **Crawl:** Search the internet for content, looking over the code or content for each URL they find.
2. **Index:** Store and organize the content during the crawling process. Once a page is in the index, it is in the running to be displayed as a result of relevant queries.
3. **Rank:** Provide the pieces of content that will best answer a searcher's query which means the results are ordered by most relevant to least relevant.

Terminology of SEO:

Below are some of the most common terms also used to refer to SEM activities.

- **Keywords:** Digital Marketing uses the keyword for user convenience when searching to find specific information on a search engine.
- **CPC (Cost-Per-Click):** This is a paid advertising term where an advertiser pays a cost to a publisher for every click on an ad. CPC is also called PPC (Pay Per Click).
  - CPC calculated as = advertising cost / number of clicks.
  - Average CPC is the average an advertiser spends for every ad. Clicks.
- **CPM (cost-per-thousand impressions):**
  - Most search ads are sold on a CPC / PPC basis, but some advertising options may also be sold on a CPM basis.

How SEM works?

- Search engines use complicated algorithms to ensure the most relevant results are returned for each search, including location and other available information.
- For Example, you are a customer looking for a product or service online. You go to a search engine and type in your search terms (keywords).
- In search results page, you will see various company ads whose keywords match the keywords in your search.
- These ads appear in noticeable locations on the page – along with the other search listings that match keywords. The paid listings are highly relevant to the specific search, making it likely that you will click on them.

Case Study :

Here is a case study of Trivago, how they used Google AdWords to be listed at the top of relevant search results.

In 2015, Trivago used Google's Dynamic Search Ads to improve automate complex search doubts, which included the question like "What are the nicest hotels in San Francisco?" According to Google, their Dynamic Search Ads feature also "automatically generated longer, more relevant ad headlines for the company's ads based on a person's specific search."

This resulted in a 140% higher click-through rate, with better conversions in new markets, and greater ad ROI in the markets.

1.5 EMAIL MARKETING

- Email marketing is still the most effective channel of Digital Marketing for retailers delivering actual ROI.
- Emails play an important role in providing a better customer shopping experience. Once you order or pay for your product on the E-commerce website, immediately you get the confirmation email and also a digital invoice. Users might email questions about products, your experience, or remind customers of their abandoned shopping cart or general information requests about the company. Personalised emails help your customers connect with your company well.

Fig. 1.4: Email Marketing

Case Study :

Let us take the case-in-point of Amazon. They started with personalizing their email campaigns as per customers' preferences. They started with segmenting customers for email marketing campaign, which made it simple for them to get personal and tap into customer's interest which helped in enhancing the profitability index.

Amazon's process worked by having a strategic email campaign. This campaign began with sending out the welcome email. This email has an engaging subject line, link, the brand story, any special offer and also social media invitations. They even sent out the invite people to browse the store.

Amazon started sending out the product suggestions based on the previous purchases and browsing history. After the purchase of the product, they started sending out thank you emails.

- The SEO industry is continually changing due to the frequent changes made to Google's algorithm.

Activities of SEO:

SEO is made up of On-Page and Off-Page activities.

- On-page optimization directly handles the structure and content of a website.
- Off-page optimization is changes done to website offline. These changes result in positive search engine rankings.

Components of SEO:

SEO includes following components:

- Incorporating selective keyword naturally into title tags, Meta descriptions, heading tags, alt text, etc.
- Blog posts and page copy that is written and optimized with quality.
- Clean and formatting page URLs.
- Optimized page load speed.
- Google authorship incorporated.
- Social sharing integration within your content.

Fig. 1.2: Search Engine Optimization

Example :

Let us see the case study of Zagg. Zagg is a mobile accessories retailer. They produce lots of content and aggressively post up to 35 times per week, which helps customers find them online easily.

They promote their products through content, giveaways and by other promotional activities. Zagg's content drives a lot of sales and engagement. In 2012 alone, the company reported a 172% ROI (Return on Investment) on their blog – all of which came from direct sales.

1.4 SEARCH ENGINE MARKETING

Definition: According to a deeper Wikipedia definition, "Search Engine Marketing (SEM)) is a form of Internet marketing that involved the promotion of websites by increasing their visibility in Search Engine Results Pages (SERPs) through optimization and advertising."

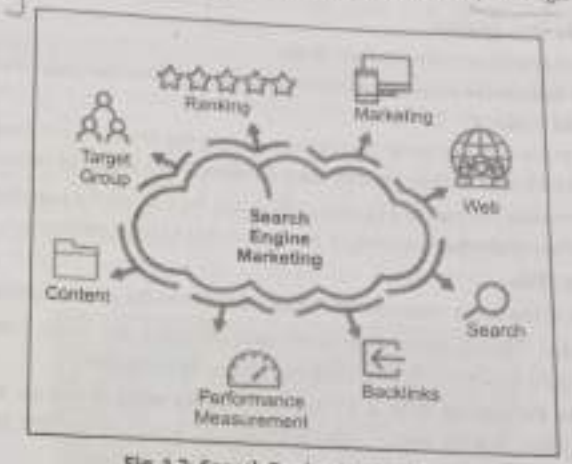

Fig. 1.3: Search Engine Marketing

- Search Engine Marketing (SEM) is focused on improving the website's visibility in order to increase organic search engine ranking. It is a perfect channel which quickly provides short-term results.
- SEM involves things such as search engine optimization (SEO), keyword research, competitive analysis, paid listings and other search engine services that will increase search traffic to your site.

Difference between SEO and SEM:

The main difference between these two terms is that search engine optimization is simply a component of search engine marketing. As mentioned above, SEM includes components of paid search, such as PPC (Pay Per Click/paid advertising) and also SMM (Social Media Marketing).

Approaches:

Search Marketing works with two approaches:

1. **SEO Methods:** Gaining search engine listings through unpaid or free search listing.
2. **PPC Ads:** Gaining search engine listings through paid search listing.

Search Engine Marketing (SEM) uses paid ad campaigns based on keywords to reach out to users actively searching for your website.

- E-commerce is a business where buying and selling completely depends on the internet. Therefore the Digital Marketing comes into the picture, as it is the only medium to help E-commerce business to grow. The speedy growth of smartphones and internet give comprehensive access to selling and purchasing merchandise at an ease.
- Using Digital Marketing, E-commerce creates huge revenue as it helps to acquire customers and brand value. Customers are no more dependent just on content or a word-of-mouth before buying a product; they make sure to read the reviews about a product on all the platforms on which the product is listed.
- According to the recent analysis, 37 million social media visits led to 529,000 orders approx. Out of others, Facebook helps to get more traffic to the website which leads to sales constituting average 85% of all the orders.
- It has become very important to grab customer's attention as they get distracted really easily, this is where Digital Marketing comes into the picture and help E-commerce businesses to go through such challenges.
- Digital Marketing focuses on incorporating its appropriate marketing channels to make it easier for E-commerce businesses.

1.2 UNDERSTANDING INTERNET MARKETING

- Internet marketing, or Online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails.
- Some examples of internet marketing are Social Media, Email, SEO, Content Marketing, Search Engine Marketing. Using social media like Facebook, Instagram etc. you can market your products and services by using internet. Email marketing includes sending a commercial message to a group of people by using email.

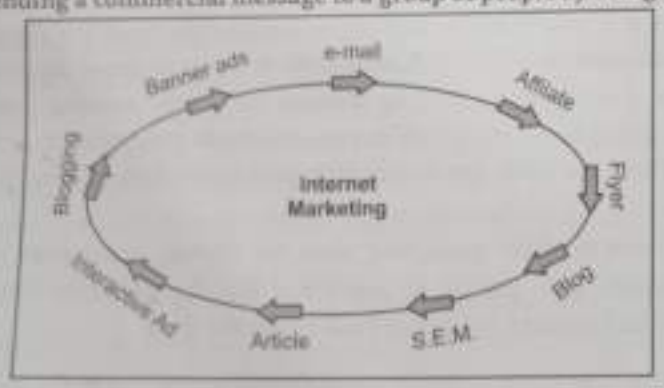

Fig. 1.1: Internet Marketing

Internet Marketing Strategies:

- Design a user-friendly website.
- Optimize the site for search engines.
- Use email marketing.
- Write online press releases.
- Create a blog.
- Develop social media contests and campaigns.

Advantages of E-Marketing:

Following are some of the advantages of E-Marketing:

- Extremely low risk.
- Reduction in costs through automation and use of electronic media.
- Faster response to both marketers and the end user.
- Increased ability to measure and collect data.
- Opens the possibility to a market of one through personalization.
- Increased interactivity.
- Increased exposure of products and services.
- Boundless universal accessibility.

Disadvantages of E-Marketing:

Following are some disadvantages of E-Marketing:

- Dependability on technology.
- Security, privacy issues.
- Maintenance costs due to a constantly evolving environment.
- Higher transparency of pricing and increased price competition.
- Has worldwide competition which is a major barrier to new entrants in the global market.

1.3 SEARCH ENGINE OPTIMIZATION

- SEO is an acronym that stands for Search Engine Optimization. This is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. SEO refers to the improvement of unpaid results and excludes direct traffic/visitors and the purchase of paid placement.
- SEO is essentially a component of the larger category SEM.
- According to Google's Knowledge Graph, Search Engine Optimization is "the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine."

1... E-Commerce

Objectives...

- To understand basic concepts of e-commerce related to digital marketing.
- To get information about internet marketing, E-mail marketing.
- To know Search engine optimization and Search Engine marketing.
- To get knowledge about Digital display marketing.

1.1 INTRODUCTION

- Digital marketing is a subset of marketing that is used to promote a brand or product using one or more electronic technologies. The goal is to influence target consumers in taking action.

1.1.1 Scope of Digital Marketing for E-Commerce

- Now days, digital marketing has entered into every field. The primary reason behind this phenomenon is that business processes are evolving very quickly and there are a lot of research and changes done in the industry. We are getting diverted by one or the other upcoming trends. Coming to consumers, we can't pretend about them as their behavior is changing by every minute. Digital marketing as a mechanism can easily adapt to these changes.
- For example, it is your birthday coming up but no time to go to a shopping mall, and you know you need to shop a lot from a dress to a pair of shoes, accessories and bags. At this time E-commerce shopping website helps you. Another example is, when guests are coming home for dinner but you are out of groceries, you order and you get it on time. These are a few day-to-day examples and in fact, this has become a part of our lives.
- We got so used to these marketing sites for clothes, accessories -we order from Flipkart, Myntra, Ajio, Jabong or any other site, for groceries- Reliance Smart or Grofers.com and Zomato, Swiggy or Food Panda for food.

Practice Questions

Q. I Answer the following questions in short.

1. What is digital marketing in Ecommerce?
2. What is Social Media Marketing?
3. What is SERP?
4. Write name of some channels that promote Digital Marketing?
5. What is Google AdWords?
6. What is SEO?

Q. II Answer the following questions

1. Which are advantages and disadvantages of E-marketing?
2. Explain the Internet Marketing?
3. What is difference between SEO and SEM?
4. Describe the E-mail Marketing?
5. Explain Digital Marketing and list its advantages.

Q. III Define following terms:

1. CPM
2. Keywords
3. Pay-Per-Click
4. Display advertising
5. SEO platform
6. SEM
7. Index
8. Crawl
9. Rank
10. E-marketing

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2... Introduction to New Age Media (Digital) Marketing

Objectives...

- To learn about New Age Media (Digital) Marketing.
- To know difference between Digital And Real Marketing.
- To get familiar with Digital Marketing Channels.
- To study about types of Digital Marketing such as Internet Marketing, Social Media Marketing, Mobile Marketing.

2.1 WHAT IS DIGITAL MARKETING?

- Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them.
- Digital marketing is on the rise and includes search result ads, email ads and promoted tweets-anything that incorporates marketing with customer feedback or a two way interaction between the customer and company.

Fig. 2.1: Digital marketing

- Numerous advertising formats and concepts for target group-oriented relay.
- Graphic banners are also compatible with mobile applications.
- Effective performance with cookies and other tracking methods.
- Users are immediately enticed to buy.
- Image and brand building.
- Improved brand awareness through broader coverage.
- Simple monitoring and reporting.
- Ideally suited to remarketing.

Disadvantages:

- Due to congestion of display advertisements, users sometimes develop blindness to banners, resulting in them simply hiding most of the advertisements due to information overload.
- Numerous ad blockers are used by users to prevent display of online advertisements.
- Conventional banners often have very low click rates (approx. 0.1%).
- Clicks on display advertisements on mobile devices are often random.
- Some display advertisements can worsen the user experience and lead to undesired effects.
- Display marketing in certain contexts can have negative effects on the brand.

Importance of Display Marketing for Online Marketing:

- Advertisers now have the chance to directly address the younger groups and significantly improve the interaction and acceptance rates using moving pictures. Display marketing in the area of virtual reality can also be expected in the future.

Summary

- Digital marketing is a subset of marketing that is used to promote a brand or product using one or more electronic technologies. The goal is to influence target consumers in taking action.
- Internet marketing is also called online marketing. It is the process of promoting a brand, products or services over the internet. It includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media.
- Search Engine Optimization (SEO) is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

- Search Engine Marketing (SEM) is a form of internet marketing. It involves the promotion of websites by increasing the visibility in SERPs primarily through paid advertising.
- Email marketing is the act of sending a commercial message, typically to a group of people using email.
- Digital display marketing is advertising on graphical screens on the internet. Advertising medias used are images, videos or animations as well as text links and moving images. Display marketing are billed either via CPC or CPM.

Check Your Understanding

1. What does SEO stands for?
   (a) Site Engine Optimization (b) Search Engine Optimization
   (c) Server Efficiency Optimization (d) Site Efficiency Optimization
2. Which of the following is not a type of digital marketing activity?
   (a) Social Media Marketing (b) Digital Display Marketing
   (c) Email Marketing (d) Print Advert
3. Which term is CPM refer to ?
   (a) Cost per hundred (b) Cost per Million
   (c) Cost per Thousand (d) Cost per Click
4. Which of the following are types of SEO?
   (a) On-page SEO and Front-page SEO
   (b) Front-page SEO and Off-page SEO
   (c) On-page SEO and Off-page SEO
   (d) None of the above
5. What does SERP stands for ?
   (a) Search Entry Rating Procedure (b) Search Engine Result Page
   (c) Search Engine Resource Process (d) None of the above

Answers

1. (b)	2. (d)	3. (b)	4. (c)	5. (b)

Fig. 1.6: Display Marketing

- A classic online advertisement consists of both graphic elements, such as banners and buttons, as well as text and image content. Users view this advertisement material when they visit a website that has integrated it. The advertisement material can be clicked on and often redirects the user to the website of the advertising company. Special landing pages or corresponding product and category pages of the advertised contents are also common.
- At the beginning of a display marketing campaign, there is always an advertiser who is willing to convey the advertising message and a publisher who provides the necessary resources (website, Ad Server). While the publisher requires a website through which the advertisement will be relayed, the advertiser must prepare promotional content. Display marketing works with numerous advertising formats that are placed on a publisher's website. For example:
  - Banners in different sizes and with different functions (static, animated, interactive).
  - Pop-ups, pop-under, layer ads.
  - Skyscrapers, rectangles, leader boards.
  - Content ads and sponsored content.
  - Verbal placements and text links.
  - Rich Media contents, expandable ads.
  - Motion pictures such as flash videos, streaming video ads.

These online advertising formats are only standardized partially. The IAB (Interactive Advertising Bureau) recommends certain formats. However, these are not binding. In general, publishers accept the formats and comply with the relevant criterial and billing models. In Germany, the Online-Vermarkter is (OVK – Circle of Online Marketers) attends to such formats.

- Moreover, the formats are constantly changing and increasingly using modern technologies, such as HTML5 for animations, or complex methods for targeting, retargeting, and tracking in order to improve the efficiency. The advertising media that is used is often dependent on the environment of the publisher. The more formats and technologies a publisher can implement, the more options the advertiser has. In particular, developments in mobile, moving-image, and Big Data fields present a whole new level of possibilities for online advertising.

Forms of Display Advertising:

There are different concepts and strategies of display marketing.

- Ad Network
- Affiliate marketing
- Real-time bidding
- Performance marketing
- Behavioral targeting
- Contextual targeting
- Native advertising
- Programmatic Advertising
- Multi-display marketing: Basically comparable with multi-channel marketing but is based on the different graphical output media such as smartphones, tablets, phablets, and desktop PCs.
- The objectives of display marketing are also different: On the one hand, sales, leads, and orders can be increased. On the other hand, campaigns can serve to promote the branding and image. As for the branding, reviewing the success in terms of performance marketing is, of course, more difficult.

Display Marketing Billing:

- For a display marketing campaign, advertisement space on the respective portal must first be booked or purchased. Here, the principle of online advertising is similar to that of offline advertising in newspapers and magazines.
- The advertiser reserves advertising space, the publisher publicizes the advertisement. The only difference is the medium that is used, i.e. the Internet. Billing is, however, far more precise in Internet advertising. This is because different parameters are hereby taken into account.
- The most commonly used is the CPT (cost per thousand). Also common include CPC (cost per click), CPL (cost per lead), CPS (cost per sale), and combinations of the various parameters.

Advantages:

- Large scope of the campaigns.
- Different target groups can be addressed directly.

It was the database of the customers which helped Amazon to enhance the personalization of the message and making it so effective. They designed a specific blueprint for each customer to ensure they were getting the best ROI.

1.6 SOCIAL MEDIA MARKETING

- Social Media Marketing (SMM) is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.
- The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.
- Social media has taken over the world. Posting regularly on Instagram or Facebook have become a day to day habit. It has become easier for brands to reach out customers through social media. As social networks are getting stronger it has become for Digital market professionals to include paid social media as part of their strategy to reach out more customers.
- Social media marketing first started with publishing. Businesses were sharing their content on social media to generate traffic to their websites and, hopefully, sales. But social media has matured far beyond being just a place to broadcast content.

Nowadays, businesses use social media in a many of different ways - For example,

- A business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement).
- A business that wants to understand how it's performing on social media would analyze its reach, engagement, and sales on social media with an analytics tool (social media analytics).
- A business that wants to reach a specific set of audience at scale would run highly-targeted social media ads (social media advertising).

As a whole, these are often also known as Social Media Management.

Fig. 1.5: Social Media Marketing

Case Study:

Let us see the case study of Zappos which is an online shoe store.

Zappos is successful at social media not because of some special campaigns but what they did was, they projected their unique service and culture to the world.

- The first element of their approach is their services which are:
  1. They have a Twitter account dedicated to Service Issues.
  2. To uncover service opportunities.
  3. Initiate response.
  4. Augment praise.
  5. Strengthen Service reputation.
- Coming to their second element of the approach, which is their culture,
  1. There are 400 employees in the company and they all got Twitter accounts.
  2. Who they hire is cooperative with this culture of service
  3. Most of their social media initiatives are about exposing the people at Zappos, who through their actions strengthen the company's competitive advantage which makes the company real.

The main strategy of Zappos is to make people more eager to know about their service and culture over social media.

It is not possible for an E-commerce platform to grow organically by itself in a short span of time. Digital marketing professionals could make it possible by grabbing maximum attention from the target audiences and helping out your business to convert those into sales.

1.7 DIGITAL DISPLAY MARKETING

- Display marketing is advertising on graphical screens on the internet. The advertising media used are images, videos or animations, as well as text links and moving images, which are delivered on various end devices such as desktop PCs or smartphones.
- The primary goal of display marketing is to increase brand awareness and reach.
- Display marketing synonyms include Display Advertising, Online Advertising, Banner Advertising and Internet Advertising. At Google AdWords, displays are also called "picture ads".

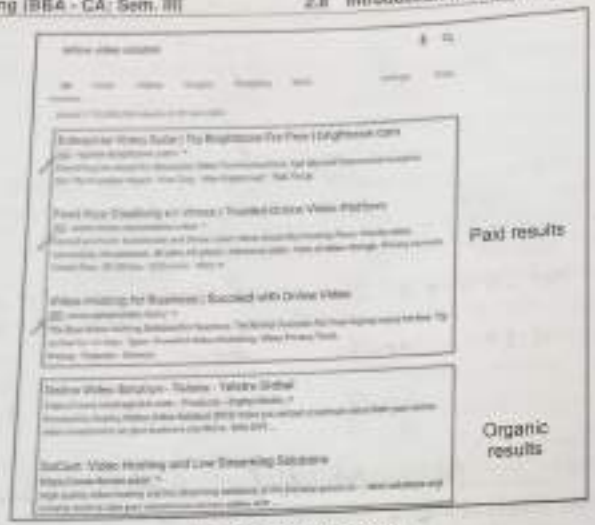

Fig. 2.5: SEM Activities

- **Online Display Advertising:**
  - Digital advertising comes in several different forms such as banner ads, video ads, interactive ads, and rich media ads.
  - With display advertising, marketers have the benefit of targeting audiences based on website content, geography, and device types.
- **Social Media Marketing (SMM):**
  - Today, most people have profiles on multiple social networking platforms and have engaged with their favourite brands on those platforms.
  - Over the past couple of years, social networking platforms have also evolved into robust advertising platforms. This means you have the ability to run extremely targeted campaigns on these platforms, and ensure that no advertising money is wasted.
  - The most popular websites for both earned and paid marketing are Facebook, Twitter, LinkedIn, Instagram and Pinterest. Each one of these tools has its strengths and weaknesses.
- **Video Advertising:**
  - The most common form of video advertising can be found on platforms such as YouTube. A video ad typically plays before, during or after the content an audience intends to watch. You can make the video ads clickable so that they drive more traffic to your website.

  - In addition to paying to run ads on YouTube, and similar venues, marketers can also create and distribute their own videos as part of their content marketing strategy.
- **Affiliate Marketing:**
  - Affiliate marketing is the process of earning income every time you promote products or services of someone else. The affiliate simply searches for a product they enjoy, then promotes that product and earns a piece of the profit from each sale they make.
- **Online Public Relations:**
  - Online Public Relations (E-PR, Digital PR) refers to the use of the internet to communicate with both potential and current customers in the public area.
  - In the period of digital marketing, the major online public relations tools for the public relations professionals and marketers such as content marketing, search engine optimisation are the results of mixture of digital technologies and public relations.

2.4 TYPES OF DIGITAL MARKETING (OVERVIEW)

There are many types of Digital Marketing to promote the business, including Search Engine Marketing, Social Media Marketing and Content marketing. Let us see some of important types.

2.4.1 Internet Marketing

- Internet marketing is also called as online marketing, web marketing. This is the process of promoting a business or brand and its products or services over the internet using tools that helps drive traffic, leads, and sales.
- Online Marketing is divided into three fundamental aspects which are online presence, traffic attraction, and traffic conversion.
  - Online presence is established through social media and a website which will provide a professional profile and at the same time give your potential customer confidence in your services.
  - Traffic attraction is done through mediums of publicity like Google or through Local SEO strategies, and through these strategies you achieve conversion.
  - In contrary to traditional marketing, Google publicity or Local SEO captures the attention of consumers who are actually searching for your service or product.
- This differs from digital marketing. This is advertising that is solely on the internet, whereas digital marketing can take place through mobile devices, on a subway platform, in video games or via a smartphone app.
- It combines the technical and creative aspects of the World Wide Web such as advertising, designing, development and sales. Moreover, Internet Marketing also deals with creating and placing ads throughout the various stages of customer engagement cycle.

Area/Zone	Traditional Marketing	Digital Marketing
Real-Time Result	With traditional marketing methods, the company must wait for weeks or months to get the result.	Online marketing or digital marketing gives quick results and thus it is easy to get real time marketing results.
Interruptions	Consumers cannot choose to skip advertisements or other things that are causing interruptions.	Digital marketing/online marketing methods let the consumers / customers / buyers skip the interruptive part and continue to engage with the product(s) / service(s).
Strategy Refinement	As traditional marketing methods do not provide real-time results, drafting the marketing strategy takes time as it is dependent on the marketing results.	Digital marketing provides real time results; thus, strategy refinement becomes very easy and the marketing team can choose to change or update their market strategy as per the market results.
Communication	Traditional marketing involves one-way communication as marketing mediums are quite rigid.	Online marketing promotes two-way communication and thus helps to satisfy the customer. This makes the customer feel that they are being listened to and served.

- After studying all the above points it is proved that digital marketing is taking over traditional marketing because of a greater number of advantages and facilities being offered to the consumers/buyers. Consumers are independent and not bound to patronize any brand and online marketing offers hassle-free marketing, returns, and cashless transactions.
- Digital marketing has become handy and the marketers can take the attention of the consumers more easily. Also, we have automation on a boom and digital marketing is a highly automated process that reduces a lot of manual processes involved both for the consumers and the marketers. Although, both traditional marketing and digital marketing are effective in their own ways still as per the marketing trends digital marketing is slightly ahead of the traditional method.

2.3 DIGITAL MARKETING CHANNELS

- Digital marketing channels have three categories: brand awareness, lead generation, and direct sales. Depending on your business goals, you might need to include all three digital marketing categories into your strategy.

Fig. 2.4: Digital Marketing Channels

2.3.1 Popular Digital Marketing Channels

- **Email Marketing**: Email marketing is still one of the most effective digital marketing channels. Email marketing is the medium to get in touch with your potential customers or the people interested in your brand.

  In addition, email marketing can be targeted to prospects based on where they are in your sales funnel. Prospects in the top of the sales funnel would get different messages than those in the middle of the funnel, and prospects in the bottom of the funnel would get still different messages.
- **Pay-Per-Click Advertising (PPC)**: Paid search operates on a pay-per-click model, where the advertiser pays only when someone clicks on their ad. Search engine algorithms determine where your ads will be displayed based on what you're paying for the ad (your bid) as well as the ad's quality score.

  The majority of paid search campaigns are run on commercial search engine platforms, with the top three being Google, Bing, and Yahoo.
- **Search Engine Optimization (SEO)**: SEO is one of the most important types of digital marketing. By optimizing your content for search engines, you can increase a steady stream of relevant traffic that will only grow over time.

  As you know, a search engine is a web-based tool that scours the World Wide Web to help users find the information they're looking for. Search engine marketing covers any activity that attempts to increase your ranking on these search engines. Most popular search engines are: Google, Bing, Yahoo.

- **Choice to audience:** Audience can choose how they want to receive your content. While one person likes to read a blog post, another person likes to watch a YouTube video. Traditional marketing doesn't give the audience a choice. Most people hate receiving sales flyers in their mailbox or phone calls at inconvenient times on stuff that they have little interest in. Online people get the choice to opt in or out of communications.
- **Interaction with audience:** This is possible with the use of social media networks. Traditional marketing methods do not allow for audience interaction. You can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them, buy them and provide feedback which is visible to your market.
- **Cost-efficient:** Though some invest on paid ads online; however, the cost is still cheaper compared to traditional marketing.
- **Data and results are easily recorded:** Can check on your campaigns at any time using Google Analytics and the insights tools offered by most social media channels.
- **Real time results:** You don't have to wait weeks for improvement of business like you would have to waiting for a fax or form to be returned. You can see the numbers of visitors to your site and its subscribers increase, peak trading times, conversion rates and much more at the touch of a button.

Fig. 2.3: Traditional Marketing vs Digital Marketing

2.2.3 Comparison between Traditional Marketing vs Digital Marketing

Table 2.1: Comparison between Traditional Marketing vs Digital Marketing

Area/Zone	Traditional Marketing	Digital Marketing
Target Audience	It's easy to reach out to local audience/consumers with the traditional marketing methods.	Digital marketing lets you reach the targeted audience / consumers / customers globally from all over the world.

Area/Zone	Traditional Marketing	Digital Marketing
Marketing Approach	Traditional marketing is more of a personal approach as it is very easy for marketers to have a person-to-person relationship in informing the public or promoting their brand's name.	The physical presence of the marketers is not at all required in digital marketing. Physical presence will be a bonus but is not required and digital marketing allows the marketer to reach a finite number of consumers easily.
Documentation	Traditional methods of marketing provide the hard copy of product(s)/service(s) description which can be read again and again.	Digital platforms provide the description in softcopy over the website, or through videos, YouTube, etc. which can be accessed anytime anywhere as per the consumer's requirement and it provides paper-free documentation.
Consumer Interaction	Very less interaction is involved in traditional marketing as the promotion mediums are not flexible enough to incorporate the customer's interaction.	Digital marketing, on the other hand, offers a number of digital platforms to the consumers / customers / buyers like social networking sites, e-commerce websites, and different apps for collecting their feedbacks where they can put their views about the product / service.
Marketing Cost	Traditional marketing is expensive as it involves printing, Radio / TV advertisements which cost more to the company.	Digital marketing is less costly than the traditional marketing as everything is online and the use of social websites does not cost more. Based on the marketing requirement the business can select for paid ads if they want to.
Marketing Analysis	The result analysis is complex with traditional marketing as the companies need to rely on the surveys and the findings of the market.	On the other hand, in digital marketing, data and facts are recorded and stored online which makes it easy for the marketers to analyze the marketing result.

The main difference between digital and traditional marketing is the medium through which an audience gets a marketing message. Let us see whether there are any real advantages to using digital marketing over traditional means? And what is the big difference between these two.

2.1.1 5D's of Digital Marketing

The 5D's define the opportunities for consumers to interact with brands and for businesses to reach and learn from their audiences in different ways:

1. **Digital devices**: Audiences experience brands as they interact with business websites and mobile apps typically through a combination of connected devices including smartphones, tablets, desktop computers, TVs and gaming devices.
2. **Digital platforms**: Most interactions on these devices are through a browser or apps from the major platforms or services, that's Facebook (and Instagram), Google (and YouTube), Twitter and LinkedIn.
3. **Digital media**: Different paid, owned and earned communications channels for reaching and engaging audiences including advertising email and messaging, search engines and social networks.
4. **Digital data**: The insight businesses collect about their audience profiles and their interactions with businesses, which now need to be protected by law in most countries.
5. **Digital technology**: The marketing technology that businesses use to create interactive experiences from websites and mobile apps to in-store kiosks and email campaigns.

Fig. 2.2: 5D's of Digital Marketing

2.2 DIGITAL VS. REAL MARKETING

2.2.1 Traditional (real) Marketing (Old Age Media)

- Businesses involved in the traditional marketing advertise their products or services on print media (e.g. newspapers and magazines), radio and television commercials, business cards, bill boards, and in many other similar ways where Internet or social media websites were not employed for advertising.

- Traditional marketing policies had limited customer reachability and scope of driving customers' buying behaviour.

Advantages of Traditional Marketing:

- **Reach**: Easy to reach target local audience. For example, a radio ad might play in one location: your city or region. Or mailbox flyers will go to households in a select number of suburbs.
- **The materials can be kept**. The audience can have a hard copy of materials of which they can read or browse through over and over again.
- **Tangible Offers**: Traditional Marketing offers tangibility.This refers to ads or products that clients could come to contact in during their free time, like a newspaper ad for example.
- **Easy to understand**: It can be easily understood by most people because they are already exposed to this kind of strategy.
- **Product Testing**: Depending on the product, traditional marketing can offer product testing and through this method, prove its quality.

Disadvantages of Traditional Marketing

- **Expensive**: Purchasing television, radio, or printed ads tends to be costly for both small and mid-sized businesses.
- **Inefficiency**: It is quite difficult to measure the conversion rate of your ads through traditional marketing, which makes it difficult to have a good understanding of the efficiency of your ads and the results they offer.
- **Forced Strategy**: This type of marketing strategy is known to be a forced method of selling a product. Because the consumer is not necessarily seeking your product in the first place.

2.2.2 Digital Marketing (New Age Media)

- The new age media are those types of media that use digital technology (e.g. social media and the use of the internet). Some examples of new age media are computer animations, computer games, human-computer interfaces, interactive computer installations, websites, and virtual worlds.
- The rise of new age media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, videos, pictures, and other user-generated media.

Advantages of Digital Marketing:

- **Effective campaign**: Digital marketing allows you to target not only a local audience, but also an international one. Further, you can modify a campaign to specific audience information, such as gender, location, age and interests. This will make campaign more effective.

- The **strategies and actions** that we are going to carry out to achieve those objectives (temporary planning, description of the campaigns, tasks, etc.).
- How are we going to measure the **results** of the actions?

3.2.1 Create an Effective Digital Marketing Plan

An effective digital marketing plan must include all the necessary information and be practical in guiding actions. Let's see how to create an effective digital marketing plan step by step.

Step 1. Define the Brand

The first and the most important step to build a solid digital marketing plan are to define your own brand. This step is necessary because until and unless you know what your brand stands for and how it is different from other businesses, you will not be able to apply the correct digital marketing tactics.

Fig. 3.1: Relation of Brand of Product and Consumer

In order to define your brand, do the following:

1. Describe the company and its goals in a few words so that you have the needed clarity. This also helps you understand the motto of your own brand.
2. Write down what exactly makes your brand different and unique from others.
3. Note down how and why your differentiation can make your customers life easier and why it is important to them.
4. Understand what your company values are and why they are necessary or important for the growth of your brand.
5. Know how you can describe your business in clear terms and if you would be able to explain it to your customers in simple terminology.
6. Create a mission statement or a brand positioning statement if you already do not have one.

Step 2. Create buyer personas

The next step of your digital marketing plan is creating buyer personas to define your target audience.

A buyer persona or a customer persona is made up of detailed information relating to your target customer. Without a buyer persona, your digital marketing plan will not have a clear direction.

This step helps us to focus on the product and service offer and guide all the segmentation of the brand. Sometimes it may be necessary to define more than one profile, if we have product lines for different types of users.

Creating buyer personas will help you create a better digital marketing plan because you will know how to better target members of your audience.

A buyer person must include:

- Demographic information: age, gender, occupation, income level, place of residence.
- The user's online and work behavior.
- Customer's current relationship with brand.
- What their goals and needs in relation to the brand.

Step 3. Set Goals

It is important to set goals so you can determine whether your marketing campaign is working effectively to help your business grow. When you set goals, it's essential that you set measurable ones. These are also known as **SMART goals.**

Here SMART stands for:

- **Specific:** The objectives must be detailed and concrete. Try to answer the basic questions of what, who, where, when, how and why.
- **Measurable:** If we cannot concretely measure an objective, it will be impossible to know if we have reached it. Set goals that define what you want to achieve which should be easy to measure. This will make digital marketing business plan on the fast track to success.
- **Achievable (attainable):** Goals that are too easy or too ambitious do not work for us.
- **Realistic:** This means it takes into account previous resources and achievements.
- **Time-bound (in time):** Finally, we will have to specify a deadline for our goal, in which we will establish a control to see if it has been fulfilled or not and why. It may be useful to divide a global goal into smaller objectives.

Step 4. Choose the Right Digital Marketing methods

If you want to know how to create an effective digital marketing plan, choose the right digital marketing methods.

There are many different digital marketing methods, and each requires a dedicated amount of time, effort and resources to make it work. These are:

Q. II Answer the following questions:

1. Write the difference between Digital Marketing and Traditional Marketing.
2. Explain the channels of Digital Marketing.
3. Which are types of Digital Marketing?
4. Write advantages and disadvantages of Digital Marketing.
5. What is Mobile Marketing?

Q. III Define following terms:

1. Social Media Marketing
2. SEO
3. Blog
4. Forum
5. PPC
6. Banner
7. Email Marketing
8. Traditional Marketing
9. New-Media Marketing
10. SEM
11. SMS

***

3... Creating Initial Digital Marketing Plan

Objectives...

- To learn how to create Initial Digital Marketing Plan.
- To know about Content Management.
- To get information of SWOT Analysis and Target Group Analysis.

3.1 INTRODUCTION

- The digital marketing is becoming an important part of running a successful business. A **digital marketing plan** is an essential map to achieve the objectives of your brand. It is, therefore, a tool with which all marketing teams have to work day by day.
- You need to be sure of what kind of digital marketing tactics you should apply or avoiding) and why. For this you have a proper digital marketing plan in place.

3.2 DIGITAL MARKETING PLAN

Digital Marketing plan is a document sharing the details for all the planning for your digital marketing campaigns or actions.

The digital marketing plan is a document that includes, at least, the following information:

- The **environment** of the brand, both internally and externally.
- The **objectives** that are intended to be achieved. These will always have to be co-ordinated with the general business goals of the company. Some companies choose to include the online marketing plan as a section of the general plan and others work with separate departments that are always co-ordinated.

- **Large Coverage:** Coverage is the huge circle in Mobile Marketing. The sharing of any files becomes a simple task. People share their new interest in offers or any information to others which is a good sign for the company's growth.
- **Mobile Banking and Micro-Blogging:** Recently, banks started encouraging mobile banking to acquire more users; and all type of payments are mostly done through mobiles. Since, it's more efficient and less time consuming. Even Twitter, Facebook etc. has more mobile users than any other device users.

Disadvantages:

- **Security:** Online privacy has to be checked regularly to prevent any distractions or hacking. Mapping with the mobile is possible when any route is to be searched. But securing one's location is also essential.
- **Creative:** Creative thoughts in making new mobiles should be present to make mobile marketing to sustain in same place. Since, there are lots of mobile in the markets people will pick out the mobile according to usage, interface and looks of it. Adding more details in outer part of mobile is important.

2.4.4 Future of Digital Marketing

There are a number of ways brands can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era not only allows for brands to market their products and services but also allows for online customer support through 24/7 services to make customer feel supported and valued.

Summary

- Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them.
- Businesses involved in the traditional marketing advertise their products or services on print media (e.g. newspapers and magazines), radio and television commercials, business cards, bill boards, and in many other similar ways where Internet or social media websites were not employed for advertising.
- Both traditional marketing and digital marketing are effective in their own ways still as per the marketing trends digital marketing is slightly ahead of the traditional method.
- Each digital marketing channel is unique in terms of structure, objective, features or tools. Examples: SEM, Paid search, online display advertising, email marketing, Video marketing, social media marketing, mobile marketing.
- Internet Marketing (also known as web marketing, e-marketing) is an all-inclusive term for marketing products and/or services online – and like many all-inclusive terms, internet marketing means different things to different people.

- Social Media Marketing (SMM) is a form of internet marketing that utilizes social networking websites as a marketing tool.
- Mobile marketing, a subset of digital marketing, includes any marketing activity that targets users on mobile devices such as a tablets or smartphones.

Check Your Understanding

1. Which is a type of digital marketing?
   (a) Internet Marketing (b) Mobile Marketing
   (c) Social Media Marketing (d) All of the Above
2. Which is not example of traditional marketing?
   (a) Print Ads (b) Newspaper
   (c) Mobile (d) Radio
3. One of the key components of SMM is .....
   (a) Search Engine Optimization (b) Search Engine Media
   (c) Social Media Optimization (d) Social Engine Media
4. Internet marketing is known as also by .....
   (a) Mobile Marketing (b) Online Marketing
   (c) Social Media Marketing (d) Traditional Marketing
5. SMS stands for .....
   (a) Social Media Service (b) Social Message Service
   (c) Short Message Service (d) Short Media Service

Answers

1. (d)	2. (c)	3. (a)	4. (b)	5. (c)

Practice Questions

Q. I Answer the following questions in brief:

1. What is new age marketing?
2. What is internet marketing?
3. Name examples of traditional marketing.
4. Which are types of internet marketing?
5. Name examples of Digital Marketing

There are seven main types of internet marketing:

1. Social media marketing
2. Influencer marketing
3. Affiliate marketing
4. Email marketing
5. Content marketing
6. Search engine optimization (SEO)
7. Paid advertising

2.4.2 Social Media Marketing

- Social media marketing (SMM) is a form of internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.
- One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website.
- SMO can be done two ways: adding social media links to content or promoting activity through social media by updating status or tweets, or blog posts.
- SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social Customer Relationship Management (social CRM).
- SMM became more common with the increased popularity of websites such as Twitter, Facebook, Myspace, LinkedIn, and YouTube.

2.4.3 Mobile Marketing

Mobile marketing, a subset of digital marketing, includes any marketing activity that targets users on mobile devices such as a tablets or smartphones.

Channels of Mobile Marketing:

Many marketers feel that developing a mobile app is absolutely essential to reaching and engaging with their customers via mobile. However, there are easier and far more effective channels to reach your target audience on their mobile devices.

These channels could include:

- A mobile website
- Mobile search
- Mobile display ads
- In-app display advertising

Implemented together, these make the perfect starting point for any mobile marketing campaign. Just as is the case with desktop paid search and display campaigns, mobile campaigns can be tracked and optimised in real-time.

Proximity Marketing: Another growing form of mobile marketing is proximity marketing. As the name suggests, proximity marketing involves wirelessly delivering marketing messages to a mobile device within a specified space. Apple's iBeacon, Samsung's Proximity and Hotspot Revenue's Talking WiFi are good examples of proximity marketing platforms.

When running a mobile marketing campaign, you'll have the choice of different technologies to reach consumers. These include SMS, MMS, Bluetooth, mobile applications, the mobile Internet, and social media.

Short Message Service (commonly referred to as SMS or text messaging), which is particularly popular among retailers who use it to send customers promotional offers, app development, and push notifications in text, which display messages on top of a user's mobile screen. Multimedia Messaging Service (MMS) lets you add multimedia to the ad mix.

Fig. 2.6: Mobile Marketing

Advantages:

- **Faster Access:** The mobile marketing is faster in many ways, be it an image or text or a video, it can be easily carried and accessed instantly when needed. So, it helps in monitoring the works and updates can be checked regularly, making it less expensive and less time consuming.
- **User Friendly:** The working interface is easy in mobiles so people prefer more mobile than desktop computers. Thus, it provides the information of issuing the promotion or product ideas to the users easily. The screen size is also the main key for user friendly.
- **Knowledge About Device:** Mobile marketing involves direct market technique that helps the customers to interact about their preferences in mobiles. Also, they get to know more about the mobile. Feedback can also be given to make more effective marketing.

- A SWOT analysis is most commonly used as part of a marketing plan, but it is also a good tool for general business strategizing and serves as a starting point for team discussions.
- In other words, use SWOT Analysis to evaluate organization's current position before decide any new strategy.

3.4.1 How to Do a SWOT Analysis?

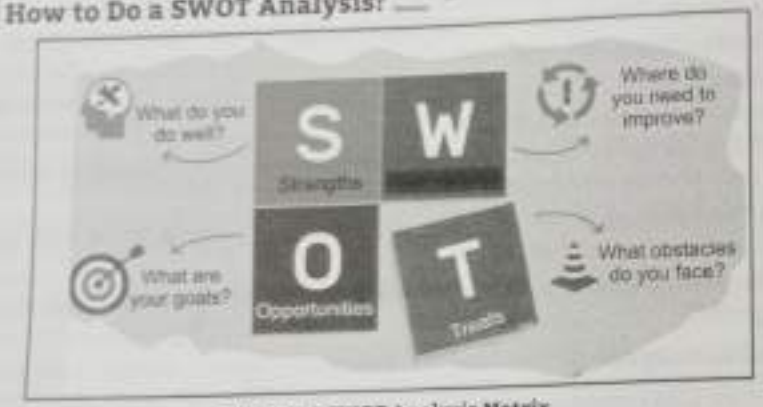

Fig. 3.4: A SWOT Analysis Matrix

Using a SWOT Analysis Matrix:

- A SWOT matrix is usually depicted as a square divided into four quadrants. Each quadrant represents one element of the SWOT analysis: Strengths, Weaknesses, Opportunities, Threats.
- These four characteristics are divided into two factors – Internal and External.
- In SWOT analysis, we map out strengths, weaknesses, opportunities and threats as follows:

Internal Factors	External Factors
Strengths	Opportunities
Weaknesses	Threats

- The two internal factor types : Strengths and Weaknesses – are in the left-hand column. The external factor types : Opportunities and Threats – are on the right.
- Making this distinction will help to understand that how each point you have identified can feed into your strategy.
- The external factors in the right-hand column are largely or entirely out of control. You can use them to determine objectives, but not to determine how you will reach those objectives.
- The internal factors in the left-hand column are entirely within control. You can use them to work out how you will achieve your objectives, but not to determine what those objectives are.

Questions to Ask During the Process:

The easiest way to start filling in each quadrant is by answering a series of questions. Use the list below to get started, focusing on the questions that are most relevant to business and current situation.

1. **Strengths:** Strengths include any existing facet of the project that you consider to be advantageous or enabling. For this quadrant, think about your and your business's attributes that will help you achieve your objective.

Questions to consider:

- What do you do well?
- What are your unique skills?
- What expert or specialized knowledge do you have?
- What experience do you have?
- What do you do better than your competitors?
- Where are you most profitable in your business?

Examples:

- Good brand recognition.
- High availability of skills (such as SEO, strategy, copywriting).
- Extensive reach via social media channels.

2. **Weaknesses:** For this quadrant, think about business's attributes that could hurt your progress in achieving your objective. In other words, Weaknesses cover all the internal factors that might hold the project back. Think about operational and people-based shortcomings in particular.

Questions to consider:

- In what areas do you need to improve?
- What resources do you lack?
- What parts of your business are not profitable?
- Where do you need further education and/or experience?
- What costs you time and/or money?

Examples:

- Limited access to skills
- Limited budget
- Limited agility or resistance to change, due to legacy systems/collateral

3. **Opportunities:** For this quadrant, think about the external conditions that will help to achieve the objective. Focus on opportunities to drive the growth of sales, audience, revenue, reach, etc.

- **Assemble**: Aggregate content into logical structures like documents and web pages beforehand or on demand.
- **Syndicate**: Make content available to multiple subscribers simultaneously through social networks, web services, etc.
- **Personalize**: Tailor content to meet the specific needs of individual users.
- **Localize**: Adapt content to make it appropriate for content consumers who speak a specific language or reside in a specific country or region.
- **Publish**: Render or output content from a content management system into the desired delivery format.

Phase 5. Preserve

Protect valuable content from change or loss through archival storage and backup. Get rid of content that is outdated.

- **Archive**: Store legacy content securely outside of the content management system to address issues of accountability and make content available for future use.
- **Backup**: Copy or save content to another location in order to recover it in the event of system failure, human error or catastrophic loss.
- **Migrate**: Migrate content from other systems or repositories to your content management environment or migrate your content to another system or format.
- **Destroy**: Content that is no longer valuable for organizational, legible or historical reasons can be destroyed.

Phase 6. Evaluate:

This is the time to audit if content is still up-to-date, if users can find, access and use it, and if the content strategy or the goals need to be redefined.

- **Audit**: Perform a systematic examination of your content management processes, technology performance, end-user satisfaction and customer satisfaction.
- **Measure**: Quantify and compare the audit results against the defined indicators in Phase 1 (Plan) to determine if the project was successful and to identify areas for future improvement.
- **Research**: Investigate new technologies, tools, design and methodologies to identify next steps for your content management project.
- **Adapt**: Adjust your strategy to address the results of your evaluation. Use this information to alter your plans for the next phase of your content management process. Return to Phase 1 (Plan).

3.3.3 Components

A Content Management System is composed of two major components. These are:

1. **Content Management Application (CMA)** : It is a graphical user interface. This allows its users to create, delete, modify, and publish content even without the knowledge of HTML or other programming languages that are necessary to create web pages.
2. **Content Delivery Application (CDA)** : It is responsible for the back-end services. It manages as well as delivers content after framed in the CMA.

3.3.4 Features

Following are features of content Management system.

- **User Management**: This permits the management of user information like the roles of different users allotted to work simultaneously, such as creating or deleting the user, change the username, password, and other related information.
- **Theme System**: This allows us to modify the site view as well as functionality using stylesheets, images, and templates.
- **Extending Plugins**: Different plugins are offered, which gives custom functionalities and features to create the CMS site.
- **Search Engine Optimization**: It is embedded with a lot of search engine optimization (SEO) tools making content SEO more straightforward.
- **Media Management**: is used for managing the media files and folder, with uploading media contents easy and effortless.
- **Multilingual**: Translation of the language, as preferred by the user, is possible through CMS.

3.3.5 Advantages

- Most of the CMS is open source and is available for free.
- Easy and quick uploading of media files can be done.
- Several SEO tools make on-site SEO simpler.
- It can modify CSS files as per the design needed by the user.
- Many templates and plugins are available for free. Customization of plugins is also possible.
- Content editing is also more comfortable as it uses the WYSIWYG editor.
- Easy customization is possible as per the need of the user.

3.3.6 Disadvantages

- CMS software needs a time-to-time update, and hence the user needs to look out for an updated version.
- The use of different plugins can make your website heavy and challenging to run.
- Expensive design and plugins for the addition of certain special features to the website.

3.4 SWOT ANALYSIS: STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS

- SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.
- A SWOT analysis is a strategic planning tool that helps a business owner identify his/her strengths and weaknesses, as well as any opportunities and threats that may exist in a specific business situation.

3. **Digital Asset Management (DAM):** The management and manipulation of rich digital Enterprise content management assets such as images, audio, and video for usage in other media. DAM systems also have advanced metadata capabilities that support the complex nature of visual-content search.
4. **Records Management (RM):** The management of transactional information and other records that are created as a byproduct of business operations (e.g., sales records, access records, contracts, etc.). Records management is responsible for the efficient and systematic control of the creation, receipt, maintenance, use and disposition of records. It also protects records from inappropriate and unauthorized access.

3.3.2 Phases in the Content Management Lifecycle

- Content Management (CM) is the process of planning, developing, managing, deploying, preserving and evaluating all content within an enterprise. Content management helps control the explosive increase of content by using it effectively.
- The process of content management has its lifecycle. This CM Lifecycle consists of six phases: Plan, Develop, Control, Deploy, Preserve and Evaluate.

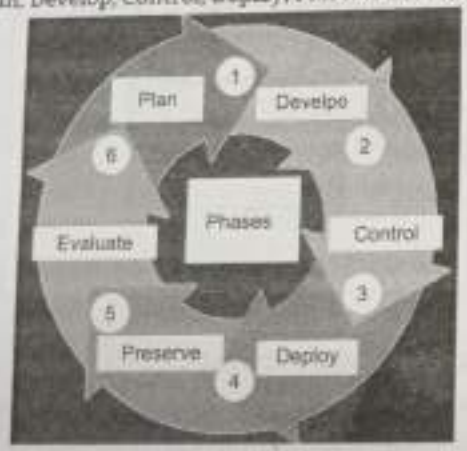

Fig. 3.3: Phases in the Content Management Lifecycle

Content management has to meet one or more business goals. Each phase in the CM Lifecycle has to be aligned with these goals.

Phase 1: Plan

In the planning phase, the current situation and the requirements are analyzed and quantified. In this phase, the content management strategy is aligned with the business objectives.

These are the things you can do in the Plan phase of the Content Management Lifecycle:

- **Analyze:** Examine the business goal(s), business processes and requirements, and analyze the content and the content lifecycle.
- **Quantify:** Define measurable indicators to decide in the evaluation phase if the content management strategy is successful.
- **Align:** Match the content management strategy with your business goals and objectives.
- **Design:** Develop your information architecture (content model, metadata, standards, workflow, interaction design, etc.) and install a governance policy.

Phase 2. Develop

Content can be created, edited, captured, collected or acquired in other ways. Metadata is added to give the content meaningful context.

- **Create:** Author original content using editing tools, web forms and rich media tools.
- **Capture:** Convert and integrate paper documents, web pages, email, Office documents and scanned documents.
- **Collect:** Collect content, perhaps through syndication, and order it into logical groups.
- **Categorize:** Add metadata to organize, group or classify content according to its specific characteristics, enabling search and retrieval, reuse, tracking and reporting, routing or delivery.

Phase 3. Control

In this phase, content is stored, secured, optimized (for search, etc.), reviewed and approved.

- **Store:** Deposit content into a content repository.
- **Secure:** Assign roles-based permissions identifying who can read, create, modify, approve and delete content. An audit trail tracks access, changes, approvals and deletions.
- **Review:** Examine and improve content for clarity, comprehensiveness, appropriateness, accuracy, findability, accessibility and usability.
- **Approve:** Authorize or provide formal sanction for content publishing or delivery.

Phase 4. Deploy:

Content is assembled and delivered to users using a variety of publishing mechanisms and channels. Content can be personalized to meet the needs of the individual user, and localized to reflect the regional, national, or cultural norms and brand values.

- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
- Content Marketing
- Email Marketing
- Social Media Marketing
- Influencer Marketing

It is important that you choose to work with the most responsive marketing channels that are most likely to give you results.

Step 5. Set your Marketing budget

Marketing budget is an essential part of the campaign. You must know how much you can spend on the digital marketing campaign before start implementing methods. Having a set marketing budget allows to distribute money to the services that you need.

When you set a budget, you can break it down and allocate the money to different channels. You must find a balance between how much willing to spend on each channel and how much need to invest to drive valuable results.

For example, you may think that $600 per campaign is sufficient to run a PPC campaign, and while it will drive some results, it would not generate the same kind of results as someone who invests $1200 into a PPC campaign.

When you know how much is available in the budget and how much need to spend on each channel, you will create a better digital marketing business plan.

Step 6. Measure results

A digital marketing plan should always have a strategy for measuring results. Measuring result is essential in determining whether business was successful with your efforts. It is important to constantly monitor your results to ensure you are putting out the best campaign.

You can use Key Performance Indicators (KPIs) to determine campaign's success. KPIs are statistics that help to define whether you reached the goals you set.

If you are not meeting the goals, it provides with the opportunity to restructure campaigns to drive better results. You can alter and optimize strategies to help you to reach consumers.

Step 7. Start creating a digital marketing plan:

Creating a digital marketing plan will help set you on the fast track to reaching more people interested in your business. A strategic plan will help you obtain new leads and earn conversions for your company.

3.3 CONTENT MANAGEMENT

- **Content management** is the process of organizing and consolidating the pieces of content (text, graphics, and multimedia clips) and tagging schemes (XML, HTML, etc.) in the most efficient way and storing them only one time in a repository, known as a Content Management System (CMS).

- A Content Management System is an application that is used to manage web content, allowing multiple contributors to create, edit and publish. Content in a CMS is typically stored in a database and displayed in a presentation layer based on a set of templates.
- Examples of Popular Content Management Systems:
  - Joomla.
  - Drupal.
  - Magento (for e-commerce stores)
  - Squarespace.
  - Wix.
  - TYPO3.
- **Why content management system is important?**

A Content Management System (CMS) allows you to create, edit, manage and maintain website pages on a single interface. Using a CMS, companies can easily build sites for themselves and their clients. These systems streamline web design and content publishing, ensuring that both your site and workflow are streamlined.

Fig. 3.2: Content Management system

3.3.1 Types of Content Management

The "big four" areas of content management might be identified as:

1. **Web Content Management (WCM):** The management of content primarily intended for mass delivery via a website. WCM excels at separating content from presentation and publishing to multiple channels.
2. **Enterprise Content Management (ECM):** The management of general business content, not necessarily intended for mass delivery or consumption (e.g., employee resumes, incident reports, memos, etc.). This was more traditionally known as "document management," but the label has been generalized over the years. ECM excels in collaboration, access control, and file management.

4. The SWOT analysis is the analysis of .....
   (a) Strengths, opportunities, weakness, threats
   (b) Sales, objectives, weakness, threats
   (c) Strengths, opportunities, weakness, tests
   (d) Strengths, occupations, weakness, threats
5. Which factor is not included while building an audience persona for digital marketing purposes?
   (a) Demographic (b) Topographic
   (c) Psychographics (d) Technographic

Answers

1. (b)	2. (a)	3. (d)	4. (a)	5. (b)

Practice Questions

Q. I Answer the following questions in short:

1. What is digital marketing plan?
2. What is content management system?
3. Which are steps for initial digital marketing plan?
4. Write the examples of Content Management System.
5. What is Target Group Analysis?

Q. II Answer the following questions:

1. How to create initial digital marketing plan?
2. Why content management is important? State its advantages and disadvantages.
3. Explain the SWOT analysis.
4. How to do target group analysis?
5. Which are SMART goals?

Q. III Define following terms:

1. KPI
2. Content
3. Buyer persona
4. Content management system
5. Digital marketing plan
6. SMART goals
7. SWOT analysis
8. Web content marketing
9. Digital asset marketing
10. Target audience

***

4... Marketing using Web Sites

Objectives...

- To study how to do web design.
- To learn about optimization of web sites.
- To get knowledge of MS Expression Web.

4.1 INTRODUCTION

- Website is the most important and powerful marketing tool. It can become the biggest source of business growth.
- **Web Marketing:** Web marketing refers to a broad category of advertising that takes many different forms, but generally involves any marketing activity conducted online.
- Marketers have shifted their efforts online because it tends to be significantly less expensive. Many online advertising spaces are free to use. Companies can upload videos to YouTube or start a blog for no cost at all. Other outlets like official websites or paid search marketing have minimal cost.
- The web presents exciting new opportunities for companies to profile their customers. The interactive space of the Internet simplifies a company's ability to track, store, and analyse data about a customer's demographics, personal preferences, and online behavior. This data allows the advertiser to provide a more personalized and relevant ad experience for the customer.

4.1.1 Types of Web Marketing

Web marketing covers numerous web marketing strategies, including:

- **Display Advertising:** The use of banner ads and other graphical advertisements to market products online.
- **Search Engine Marketing:** Using search engines to help connect users with the products and services they are most interested in. Companies can pay to receive preferential ranking in a list of search results.

the psychographic information describes their reasoning for potential engagement with the brand, and the technographic information will help to deliver the right content based on the device or equipment they are using.

3. **Monitor Audience Analytics:**

Audience analytics is a platform which helps businesses to determine the kind of content to serve up in the future based on the what content their target audience consume, when they consume it, and for how long.

4. **Reach out to Niche Websites and Relevant Influencers:**

Reaching out to niche websites and tapping the power of influencer marketing can help you to reach your desired audience as quickly and easy as possible.

Conduct research about the most popular websites relevant to business and advertise them for a guest post. Due to this you can expose brand to a new set of relevant audience and will also increase chance of getting high-quality traffic that converts.

The same process applies when using influencers. Make sure you must communicate clearly about the goals to achieve with the influencer to ensure the effective delivery of campaign.

5. **Use Social Listening Tools:**

In order to ensure long term success with target audience, it is essential that you still improve your audience profile continuously. One way to do this is to use social listening tools like BuzzSumo, Mention, Twitter and Facebook hashtags, or HootSuite.

With social listening, you can discover topics that your target audience are talking about. Once you identify a certain topic, you can check the profile of the users participating in the conversation to understand their interest and preferences on a general level. This will provide you with valuable insights which you can use to streamline further the audience persona.

3.5.1 Tools to find the Target Audience

- **BuzzSumo:** BuzzSumo is a great tool to use to see what type of content works best on social media. You can get a clear idea of the popularity of the post. All you have to do is to insert certain keywords that are related to your business/industry and it will reveal the most popular content around that keyword on the web.
- **Facebook Insights:** Facebook Insights is the *"Google Analytics"* for Facebook page. A quick session on this platform will give you a clear idea of who your target audience is, where are they from, what age are they, what gender, other pages they like, etc.
- **A Keyword Tool:** There are many keyword tools available online, some for free and some paid.

It has the ability to search for keywords from a variety of sources such as Bing, amazon, YouTube. For example: SEMrush, Buzzsumo, KWFinder.

How To Reach Target Market?

Following steps show how to reach the target market.

1. **Create content that speaks to your Target Audience:**

Once you have identified who your target audience is, the next step you should take is to create content that your audience will appreciate and enjoy.

This overall approach shows how to create content that should be consistent throughout your website, blog posts, social media posting, email marketing and every other type of digital marketing channel you use.

2. **Target them with Media Buying Campaigns:**

One great (paid) way of reaching the majority of your target audience quickly is through the use of paid ads. These ads may get costly. But, since you have identified your target audience, you will be able to advertise with more precision which will probably lower the cost.

Examples:

- Facebook Ads
- Google Adwords

Summary

- Digital Marketing plan is a document sharing the details for all the planning for your digital marketing campaigns or actions.
- A Content Management System (CMS) is a software application or set of related programs that are used to create and manage digital content. CMSs are typically used for Enterprise Content Management (ECM) and Web Content Management (WCM).
- Examples of Popular Content Management Systems are Joomla, Drupal, Magento (for eCommerce stores), Squarespace, Wix, TYPO3.
- The process of Content Management (CM) has its lifecycle. This CM Lifecycle consists of six phases: Plan, Develop, Control, Deploy, Preserve and Evaluate.
- SWOT analysis is a study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.
- A Target Market refers to a group of customers to whom a company wants to sell its products and services, and to whom it directs its marketing efforts.

Check Your Understanding

1. Which is the first step in Initial digital marketing plan?
   (a) Set goals (b) Define the brand
   (c) Create buyer personas (d) Choose right digital marketing channel
2. KPI stands for .....
   (a) Key Performance Indicator (b) Key Performance Index
   (c) Key Product Indicator (d) Key Process Index
3. Which goal is not included in the SMART Goals?
   (a) Realistic (b) Specific
   (c) Measurable (d) Reliable

Opportunities:

- Growth in geographical segments: There are still opportunities of expansion in Asian markets, which has not been completely harnessed.
- Boost changes in prices, discounted prices especially in developing nations.

Threats:

- Other eating joints such as McDonalds and Starbucks who offer cheaper options for coffee along with fast food. Hence, it is preferred by the younger generations, being a pocket-friendly option.
- Health concerns: Diet conscious younger generation is preferring for alternatives such as fruit juices, in a bid to reduce consumption of caffeine.

3.5 TARGET GROUP ANALYSIS

- A Simple Definition is, "A target market refers to a group of customers to whom a company wants to sell its products and services, and to whom it directs its marketing efforts."
- A target group is made up of different people on the basis of their same or similar characteristics. In order to make a target audience more tangible, you should try to understand their nature on different levels.
- No matter whether you are at the beginning of your business and are just building your product or want to introduce new products or optimize existing ones in an established company, target group analysis is essential.
- Defining a 'target market' is the first stage in the marketing strategy of a business, and is a process of market segmentation. Market segmentation can be defined as the division of a market into its select groups, based on a variety of factors such as needs, characteristics and behaviors.
- A target audience is a group of consumers within a predefined target market that has been identified as the best recipients for a particular marketing message. A target market broadly describes B2C or B2B consumers, who care about your product or service and, under the right conditions, are most likely to spend money with your company. Q8
- Defining the difference between a target market and a target audience comes down to the difference between marketing and advertising. In marketing, a market is targeted by business strategies, whilst advertisements and media, such as television shows, music and print media, are more effectively used to appeal to a target audience.

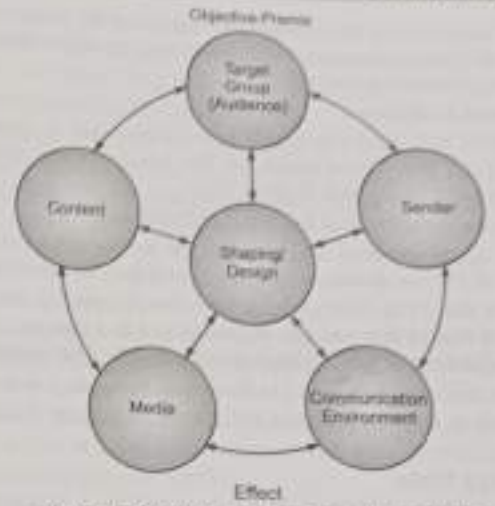

Fig. 3.5: The process of Target Group Analysis

1. **Understand what business offering is all About:**

Knowing what your product or service is all about is the first step to discover who you should be targeting. What particular challenge does your offering helps address? Who would benefit the most from what you have to offer? What are the unique features of your product? Is your product effective yet affordable? Answering these questions will help you figure out who should be the receiving end of your digital marketing efforts.

If you are already in the business, you can easily identify your target audience by analyzing the characteristics of best customers. These customers share common traits and interest which existing marketing strategy may already have able to match. If you want to grow with these type customers, then you must uncover more information about them to start building an audience persona.

2. **Build Your Audience Persona:**

Audience persona refers to the basic profile of the target audience. It basically details the lifestyle, habits, interests, needs and conducts the audience your business is attracting. When building an audience persona for digital marketing purposes, need to take into account these three factors:

- **Demographics:** Race, ethnicity, gender, age, education, profession, occupation, income level, and marital status, etc.
- **Psychographics:** Buyer's habits, hobbies, spending habits and values.
- **Technographic:** Information regarding the technology adoption and usage habits of the customer, e. what mobile device they use, their most frequently-visited websites, their social media habits, etc.

All these information play a crucial role in building an accurate audience persona; the demographic information will detail the basic information about typical audience,

Questions to consider:

- What are the business goals you are currently working towards?
- How can you do more with your existing customers or clients?
- How can you use technology to enhance your business?
- Are there new target audiences you have the potential to reach?
- Are there related products and services that provide an opportunity for your business?

Examples:

- A gap in the market.
- A good relationship with a publicity source.
- Access to a new marketing tool or technology.

4. **Threats:** For this quadrant, think about the external conditions that could damage business's performance.

Questions to consider:

- What obstacles do you face?
- What are the strengths of biggest competitors?
- What are your competitors doing that you're not?
- What's going on in the economy?
- What's going on in the industry?

Examples:

- New competitor in the market
- Supply chain problems
- Shifts in market requirements
- A shortage of recruits.

3.4.2 How to Use a SWOT Analysis?

(Using Data Compiled in a SWOT Analysis)

One of the most important parts of your SWOT analysis is using the data you compiled to identify new strategies and goals for your business. For example, you can:

- Create a plan to build up your strengths even more.
- List ways you can work on building up your weaknesses.
- Set SMART goals for each of the opportunities you identified.
- Devise a plan to use your strengths to decrease the threats you identified.

Then, look for ways to combine data from different quadrants in even more ways:

- Explore how you can combine your strengths and opportunities to develop new strategies.

- Try combining strengths and threats to identify threats you can eliminate.
- Look at your weaknesses and opportunities to create a list of areas ready for improvement.
- Make a list of areas to avoid that fall under weaknesses and threats.

Once you understand how to compile your SWOT data and find ways to use it strategically, the SWOT analysis will be a tool that you can use over and over in your business to explore new opportunities and improve your decision-making process.

TOWS analysis:

A TOWS analysis is just an inverted SWOT analysis and the two processes do share many similarities. Both are concerned with strengths, weaknesses, opportunities and threats.

The difference between SWOT and TOWS analysis:

- The first key difference between SWOT and TOWS lies in the outcomes they create. While SWOT analysis is a great way to identify the current situation of your marketing strategy/business/project, TOWS is used primarily for strategy creation.
- Within a strategy-making process, you would first use **SWOT** to identify your strengths, weaknesses, opportunities and threats, and then use **TOWS** to work out how your SWOT findings can be applied to future strategy.

3.4.3 SWOT Analysis - Case Study

A CFA student was writing a SWOT Analysis report on Starbucks. Starbucks is a leading name in the coffee beverage industry: a premium retailer of specially roasted coffee.

SWOT Analysis:

A SWOT analysis of any company, business or even a project, as it helps to visualize in advance, what are the positives and negatives of any organization.

Strengths:

- A strong brand name and goodwill in the market.
- Operations across the world.
- Strong financial performance and high net worth.

Weakness:

- Competition from local brands.
- High price as against other mediocre brand which sell at lesser prices.
- Dependence of suppliers of coffee beans which impacts businesses. Procurement of coffee beans is impacted by the laws surrounding the plantation of coffee.
- General perception of Starbucks is expensive, hence, is not the preferred option, especially in developing nations.

4.2.1.4 Designing Websites

Following are steps to design websites:

1. **Define Purpose and Strategy of web site**

Designing your website, you first need to be clear on its purpose. Once your purpose is clear, the focus shifts towards what action you want visitors to take when they land on your website.

2. **Research the Latest Web Design Trends**

It is important to look at what competitors are doing. Each sector will have different styles, so it's vital you know whether you want to fit into your industry, or disrupt it.

3. **Choose the Platform**

Website builders and ecommerce platforms are online tools that allow you to create and design your own website without needing to know a single line of code.

4. **Select a Template**

A template, sometimes referred to as a theme, is the layout of your site. Most platforms will offer you a range of templates to choose from, which come pre-filled with example content.

5. **Decide on Your Branding**

When designing your site, you should think about how everything you do relates to overall brand. Everything from the color scheme to font style and images play a significant part in the brand. It is important they are all sending the same message.

6. **Add in and optimize Content**

There are two things you need to think about: Positioning and Optimization.

Positioning refers to where your content sits on each page, and how it's laid out. Optimization is the process of changing or modifying content to help it rank higher on search engines, such as Google or Bing.

7. **Publish the Website**

Test the web site in preview mode (all website builders and ecommerce platforms will have this), and see if they find anything wrong.

Some common things you want to check for are:

- All links work properly, and they direct users to the right page.
- All content is readable and easy to find.
- You are never more than three clicks away from the homepage.
- Your site looks great across desktop, mobile, and tablet.
- Loading speeds are no more than 5 seconds on any page.

8. **Analyze and Improve:**

It is important to keep track of how your website is performing.Use analytics to track things like:

- How many page views you're getting?
- The amount of time users is spending on each page.
- What your bounce rate is?
- Conversion rate (for ecommerce).

This statistic is known as behavioral metrics. These help you to give an idea of which web pages need some attention. They also help you spot where you need to improve your SEO.

4.3 OPTIMIZATION OF WEB SITES

- Website optimization (often referred to as Conversion Rate Optimization) is the process of systematically improving the performance of your website to meet your business objectives. Whether your goal is to get more leads, sales, or reduce customer service phone calls, website optimization can be used to make your website more effective at meeting those goals.
- Website optimization includes processes such as adding relevant keyword and phrases on the website, editing Meta tags, image tags, and optimizing other components of your website to ensure that it is accessible to a search engine and improve the overall chances that the website will be indexed by search engines.

4.3.1 Website Optimization Tools

Following tools are used for website optimization:

I. **Quantitative Website Optimization Tools:**

- The approach website optimization is to use a software tool to track user behaviour on web site and use that data to identify testing opportunities. This direct, measurable approach is called "quantitative website optimization" because it uses quantity data to help you make decisions.
- With a quantitative website optimization tool, we can see where are many of the problems on the web site. These also come up with possible ways to fix things.

Examples of Quantitative Tools:

- **Google Analytics:** Google Analytics is a free service that helps advertisers and marketers find comprehensive statistics regarding the behavior of the visitors to their sites.
- **CrazyEgg:** This tool gives a visual representation of what people do on web pages. We can see how far people are scrolling down the web page and even where they are clicking. These can be useful insights for important pages like your home page or landing pages.

II. **Qualitative Website Optimization Tools:**

Qualitative website optimization tools attempt to "qualify" user behavior and get at the why behind their decisions.

Examples of Qualitative Tools:

- **Qualaroo:** Qualaroo automates this process by providing on-site surveys that users can complete before they leave the site. On-site surveys can give you extremely helpful insights into your user experience.
- **UserTesting.com.: UserTesting.com** will send the recorded videos of people trying to do specific things on the site. In these videos, users talk through their thought process, so you can get a feel for what they are thinking as they try to interact with your site.

to a page about monitors. Clicking over the yellow hot spot would take the user to a page about keyboards. Hot spots are either rectangular or elliptical in shape. To create a hot spot on an image you simply need to select the area that the hot spot should cover and then specify what page should be loaded when the mouse is clicked in this area. You can create any number of hot spots on an image but they should not overlap with each other.

- **Table:** Table is used to show information in the form of rows and columns. Intersection of row and column is called a cell. The information that is to appear on the page can be typed into the cells of the table. You can place any type of information, including pictures and other tables in a cell.

  When you create a table you have to specify:

  - Number of rows and columns the table
  - Width of each column
  - Color of the cells in the table
  - Style of border drawn around each cell (or if no border is required).

  The height of each cell will automatically adjust so that the information that you type into it will fit. It is also possible to merge adjacent cells in a table together to form merged cells which cover more than one row or column.

- **Frames:** Frames are used to create web pages where one section of the page can be changed independently of another section. This is often done when web sites have a navigation panel at the side or bottom of the page. The panel contains icons which can be used to switch between the pages on the site. Selecting one of the icons will change the page that is displayed on the main part of the screen, but the navigation panel will remain the same. Each frame is identified by a name. When a hyperlink is created the web designer can specify which of the frames to load the link page into when it is selected.
- **Forms:** A form is used to obtain feedback from the people who use a website. Forms can be used to gather people's opinions about a site or to gather information that a company or organisation might want. Forms can be built up from several different types of controls.

  Some of the most important controls are shown below:

  1. **Text entry box:** A **short text entry box** lets the user type in Short information. The web designer can specify what is your surname? Text the maximum number of characters that can Entry be typed. A **long text entry box** lets the user type in Please enter your comments.
  2. **Text area:** The Text Area element defines a multi-line input field. Text Area element is often used in a form, to collect user inputs like comments or reviews.
  3. **Radio buttons:** Radio buttons should be used when there's a range of options and only one option can be chosen. For example, Options for "Which course you want?" question.

  4. **Checkboxes:** Checkboxes are should be used when more than one option can be selected.
  5. **List Box group:** A list box lets the user choose one option from a list.
  6. **Action Buttons** : These are used to start actions such as **Submit** the contents of the form or clearing the form fields.

  When a form has been completed the data that the user has entered must be sent to the person who runs the website. This can be done by transmission by email or by saving the form contents to a file on a web server.

4.2.1.2 Web Design Tools

There are many different technologies which can be used to enhance a web page. Some of these will only work with newer web browsers. Others require an extra piece of software called a plug-in to be installed in addition to the browser. Some of these additional technologies are listed below.

1. **JavaScript** is a simple programming language. Programs (or scripts) written in this language are often used to validate data entered onto a form before it is sent.
2. **Java** is a complete programming language. Programs written in Java can be used in a web browser on any type of computer.
3. An **animated GIF** is a sequence of images which are displayed one after the other in rapid succession. This has the effect of displaying a GIFs animation.
4. **Sound** can be added to web pages. This can be in the form of music playing in the background while a page is displayed or noises which are made when options are selected.
5. There are many different **video systems** which can be used to display video over the Internet. Videos require a lot of storage space and take a long time to transmit. Therefore video over the Internet is usually poor quality with a small image size and just a few frames per second.

4.2.1.3 Uploading website

While you are developing a web site you will probably store it on the hard disk of your computer. When it is complete you will need to upload it onto a web server so that other people can access it.

- A **web server** is a computer which stores web pages. It responds to requests to view pages from other computers by sending the required pages to them. Many web servers are connected to the Internet. Some web servers are not connected to the Internet but are connected to a private network that is owned by a company. If this is the case then only people within the company will be able to view the pages on the server. This is known as an **Intranet**.
- The process of transferring your web site onto a web server is known as uploading. A service called **File Transfer Protocol** (FTP) is used for this purpose.

If you choose to use an image in the background then it should be a small one. If the background image is too large it will take a long time to load the page. Many web users will not be prepared to wait. The image should also be simple so that it does not interfere with the text that appears in front of it. The background image is repeated up and down the page to fill up the whole screen. This is called tiling.

- **Page Title:** A web page needs a title. It is displayed in the title bar of the web browser when the page is viewed.
- **Default Colors:** You can set the default colours that should be used on a page. As well as the colour of the background you can also specify:
  - The default colour for normal text.
  - The default colour for a visited hyperlink.
  - The default colour for an unvisited hyperlink.
- **Text Style:** When you produce a word processed document you can choose what fonts and sizes to use from a list of fonts that are installed on your computer. You can get your document to look exactly how you want it to.

  Designing a web page is more difficult. This is because different computers have different fonts installed. If you use a particular font on a page you cannot be sure that a person reading the page will have the same font.

  Web design packages use two different approaches to overcome this problem.
  - **Styles:** A range of pre-defined styles which each have a name can be selected. As well as normal text there are six types of heading and several other styles.
  - **Using font matching:** you can pick the font and font size that you want to use for your text from the fonts that are installed on your computer.
- **Font Style:** Each font can have a range of extra styles applied to it. The three common styles that can be used on a web page are :
  - **Normal:** No special style is applied to the font.
  - **Italic:** The font will be displayed as if it is leaning slightly to the right.
  - **Bold:** The lines used to draw the font will be drawn extra thick to make the text stand out.
  - **Underline style** can also be used on web pages but this is not normally done. This is because hyperlinks are underlined so underlined text could easily be mistaken for a hyperlink.
- **Alignment:** Alignment describes the position at which text appears on a line on the page. On a web page, text can be aligned to the left, centre or right of the page.
- **Font Colour:** The colour of text can be specified. Most web pages make use of lots of colour because they are displayed on monitors which can easily show colour.

- **Graphics:** Web design packages do not usually include a facility to let you create images. Instead you must obtain an image from another piece of software and bring this into the web design package. This is known as importing.

  The three most likely sources of images are:
  - Images can be created from scratch in a graphics package.
  - Images can be selected from a clipart library.
  - Photographs can be taken with a digital camera or scanned using a scanner.

  Images take up a lot more storage space than text does. If a web page contains an image it will take a lot longer to access than a text only page.

  To speed up page loading, images on a web page must be stored in one of two special formats. These formats are GIF and JPEG. Both formats compress the image data so that it can be loaded more quickly.

  1. GIF: A GIF file is a compressed graphics file. GIF files store information about sequences of pixels. An image saved as a GIF file will look exactly the same GIF as the original image. GIF files usually take up more space than JPEG files. GIF files are often used for banners and icons.

  2. JPEG: JPEG files are highly compressed graphics files. JPEG files can store an image in a very small space. However some detail can be lost from an image when it is stored as a JPEG file.

  Images in other formats such as bitmaps must be converted to one of these formats before they are put on a web page.
- **Hyperlink:** The different pages at a site can be linked together so that the user can move easily between them. A hyperlink is placed on a page to create a link to another page. Clicking on a hyperlink will move you to the page that the link joins to. Links can be made between pages at the same site and pages at different sites. Hyperlinks can be represented as either text or a small image known as an icon.

  Most web browsers display links that you have visited in a different colour to links that you have not visited. Unvisited links are normally blue. To create a hyperlink on a web page you normally type the text that you want the user to click on or import the image for the icon. Then you select the text or icon and identify which page the link goes to.
- **Hot Spot:** A hot spot is an area of an image which acts as a hyperlink. When a person clicks on a hot spot a hyperlink is followed to another page. The person viewing the web page can not see where the hot spots are but when the mouse pointer moves over a hot spot it will change shape. This image of a computer could be used on a website about computers. It contains five hot spots but they are invisible. This is the same image but with the hot spots highlighted in colour. They would not normally be visible. If the user clicked on the image over the light blue hot spot he would be taken

- **Search Engine Optimization:** A free and organic way for companies to improve their visibility on search engines.
- **Social Media Marketing:** Using sites like Facebook and Twitter to connect with customers.
- **Email Marketing:** Communicating with customers through the use of carefully designed emails.
- **Referral Marketing:** Using internet channels to encourage consumers to recommend products to their friends and families.
- **Affiliate Marketing:** Working with other businesses to make it easier for consumers to shop for products online.
- **Inbound Marketing:** Improving the value of a company's web presence by adding unique content like blogs, games, and tutorial videos.
- **Video Marketing:** Using web videos for promotional purposes.

4.2 WEB DESIGN

- The World Wide Web (or simply Web) is the most popular service on the Internet. The development of the web was partly responsible for the rapid increase in the number of people who used the Internet in the late 1990s. The World Wide Web consists of millions of different sites, each of which contains information.
- **URL:** Each site is identified by a unique address called a Uniform Resource Locator or URL. The information at a site is stored in the form of pages which can contain text, pictures, sound and video. Because web pages can contain so many different types of information they can be designed to be attractive, informative and interesting.
- To view the information at a web site you must use a browser package. Web pages are stored in a special code called Hypertext Markup Language or HTML.

4.2.1 Introduction of Webpage

Methods to create Webpage:

A web site is usually made up of many web pages. To create a page you must use one of the following methods.

1. **Write the HTML code yourself:** This can be very complicated. You need to know all of the valid codes that can be used and type them exactly.
2. **Use a web design package:** The Web design package will work like a desktop publisher. You will be able to use a range of tools to design the page on screen. The package will produce the HTML code required for the page from your design.

4.2.1.1 Structure of Website

The initial steps in designing a web site are to decide:

1. What the purpose of the web site is?
2. Which individual pages will be needed to build the site?
3. Which information will appear on each page?

Then you will need to decide how the pages will be linked together. You can use hyperlinks so that a person viewing the web site can move between the individual pages. You can also link your web site to other sites.

One way to show how your web site will be organised is to draw a diagram showing what will be on each page and how the pages will be linked.

The diagram below shows how a web site could be organised.

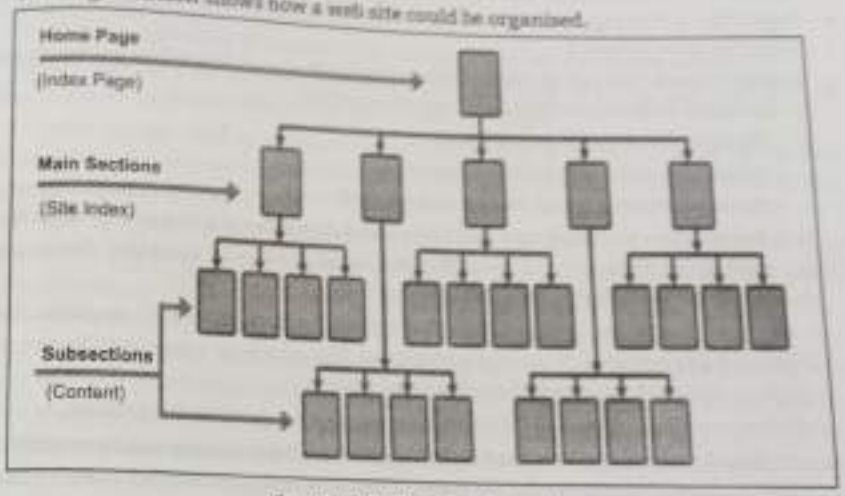

Fig. 4.1: Website Layout Example

Elements of Website:

- **Home Page:** The main page that the user starts at is the home page. The web site has been divided into different main sections. In each main section, there are a number of subsections of web pages. The arrows indicate links between the pages.

  Once the structure of the web site has been decided, you can start to create the individual pages. If there are a lot of pages to make then different people could work on each one. It is a good idea to make all of the pages on a site look similar. You can do this by using a standard page layout for each page.
- **Page Layout:** Most web sites are made up of many pages. It is a good idea to make all of the pages at a site look similar. You can make a page look consistent by using the same colours and styles for the text and the same background on each page.

  Every time you create a web page you can specify what the background will be like, what the title will be and what normal text and hyperlinks will look like.
- **Background:** You can choose a background colour for a page or you can put an image in the background.

- **Feng-GUI: Feng-GUI** attempts to predict how people will respond to your website using an algorithm based on data from thousands of eye tracking studies.

Both quantitative and qualitative tools have their strengths and weaknesses. Quantitative data tells you **what**, while quantitative information tries to get at the **why**. Neither one gives the full picture on their own, which is why it's often a good idea to try and use them together.

4.3.2 How to Optimize the Website?

By following the process given below, you can improve the performance of website through continual optimization.

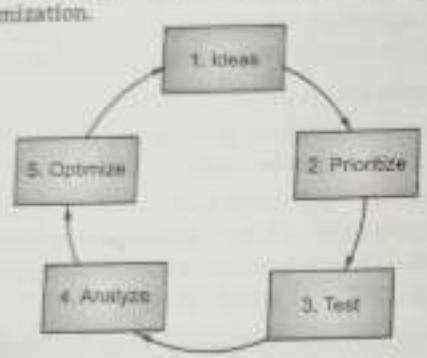

Fig. 4.2: Process of Website Optimization

This process consists of the following steps:

1. **Establish ideas:** Review your analytics and look for parts that are performing poorly, such as pages with high bounce or exit rates. Collect qualitative feedback from visitors as to why they're not converting. You can plan potential causes of poor performance to build a list of website optimizations to test.
2. **Prioritize:** After building list of possible optimizations, you need to put them in priority order. Put them in a spreadsheet and rank them in order of their expected effect.
3. **Test your optimizations:** A/B testing your website optimizations is the next step. A/B testing is the process of comparing two versions of a web page, email, or other marketing asset and measuring the difference in performance. Keep changes that improve the performance of your site, eliminate those that don't improve.
4. **Analyze tests:** Review the testing data to determine which theories were true and which weren't. By implementing the winning tests you'll optimize your website for higher conversions with each winning variation.
5. **Optimize your website:** Put your winning tests into play and learn from tests that didn't win. Use both outcomes as inspiration for successive tests to run. Remember, website optimization is an ongoing process that produces its best gains over time.

4.3.2.1 Why is Website Optimization Important?

- Website optimization is important because it helps your website visitors be more successful with their visits to your website. Every visitor comes to your site hoping to answer a question, find a solution to their problem, or complete a task of one kind or another. When you optimize your website you are making it easier for your site visitors to accomplish those tasks.
- For example, if you are an ecommerce website that sells shoes, you can optimize your website to increase the number purchases made by people visiting your website.
- When you optimize your website, your site becomes more effective for your business. A more effective website can increase revenue for your business through new sales or leads, and reduce cost, through better conversion rates on existing marketing spend, or by reducing customer support needs through better information and clarity for visitors with questions.

4.3.2.2 Areas of Website Optimization

Once you have identified the priorities of both your business and your website visitors you can then determine what you should optimize first. Here are a few common areas that people choose to focus on when doing website optimization.

- **Landing pages:** Optimizing your website means optimizing the entry or landing pages where visitors first come into contact with your site. Whether they come from Google, Facebook or somewhere else, the landing page is where people make an initial decision on whether you can help them with their needs.

  Optimizing the landing pages on your website can lead to lower bounce rates and greater conversions as people gain confidence that they're in the right place to get their questions answered. Don't confuse landing pages with your home page. Look at your top landing pages reports in your analytics package to figure out what landing pages to optimize on your website first.
- **Conversion points:** If you're asking your visitor to fill out a form or take some other action that counts as a conversion for you, you'll want to investigate the user behavior on those pages. How many people visit those pages versus how many complete the form? Can you test different elements of that experience to improve the conversion rate? Focusing on these conversion points is always a great place to look for website optimization opportunity.
- **Checkout process:** If you're an e-commerce company, your checkout process is your biggest source of opportunity and biggest source of frustration. Studying the user behavior through the checkout process can provide you with all sorts of inspiration for optimization opportunities.
- **Home page:** This is a special landing page, the front door to your website online. While not everyone will start here, a large portion of your traffic will use this as the jumping off point for their journey. Website optimization requires time spent optimizing your homepage. Collect insights on the jobs people want to accomplish when they come to your homepage and develop an optimization plan to meet those needs.

4.3.2.3 Goals of Website Optimization

The goals of a website will vary depending upon the type of business, the business' target customers, and the desired action of that audience: a purchase, filling out a form, or reading an article. The desired action of a website visitor can also be conversions, or the number of audience members who complete a certain action.

For example:

- An online publication practices website optimization with the conversion goal of increasing the number of articles visitors read.
- An online store optimizes its website to encourage completion of checkouts and repeat purchases.
- An online software company optimizes its website to improve the rate at which visitors sign up for (or convert to) a free trial of the product.
- An insurance company optimizes its website to capture more potential leads for insurance coverage sales.
- A fundraising campaign optimizes their donation form to encourage more donations.

4.4 MS EXPRESSION WEB

4.4.1 Introduction

- **Microsoft Expression Web** is an HTML editor or program that is used to design and create web pages. It was developed by Microsoft and was a successor to FrontPage. It is a feature-rich editor packed with loads of functionality.
- Expression Web can design and develop web pages using HTML5, CSS 3, ASP.NET, PHP, JavaScript, XML+XSLT and XHTML.
- Expression Web 4 requires .NET Framework 4.0 and Silverlight 4.0 to install and run. Expression Web uses its own standards-based rendering engine which is different from Internet Explorer's Trident engine.

Fig. 4.3: MS Expression Web Logo

4.4.2 History of Microsoft Expression Web

Microsoft Expression was released by the first Community Technology Preview (CTP) version of Expression Web on May 14, 2006.

Microsoft Expression Web 4 was released on June 7, 2010.

- It added the option of HTML add-ins and access to a web-based functionality for testing pages on browsers that cannot be installed on the user's system, such as Mac OS X or Linux browsers.
- It also provides an SEO Checker using which you can analyze already created websites against the best practices for getting the highest possible search engine rankings.

4.4.3 Reasons to Use Expression Web

- There are many reasons to use a tool like Expression Web. It can make web design a much easier event for the right business.
- You can access the best in technology for your site. The WYSIWYG (what you see is what you get) format means you can see exactly how the page will look as you develop it.
- The needs of a site can change over time. Having the ability to directly change a page when these priorities shift can be a smooth, satisfying process.
- You can also quickly make changes after the fact. Page management is a simpler affair, as most web page development tools work with the active site and synchronize changes.

4.4.4 Advantages and disadvantages of Microsoft Expression Web

Following are the advantages and disadvantages of Expression Web.

Advantages of Microsoft Expression Web :

1. Free to download.
2. Intuitive to use.
3. Meets industry standards.
4. Wide variety of tools.

Disadvantages of Microsoft Expression Web :

1. No longer supported by Microsoft.
2. Not as powerful as other options, such as Dreamweaver.
3. Limited integration with PHP and Fireworks.
4. Lack of support means no more updates to tools or bug fixes.

4.4.5 Installation

Following are steps to install MS Expression Web:

Step 1 – Once you install Expression Web, you will need to have .NET Framework 4.0 installed.

Step 2 – Once you finish the downloading run the installer. The **License Agreement** dialog screen will be display.

Step 3 – Click the **Accept** button.

Step 4 – Select the **Yes** radio button and then click **Next**.

Step 5 – Now select other location as well for installation. Select the location and click the **Install** button.

4.4.6 Creating Web Pages in Microsoft Expression Web

Steps for creating web page:

1. **Create new page**
   - Go to **File** menu → Choose **New** → Page to open the New dialog box.
   - Alternatively you can open the **New** dialog box from the shortcut on the toolbar as shown below:

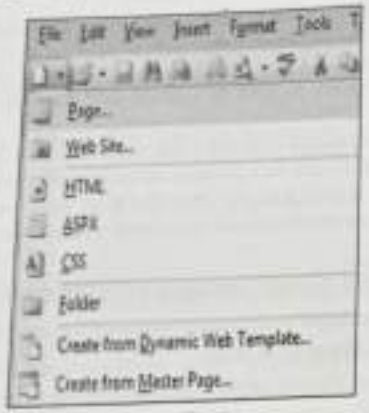

Fig. 4.4: File Menu

New Dialog box:

Fig. 4.5: Page tab in New Dialog box

- The **Page** tab is selected. The left pane in the dialog box displays the list of categories for pages. Each category when selected, displays a list of pages that can be created in that category, in the centre pane. The rightmost pane gives a description of every page type you choose and a **Preview** of the page. You can also set the **Page Editor Options** over here.

2. **Select type of page**
   - To create a page, choose the type of page that suits your need and click on OK button.
   - As we can see in the **New** dialog box, there are many categories to choose from, so let's take a look into each of these categories.

(i) General Category:

General category is selected by default in the **New** (Page) dialog box. As you can see in the above image there are various types of pages that can be created in this category. They are explained below:

1. **HTML:** Creates a new standard blank HTML web page with an extension of '**.htm**'.
2. **ASPX:** Creates a new ASP.NET 2.0 Web Form. You also have an option to choose a programming language from C#, VJ# and VB. The extension of this page is '**.aspx**'.
3. **CSS:** Creates a blank Cascading Style Sheet with extension '**.css**'.
4. **Master Page:** Creates an ASP.NET 2.0 Master Page for Web applications. This master page can be used as a template to create other ASP.NET web pages. The option to choose the programming language is available here too. The extension of this page is '**.master**' and the extension of pages based on the master page is '**.aspx**'.
5. **Dynamic Web Template:** Creates a Dynamic Web Template with extension '**.dwt**'. You can use this template to create new pages to maintain the same look of all the pages in the website. These pages based on the dynamic web template will have a '**.htm**' extension.
6. **JavaScript:** Creates a JavaScript File with extension '**.js**'.
7. **XML:** Creates an eXtensible Markup Language file with extension '**.xml**'.
8. **Text File:** Creates a blank text file. The extension of the text file is '**.txt**' as always.
9. **Create from Dynamic Web Template:** Creates a new page based on an existing Dynamic Web Template. After you choose to create a new page with this option, you will be prompted for a Dynamic Web Template on which the page would be based. The extension of this new page will be '**.htm**'.
10. **Create from Master Page:** Creates a new ASP.NET web page based on the ASP.NET Master Page. After you choose to create a new page with this option, you will be prompted for a Master Page on which the page would be based. This page will have an '**.aspx**' extension.

(ii) **ASP.NET:**

The page types that are available in this category are explained below:

1. **ASPX:** Creates a new ASP.NET Web Form. This is the same option that is available in General category too.
2. **Master Page:** Creates an ASP.NET Master Page for Web applications. This option is also available in the General category.
3. **Web User Control:** Creates a new ASP.NET server control that can be used into an ASP.NET Web Form that has an extension of '**.ascx**'.
4. **Web Configuration:** Creates a new Web Configuration file that can be used to configure the settings for ASP.NET web applications. This configuration file is called '**Web.config**'.
5. **Site Map:** Creates a site map as '**Web.sitemap**'. This ASP.NET site map can be in combination with ASP.NET navigation controls.
6. **Create from Master Page:** Creates a new page based on an existing ASP.NET Master Page. This is the same option that is available in the General category.

(iii) **CSS Layout:**

- In this category, you have a series of page layouts to select from. When you choose a particular layout Expression® Web creates a new CSS file as well as a new HTML page, and links that CSS file to the HTML page. So the code will be added to both the CSS file and the HTML page. The CSS file has an extension of '**.css**' and since an HTML page is also created along with it, the HTML page will have its extension as '**.html**' only.
- You can preview each of these layout designs in the Preview box in the rightmost pane of the dialog box. This will help you choose a layout that matches you requirement.
- After selecting the desired layout you can amend the CSS file to customize the look of the page.

3. **Style Sheets:**

- This category has a collection of pre-built CSS files that you can use in website. To choose a style, apply it to website to see what kind of layout and design it provides.
- You can easily modify these style sheets after applying them to the website if you don't get the desired output.

4. **Frames Pages:**

- Frames category provides a collection of frame layouts. Expression® Web creates a frame layout for you when you choose a layout. The names of the layouts are self explanatory like 'Banner and Contents', 'Header, Footer and Content' and so on. A preview in the window helps you choose the correct frame layout for your website.

1. Choose the appropriate page type and click OK, a new page is added to your website and is visible in the Editing window. The extensions of the web pages depend upon the type of page created.

[**Note:** You can also create a new page from the Folder List. Click on the **New page** icon in the Folder List (highlighted in the figure below) and the new page will be created with an extension that is set as **Default Document Type** in the **Page Editor Options**.]

- The default document type also decides what type of document is created when the '**New**' icon on the toolbar (shortcut) is selected. You can change the default document type in the **Page Editor** Options window, which can be opened from the **Tools** menu.

2. After a page is created you need to add content to it, to make it useful.

Fig. 4.6: List of pages in folder list

5. **Creating CSS-based page:**

We have already seen how to create web pages in general. Out of the various types of pages you can create, the most useful one is creating CSS pages.

- The steps for creating new CSS based page are as follows:
  1. Open the website in which you want to create or add a page and choose File → New → Page.
  2. In the New dialog box, select CSS Layouts in the left pane and choose a suitable layout from the list in the middle pane. See figure as follows:
- You get an idea of how each of these layouts looks like from the Description and the Preview in the rightmost pane.

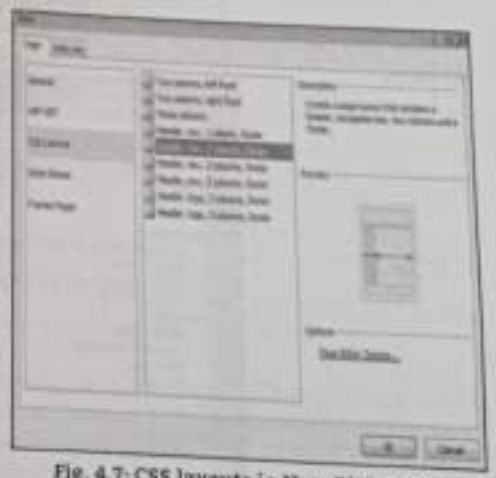

Fig. 4.7: CSS layouts in New Dialog Box

3. Once you select the right layout and click **OK** button, two pages are created. One is the CSS file and the other is the HTML page. The '**untitled_X.htm**' page is opened in the *Editing* window.

- A SERP is divided into core sections. At the top you will always find paid listings. As you can see following figure, these marked with flags that clearly highlight these entries as Ads.

Search Behavior:

You get better understanding of customers by using DMI's 5P Customer Search Insights Model.

Let us look at the 5Ps:

1. **Person:** You can get information about the searcher can include age, sex, religion, language and socioeconomic group.
2. **Place:** You can get information about the country or city a customer lives in. Also gives information whether the location is classified as urban or rural.
3. **Product:** You can learn which particular topic, interest, or subject area of a product searchers are researching.
4. **Priority:** The search query provides an indication of customer's purchasing time frames, that means how urgently they need the product or service.
5. **Purchase:** You can find out how and where users want to buy and what stage they are at in the consumer purchase model.

5.2 SEARCH ENGINE OPTIMIZATION

Defination:

SEO is methodology used to gain trafffic by making your website visible in search engine results via organic and paid techniques.

The term organic means using natural ways to enhance website visibility without a pay-per-click sevice. There are many ways to implement SEO, such as using relevant keywords, quality content and optimal multimedia content on your web pages.

5.2.1 Challenges of SEO

Following are various challenges you may come across when you implement SEO for design projects:

- Time constraints.
- Writing a strong product description.
- Low-quality content.
- Loading speed.
- Managing user reviews.
- Site design and redesign.

5.2.2 Benefits of Search Engine Optimization

- **Increased audience:** Various factors of SEO (link building, user-engaging content and so on) indicate that sites visible in the first few pages of search engine results gather more traffic than the rest. Not only will traffic increase as a result of SEO, but the recommendations of users visiting the website will help you get more hits and attract new customers. The reach and scope you achieve by implementing SEO leads to a larger target audience.

- **Cost effective marketing:** SEO is among the most cost effective marketing strategies since you are targeting users who are actively searching for your product or service. In traditional marketing, the amount of money spent on advertising was huge. Compared to traditional advertising, SEO is a better marketing strategy since you are targeting the right audience and the traffic continues to come in long after the work is completed.
- **Increased site usability:** People visiting your site are less likely to stick around if the site is hard to navigate. SEO simultaneously helps make your website easier and more usable for your visitors as well. Various tactics include rearranging the site's links and architecture making it easier for users to navigate through the pages. This not only makes it easier for search engines to crawl your website but makes also makes it easier for potential customers to find information they need on the site as well.
- **Competitive edge:** As mentioned above, consumers have shifted the way they look for products and services. They go online to search for the most popular product before making their purchasing decision. Optimizing your website will make it easier for users to find you. Search engines use certain criteria to find your website. By optimizing your site for SEO, Google and other search engines are able to find you. The more people that visit your site, the better for you keeping ahead of your competitors.

SEO is essential to any business; not only does it help you rank above your competitors, but helps potential customers find you online, which increased your profits.

5.2.3 Types of SEO

There are four main types of SEO or Search Engine Optimization.

1. **Black hat SEO:**

Black hat SEO refers to a set of practices that are used to increase a site or page's rank in search engine through means that violate the search engines' terms of services.

This will get you where you want to go faster. It usually costs less because you are taking shortcuts to the top by going against Google Guidelines. In fact, many black hat SEO tactics are specifically called out in the guidelines as things you should NOT do. Such as, they carry the risk that your website and/or content will rank lower, be banned from search results, or demoted the next time Google updates its ranking algorithm.

Examples of black hat SEO include:

- Keyword stuffing or hiding (e.g. white text on white background).
- Plagiarism.
- Backlinks and citations that are purchased or bartered for versus earned.
- Doorway pages (lots of similar pages only slightly different content).
- Cloaking (where different content is shown to human and search engine visitors).
- Thin content (where there is not enough content on the page to be useful).
- Private Blog networks (where a group of website owners agree to cross-link to one another for the sole purpose of link building and boosting rankings).

Practice Questions

Q. I Answer the following questions in short:

1. What is web marketing?
2. Which are types of hyperlink on website?
3. What is web optimization?
4. What is MS Expression Web?
5. Which scripting Languages are supported by MS-Expression Web?

Q. II Answer the following questions:

1. What is web marketing? Explain with its types.
2. Explain structure of website.
3. Write steps to how to optimize web page.
4. Describe the tools that are used to optimize website.
5. What is MS Expression Web? Explain with its advantages and disadvantages.

Q. III Define the following terms:

1. Web marketing
2. Webpage
3. URL
4. Hyperlink
5. Optimization tools
6. Frame control
7. Form control
8. Homepage
9. Font style
10. Web design tools

***

5... Search Engine Optimization

Objectives...

- To learn about Search Engine Optimization.
- To get knowledge how to write the SEO content.

5.1 INTRODUCTION

What is search engine?

- Search engines are an integral part of the World Wide Web and help users search for almost anything on the internet. For example: Google search engine, Yahoo!, Bing, Yandex.
- A search engine is a tool that helps users locate the most relevant information based on their search queries.

SERP:

- Search Engine returns results depending on the search string. These results are called Search Engine Results Page (SERPs).

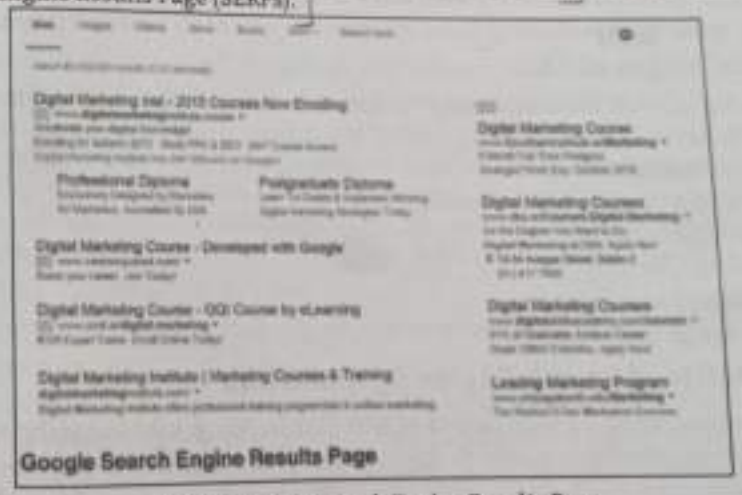

Fig. 5.1 : Google Search Engine Results Page

- Usually the engines display most relevant results but there are no fixed rules to display accurate results.

Fig. 4.11: Screen to create One page website

Step 3: The new web will be created with one page named default.htm/l. You can immediately rename it to index.html by right clicking on the file → Rename.

Step 4: Use this for your new web. At the same time, you can create a new folder for images.

Either click on the new folder icon **OR** Right Click → **New** → **Folder** → **images**

Step 5 : The default doctype used in Expression Web is

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
```

[If you want to change the doctype from **Tools** → **Page Editor Options** → **Authoring**

Now that you have created your website, you can either open the default.html, or index.html if you renamed it, and begin creating a page that will serve as the template for your site.]

Step 6: Next add <h1> tag inside the body tag and some text as mentioned in the following code.

```
<!DOCTYPE html PUBLIC" -//W3C//DTD XHTML 1.0 Transitional//EN"
http://www.w3.org/TR/xhtml/DTD/xhtml1-transitional.dtd>
<html xmlns = http://www.w3.org/1999/xhtml>
<head>
<meta content = "text/html; charset = utf-8" http-equiv = "Content-Type"/>
</head>
```



```
<body>
<h1>
This my first Web page
</h1>
</body>
</html>
```

Step 7: To view it in a web in a browser, go to the **File** menu and select the Preview in Browser → Any browser like Internet Explorer. It will open our web in Internet Explorer.

Summary

- Web marketing refers to a broad category of advertising that takes many different forms, but generally involves any marketing activity conducted online.
- The World Wide Web consists of millions of different sites, each of which contains information.
- Website optimization includes processes such as adding relevant keyword and phrases on the website, editing meta tags, image tags, and optimizing other components of the website to ensure that it is accessible to a search engine and improve the overall chances that the website will be indexed by search engines.
- Microsoft Expression Web is an HTML editor or program that is used to design and create web pages. It was developed by Microsoft and was a successor to FrontPage. It is a feature-rich editor packed with loads of functionality.

Check Your Understanding

1. This type of marketing involves any marketing activity conducting online.
   (a) Traditional marketing (b) Web marketing
   (c) Cause marketing (d) Transactional marketing
2. Each web site is identified by a unique address called a _____.
   (a) WWW (b) URL
   (c) URW (d) ULR
3. While designing website, ... is used to obtain feedback from people.
   (a) Form (b) Frame
   (c) Hyperlink (d) Table
4. MS expression web was a successor of .....
   (a) FrontPage (b) CorelDraw
   (c) Front book (d) PowerPoint
5. ..... is a connection between two webpages.
   (a) Hypertext (b) Hyperlink
   (c) URL (d) HTML

Answers

1. (b)	2. (b)	3. (a)	4. (a)	5. (b)

- In the Design window, you can see a rough layout of the page resembling to what you previewed in the **New** dialog box. In the **Code window**, you can see the related code. In the **Split window**, you will be able to view both.
- The layout sections are coded as 'div'. When you select a particular section in the layout in the Design window, the corresponding code gets highlighted in the Code window.

Fig. 4.8: Pages in split window

The CSS file is named as 'untitled_X.css' and is opened as another tab in the Editing window.

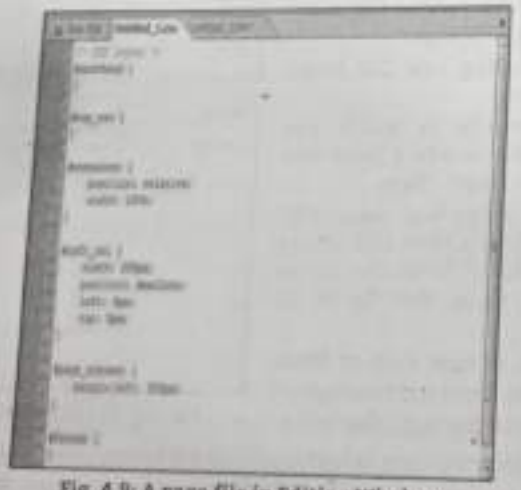

Fig. 4.9: A page file in Editing Window

- All the styles applied to the layout are defined in this page. As you add or modify the styles in the layout this page gets updated. If you are acquainted with writing styles, you case write your own CSS.

4. Now you can start adding the content to your layout. When you first save your changes, Expression® Web will ask you to give a name and title to your HTML as well as CSS file.

5. You can always preview your page by going to **File** menu → **Preview in Browser** and choose the correct browser else use the shortcut key **F12**.

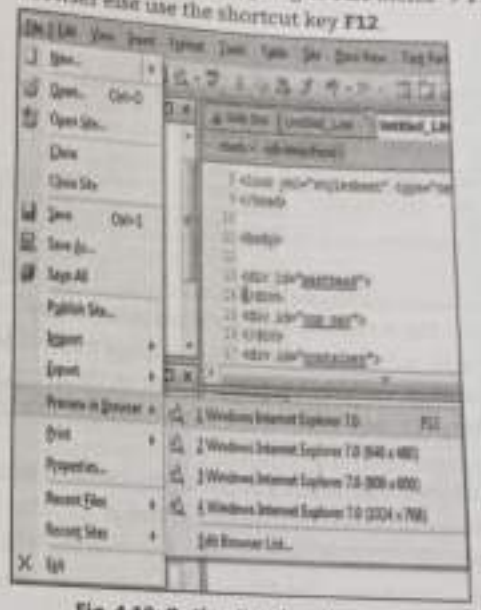

Fig. 4.10: Option Preview the page

4.4.7 Create a One Page Website

Step 1: Start Expression Web → Site → New Site

OR if you want to use the keyboard Ctrl + Shift + N

Step 2: In the dialog box

1. Choose General → One Page Web Site.
2. Under specify location of the new website, type the name of your website (use a hyphen rather than a underscore). OR can browse to the location where you want the new web created. Example: expression-web-exercise.
3. Tick the box if you want this site added to your Manage Sites Listing and specifies the Name of your site. The default is the name you type in the location box, BUT you can change it to include CAPS and spaces, i.e., Expression Web Exercise.

2. **Outline the content before you write it:**

Brainstorming content is a powerful way to ensure that you're including all of main points and topics, and that you can use the content to input links, keywords, and other important SEO elements.

3. **Optimize content to load quickly:**

A page load time is a huge factor in the world of SEO, and there are certain steps you can take during the writing process to streamline load times. According to Neil Patel, 40% of people abandon web page when they take more than 3 seconds to load, so it's essential to keep load time in mind as you craft your pages.

There are a few things you can do to alter your on-page SEO and speed load times accordingly:

a. Optimize images: Images are an important part of a good blog, and they're critical for SEO, as well. When they're too long, though, they can easily harm a page's load times. With this in mind, optimize your images to load more rapidly. This involves adjusting your image sizes so that they're not excessively large, uploading speed-friendly image formats (JPEGs are the best options), and inputting image source codes to prevent the browser from surveying the page directory in an attempt to "read" the image.

b. Keep redirects away: It is important to keep Redirects simple because they can destroy page load time. As much as you can, avoid mentioning URLs in the content that redirect to other URLs. This will help improve load time and create a better user experience.

4. **Make headlines powerful and attention-grabbing:**

The headline is a huge asset when writing content for SEO. In addition to the fact that the headline is the first thing people see. It is also one of the primary things that search engine evaluates when ranking sites. To ensure that headlines are performing well and drawing readers, be sure to do the following:

- **Include relevant Keywords:** For best results, input keyword phrase at the beginning of headline to make it noticeable. Keep them the correct length.
- **Use Action Words:** Action words make readers want to act. When the headline asks someone to click, share, or download, they are more likely to do just that.
- **Address the reader directly:** Addressing the reader directly makes headlines more personal, and can snatch a reader's attention from the depths of the SERPs.

5. **Write a fresh Meta description and title:**

Meta descriptions are the small snippets of descriptive text that show up in Google's SERPs.

For example, check out the Meta description that appears for Express Writers in the SERPs.

6. **Include keywords (in the right places):**

Keywords are an important piece of on-page SEO. As a general rule, a keyword or keyword phrase should be included in your title, sub headers, and throughout the body copy.

7. **Use high quality internal and external links:**

Links are a powerful tool to help improve SEO. While internal links (links that point back to own content) can help direct users to other material, external links will help communicate to search engines that your website is authoritative and relevant.

To use links correctly, attach them to relevant, non-stuffy anchor text and ensure that you are using only the most relevant sites for particular information.

8. **Use the right tools and resources:**

Consider using apps like the following to improve your content's SEO and help it rank more effectively.

- **Yoast SEO:** A simple WordPress plugin that helps optimize WordPress posts for SEO.
- **Hemingway:** A simple app that helps writers to simplifies and clarifies their content for enhanced readability.
- **BuzzSumo:** A powerful tool designed to help bloggers mine topics, track keywords, and located trending topics.
- **The AMI Headline Analyzer:** A tool that analyzes headlines and determines how sensitive and impactful they are.

9. **Have other people proofread your posts:**

While you may be an effective writer and editor, having other people read your posts will cut down on errors and improve your writing. With this in mind, hire an editor or another writer to help you look over your post before you publish them. Do not ever make a habit out of publishing something you've not adequately proofread which can damage your rankings.

Summary

- Search engines are an integral part of the World Wide Web and help users search for almost anything on the internet.
- SERPs are pages you see after conducting a search.
- SEO is the process of increasing the quality and quantity of website traffic by increasing the visibility of website or a webpage to users of web search engine.
- Crawling is the process by which search engines discover webpages. Indexing is the process of storing and organizing of web content found during crawling.
- Black hat SEO is the SEO practices that violate search engine's quality guidelines. White hat that comply with search engine's quality guidelines.
- SEO content is online content designed to ranking search engines (like google).
- Quality content writing is the most important part of SEO. Content should contain words (keywords) that attract and retain users on a website.

Check Your Understanding

1. What is full form of SEO?
   (a) Search Engine Optimization (b) Search Entry Optimization
   (c) Search Engine Operation (d) None of above
2. Which of the following are types of SEO?
   (a) On-Page SEO (b) On-Page and FrontPage SEO
   (c) Front Page SEO (d) On- Page and Off-Page SEO
3. Which is example of search engine?
   (a) Google search (b) Yahoo!
   (c) Yandex (d) All of the above

Step 5: Retrieving: The end-result will be visible in the search results.

Fig. 5.4: SEO Process

5.3 WRITING THE SEO CONTENT

5.3.1 What is SEO Content?

The phrase "SEO content" has two component parts:

- **"SEO"** refers to search engine optimization, or the process of optimizing a website so that people can easily find it via search engines like Google.
- By **"content,"** we mean any information that lives on the web and can be consumed on the web (more on the various types of content below).

Putting these two concepts together, "SEO content is any content created with the goal of attracting search engine traffic"

Followings things will need to do in order to SEO your web content:

- **Keyword Research:** If you want to generate traffic through search, it's best to do keyword research before you start writing. This way, you can focus on keywords for which a certain amount of search volume already exists
- **Keyword Optimization:** Know where and how to use keywords in your content for maximum searchability.
- **Content Organization:** The content on your site should be organized in a logical way. This is not only good for SEO, but also it helps visitors on your site find other related content easily.
- **Content Promotion:** Increase visibility to new content you create by sharing it on social networks and building links to your content (both internally and from external sites).

5.3.2 Types of SEO Content

SEO content can include any of the following types:

- **Product Pages:** These are the necessary part of any retail e-commerce site. A good product page can serve as both SEO content and a PPC landing page.
- **Blog Posts:** A blog is one of the easiest ways to create a regular stream of effective SEO content. In general, blog posts are more engaging and more likely to attract links than product pages, so they can be a great way to build some authority for your site.
- **Articles:** News article, interview, or feature piece are the main kind of content you'll find on most newspaper- or magazine-style websites.
- **Lists:** A list is really just a kind of article, but framing it as a list makes it easier to scan. These types of titles also seem to be more clickable when found in search results or in social media feeds.
- **Guides:** A guide is a longer piece of content that explains in detail how to do something. (Guides are often broken up onto multiple web pages, though it's a best practice to allow users to view long content as a single page if they wish.) You can post a full guide on your website, or you can post a summary or excerpt, requiring visitors to fill out a registration form to read the full guide. This can be a good way to generate leads, but keep in mind that putting up a registration wall will likely reduce the amount of SEO traffic you can drive to that guide.
- **Videos:** Depending on what type of site or business you run, videos can be a great way to attract and reach an audience. Consider creating video tutorials of how to use your products. Or illustrate a process that is related to your business. For example, a plumber could make a video showing how to unclog a sink.
- **Infographics:** Infographics, or large-format images that contain a lot of data (often in the form of graphs or charts) on a single subject, can rack up a lot of page views and links.
- **Slideshows:** A slideshow is a way to display a series of related images. Sometimes pictures are more important than text. SEO of your title, captions, image file names are important because there is less for the search engines to "read."
- **Glossaries:** More people use search engine to look up terms than they use a dictionary. If you work in a specialized industry, a well-built-out glossary can be a good way to capture some search traffic.
- **Directories:** A directory is a useful taxonomy of links to sites or resources around a given topic. For example, a readymade cloth blog might create a directory of places to buy cloths, from major department stores to independent shops around the country.

5.3.3 Process of writing content for SEO

Once you have learned what it takes to develop content with a favorable SEO structure, let's talk about what it takes to actually write content for SEO.

1. **Write for audience first:**

Write content that demands to the interests of your target market or answers their questions. Not all posts need to be about your product or service, but they all should be industry related. Write content that is interesting and informative, and better than your competitor.

2. Off-page SEO centers on external ranking signals like backlinks and online (unlinked) mentions of your business and/or website. Off-page SEO is essential in the long term as you create a community for your content. Off-page SEO factors include things that are not dependent on the code or are not your control.

Examples include an incoming hyperlink from an external website or an unlinked mention of your company or website on social media, blogs, social bookmarking, RSS feeds, a website forum, question and answer site, an online directory, or any other external website.

Fig. 5.3: Off-page SEO factors

The most important off-page SEO methods are:

- **Link Building:** Link building is the process of getting **SEO backlinks** from other websites. These backlinks act as 'votes of trust' and increase the authority of the target website.
- **Brand Promotion:** Besides promoting your website to get backlinks, you should also work on promoting your brand and encourage conversations about it in the various social media networks and forums.

5.2.4 How does SEO Work?

Search engine are not humans but the software that crawls the web page content. So, not like humans search engines are text-driven. They complete a number of activities that bring search results – crawling, scanning and storing (or index), courses of action, measuring suitability, and recovering.

For example, some of the elements that are known to build up a quality score are as follows:

- Website names and URLs.
- Page content.
- Meta tags.
- Characteristics of Link.
- Usability and accessibility.
- Page design.

Let's see how this whole cycle works:

Step 1: Crawling: Every search engine has software, known as Crawler or Spider (in case of Google it is Googlebot), that crawls the webpage content. It is not possible for a crawler to see daily if any new page appeared or any existing page is updated, some crawlers may not visit a webpage for a month or two. In this connection, it should be important to remember what all a search engine can crawl; it cannot crawl image, Flash Movies, JavaScript, Frames, Password protected page, and directories.

Step 2: Indexing: The Spider stores post-crawling content on the indexed page in a huge database from where those can be retrieved upon entering a related search string or keyword. Sometimes, the search engines cannot understand the page content. And for that, you need to correctly optimize the page.

Step 3: Search work: With every search request, the search engine processes, i.e., it contrasts the key phrases searched with the pages indexed and stored in its record. More than millions of pages have the same search phrases. So, the search engine is an act of measuring the relevancy of all the pages and matches with what it indexed as per the keywords inserted in the SERP.

Step 4: Search Algorithms: A search algorithm is a diagnostic means that takes a puzzle (when there is a search with a particular keyword), sorts through a record that contains catalogued keywords and the URLs that have connection with those keywords, estimates some probable answers, and then returns pages that have the word or phrase that was looked for, either in the body content or in a URL that directs to the page. There are three search algorithms: On-site, Off-site, and Whole-site algorithms.

Each type of algorithm definitely looks at different aspects of the webpage, such as Meta tags, title tags, links, keyword density, etc., yet they all are part of a much larger algorithm. That is the reason why same search string generates different results in different search engines having distinct algorithms.

2. **White hat SEO:**
   - White hat SEO refers to any practice that improve search rankings on a SERP while maintaining the integrity of your website and staying within the search engine's terms of service.
   - White hat SEO techniques follows to Google Webmaster Guidelines but usually take longer and cost more to implement. White hat SEO carries far less risk and tends to deliver lasting and compounding value over time. Most reputable SEO and content marketing companies use white hat SEO tools and techniques.

Examples of white hat SEO include:

- Writing relevant, useful content that helps your search audience do what they need to do.
- Organizing the content on your site in order to help people (and search engines) find what they're looking for faster;
- promoting your content on social media so it earns exposure and links; and
- Soliciting the use of data aggregators to acquire local business citations.

3. **Grey hat SEO:**
   - Grey hat SEO falls somewhere in the middle as these tactics are not specifically called out in Google's Guidelines. Be cautious taking this path as it is not safe to assume that just because a specific technique isn't labeled or mentioned as being deceptive and one that will get you into trouble, that it will shield you from demotion or penalty.

Grey hat SEO involves:

- Use of clickbait (content whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page while not delivering value.
- Spun (reused and slightly altered) content.
- Productive link exchanges.
- Paying for reviews.

4. **Negative SEO:**
   - Negative SEO is the practice of implementing black or grey hat SEO techniques on someone else's website with the intent of causing harm. Harming your competitors makes room for you to move up in search results.
   - **Examples:** Negative SEO practices often focus on building unnatural or undesirable links to a competitor's website, stealing their content, posting negative reviews, or hacking the site and modifying its content.

On-Page and Off-Page SEO:

SEO methodology involves many factors. These factors divided into two types:

- On-page SEO (or on-site SEO)
- Off-page SEO (or off-site SEO)

1. **On-page SEO** focuses on your website and content. Its aim is to ensure search engines and searchers can easily find, use, and understand your content. On-page SEO primarily helps visitors to decide whether your content is relevant and potentially helpful.

Examples include title tags, Meta tags, Meta descriptions, headings, paragraphs, images, URLs, and internal as well as outgoing links.

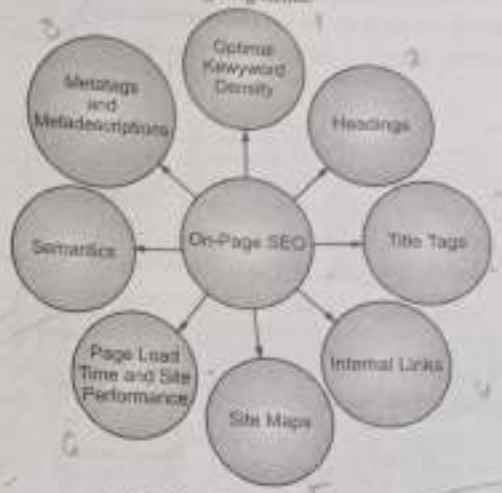

Fig. 5.2: On-page SEO factors

The most important on-page SEO strategies are:

- **Optimize page titles:** This is a critical SEO factor. Page titles are shown in the search results and should be interesting for users to click. The title of a page should also give search engine bots enough clues on what the page content is all about.
- **Optimize H1 Tag:** While the page title is shown in the SERPS, the H1 tag is what is shown as the top heading of a page. An optimized page has only one H1 tag and usually it has the same values as the page title.
- **Optimize your headings:** Besides the H1 tag a page needs to have sub headings (H2, H3) for the different sections. In case of long form content, subheadings make the page easier to read by users and scan by crawlers.
- **SEO for Images:** Any images used on a page should be properly optimized; otherwise search engines cannot understand what they represent. Things like optimizing the filename, file size and ALT text are critical for image SEO.
- **Page formatting:** Publishing a page with text and images without spending time to beautify the content is not a good SEO practice. Although Google have ways to understand how a page looks or if it's full of ads and popups and this is taken into account during the ranking process.

2. **Business culture:**

A lack of commitment or resistance to cultural change from people within the company can cause major difficulties with the CRM implementation. Customer relationships may break down and result in loss of revenue, unless everyone in the business is committed to viewing their operations from the customers perspective.

3. **Poor communication:**

To secure buy-in and make CRM work, all the relevant people in your business must know what information you need and how to use it. Make sure to communicate integration needs in advance if other teams need to cooperate on the implementation, for example, payroll staff.

4. **Lack of leadership:**

Weak leadership could cause problems for any CRM implementation plan. Management should lead by example and push for customer focus on every project. If a proposed plan isn't right for your customers, don't do it. Task your team to come up with a better alternative.

Trying to implement CRM as a complete solution in one go is tempting, but it may prove a risky strategy. It may be better to break your CRM project down into manageable pieces by setting up pilot programs and short-term milestones. A pilot may incorporate all the necessary departments and groups but is small and flexible enough to allow adjustments along the way.

6.5 CRM TOOLS

- Sales and marketing professionals know that managing customer relationships is the key to acquiring and retaining more customers. With customer relationship management tools, often referred to as CRM systems, a company can manage its past, existing, and potential customers in one centralized location.
- A CRM tool can be used throughout the sales cycle to keep track of an organization's interactions with each customer, from the prospecting phase to winning their businesses, providing support, generating recurring sales, and cultivating loyalty.

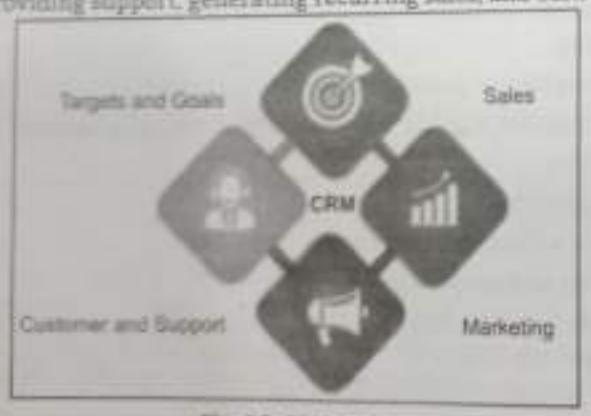

Fig. 6.2: CRM Tools

6.5.1 Examples of CRM Tools

Enlisted below are the top CRM tools that are available in the market.

1. **Salesforce:**
   - Salesforce is the most popular CRM in the world. As well-rounded customer relationship management software, it is an application that can be customized and optimized to fit any business need. It functions based on the requirements that a business has and can be adjusted accordingly. The result is a highly customizable system that allows for faster lead searches, efficient automation of business processes, and a hassle-free internal client management process.
   - Some of the Salesforce product categories include: Marketing Cloud, Service Cloud, Sales Cloud, and Commerce Cloud. All of these will integrate together, making your CRM services more informed and simple than ever before.
   - Salesforce is widely known as the industry standard for CRM software platforms, and business.com even named it the Best CRM Software Overall.
   - Salesforce offers a huge range of business products, all of which integrate with each other, which enables your company to seamlessly scale within the platform, making growth easier than ever.
2. **Hubspot:**
   - Another tool that can make the case as the best CRM is HubSpot. With a focus on inbound marketing and sales, HubSpot offers relationship management solutions for sales funnels, social media, content, and other digital business processes. Since its establishment in 2006, it has grown to become one of the most beginner-friendly CRM tools around AND it scales as your company expands. While it is mostly associated with providing solutions for digital marketing processes, it is still effective in other traditional sales processes as well.
   - HubSpot is made by salespeople and marketers for salespeople and marketers; it has marketing software to help you grow traffic, convert more visitors, and run complete inbound marketing campaigns at scale.
3. **Monday.com:**
   - This is the best CRM for small business activities. Monday is a provider to nearly 100,000 businesses and organizations in different markets. It allows for task management for deadline and project tracking, collaborative client management processes and sales tracking. Overall, Monday.com can fit into just about any business structure through its customizable settings and a wide range of business process capabilities.
   - Monday is a very "friendly" tool, with an easy-to-follow dashboard and colorful user interface. Monday is structured so that any sales professional can establish strong customer communication and relationship management.
   - Capture all the calls, emails, and meetings you had with contacts so that it will be accessible when needed.

6.2.1 Stakeholders in CRM

There are four principal stakeholders who play a major role in the entire process of Customer Relationship Management.

1. **Commerce:** Customers, of course, are the most important person in the CRM design for whose delight the whole exercise is conducted.
2. **Employee:** They are the set of people who execute the CRM design. They include those rights from the frontline staff who actually executes to the top management who designs the CRM.
3. **Suppliers:** They are the part of system that provides input to a company's value chain.
4. **Partners:** They are the creators of additional value for the customers.

6.3 WORKING OF CRM SOFTWARE

CRM software works in the following way:

- CRM systems collect customer data from multiple sources and channels. All this information is stored in a single database to ensure everyone, including sales, customer service, and marketing team, access and uses these to improve customer relationships and drive success.
- BI (Business Intelligence) run CRM software is capable of automating day-to-day administrative tasks to free up employee's time which they can invest in more value-adding activities.
- Further, the CRM tool can efficiently generate business reports to provide better insights into each operation, helping them to find new customers faster as well as keep existing customers happy.

6.4 ADVANTAGES AND DISADVANTAGES OF CRM

Advantages:

1. **Long-lasting stream of revenue:** A becomes loyal once customer loyalty is built, the customer remains with the company and proves to be a long-lasting source of revenue and profit often increasing over a period of time.
2. **Positive referral creation:** A satisfied customer often spreads positive things about customers. Such positive opinion proves that the company would be reliable and authentic. These thing brings in more customers.
3. **Provides premium:** Customer satisfied with the service of a particular company is found to be ready to pay a little premium on the products/services. He also does not want to take risk with a new company.
4. **Helps customer retention:** One of the biggest advantages of CRM is that through personal and effective customer care and service, it helps the company keep customers for life. Retaining customers with the company helps in many ways and contributes straight away to the company's profit.

5. **Lowers cost of sale:** A satisfied customer does not require to be lured every time by the company and hence, his subsequent acquisition cost to the company decreases.
6. **Helps understanding consumer behavior:** By providing personal service to its customers, the company understands the customer and can adapt itself to their changing requirement. This also helps companies offer a complete set of personalized solutions to customers.
7. **Provides opportunity to cross-sell and up-sell:** A satisfied customer is expected to come back to the same company for repeat purchases. In case of any cross-sell and up-sell, he again comes back to the same company and with no extra expense; the company is able to get him for more products.
8. **Reduces marketing time:** Through positive referrals and opportunities to sell and up-sell, co-customer acquisition becomes easier and consequently leads to the reduced marketing time.
9. **Channel cost companies to rationalization:** An effective CRM provides an opportunity to the value the cost of various channels with respect to its profitability. The customers may be served via a channel that is cost-effective and suitable for the customer.
10. **Enables business process re-engineering:** CRM programs capable to have an insight of individual customer and helps in assessing its profitability for the company. The company may subsequently redesign its offer to various customers as per their profitability for the company and can thus, to engineer their business process.

Disadvantages:

1. **CRM costs:**

One of the greatest challenges to CRM implementation is cost. There are dozens of software options available and many pricing plans that go with them. To work out the actual costs of CRM software, make sure that you consider the **total cost of ownership** including:

- Software subscription or purchase fees.
  - Premium upgrades, e.g. add-on marketing or reporting features.
  - Customization.
  - IT resources needed.
  - Hardware or software requirements.
  - Staff training and upskilling.

Other factors such as data migration and quality, and converting business operations may also affect the total costs of CRM implementation. Proper planning and careful assessment of any potentially **hidden costs** should help you set a realistic budget for your CRM project.

- Nimble for customer prospecting.
- Insightly for project management.
- Nutshell for managing a sales team.
- Apptivo for business management.
- Agile CRM for marketing.
- Streak for Gmail power users.

Types of CRM:

Technically speaking, there are three main pillars of any CRM implementation and they deliver value to the business:

- **Operational CRM:** The operational CRM is all about marketing sales and service functionalities. We will cover some studies in this chapter from different projects I've personally engaged with across a wide area of applications.
- **Analytical CRM:** The analytical CRM will use the data collected from the operational CRM and provide users and business with individual KPIs, dashboards, and analytical tools to enable them to slice and dice data about business performance as they require. This foundation is for the business orchestration.
- **Collaboration CRM:** The collaboration CRM will provide the technology to integrate all kinds of communication channels and frontends with core CRM for both internal and external users: employees, partners, customers, and so called bring your own devices. This includes support for different types of devices that could integrate with a CRM core platform and be administered with the same tools, leveraging the same infrastructure, including security and maintenance. The focus is on using the same platform, same authentication procedures, and same workflow engine, and fully leveraging the core entities and data.

With these three pillars in place help to create a comprehensive view of the business and manage clients.

6.1.2 Features of CRM

Dealing with customers is one of the most challenging and critical tasks for any business. Correctly storing contacts, analyzing issues, and ensuring they are solved on time can lead to confusion, if not monitored well. CRM software carries this workload, smoothen the process, and make it more efficient.

The primary features in a CRM system are:

1. **Lead Management:**

Keeping track of sales leads through a CRM system, allows your team to have greater control over them.

The CRM software includes lead management module, enabling businesses to determine interested customers and follow up with them on the basis of their preference, demographic, and other factors. This optimizes the efforts of your sales team, improves the efficiency and productivity to focus on faster lead conversion.

2. **Contact Management:**

The contact management tool is designed to reduce monotonous tasks of recording and updating customer data including contact information, transactions, support interactions, and others through a unified system. With this CRM capability, the system can be catered to bolster sales and marketing strategies while providing superior customer services.

3. **Deal Management:**

Sales increases when businestes prioritize, track, and monitoring each deal.

CRM software provides you every support you need to manage deals across the sales structures. The system makes it easier to keep a close eye on each deal, at every stage, on a single screen. All this information is auto-populated, in real-time, to ensure you have access to the latest changes.

4. **Email Management:**

Email is still an essential and most preferred method of engaging with leads, prospects, and customers. The email management feature in CRM system improves customer communicating and keeps track of customer responded to your emails. The software sends instant alerts to notify users about the emails received from deals and contacts to ensure every relevant email is followed-up as and when needed.

6.2 CRM CYCLE

CRM revolves around the customer life cycle management as shown in Figure 6.1.

Customer acquisition starts either through the traditional advertising or through referrals. The next stage is of customer development through personalization of communication and customization of products and services by way of a mutual learning process. As a result, leveraging of customer equity occurs through cross-selling and up-selling. Then retention of existing customers takes place. The organization also benefits from the new customers that it acquires through positive referrals.

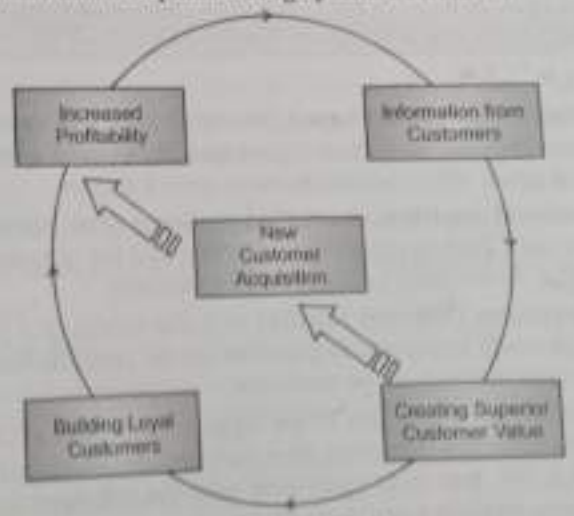

Fig. 6.1: CRM Cycle

4. Which is not example of on-page SEO?
   (a) Title tags (b) Meta tags
   (c) Blogs (d) URLs
5. Search Engine returns results depending on the search string. These results are called .....
   (a) URLs (b) SERPs
   (c) SEM (d) SEO

Answers

1. (a)	2. (d)	3. (d)	4. (c)	5. (b)

Practice Questions

Q. I Answer the following questions in brief:

1. What is the SEO in digital marketing?
2. Define the SEO content?
3. What is link building in SEO?
4. Name the types of SEO.
5. What is crawling in SEO?

Q. II Answer the following questions:

1. What is search engine?
2. What is SEO? Explain with its advantages.
3. How to write SEO content?
4. Which are types of SEO? Explain with Examples.
5. Write types of SEO Content.

Q. III Define following terms:

1. Search engine
2. SERP
3. Indexing
4. Crawling
5. On-page SEO
6. Off-page SEO
7. Black hat SEO
8. White hat SEO
9. Infographics
10. SEO content.

***

6... Customer Relationship Management

Objectives...

- To study about Customer Relationship Management.
- To learn about CRM platform and modules.

6.1 INTRODUCTION TO CRM

- CRM stands for Customer Relationship Management. Others prefer to call it Client Relationship Management. Mainly, the CRM Software allows businesses to manage business relationships, the data and the information associated with them.
- CRM is a strategy and technology that is used to build stronger relationships between organizations and their clients. An organization will store information that is related to their clients, and employees will analyze it to use it in forecasting and making reports. Some of the strategies of CRM software are planning for targeted marketing campaigns towards specific clients. The strategies used will be relying on the information that is coming from the CRM system. CRM software solution is commonly used by all kind of corporations that focusing on maintaining a strong relationship with their customers.

6.1.1 Customer Relationship Management Software

Customer relationship management software is software that organizes your contact info and manages your relationships with current and prospective customers, clients, and other contacts.

- Examples of **Customer Relationship Management (CRM)** Software include: Nimble, Salesforce, HubSpot **CRM**, Pipedrive, Oracle **CRM**, Insightly, Microsoft Dynamics 365, and Freshsales.
  - Zoho CRM for making sales fun.
  - Freshsales for being easy to use.

4. **Performance Assessment:** Analyze how well your value proposition is performing. Is revenue up? Are your customers happy? Are your representative engaged with customers? With different departments?
5. **Information Management:** This management is also called "Data Repository". This process supports the other processes and includes IT systems, analysis tools, front-office applications, and back-office applications.

Although each of these models is similar, they work better for different business setups. For example, maybe your business revenue is supported by only a handful of customers. The CRM Value Chain Model might be the best relationship framework for your company or, if your product/service solves a complex need in your industry, use the IDIC model.

No matter what model you choose (do your research), you will need a tool to ensure that relationship management is successful. This is where CRM software comes in.

Summary

- Customer Relationship Management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.
- A Customer Relationship Management Platform (CRM Platform) refers to the technology a company employs to manage interactions with a customer, capturing key information generated during those engagements.
- A CRM model is a framework for how your company will manage these customer relationships, from acquisition to retention.
- Examples of CRM models are : IDIC CRM model, CRM Value Chain model, Payne & Frow's Five-Step Process model
- In CRM, customer lifecycle is a term used to describe the progression of steps a customer goes through when considering, purchasing, using and maintaining loyalty to a product or service.
- A CRM tool lets you store customer and prospect contact information, identify sales opportunities, record service issues, and manage marketing campaigns, all in one central location and make information about every customer interaction available to anyone at your company who might need it.
- Examples of CRM tools are: Hubspot, Salesforce, Freshsales, Netsuite, and Pipedrive.

Check Your Understanding

1. Customer Relationship Management is about ____
   (a) Acquiring the right customer (b) Instituting the best processes
   (c) Motivating employees (d) All of the above
2. The acronym CRM stands for ____
   (a) Consumer Relationship Marketing (b) Customer Relationship Management
   (c) Customer Relations and Marketing (d) Continuous Relationship Management
3. Which is not a CRM model?
   (a) Value chain model
   (b) IDIC model
   (c) Payne & Frow's Five-Step Process model
   (d) SEO model
4. Which is the CRM tool?
   (a) Sales force (b) Sales project
   (c) Sales management (d) Force Sale
5. Which is not a function of CRM platform?
   (a) Lead Management (b) Sales Automation
   (c) Marketing Automation (d) System Management

Answers

1. (d)	2. (b)	3. (d)	4. (a)	5. (d)

Practice Questions

Q. I Answer the following questions in short:

1. What is CRM?
2. What is IDIC model of CRM?
3. Name the CRM Models.
4. What is CRM Platform?
5. Which are Types Of CRM?

Q. II Answer the Following Questions:

1. What is CRM? Explain with its benefits.
2. Which are functions of CRM platform?
3. What is CRM tool? Explain any two.
4. Explain in detail CRM models?
5. Explain the CRM cycle.

The CRM value chain model applies this principle to customer relationships. This CRM model observes all the stages and activities required to build a relationship with a customer.

These activities are divided into two stages: primary and support.

Working:

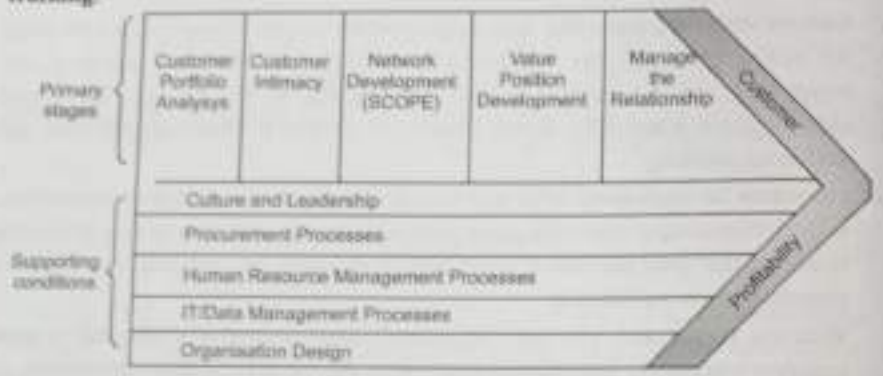

Fig. 6.4: Working of CRM Value Chain Model

Designed to be used as a platform when developing CRM strategies, the CRM Value Chain is a five-step process focused on "strategically significant customers."

These types of customers are treated differently from other customers as they generate more revenue and make for better referrals. With this model, you can develop quality, long-term relationships with your most valuable customers.

- **Customer Portfolio Analysis:** Also known as CPA, this step helps you identify your most valuable customers.
- **Customer intimacy:** The next step is to engage with the customer and build on the original database of information. At each touchpoint, companies should be collecting data on the interaction in order to better understand and serve their customer. The better you know your customer (and adjust your service accordingly), the more likely you are to retain their business over the long term.
- **Network development:** A business's network includes all people and entities involved in the value chain, including partners, suppliers, customer service, investors, etc. The goal is to use your customer data to inform the processes at each level of your network so that the entire system works together to optimize your customer's experience.
- **Value proposition development:** Combine your network with your product/service and offer significant value for your top customers. Plan to provide things like product add-on discounts, exclusive resources via email, and one-on-one consulting sessions.

- **Managing the relationship:** The last stage of the value chain model is to manage your customer lifecycle. This process involves evaluating your business processes and organizational structure to manage acquisition, retention, and customer development.

Support stage: There are five supporting conditions necessary in order to effectively implement the strategic processes of the primary stage:

- Leadership and culture
- Procurement processes
- HR management processes
- IT/data management processes
- Organization design

Creating and developing these underlying conditions will support a successful CRM value chain implementation.

- The CRM Value Chain doesn't mean you should ignore your other customers. However, it does mean that you should make extra efforts to serve truly invested customers. Consider these customers to be the bread and butter of your business. These efforts ensure that your most valuable customers stick with your company, which ultimately impacts your company's bottom line.

3. **Payne & Frow's Five-step Process Model:**

The Five Forces CRM model was developed by Adrian Payne and Pennie Frow. This model emphasizes a cross-functional approach for effective CRM processes.

There are two main components to the model: cross-functional CRM processes and key elements of CRM implementation.

Working:

The five processes of the model are categorized as follows:

1. **Strategy Development:** Divided into two strategies, this process first looks at business strategy, determining the vision of your product/service and how it competes in the industry. Customer strategy means that you outline the characteristics of your current and potential customers.
2. **Value Creation:** This process looks at the value customers bring to your business, as well as the value you bring to your customers. Create a value proposition based on this information.
3. **Multichannel Integration:** In this process, every department works together. When every department (such as marketing, sales, and support) are all on the same page and understand the value that your company is bringing to the table, your customers receive an organized experience.

- **Work with marketing and support:** CRM integrations with marketing automation software and support platforms ensure that conversations are consistent across channels/departments and no communication falls through the cracks. Every department understands what customer needs are and the measures being taken by each department to meet those needs.

  For example, marketing can view what top customers are asking about sales and support. Then they can take this information to create helpful resources (e.g., whitepapers, blog posts, and reports) to send to these customers.

6.7 CRM MODELS

Definition:

A CRM model is a framework for how your company will manage customer relationships, from acquisition to retention. The better you understand potential and current customers, solve their pain points, and build trust/rapport, the more likely they'll stick around.

It's important to note that a CRM model and a CRM tool are two different things. A CRM tool is software that's designed to store and manage your customer data. Consider it a type of intelligent database that's built around relationships. A CRM tool can be used to support your CRM model.

Benefits of CRM Model:

- Build quality customer relationships and increase their loyalty to your company.
- Understand customer wants/needs and personalize the customer experience.
- Create a competitive advantage as you serve customers better than your competitors.
- However, the ultimate benefit of a CRM model is that it can lead to stable revenue.

Let's see three common customer relationship management (CRM) models and how they work.

- IDIC CRM model.
- CRM Value Chain model.
- Payne & Frow's Five-Step Process model.

1. IDIC CRM model:

The IDIC CRM model is an excellent framework for discovering and using your customers' needs and values as the foundation for how you interact with every customer.

Developed by Peppers and Rogers in 2004, the IDIC model is made up of four actions to strengthen personal relationships, from prospects to customers.

IDIC stands for the four stages of CRM implementation: identify, differentiate, interact, and customize.

- **Identify individual customers:** The first step is to identify your customers, which businesses can accomplish by collecting information like the customer's name, address, and purchase history at each point of contact across the company.

  The goal is to collect as much information or data as you can on each customer in order to better understand their needs, wants, and purchase behaviours.

- **Differentiate customers:** Use the information about your customer segments to sort customers by their value to your business (now and in the future) and by their specific needs.
- **Interact with customers:** The third stage is where you get to apply your CRM plans for interacting with your customers. Once your customers are analyzed and categorized, you can develop customized interactions—for example, for valued customers, you might offer loyalty benefits or rewards to encourage retention and continued spending.
- **Customize for customers:** After you have documented your customer interactions, you can then analyze them to develop more customized one-to-one service. The goal is to ensure that your customers' needs and expectations are met and that you have pinpointed them individually.

  With the IDIC model, you gain important insights on what's essential to your customer's happiness and what personalization you can offer to help achieve that.

Working:

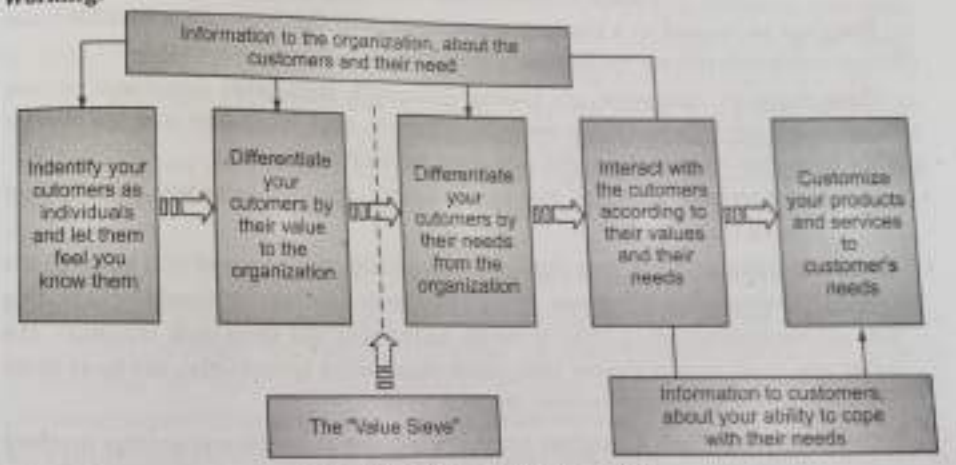

Fig. 6.3: Working of IDIC CRM model

2. CRM Value Chain Model:

A value chain is a high-level model developed by Michael Porter that identifies the processes a business uses to develop an end product or service for the customer. The goal of the value chain model is to identify and prioritize the most valuable activities to the company and improve processes to gain a competitive advantage.

4. **ZOHO:**
   - This CRM is used for small and midsize businesses. For that matter, it works for just about any size business with its web based and client prioritized solutions. Zoho enables you to attract and retain clients, send personal invitations, and operate your customer support at scale. With the help of social media integration, it also stands out as a well-rounded source for client management.
   - Zoho has a wide range of capabilities: from its social media integration to its automated business processes, it gives users multiple avenues to attack client management in the most comfortable way possible.
5. **Pipedrive:**
   - With the original idea of creating a tool for experienced sales professionals only, **Pipedrive** has come a long way into becoming a fully optimized client relationship management tool for all to use. Specifically, it helps users organize leads in a way that improves conversion rates. Automate lead scoring and set up an environment to optimize your specific business. Because Pipedrive is a sales-first CRM, it has great lead management and salesperson collaboration features.
   - Track calls, emails and contact history and have full visibility and control of your schedule.
6. **Zendesk:**
   - This is originally a customer support tool, Zendesk has transformed into a full blown CRM. Zendesk is a big company with lots of resources, and they have made an enterprise-grade tool that gives priority to customers.
   - Easy to use contact database and support tool in one.
   - Quick platform set up and implementation. There is no learning or relearning of the system, which tends to happen with other customer relationship management tools.

6.6 CRM PLATFORM

- **A CRM platform** lets you manage the inquiry across channels without losing track, and gives sales, service, and marketing a single view of the customer.

Functions of CRM Platform:

A good CRM platform will typically offer the following functionalities:

- **Lead management:** CRM will track the leads for the business and allows its marketing team to enter all new leads into the system. This will allows tracking and analyzing the data.
- **Marketing automation:** It will offer marketing automation functionalities which will automate tedious tasks. For instance, social media posts will be automatically published according to a schedule set by the marketer. Marketing automation makes it easier to engage sales leads and helps in converting them into paying customers.

- **Sales automation:** It can track all customer interactions and selected sales cycle business functions can be automated. These are the functions that are important for following up on leads or attracting new customers.
- **Workflow automation:** It will help the business to optimize processes. Everyday workloads are steaminess and this enables the employees of that business to focus on a more high level or creative tasks.
- **Analytics:** There are built-in analytics tools which provide insight and help to boost rates of customer satisfaction. The data is analyzed by marketers and they then create more targeted campaigns. It will also provide insight into customer experience and allow improvements.
- **Artificial Intelligence (AI):** Some also offer AI capability that is built into their system. It helps in automatically recognizing patterns that will lead to successful sales. This will help in building strategies that are more accurate in the future.
- **Personalized customer experience:** It will allow the creation of individualized experiences for customers. The customer experience will also be more consistent across the various marketing channels and this can help in more conversions.

CRM platforms are evolving every day and they offer a wide range of functionalities. Partnering with a company that will offer you CRM development will help you obtain a CRM solution that is scalable and grows along with the growth of your company.

How to use a CRM tool to support CRM model?

Managing customer relationships is no simple task. Not only do you have to keep up with customer expectations, you also want to exceed expectations and make your customers want to stick with your company for the long term. A CRM tool makes this Customer relationship management easy.

Here are just a few ways to use a CRM tool to support the CRM model:

- **Organize customer information:** A CRM gives sales representatives the ability to record customer calls, track emails, and automatically move information into the customer's record. Representatives can then refer back to this information at any time, such as before customer check-in calls. As a result, have a personal touch and the customer feels valued.
- **Easily access data:** Valuable customer data is available right within your CRM to offer insights about each customer and personalize your value propositions. Data is automatically pulled into sales reports so you can view things like response time and call outcome. In addition, if you have a mobile CRM, your representatives can refer to data while visiting with customers.

Q. III Define following terms:

1. CRM
2. CRM tool
3. CRM platform
4. IDIC model
5. Lead Management
6. Operational CRM
7. Analytical CRM

***

7... Social Media Marketing

Objectives...

- To learn about Social Media Marketing and Social Networking.
- To get information about Web analytics and its levels.
- To study about various Digital Marketing Tools.
- To learn about different modes of Social Media Marketing.

7.1 UNDERSTANDING SOCIAL MEDIA MARKETING

- The appearance of social networking websites has changed the way people interact and communicate, the way they exchange ideas and search for information. The importance of social networking websites in everyday life cannot be neglected.
- As a result, the communication, which is an important part of marketing, started to shift from traditional mediums such as television and newspaper ads. to social media. Thus social media has become a new platform for marketers to communicate and get in touch with the customers.
- Social Media is a new mediator between business who want to promote their product and between consumers who use social media to learn more about a particular product.
- Social Media Marketing is the use of social media websites and social networks to market a company's products and services. Social Media Marketing is a form of Internet Marketing.

Fig. 7.1: Social Media Marketing Tools

Two Basic Ways to Use Social Media for Marketing:

- The ability to share, comment and other social media signals is one of the two basic ways that business owners can make use of social media for digital marketing.
- The second basic way for using social media networks for digital advertising is the integrated paid advertising system major social networks already have available for online marketers.

Advantages and Disadvantages of Social Media Marketing:

- Just like any digital marketing tool, there are advantages as well as disadvantages or risks when using social media for marketing.

Advantages :

- **Direct interaction with customers:** Business owners can have a direct communication with customers that no other traditional advertising methods could ever achieve. This interaction builds trust which could later turn online users into loyal customers.
- **Broader Reach to a Wider Audience:** Interaction with your direct connections in social media are visible not only to you and your direct connections, but also to their subscribers own network and circle. This can facilitate viral posts that will make more and more people genuinely interested about your brand, product or service.
- **Gain a Better Understanding of Your Target Audience:** The more you interact with your social media subscribers, the more you can gain a better understanding of your audience and their spending habits.
- **Reach a More Targeted Audience:** Through social media marketing, you can target on specific groups of online users or communities with the same likes and preferences.
- **Helps You Gain Better Search Engine Optimization:** Social media channels are used as an integral part of search engine optimization, with social media profiles and pages appearing on top-ranking search results.

Disadvantages :

- **Need for Constant Maintenance:** As a tool for directly engaging or interacting with online users, social media marketing will need constant maintenance and management to maintain fresh content and constant interaction.
- **Need to Take With the Social Network's Rules:** You do not actually own your social media profile and pages so you need to bear with the rules, changes and limitations set by the social network. These rules are used to avoid being banned and valuable content and existing relationships with online users removed.
- **The Need to Deal with Spammers and Trolls:** Social media is a haven for trolls, spammers, thread hijackers and other unwanted elements which can run rough shot of your marketing efforts with negative comments and posts.

- **The Possibility of Wasting Time and Resources:** If social media marketing is not done properly, you may end up with not tangible results or returns from your marketing efforts except for wasted time, money and other resources.

Types of Social Media Networks:

1. **Social Networks:**
   - These types of Social Media are used to associate with individuals (and brands) on the web. They help business via branding, social awareness, relationship building, customer service, lead generation, and conversion.
   - You can channelize different types of Social Media campaigns on these networks that will help . widen your reach. There are a variety of organic and paid ways to optimize current marketing campaigns.
   - **Examples:** Facebook, Twitter, and LinkedIn.
2. **Media Sharing Networks:**
   - Media sharing is type of Social Media that are used to find and share photographs, live video, video and other kinds of media on the web.
   - They are also going to help in brand building, lead generation, targeting and so on. They give individuals and brand a place to discover and share media.

     Examples: Instagram, Snapchat, YouTube.
3. **Discussion Forums:**
   - This type of Social Media channels are used for finding, sharing and discussing different kinds of information, opinions, and news.
   - They help businesses by being a top notch resources for doing perfect market research. These forums are the oldest ways of running Social Media Marketing campaigns.
   - Before the entry of popular Social Media players like Facebook, these forums were the places where professionals, experts used to do different kinds of discussions concerning a variety of fields.

     Examples: Reddit, Quora, Digg.
4. **Bookmarking & Content Curation Networks:**
   - These types of Social Media will help you find out, share, discuss and save a variety of latest content and media that are trending as well.
   - They are very helpful in channelizing brand awareness for your business, plus, choosing this one to run different types of Social Media Marketing campaigns will help you generate website traffic and customer engagement.

     Examples: Pinterest, Flipboard.
5. **Consumer Review Networks:**
   - Using Customer Review networks will help you find out, share and review different information about a variety of products, services or brands.

- These networks offer a place to users for reviewing different kinds of products and services that they have used.
- Review content adds great value to any brand because it will influence more and the number of new buyers to attempt your services.
- Yelp and Zomato are the types of social media platforms that offer location-based review services that will help you run location-based social campaigns.

  Examples: Yelp, Zomato, TripAdvisor.

6. **Blogging & Publishing Networks:**
   - These types of Social Media networks used for publishing, discovering and commenting on articles, social media blogs and other content on the web.
   - These networks are must for the businesses that effectively want to use Content Marketing, plus, you can share this content on a variety of Social Networks like Facebook, Twitter, Linkedin, etc.
   - Content marketing is one of the most powerful ways to target, attract, engage and convert a target audience. It is going to be the base of successful online marketing campaigns.
   - **Examples:** WordPress and Blogger are the traditional blogging platforms while Tumblr (micro-blogging service) and Medium (Social Publishing Platform) is the latest blogging and publishing networks.
7. **Interest-Based Networks:**
   - These types of Social Media networks used for connecting with other people who have the same sorts of hobbies or interests.
   - Choosing these networks will help to focus only on a single product or service related to any particular subject, for instance, home décor, Digital Marketing Training, Music, Books, etc.
   - This makes it one of the best networks for engaging with audience and creating exclusive brand awareness online. Compared to big social networks, using interest-based networks would help you run a more targeted campaign.
   - **Examples:** Goodreads, Last.fm, Houzz.
8. **Social Shopping Networks:**
   - Businesses can use such types of Social Media Platforms for creating brand awareness, boosting engagement and selling products on some new and effective platforms. These channels transform e-commerce by making them more engaging via some interesting social elements.
   - In addition, they help you follow different brands, share interesting things and make a purchase on these Social Shopping networks.
   - These networks are very result-driven for small businesses and startups as they can sell their products without any land-based office or store.
   - **Examples:** Polyvore, Fancy, Etsy, etc.

7.2 SOCIAL NETWORKING (FACEBOOK, LINKEDIN, TWITTER, ETC.)

Social Media Marketing is the action of creating content to promote business and products on various social media platforms such as Facebook, Instagram, and Twitter. Let us see details of each platform :

7.2.1 Facebook

Fig. 7.2: Facebook Logo

- At the moment, Facebook is considered to be the most popular and important in social media marketing. Facebook has the network with largest amount of potential customers.
- Facebook is an American online social media and social networking service based in Menlo Park, California and a flagship service of the namesake company Facebook, Inc. It was founded by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes.
- Facebook is a social networking website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video.
- Users can create pages and groups. User must have a personal profile in order to create a page or a group. It is important to understand the differences between Facebook pages and groups.

Facebook Page: Facebook Pages are for celebrities, businesses and institutions, where they can create an online presentation by adding cover photo, profile photo, information about the company, website etc. By default, privacy setting for pages is set to public that means anyone can see the content published on the page. A page can have several administrators or managers, assigned by the creator of the page.

Facebook Group: Facebook groups are created for users who share the same interests. Anyone can create with the users who do not necessarily have to be friends on Facebook. A group has an admin, who can promote other members to admins.

Groups can be open or public, where anyone can see the group and the post in the group. Closed groups are visible to anyone, but only the member can see the content while the secret groups are only visible to the group members.

A major benefit of Facebook group is the possibility to focus on a particular group of users and on the topic of interest. Anyone can see the Facebook page whereas Facebook group's privacy can be either public or limited to the specific users. This feature can be useful in some types of business or groups such as students, colleges. For example, if you are a teacher, group is a perfect place to share lessons and extra activities for your students.

Facebook account: You must start by creating Facebook account. For that you should provide your real name, date of birth, a valid email address and a password. After you receive a verification email, use the link to activate the account.

Fig. 7.3: Sign up screen of Facebook

Basic Terms used in Facebook:

Here are some common Facebook terms and their definitions; get to know them so you can get the most out of Facebook:

Profile: A personal page created for individual use.

Reach: The number of people who saw your post. This includes the number of people you reached through organic and paid reach.

Post: A term used for sharing content on your Facebook Page.

Friends: A friend is someone who received your friend request from your personal profile and accepted it. Once the request is accepted, you will start seeing their updates in your news feed.

News Feed: Your News Feed is a constantly updating list of stories in the middle of your homepage. It includes status updates, photos, videos, links, App activities, and Likes from the people, Pages, and Groups you're associated with.

Poke: People use the Poke feature when they want to get someone's attention or say hello. When you Poke someone, they'll receive a notification letting them know that they've been poked and by whom.

Features of Facebook:

Here are a few features that make Facebook so popular:

- Facebook allows you to maintain a friends list and choose privacy settings to tailor who can see content on your profile.

- Facebook allows you to upload photos and maintain photo albums that can be shared with your friends.
- Facebook supports interactive online chat and the ability to comment on your friend's profile pages to keep in touch, share information or to say "hi."
- Facebook supports group pages, fan pages, and business pages that let businesses use Facebook as a vehicle for social media marketing.
- Facebook's developer network delivers advanced functionality and monetization options.
- You can stream video live using Facebook Live.
- Chat with Facebook friends and family members, or auto-display Facebook pictures with the Facebook Portal device.

Why Facebook is the powerful marketing tool?

Here are reasons Facebook is the most effective social media marketing tool:

1. **Making the Most of Your Facebook Business Page:**

A Facebook page is a free marketing tool for businesses. These pages let businesses identify themselves not just through listing product offerings and services, but also by sharing links, images, and posts on a customizable page. This gives a better sense of a business's personality and character.

2. **Facebook Advertising: Classic Ads:**

Facebook offers its own form of advertising with Facebook ads, which appear in the side columns of the Facebook site. These Classic Ads are referred to more specifically as Marketplace Ads. They include a headline with copy, an image, and a click-through link to a Facebook page, a Facebook app, or an outside website. Facebook advertising is affordable.

Using Facebook advertising to increase "Likes" can be very beneficial once a user likes the page, they essentially become followers of that business page, and the posts will appear on their Facebook News Feed.

3. **Hosting Facebook Contests:**

Another Facebook marketing method is hosting Facebook contests or promotions that can increase fans and brand awareness.

4. **Facebook Promoted Posts:**

Facebook Promoted Posts let Facebook page owners pay a flat rate in order to have their individual Facebook posts reach a certain number of users, increasing a specific post's reach and impressions.

5. **Sponsored Stories:**

This is a message that comes from a friend about them engaging with a page, app, or event that a business, organization, or individual has paid to highlight.

Sponsored Stories are a type of Facebook ad that shows a user's interactions, such as a Facebook like, to the user's friends. Sponsored Stories seeks to capitalize on the "word of mouth" marketing concept.The goal of Sponsored Stories is to have a user take the same action as their friends.

Fig. 7.8: Business Blogs

- **Finance Blogs:** A lot of us need help and advice to manage our finances efficiently. This gives finance blogs a wide audience ranging from serious investors to families trying to save for a better future.
- **Political Blogs:** Political blogs have perhaps the most passionate audience of all. They cover news on politics, analysis of political news, and can quickly build a very large engaging audience.
- **Microblogging:** Microblogging is the practice of posting small pieces of digital content which could be text, pictures, links, short videos, or other media on the Internet.
- **Personal Blogs:** These blogs represent a type of blogs that feature content published by an individual, who usually specializes in one topic in which he or she is an expert.
- **Media blogs:** A blog comprising videos is called a vlog, one comprising links is called a linklog, and a site containing a portfolio of sketches is called a sketchblog or one comprising photos is called a photoblog. Blogs with shorter posts and mixed media types are called tumbleblogs. Blogs that are written on typewriters and then scanned are called typecast or typecast blogs. A rare type of blog hosted on the Gopher Protocol is known as a phlog.

Blogging platform:

While there are numerous blogging platforms available, below we take a look at some of the most common platforms to help you make the best decision. Blogging platforms enable anyone to set up easily and write a blog.

1. **WordPress.com**

This is the most popular blogging platform. It can be installed to a server, which allows companies to include blogging platform as a part of their website. It's also a good option for people who plan to upgrade to a self-hosted WordPress blog in the future.

2. **WordPress.org**

A self-hosted WordPress blog is one that uses the WordPress software on a third-party server. With it, you can install plugins, edit your HTML code, and more, giving you full control over your website while making it look more professional. It's ideal for business owners, professional brand builders, and any blogger looking to expand their site's functionality and professional appearance.

3. **Blogger**

Since Blogger is owned by Google, you'll have access to Google tools like AdSense, Analytics, etc. However, Blogger is not nearly as flexible as WordPress.org. This platform is great for hobby bloggers and brand builders who don't want to invest any money but may want to make some money through ads. Since it is easy to use, it is also a great platform for beginner bloggers.

4. **Tumblr**

Tumblr is easy to use and is a very social platform. This is the perfect place for bloggers who like the idea of "reblogging" posts. Its platform is best for micro-bloggers, so it is perhaps not the best place to start if you are looking to develop long-form content.

5. **WIX**

WIX is a good website option with blogging capabilities that is ideal for businesses. With its ecommerce functions, WIX makes building your entire ecommerce business website simple.

6. **TypePad**

TypePad is a good platform for business professionals or brand builders who don't mind investing some money every month into their blog. That price can pay in delivering more features and a more professional-looking site.

Blog Promotion:

Blog marketing is any process that publicises or advertises a website, business, brand or service via the medium of blogs.

You can take the following measures to promote your blog:

- Connect your blog to Google+ to allows auto-sharing.
- Post quality content and post regularly.
- Write search engine friendly content.
- Have an Email button in order to receive feedback from your readers.
- Use your blog link in mail signatures.
- Enable site feed to let more and more people subscribe to your content.
- Add your blog to Blogger's listings. Submit your URL to blog directories.
- Actively comment on other's posts. This way, the profile gets more exposure.
- Participate in online forums.
- Use social media for branding.
- Hold a contest or a carnival.
- Write as a guest blogger. Write multiple pages and link them together.

How to join LinkedIn?

- Join LinkedIn by providing first name and last name ,the email address, and a password.
- You will be sent a verification email necessary for completing the setting up of the LinkedIn profile.
- You should customize profile by adding:
  - Profile photo
  - Description
  - URL of your website

Now, you can start interacting by sharing staus updates by commenting and liking the status updates published by your connections, exploring the network by searching for jobs, people, groups,companies etc.

7.3 SOCIAL MEDIA (BLOGGING, VIDEO SHARING - YOUTUBE, PHOTO SHARING – INSTAGRAM, PODCASTS)

Social media networks are some of the most popular social networks. These networks have the largest number of users. Thus, they provide a large potential for developing inline relationship with larger target group.

7.3.1 Blogging

A blog is basically a 'weblog', a kind of website, a journal that is updated regularly. It is a discussion platform besides being content achieve. People can discuss a topic on a blog and comment on posts. It is basically run by an individual or a small group.

Blogging is the process of adding new content to a blog and updating it at regular intervals. For example, writing posts, publishing them, designing, social marketing, etc.

Blogging is good way to provide more information about your company, to explain your services and to feature the news about your company's activities such as promotions, new product launch, events you are organizing, etc.

Blogger: A blogger is a person who owns or runs a blog or a person who maintains the blog.

Blog content: On a blog, the content consists of articles (also sometimes called "posts" or "entries") that the author(s) writes.

Blog post: The blog post is an article that you write on blog. It can include content in the form of text, photos, infographics, or videos.

Primary Blog has following areas:

- **Header (with navigation):** Header with the menu or navigation bar. It can include an image and text. Some header designs include space where a blogger can include special links or ads.

- **Main content Area:** A main content area with articles listed chronologically, newest on top. Often, the articles are organized into categories. It contains highlighted or latest blog posts.
- **Sidebar:** A way for people to leave comments about the articles. It has social profiles, favourite content, or call-to-action.
- **Footer:** It has relevant links like a disclaimer, privacy policy, contact page, etc.

Types of Blogs:

- Blogs can be grouped according to several criteria and topic that is one of the most common one used.
- Blogs are usually focused on a single topic, which is related to a particular industry. For example, we have fashion blogs, teacher's blogs, SEO blogs, fitness blogs, etc. The topic helps you focus on target audience, rather than publishing random articles about unrelated topics.
- However, there are blogs that combine different topics into one, which take a form of an online magazine. For example, a town can have its own blog with various different topics related to the news and events in that town.
- There are many different types of blogs, differing not only in the type of content, but also in the way that content is delivered or written.

Let's take look at the most popular types of blogs that exist:

- **Fashion Blogs:** Fashion blogs are one of the most popular types of blogs on the internet. It is a big industry with a huge global audience. Fashion bloggers get invited to major events; receive special perks, merchandise, and even business deals by top fashion brands.
- **Food Blogs:** Food blogs are another popular blog type. It attracts a lot of readers who are interested in recipes, ingredients, healthy eating, fine dining, and other food related stories.
- **Travel Blogs:** Travel blogs are becoming more popular each day. Due to cheap air travel, people are traveling more than ever, and they are always looking for travel tips, advice, and destination guides.
- **Music Blogs:** Music blogs has a wide audience who search for critiques on the best and trending music. Music lovers enjoy songs from different languages, cultures and norms.
- **Business Blogs:** Business blogs are the professional blogs related to the corporate agencies, industries and others. They offer a casual way to communicate with customers and educate them about a business's product or service.

- Connecting on Twitter through following is not mutual. When you follow someone, it means that the user is notified, but that user does not necessarily have to follow you. However, following other users a good way to connect, and get the exposure on the social network.

Other basic terms used while using twitter are:

- **Mention:**

To communicate with another Twitter use, you can either send a direct message (privately) or mention the user in your public post so others can also see. To mention, simply insert a '@' sign before the username. For example, '@Captain, I agree with what you're saying!' Using the mention automatically drives the tweet into the '@Mentions' section of the targets Twitter account.

- **DM:**

Short for "direct message", the DM is a tweet-like message that is sent privately and can only be seen by the sender and the receiver. You can only send a DM to somebody who is following you. The limit for DMs is still under 140 characters. Read 'What Is a Direct Message?'

- **Feed:**

A 'feed' is a list of updates or tweets that are constantly being updated. They are usually arranged in chronological order, with the most recently updated ones at the top for easier viewing. Home page, for instance, is a feed of tweets of accounts you follow; your own profile page presents a feed of own tweets, while the search results on Twitter shows a feed of tweets that contain the words you are searching for.

Why is Twitter the Social Media Marketing Tool ?

Twitter can benefit the company as a technique to fulfil social media marketing needs in four ways:

1. **Branding:**

If you send out continuously good information through tweets, people will start to know your name on Twitter and share your posts. So, your brand name, company name, and personal name will begin to be recognized in the industry, thus creating a reputable business name.

2. **Establish stronger relationships:**

Twitter allows to send short, quick messages called *tweets* to your target market. If you provide customers with knowledgeable information, they will return to your site, and keep your business in mind when buying the products or services you offer.

3. **Improve Organic Search Engine Rankings:**

Social media marketing has a strategy, and it should include bringing users to your website. Tweets that link to blog articles allow Google to rank your site higher.

4. **Monitoring:**

Monitoring is a tool that what are consumers saying about the product, brand, company or service. This is the ability to respond directly and immediately to someone is vital for building trust among your brand.

7.2.3 LinkedIn

- LinkedIn is a business-oriented social networking site launched in 2003. It has 300+ million users across the world. It is available in 20 languages. It allows users to create and customize profiles and connect with people having similar interest areas. It is good platform for B2B marketing.

Fig. 7.7: Linkedin Screen

Interaction on LinkedIn is done through sharing status updates and communication within groups. You could also create pages or use Linedin Pulse, a publishing platform.

Basic terms used in LinkedIn:

- **Company Page:** A place for businesses to include information about their business and create updates about their business and their industry.
- **Connection:** An indicator that you and a person are connected to each other.
- **Invitation:** Invite someone to join your network and connect with you.
- **Introduction:** A way to introduce yourself to those you are not currently connected to.
- **Groups:** These can be public or private, and can be created by an individual or company. It allows users to come together and talk about a specific subject on one page.
- **Network:** Your connections which also includes the connections of your connections.
- **Recommendation:** A way to recommend a friend/colleague, based on their professional experience, to anyone who views their profile.
- **Influencers:** Key and influential people in the industry that can provide you with great content.

6. **Facebook Open Graph:**

Facebook Open Graph lets businesses label a user's action with their app. Businesses can create third-party apps that connect to a user and post a notice on Facebook when a user performs a specific action with the app.

Open graph actions are being categorized as a new type of consumer story, taking advantage of the word of mouth phenomenon. Open graph posts are more meaningful to users because they are being generated by a familiar friend, not simply a brand, making them the latest and greatest of Facebook marketing tools.

Spotify is a great example of how Facebook Open Graph becomes a powerful Facebook marketing tool. It all starts with a Facebook login prompt.

Fig. 7.4: Spotify (open graph) screen

7. **Facebook Exchange (FBX):**

Facebook Exchange lets advertisers take advantage of ad retargeting on Facebook through real-time bidding. Advertisers can target audiences based on web history data when a user visits a product page on a retailer's website, but fails to make a purchase. Then the retailer can display an ad for that same product on Facebook with FBX.

7.2.2 Twitter

- Twitter is an American micro-blogging and social networking service. On the twitter users post and interact with messages known as "tweets".
- Registered users can post, like, and retweet tweets, but unregistered users can only read them. Users access Twitter through its website interface, through Short Message Service (SMS) or its mobile-device application software.
- Twitter has become internationally identifiable by its signature bird logo, or the Twitter Bird.

Fig. 7.5: Twitter Logo

Twitter is popular among celebrities, politicians, journalists, marketing and business professionals. Twitter profiles are less personal than Facebook profiles. In fact, profiles on Twitter are for everyone, both individuals and companies.

Create a Twitter Account for the Business:

Follow the steps given below to create an account for your business :

1. Provide the name, email and password and click on "sign up for Twitter" button.

2. You will need to click on the verification link that will be sent to your email to complete the process.
3. After you have joined Twitter, you should add a profile image and a header photo. Additionally, you can add bio (up to 140 characters) and the URL of website and location, which can help to customize your twitter profile.
4. Twitter allows users to customize the background theme and font colors, in order to match the profile and the header photo.

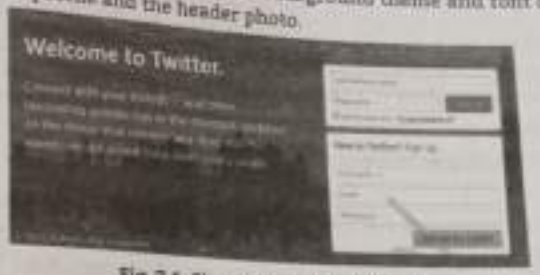

Fig. 7.6: Sign up Screen of Twitter

Basic Terms used in Twitter:

There are options that can help to find new content and people that share the same interests. Here are some of the most common ways to do so:

- **Hashtags:**
  - Hashtags are labels that allows people to discover a content that is related to a certain topic.
  - The symbol hashtag (#) is used to mark keywords in a tweet. It was originally created by Twitter users. Hashtags can occur anywhere in a tweet: middle, end, or at the beginning. If you tweet with a hash tag on a public account, anyone who does a search for that hash tag will find you. A hash tag is a way for people to search for tweets having a common topic.
  - For Example, if you are a furniture manufacturer, add hashtags such as #furniture or #decoration in your tweets. Users who look for those terms will be able to find your tweets easily.
- **Retweet:**

A Retweet is a re-posting of a Tweet. Twitter's Retweet feature helps you and others quickly share that Tweet with all of your followers. You can retweet your own Tweets or Tweets from someone else. Sometimes people type "RT" at the beginning of a Tweet to indicate that they are re-posting someone else's content.

- **Follow and get followed:**
  - Followers are people who receive your Tweets. If someone follows you: They'll show up in your followers list. They'll see your Tweets in their Home timeline whenever they log in to Twitter.

3. **Collect accurate and complete data:** This stage is the collection of the basic, elementary data. Usually, these data are counts of things.
   Before collecting website data, the following questions must be asked:
   - Is the data accurate?
   - Are all the required data are being collected?

   There are various methods for data collection, including Web Logs, JavaScript Tagging, Packet Sniffing, and more.
4. **Analyze Data to extract insights:** There are various ways in which data can be converted into insights. This is a very important step when optimizing the website. Some of them are discussed below.
   - There is a need to trend the metrics over time to understand the website behaviour, as the website can't compare itself to another website.
   - Number of page visits could be good or bad depending upon the kind of website. Time has always been a good indicator of engagement.
   - A high bounce rate means you are either bringing the wrong audience or you are not up to the mark.
   - A visitor's intent can be identified by analyzing the keyword driven traffic.
   - A visitor's requirement can be identified using the internal site search data.
5. **Test Alternatives based on assumptions learned from data analysis:** A web analyst must learn to test everything quickly and find a suitable alternative. Here are a few tips for website testing:
   - Testing must be done across the website, not just the landing pages.
   - Try using the tools and your skills with a small project and then go big.
   - Try measuring multiple goals.
   - Try testing different segments.
6. **Implement insights based on either data analysis or website testing:** It is important to get over the implementation part once you have overcome all the previous steps successfully. You can consider the below mentioned tips to overcome the implementation bottleneck, if any.
   - Get C leveLsupport
   - Start Small
   - Be friendly

Basic terms used in Web Analytics:

When executing web analytics, a number of important terms and concepts need to be kept in mind. These include the following:

- **Metrics:** Metrics are indices or measurement standards used to scale the performance of a website. Every web analysis is conducted by using a lot of different metrics, each of which measures and assess a different aspect of a website. On its own, the result of a metric may be indecisive. However, when put together, the results of multiple metrics can give a complete picture of web performance.

- **Hits:** Hits are also known as impressions. It is registered when a user requests a file and your server delivers it. Such as a file may be a word document, an image file, a download of content or even a file like JavaScript. If a page with four images is opened by a user, five hits will be registered on the server.
  Therefore, hits are recorded for every request, regardless of whether it results in a positive action from the user, like a purchase or a sale. For this reason, many web analyst experts assert that counting the number of hits is not one of the most reliable ways to gauge the performance of a website.
- **User sessions:** A single user session is classified as the time the user took to browse a website in one go. By 'one go', it means that for the visit to count as a session, the activities performed have to be completed in a specified period of time. On average, one visit is determined by 30 clicks in 30 minutes.
- **Page tracking:** Page tracking is a very important metric because it tells you the number of views one particular page had in a predefined timeframe. This allows you to measure the performance of the content on that page.
- **Page tagging:** Page tagging helps web analysts determine the number of views a single page gets. For this metric, experts categorize a number of pages together in a group form to make it easy for them to be tracked.

Elements of Web analytics Report:

The reports from the analytics tools allow webmasters and marketers to understand user interactions such as the length of time they were on the site, which pages they visited, and if they clicked on links or filled out forms.

In general, web analysis reports shows following types of raw data:

- **Web Traffic:** The number of incoming and outgoing website visitors you receive within a given time-period.
- **Views:** The number of times a page has been viewed.
- **Clicks:** The number of times a link has been clicked.
- **Unique visitors:** First-time visitors to your website per day, per week or month.
- **Bounce rate:** Seen often in Google Analytics, the percentages of visitors that leave the site quickly without interacting contribute to the bounce rate.
- **Conversion rate:** The rate of visitors making purchases from your site, signing up for newsletters or subscribing to a service.
- **Organic traffic:** Visitors that arrive at your website directly from a search engine and not from social media or other blogs.
- **Direct traffic:** Visitors that come to your website by going to your address directly and not from a search engine.

Web analytics allow webmasters or marketers to set key performance indicators (KPIs) or benchmarks to measure the level of success of the various elements of the website, including calls to action (CTA), subscription options or form sign-ups.

2. **Anchor:** Anchor is a podcast platform that offers unlimited hosting. The app lets you record audio, publish it to various places like iTunes and Google Podcasts, and import audio from other devices to upload.

7.4 WEB ANALYTICS – LEVELS

Definition:

- The Web Analytics association has recently proposed a standard definition for web analytics:

"Web analytics is the objective tracking, collection, measurement, reporting, and analysis of quantitative internet data to optimize websites and web marketing initiatives."

- Web analytics is the measurement and analysis of data to inform an understanding of user behavior across web pages.
- Analytics platforms measure activity and behavior on a website, for example: how many users visit, how long they stay, how many pages they visit, which pages they visit, and whether they arrive by following a link or not.
- Businesses use web analytics platforms to measure and benchmark site performance and to look at key performance indicators that drive their business, such as purchase conversion rate.

Examples of Web Analytics:

The most popular Web Analytics tool is Google Analytics, although there are many others on the market offering specialized information such as real-time activity or heat mapping.

The following are some of the most commonly used tools:

- **Google Analytics:** The 'standard' website analytics tool, free and widely used.
- **Piwik:** An open-source solution similar in functionality to Google and a popular alternative, allowing companies full ownership and control of their data.
- **Adobe Analytics:** Highly customizable analytics platform (Adobe bought analytics leader Omniture in 2009).
- **Mixpanel:** Advanced mobile and web analytics that measure actions rather than pageviews.
- **CrazyEgg:** Measures which parts of the page are getting the most attention using 'heat mapping'.
- **Parsely:** Offers detailed real-time analytics, specifically for publishers.
- **Clicktale:** Uses 'heat mapping,' keystrokes and mouse movement.

Types of Web Analytics:

There are two types of web analytics:

1. **On-site:** It measures the user's behaviour once it is on the website. For example, measurement of your website performance.
2. **Off-site:** It is the measurement and analysis irrespective of whether you own or maintain a website. For example, measurement of visibility, comments, potential audience, etc.

Micro and macro Level Data Insights:

Google Analytics gives you more insight data accurately. You can understand the data at two levels micro level and macro level.

- **Micro Level Analysis:** It pertains to an individual or a small group of individuals. For example, number of times job application submitted, number of times print this page was clicked, etc.
- **Macro Level Analysis:** It is concerned with the primary business objectives with huge groups of people such as communities, nation, etc. For example, number of conversions in a particular demographic.

Importance of Web Analytics:

- Website analytics provide insights and data that can be used to create a better user experience for website visitors.
- Understanding customer behavior is a key to optimizing a website. For example, web analytics will show you the most popular pages on your website, and the most popular paths to purchase.
- With website analytics, you can also accurately track the effectiveness of your online marketing campaigns to help inform future efforts.

Web Analytics Process:

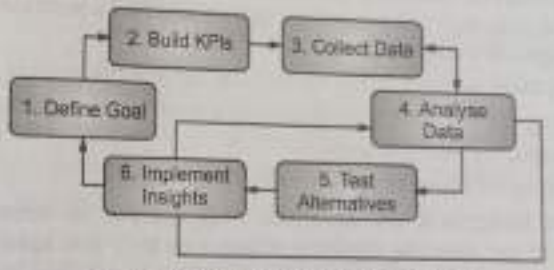

Fig. 7.12: Steps in Web Analytics Process

Most web analytics processes come down to essential stages or steps, which are:

1. **Define Goal:** Start with a clear definition of business goals. This is the very first thing you must understand to improve the website. In order to define website goals, you must know why your website exist?
2. **Build KPIs:** Build a set of Key Performance Indicators to track goal achievement. To measure the achieved goals, you must analyse the performance of the website, i.e. whether it is going up or down by creating key performance indicator.

   A good KPI should have the following attributes:

   - Simple
   - Relevant
   - Timely
   - Instantly Useful

- **Live:** Instagram allows users to 'Go Live' and stream whatever they are doing to their followers. By default, Instagram will share your stream in public and allow messages from anyone. You can adjust this by tapping the settings icon in the upper right. Here, you can choose to hide your story from particular Instagram users, as well as limiting message replies only to people you follow. You can also turn message replies off altogether, if you're only interested in sharing your video and not getting responses from live viewers.
- **TV:** IGTV, a new app for watching long-form, vertical video from Instagram creators. While there's a stand-alone IGTV app, you'll also be able to watch from within the Instagram app so the entire community of one billion can use it from the very start. Each IGTV video can be up to an hour long.
- **Activity:** In August 2018, Facebook and Instagram launched a feature that enables you to see just how much time you spend on their mobile apps.

  This feature gives an overview of your usage for the last seven days as well as a daily average, allowing you to identify excessive days. It also gives you the option to set a daily reminder, enabling you to set time limits for yourself ranging from one minute to 12 hours. Once you've reached your limit you will be sent a notification, although this can be ignored.
- **Influencers:** Due to Instagram's popularity, it is being used by companies and influencers for commercial purposes. An influencer is someone paid by a company to promote their product to their followers.

Podcasts:

Fig. 7.11: Podcast logo on Android OS

- Podcast is a digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by subscribers automatically.
- Podcasting was developed in 2004 by former MTV video jockey Adam Curry and software developer Dave Winer. Curry wrote a program, called iPodder that enabled him to automatically download Internet radio broadcasts to his iPod.

- Podcasting is a free service that allows Internet users to pull audio files (typically MP3s) from a podcasting Web site to listen to on their computers or personal digital audio players.
- The word podcast is derived from a combination of two words: iPod (a personal digital audio player made by Apple) and broadcasting. Even though the term is derived from the iPod, you don't need an iPod to listen to a podcast. You can use virtually any portable media player or your computer.

Types of Podcasts:

1. **Audio Podcasts:** Audio is the most popular form of podcasting for following reasons.

   It is easier to produce audio because you don't need cameras, lighting and video editing software in addition to audio skills and equipment.

   Audio is more portable which makes it easier to consume. Also, the hosting costs of video are high-priced for hobbyist podcasters.

2. **Video Podcasts:** Video podcasts are also called videocasts, vidcasts and vodcasts. This technology combines the audio component of podcasting with visual media. This provides a forum for a wide variety of video podcasters, including filmmakers and artists, vloggers (video bloggers), and even those who just like sharing their videos.

   Video podcasting is also helping build business, especially in the sales and marketing sectors. Through video podcasts, businesses both large and small can advertise their wares and services in a modern, cost-effective way. In the past, big businesses had better access to expensive studios where sophisticated advertisements were produced, but now even the smallest businesses can create high-quality media with just a camera, editing software and the Internet.

3. **Enhanced Podcasts:** Enhanced Podcasts are podcasts that have chapter marks and can display images, artwork and hyperlinks along with the audio and are playable only in iOS devices. They make a podcast seem more like a presentation. Garage Band removed support for producing enhanced podcasts in its recent update.

4. **Podcast Novels:** A podcast novel is also referred to as a serialized audiobook or podcast audiobook. It combines an audiobook with a podcast and the novel is distributed in episodes via RSS Feed (RSS stands for "Rich Site Syndication" or "Really Simple Syndication." Put simply, an RSS feed is a script that people can subscribe to in order to access updates to online content.)

Examples of Podcasting App:

1. **Google podcasts:** Google Podcasts is a standard podcast app with playback speed controls and the ability to skip silence segments. Google Play Music is Google's current music streaming service and it also has podcast support. Finally, a lot of people upload daily or weekly shows, podcasts, and similar material to YouTube.

7.3.2 Video Sharing – YouTube

Video sharing:

- An Online Video Platform (OVP), provided by a video hosting service, enables users to upload, convert, store and play back video content on the Internet. Users generally will upload video content via the hosting service's website, mobile or desktop application, or other interface (API).
- The type of video content uploaded might be anything from shorts to full-length TV shows and movies. The video host stores the video on its server and offers users the ability to enable different types of embed codes or links that allow others to view the video content. The website, mainly used as the video hosting website, is usually called the video sharing website.
- Video sharing sites simply mean a platform where users upload and share video clips with their family and friends on the internet.

YouTube:

- YouTube is an American online video-sharing platform headquartered in San Bruno, California. Three former PayPal employees: Chad Hurley, Steve Chen, and Jawed Karim created the service in February 2005.
- YouTube is one of the most popular and best video sharing sites. The plus point about YouTube is being able to watch almost any videos without being a member and the real strength comes in by allowing community members to rate, share and comment on videos.
- Another highlighted feature of this video sharing site is the **annotation** of media content, that lets users to annotate their media content with additional floating information and links to further assist their viewers.

YouTube videos:

- YouTube provides a simple way for people to store videos online and share them with others. YouTube videos cover any topic anyone cares to upload a video about. These videos are easy to share via other forms of social media, email and websites and can also be embedded in other websites.
- Beside every video on YouTube is a list of 'suggested videos' - videos that YouTube's search engine calculates is likely to interest people who watch the video you are watching.
- YouTube encourages viewers to express their opinion of videos they watch, to store videos to watch later and to share videos they like. You can make a video publicly available to anyone, or share it privately with selected people.

Functions of YouTube:

- Users can search for and watch videos.
- Create a personal YouTube channel.
- Upload videos to your channel.

- Like/Comment/share other YouTube videos.
- Users can subscribe/follow other YouTube channels and users.
- Create playlists to organize videos and group videos together.

Fig. 7.9: YouTube Logo

Other Video Sharing Services:

Other examples of video sharing services include:

- **Vimeo:** A video website popular with more serious video producers interested in higher quality video production.
- **Facebook video:** The most popular social media site, Facebook, allows users to upload, create and send videos as well as photos and text.
- **Flickr:** Primarily a photo sharing site, but can share videos up to 90 seconds as well.

7.3.3 Photosharing – Instagram, Podcasts

Photosharing:

- Image sharing, or photo sharing, is the publishing or transfer of a user's digital photos online. Image sharing websites offer services such as uploading, hosting, managing and sharing of photos (publicly or privately).
- This function is provided through both websites and applications that facilitate the upload and display of images.
- The term can also be loosely applied to the use of online photo galleries that are set up and managed by individual users, including photoblogs. Sharing means that other users can view but not necessarily download images, and users can select different copyright options for their images.

Instagram:

- Instagram is a free photo and video sharing social media app. It allows you to take a picture directly on the app or import one from the album on your phone. You can then choose to apply filters and other photo-enhancing tools to customise the image. After that, you add a caption and share with your followers.

Fig. 7.10: Instagram Logo

Features of Instagram:

- **Stories:** Users can take photos and videos, apply filters and location geo-tags and then post them to their Instagram story. They can also upload older photos from their camera roll to their story and it will stay viewable for 24 hours. Users are told when someone takes a screenshot of their story.

Remember the size your image(s) and video(s) must be correctly. FB ad image specs are 1200X 628 pixels and image ratio 1.91:1. Video specs are .MOV or .MP4 files with a resolution of at least 720p. File size 2.3 GB max and at least 60 minutes max.

Step 5: Choose Ad placement

Next, choose where you want to run your ad – whether that's on Facebook, Instagram, Messenger, Audience Network or across them all. In this step, you can also choose to run ads on specific mobile devices. You have the option to place your ad in desktop newsfeed, mobile newsfeed, or the right-hand column.

Step 6: Submit your order

Once you have done that, simply press the "Place Order" button. The ad has now been submitted to Facebook for review. If approved, you will receive an email that your ad is live!

Step 7: Measure and Manage ads.

When your ad is running, you can track performance and edit campaign in Ads Manager. See if one version of your ad is working better than another, or if ad is being delivered efficiently, and make tweaks and adjustments as needed.

7.5.1.6 Ads Visibility

- Facebook Ads are visible only when someone enters a search query. The visibility of Facebook Ads is not dependent on the keywords typing.
- Facebook Ads are served even to those users who might not be searching the products and services your business offers.
- Facebook is a valuable platform for advertising and getting results. It's just a matter of knowing how to make your ads more visible to your target market so you can achieve those results.

Do the Following things to increase Ads visibility:

1. **Use a Clutter- Free Image with Minimal Text:**

The image you choose for your ad depends on what business you are in and whom you are targeting. If you are a personal brand, you may want to choose a picture of yourself, because a friendly face can improve the performance of your ad. It is also possible to get good results with image that shows a products or something else that's relevant to what you are advertising.

When choosing an image, make sure that it is not too busy or cluttered. And avoid using an image that has Facebook's shade of blue because people may dismiss your ad, thinking it has something to do with Facebook. It's also helpful to add a border around your image.

2. **Keep images text-free, or use a very small amount of text:**

Your ad copy should be short and attractive and grab the user's attention immediately.

There are two distinct components to the ad copy: the headline and the text. In the news feed, the ad's headline (which is clickable) appears under the picture, and in the sidebar, it appears before the text copy. Try to keep the headline to a single line in the ad.

The text copy appears above the image in the news feed or under the headline in the sidebar. Keep the text short enough that the person viewing the ad won't have to click the *See More* button.

3. **Search Audience Targeting:**

You might want to target the pages of businesses whose products and services are complementary to yours. These people likely have the same customers as you. For example, if you are a web designer, target people who like the pages of a particular copywriter.

Look at the profiles of people who like your page and see what other pages they like. You will probably find common likes among your fans.

4. **Set a Daily Ad Budget:**

For more visibility, choose a daily ad budget rather than a lifetime ad budget.

7.5.2 Business Opportunities and Instagram Options

Instagram is one of the most popular social media platforms, and every small business should consider using the platform. From gathering insights to selling products, Instagram keeps rolling out tools to help business owners succeed on the photo-sharing social media platform.

7.5.2.1 Optimization of Instagram Profiles

Creating a business Instagram account:

When you sign up for an Instagram account, make sure to create a business profile. Business profiles have access to tools and features that help create a business presence.

To convert your profile to a business profile, you'll first need to go to your profile and press the three bars in the upper right-hand corner. Then tap Settings, and select "switch to business profile." Instagram also recommends that you connect your business profile on Instagram with your business's Facebook page.

Once you have created your Instagram account, you add details about your business, including your name, username, profile picture, website URL and a short biography. Be sure to include contact information so your followers can connect with you.

Here is how to use Instagram to build your business:

1. **Add professional-looking photos:**

Instagram is a photo-sharing social media platform, so it's important to share visually pleasing content. Choose a picture of yourself that communicates who you are and what you do. From a technical view, make sure your profile photo is high-quality, not pixelated, and looks good on any device.

3. **Sponsored posts:**

These are regular posts that business owners pay to turn into an ad. It can be a simple post discussing the owner's background and business history, etc.

4. **Carousel Ads:**

Carousel ads allow advertisers to show 3-5 images, videos, or both in a single ad unit. Carousel ads allow advertisers to feature multiple products or one long image.

5. **Canvas Ads:**

Canvas ads are full-screen, mobile-optimized ads that feature a combination of images, videos, texts, and links for an immersive user experience. Canvas ads are highly interactive. Users can pan in and out, play, pause, click, and swipe without leaving Facebook.

7.5.1.5 Creating Facebook Ads

Here are the steps to create Facebook ads:

Step 1: Choose right ad objective

To choose the right ad objective, answer the question "what's the most important outcome I want from this ad?" It could be sales on your website, downloads of app or increased brand awareness.

When you decide upon the goal of the Facebook ad, you will get a clearer picture of what you want to accomplish.

Do you want ?

- Increase traffic to your website.
- Increase attendance at events.
- Generate new leads.
- Increase the reach of your content on Facebook.
- Boost your Facebook Page.

Types of Facebook ad Objectives:

Typically, when a business runs a Facebook ad, they are looking for one of two things: brand awareness and/or conversions.

Awareness is objectives that generate interest in your product or service:

- Boost your posts.
- Promote your page.
- Reach people near your business.
- Increase Brand Awareness.
- Increase your reach.

Consideration is objectives that get people to start thinking about your business and look for more information about it:

- Send people to a destination on or off Facebook.
- Get installs of your app.
- Raise attendance at your event.
- Get video views.
- Collect leads for your business.

Conversions are objectives that get people interested in your business, either to make a purchase, or use your product or service:

- Increase conversions on your website.
- Increase engagement in your app.
- Get people to claim your offer.
- Promote a product or catalogue.
- Get people to visit your shops.

Step 2: Choose audience

This has to be the most important step in creating a successful campaign. Since Facebook knows everything about us, the more you know about your audience, the better your chances are of getting that ad in front of the right group of people who wants your services.

- Location, starting with a country, state, city, zip code, or address, and refining even further with a mile radius.
- Age.
- Gender.
- Languages.
- Interests – Facebook looks at a person's interests, activity, the Pages they like, and closely related topics.
- Behaviors – Things like purchase behavior and intent, as well as device usage.
- Connections – Choose to show the ad to all people, just those connected to Buffer, or those not connected to Buffer.

Step 3: Set your Budget

It's time to decide how much we will spend marketing to them, and for how long.

- **Daily:** A daily budget is the average that you'll spend every day.
- **Lifetime:** A lifetime budget is the maximum that you'll spend during the lifetime of your advert set.

Enter your daily or lifetime budget, and the time period during which you want your ads to run.

Step 4: Create ad/pick your format

Choose from six versatile ad formats – they're designed to work on every device and connection speed. You can choose to show a single image or video in your ad, or use a roomier, multi-image format.

Facebook currently offers 5 formats for advertisements:

- **Carousel:** Create an advert with 2 or more scrollable images or videos.
- **Single image:** Create up to 6 variations of your advert using 1 image.
- **Single video:** Create an advert with one video.
- **Slideshow:** Create a looping video advert with up to 10 images.
- **Canvas:** Tell a more immersive story by combining images and videos.

3. **Randomness of images in Photostrip:** On pages, photostrip images are reordered each time the page loads, and this cannot be changed. Facebook enforces this randomness to encourage the social use of this area, showing thumbnails of the five most recently added images instead of using it for branding.
4. **Profile Thumbnail:** The thumbnail is the image that accompanies all your posts and comments to pages' walls thus it's your "mini-logo" and should be crafted carefully.

   The thumbnail, by default, just shows a section of your profile picture; you can't create and upload an image specifically for the thumbnail.
5. **The Tab Navigation:** Page admins need to be aware of balancing the messaging in their profile picture with how it affects the position of the tab navigation. As with websites, you want to keep your key information above the fold.

   Pages should avoid navigation that's cluttered with too many tabs (particularly tabs where there's little or no content), icons of widely varying quality and design and randomly ordered.
6. **Featured Likes area:** The "Featured Likes" area in the left column below the Like count, presents a great opportunity for brands to highlight other pages they own, partner pages or just related by interest.

7.5.1.3 Types of Publications

The various types of publications on your business page allow you to bring different and original content to your subscribers. The goal is to communicate more effectively and to find different ways of promoting your products, retail locations, or the brand itself.

Let's get information about 7 original publications that are offered by Facebook for the page.

1. **Start a Live Video:**

Live videos allow you to present live footage of your presence at fairs, during the inauguration of a shop, while giving advice or conducting a webinar.The point is to share live videos to all of the page's subscribers. The maximum duration for these types of videos is 4 hours. This feature is also available for 360-degree video.

2. **Invite Subscribers to Call or Write to:**

You can design posts to communicate with your subscribers through your business page.

For example, You can create posts that have a "call now" feature to encourage Internet users to contact you by phone. This can be especially helpful when clients need further information on the service or product you are offering.

As for the messaging feature, the "send a message" tab on the post can encourage subscribers to contact you directly on Messenger. This type of publication can be a good way to get in touch if you wish to collect opinions or simply interact with the people who follow your page.

3. **Create an Offer:**

You can create a special offer for online users who like your page, or can target a different audience by using the Power Editor.

4. **Write an Article:**

Articles can now be written directly on Facebook! Posts appear instantly, they are quickly uploaded and responsive.

5. **Create a Product:**

Brands can present their products with a photo, a title, a description, a price and a link to buy the product. The products can be tagged on photographs and are listed in the shop space.

6. **Share a Photo or a Video:**

Using carousel ads, you can do a call to action while also telling a story about the brand, inviting the online user to scroll through the pictures on the left-hand side. You can also use carousel to present a single large image.

7. **Promote Yourself Locally:**

In the "Promote your business" tab, Facebook offers several options to communicate with online users. Local promotional initiatives help companies promote their points of sale to Internet users who live nearby.

If you want to let people know what your address is without going through sponsored posts, you can use the feature "help people find your business". It indicates the route to reach the nearest store.

7.5.1.4 Facebook Ads

Facebook ads are a useful feature on Facebook. Facebook Ads provide a platform for you to place promotions or product offers in the news feed of a specific targeted audience. Facebook offers an ad platform that will assist you in the process of creating your advertising on Facebook.

Companies can use several types of ads provided by Facebook, from sponsored stories to canvas ads.

1. **Sponsored Story:**

Sponsored stories are content created by the consumer's interaction with a brand. Sponsored stories function similarly to organic stories: only the user's Facebook friends can see the ad.

Companies can also adjust its target audience based on age, gender, and location. This helps the company reach the right audience.

2. **Sponsored Ads:**

While sponsored stories are the voice of the consumers, ads are the voice of the company. Marketers create the ads, controlling its content and audience. Marketers can create standard ads (ads placed on the right hand side of your Facebook page) and page post ads (promoted organic page posts).

7.5 MODES OF SOCIAL MEDIA MARKETING

- Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, studying your results, and running social media advertisements.
- The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

7.5.1 Creating a Facebook page

A Facebook Page, sometimes referred to as a "Fan Page," is a single page that you can create off of the Facebook.com domain for anything you wants a particular subject you like: a celebrity, a business profile. This is a one-page meeting place, with information, links, a message forum box, RSS and anything else you want. Anyone can create but he needs a Facebook account.

How to Create a Facebook Page?

Use the following steps to create a Facebook page:

- Log in to your Facebook account.
  1. Click on the settings on the top right-hand corner of your page.
  2. Click on "create page" option.
  3. Click on the type of page you would like to create.
  4. Fill out the required information.
  5. Click on "get started".
  6. Upload a profile picture and click on save photo.
  7. Complete the 'about' section and click 'save info'.
  8. Now decide whether you want to enable ads or skip (it will be payable if you enable).

7.5.1.1 Major Parts of Facebook Page

Fig. 7.13: Major Parts of Facebook Page

1. **Profile Picture:** This picture is a permanent fixture on the upper left corner of your Page. It also represents you whenever you post information or links on the page.
2. **Page Title:** Your page is as good as what it's named. Once you reach 200 "likes," it's permanent. The category, however, can be edited anytime.
3. **"About" Section:** This small area allows you to include a very brief description of what your page is about, and should be used as a greeting for brand new visitors.
4. **Page Body:** The main event of your page. This is where you post new information or calls to action, and where your Page fans respond to them.
5. **Page "Likes"** Showcase: This often overlooked area is actually a big way to promote your other pages (or those of other Facebook Pages).
6. **Admin Panel:** As an admin, only you can see everything within this region. This is where you'll be able to edit how and what the page displays.
7. **Cover Image:** The "cover" image is a newer feature that lets you add a custom made dashboard graphic to your page to spice it up or draw attention to something.

7.5.1.2 Visual identity of a Facebook Page

The following elements are used together on Facebook page for best visual and messaging effect.

1. **The Profile Picture:** The profile picture is your brand's key visual identity, occupying the location where on websites you'd see the brand logo. The profile picture's maximum allowed dimensions are 180px x 540px. However, because the tab navigation is directly below the profile pic, page admins should balance the height of the pic and keep their page navigation above the fold.
2. **Photostrip:** This is a new feature of the new Page upgrade. This automatically picks the most recent pictures your shop was tagged in OR the most recent pictures posted to your wall. The Profile Picture and the Photostrip Should Work Together. The photostrip is immediately to the right of the profile pic, so designers should consider how each one affects and supports the other.

Fig. 7.14: Products in the Photostrip

2. Include a Keyword with Your Name:

To choose keywords for your name, think about the target keywords your potential followers might use to find inspirational accounts, cool hashtags, or specific locations to follow.

For example, if you want to attract a target audience based in Pune, then add the word "Pune" next to your name. At that point, people can find you by typing the name of the city in the People search bar.

3. Incorporate Target Keywords in Your Description:

Target keywords in description clarify what kind of content people can find on your account. It is a perfect place to promote your branded hashtag. Because people can follow your hashtag, your community includes not only your account followers, but also the tags and follows of your branded hashtag.

4. Use Instagram Stories:

Instagram Stories is one of the channel's most popular features. On Instagram Stories, you can post recorded videos, still photos, live videos, boomerangs (videos that loop back and forth), basic text, music and focused photos. You can also add stickers such as your location, the temperature, user tags and hashtags. Another way to draw attention to your brand is with Storie's highlights, which stay on your profile until you remove them.

5. Stream live videos:

In addition to Instagram Stories, users can take and stream live video that disappears such as a cross between Facebook Live and Snapchat. You can give customers a live look behind the scenes of interesting aspects of your business, show products or answer live questions through the comments.

6. Interact with other Instagram users:

You can interact with other Instagram users by:

- **Liking:** Liking is a simple way to connect with other users. To like a photo, either double-tap the image or tap the heart button under the post.
- **Commenting:** Next to the like button is a comment button – just tap it and the app will take you to the comments page for that photo, with a text box where you can enter what you want to say. Hit Post when it's complete.
- **Mentioning:** As on Twitter, you can use the @ symbol to tag other users in your Instagram comments or post captions.
- **Tagging:** Instagram allows you to add tags before you post content. To do so, tap *Tag People* before sharing your photo, and then tap where in the photo you'd like to add a tag. The app then prompts you to type in the person's name to search for their account. Once you've tagged other users in your photo and shared the image, other users can tap on the photo to see the people who are tagged.

- **Direct messaging:** To access Instagram Direct, go to the homepage and tap the button in the top right corner. Here, you can send private instant messages, photos and videos to other users.

  To send a new DM, tap the + button in the top right corner and select Send Photo or Video, or Send Message. Once you've sent the message, you and the recipients can message back and forth. Users who are not already following you will be asked whether they want to allow you to send them photos and videos before they can view your DM.

7. Use hashtags:

Hashtags are a great way to help users find content on Instagram. Make sure you are using the right hashtags for your brand.

Using hashtags, you can branch out and experiment to find which ones work best for your brand. It's also smart to create a custom hashtag for your business or even an event you are hosting. This way, customers can follow along with an event, even if they are not there in person.

8. Advertise on Instagram:

Like on other social channels, businesses have the option to advertise on Instagram. There are three formats for advertising:

- **Photo ads:** These look like regular photo posts, but they have a Sponsored label above the photo. They also have a Learn More button in the bottom right corner under the photo.
- **Video ads:** Like the photo ads, these look like regular video posts, but with a Sponsored label on top.
- **Carousel ads:** These ads look identical to photo ads but feature multiple photos that users can swipe through.

All three ad formats appear in user's home feeds.

9. Sell products on Instagram:

With the payment feature, users can buy things without leaving Instagram. Users can pay via Visa, MasterCard, American Express, Discover and PayPal.

Currently small businesses can take advantage of Shoppable Posts to sell products through Instagram. A business simply creates a product catalogue connected to their account. Then you tag the product, similar to how you tag a person in a post. To create a shoppable post you must have a business account and you must sell physical goods that comply with Instagram's merchant agreement and commerce policies. You can create your catalogue through Facebook, Shopify or BigCommerce.

7.5.2.2 Integrating Instagram with a Web Site and Other Social Networks

The social media marketing has grown exponentially over the past decade. Almost everyone has a Facebook, Instagram, LinkedIn, Twitter or other social media account. Winning social media integration with website can help you increase your business visibility and brand recognition.

You can incorporate Instagram directly on your website in several ways. The main three tactics discussed here are as follows:

1. **Linking a button on your website to Instagram:**

Adding links to your social media profiles is the simplest way of integrating social media into your website. Links to social media profiles allow users to quickly navigate to their favorite network as a means to find out more about your company, contact you, or share your content.

You can use social media buttons on your website to increase sales: such buttons can promote your brand's social media channels as a way for visitors to hear about contests or promotions you may be running.

Depending on your type of business and audiences, you might have a number of different social media profiles such as Facebook, LinkedIn, Twitter, YouTube, Pinterest.

2. **Linking your website to your Instagram page:**

If you have a website, all your business's social networks should be linked to your website so your prospective customers can easily find and follow you on Instagram, Facebook, and more. Most website builders, such as Wix, SquareSpace, and GoDaddy, offer a variety of social media icons that you can easily drop in.

3. **Allowing users to share your content via Instagram:**

Social media share buttons typically appear at the top or bottom of a web article or blog. Share buttons enable you to share that content via your Facebook, Twitter, LinkedIn, Pinterest, and several other social networks — except Instagram. Unfortunately, Instagram's current terms of service do not allow you to add a Share This button on your website.

"Share this" or **"Add this"** are examples of share buttons across e-commerce websites with the possibility to see analytics of whom and how your content is shared.

Sharing buttons will allow readers to share your content with the click of a button. Without sharing buttons, you're making it far more time-consuming for a visitor to get the word out.

4. **Embedding your Instagram feed on website:**

Invite your website viewers to check out your Instagram profile by adding your Instagram feed to one of your website's pages. Users click an individual image to be taken to that image on your Instagram profile. It is a great way to tempt people to go to your account.

Many website builder companies offer widgets or apps to easily insert your Instagram feed on your website. By displaying a customized Instagram feed on your website, you can really connect with past, current and future customers. Showing your users that your company is popular, well-liked and relevant will go a long way to spreading the word and bringing in new customers.

7.5.2.3 Keeping up with Posts

- An Instagram post is a photo or video that an Instagram user shares on the platform.
- How to Create Instagram Posts in following Steps:
  1. **Choose a format:** Select the Instagram post format to get started.
  2. **Select a template:** Browse or search to feast your eyes on an amazing library of templates and pick one.
  3. **Customize:** Add, subtract, or edit any element that suits your style.
  4. **Download and share.**

Reasons to schedule Instagram posts for business:

- Schedule Instagram Posts to Save Time.
- Schedule Instagram Posts to Create Better Captions.
- Schedule Instagram Posts to Plan a Beautiful Instagram Feed.

Instagram Post Ideas:

Here are some Instagram post ideas:

- **Styled Product Photos:** Instagram is all about creative and unique visuals. So when you share product photos, you'll want to make sure you style them in a way that's visually interesting.
- **Unique Product Uses:** You can also show off interesting ways to use your products, and even share some cool ideas from your customers.
- **Sale Announcements:** Instagram can also be a great way to update your followers about sales or special promotions, as long as you also come up with interesting visuals to accompany those announcements.
- **Inspirational Images:** Not all of your Instagram posts have to just be about your products. You can share some images that are meant to tell stories or offer inspiration. And sometimes, they might just include a little sight of a product too.
- **Milestone Celebrations:** You can also use Instagram account to celebrate some of your business's milestones, like birthdays or anniversaries.
- **Contest Previews:** Instagram can be a great place to host a contest for your followers. You can show off how to enter using a photo or video.
- **Hashtag Posts:** Instagram makes it easy for you to challenge your followers to post their own photos as part of a contest or give away and then track the entries using hashtags.

7.5.3 Business Tools on LinkedIn

Let us understand how to use LinkedIn to increase sales and social selling, along with building trust in your marketing team and your marketing plan.

Here are some business tools on LinkedIn:

- **LinkedIn Sales Navigator:**

LinkedIn Sales Navigator is specifically set up to let you easily find leads, keep track of who's doing what, and understand what your audience actually wants. For instance, it

offers contact recommendations and updates you in real-time, as well as letting you see who's visited your profile.

You can also use it with Lead Builder to help you save your prospects to follow up later as prompted by updates on your homepage. This way you can start engaging with them in a natural way.

- **SlideShare:** Owned by LinkedIn, SlideShare is an easy way to share your expertise. You can create webinars, embed YouTube videos, and upload your sales and marketing presentations, PDFs, portfolios, and conference presentations. Just connect to your LinkedIn and Facebook profiles to broadcast your thought leadership.
- **Crystal:** Social selling is about personality, personalization and meaningful interaction. Crystal leverages this by giving you access to personality profiles which you can then use to target your marketing more effectively. For instance, you may find out that a prospect prefers phone conversations over email. When using it on LinkedIn, it will use personality insights to offer you communication tips which you can then use while networking.
- **LeadFuze:** LeadFuze makes easy to look for leads, taking away the hours of searching through nearly every profile that LinkedIn has to offer. Instead, LeadFuze lets you search for specific leads in different areas of business, allowing you to become more specific with the people that you are trying to connect with and that you want to collaborate with in the future.
- **SalesLoft Prospector:** The team at SalesLoft aims to help you bridge the gap between business owner and consumer with ease, making it one of the best LinkedIn marketing tools. This marketing tool personalizes sales strategy, focuses on establishing real human connections, and provides data-driven results to tell you where your sales technique should be going.
- **eLink Pro:** eLink Pro takes your LinkedIn profile and uses it as a marketing and advertising tool to spread visibility and awareness of your business. By communicating with top marketers and influencers, you can build up a strong foundation for your business and brand, making it easier to connect with potential clients.
- **Lithium:** Lithium provides top of the line social media management to make sure that what you're posting and what you intend to share is easy to find and read. Lithium gives you a chance not only to schedule your content but also to improve the way you connect with your audience by giving you an updated and effective messaging and response system.

7.5.3.1 Creating campaigns on LinkedIn

LinkedIn ads can help your business reach a powerful professional audience. Not only are LinkedIn members influential, they also have two times the buying power of the average web crowd.

How to create campaign on LinkedIn?

Here are steps to create campaign:

1. **Sign in to Campaign Manager:** Campaign Manager is the advertising platform on LinkedIn. After you create a free account, the platform will guide you through each step of setting up your first campaign.
2. **Choose the objective:** An objective is the action you want your audience to take upon seeing your ad. Selecting your objective helps show ad formats, features and bid-types that support your objective during campaign creation.
3. **Build target audience:** You can target with professional traits like job title, company name, and industry type, target by professional or personal interests, or customize by bringing in your own data using Matched Audiences which includes retargeting, email contact targeting, and account-based targeting.
4. **Choose ad format:** Depending upon your objective, you can select from the various Sponsored Content formats (single-image, carousel or videos ads in the LinkedIn feed), Message Ads (ads that show up in LinkedIn messages), or Text Ads.
5. **Set your bid and budget:** Setting the right initial budget will help you automate or control costs and validate your marketing strategy.
6. **Set up your ad creative:** As you create Sponsored Content and Text Ads, Campaign Manager will generate previews in different sizes and environments, so you can see what they will look like. For Message Ads, you can send yourself a test message to preview. Best practices vary depending on the ad format (Sponsored Content, Message Ads, or Text Ads).
7. **Save payment details:** The final step before launching your first campaign is setting up payment details. Enter a debit or credit card, save, and your campaign will enter a review process before launching.

7.5.3.2 Analyzing Visitation on LinkedIn

Much as in the case of every other social network, LinkedIn has a built-in analytics platform.

LinkedIn Analytics can help you:

- Analyze your individual profile.
- Understand your visitors.
- Measure the performance of company updates.
- Gain valuable follower insights.

There are four sections of Visitor Analytics you can view in the admin center :

1. **Visitor highlights:** The Visitor highlights section displays the number of total Page views, unique visitors, and Custom button clicks in the last 30 days. It also indicates the percent of change from the previous 30 days.

2. **Visitor metrics:** The Visitor metrics section displays key metrics based on traffic to your Page.

Page Visitor metrics can also be displayed by:

- ***Page views***: How many times your Page was viewed?
- ***Unique visitors***: How many LinkedIn members visited your page? This is like Page views but removes duplicate visits to a single Page, such as when a member refreshes your Page or navigates away from it but returns later.

To change the metric information displayed on the graph, click the Metric icon at the top of the module.

3. **Visitor demographics:** The Visitor demographics section displays a breakdown of who has visited your Page.

4. **Life page traffic:** If you've enhanced your LinkedIn Page with Career Pages, the Life page traffic section will display the total number of visits and unique visitors to your Life Pages.

7.5.4 Creating Business Accounts on YouTube

The Brand Account is a separate account that uses your company or brand's name, but it is accessed through your personal YouTube account. The connection between your Brand account and your personal account is not shown to viewers. You can manage the account by yourself or share the management duties with others you designate.

Here are the steps:

1. **Create a Google account (because Google *owns* YouTube):**
   - While you can use an existing Google account, creating a new one specifically for your YouTube business channel. This is the best option if you are sharing access with others. This way, you won't have to deal with any security issues for your personal account.
2. **Create your YouTube channel:**
   - While logged in to your dedicated Google account for your business, go to YouTube.com. Click on your profile/avatar in the upper right, and then select "My Channel" from the drop-down list.
   - Enter the name of your business/brand, then click "Create".
   - You will then see this page. Click "Customize Channel".
3. **Customize your YouTube channel:**

   There are three things to customize on YouTube channel:

Fig. 7.15: Things to customize on YouTube channel

- **Channel Icon (or "profile image"):** The channel icon is typically where the company logo goes. Or if you are the face of your company, then put your headshot there. The recommended dimensions for the image you use for your channel icon are 800 x 800 px.

  To upload a channel icon image, hover over the brown channel icon placeholder and click the little pencil icon that appears.
- **Channel Art:** This is the big rectangle area at the top of YouTube channel. It is similar to the cover photo (aka "banner image") you see at the top of Facebook and Twitter pages. YouTube channel will function without channel art, but it's nice to upload a picture to liven things up a bit, instead of just using the plain, boring default image. For branding purposes, try and use an image that represents the image of your company and lets viewers know they are in the right place. The recommended dimensions for channel art are 2560 x 1440 px.

  To upload channel art, click on the "Add channel art" button.
- **About section:** Keep this section simple. Just a few short paragraphs about who you are and what you do. Make sure to weave in a few keywords to help people find you when they search on YouTube. Also, make sure to list your company website, company email address and any other ways people can get in contact with you.

4. **Adding Managers to YouTube Channel:**
   - Brand accounts are different from personal YouTube accounts in that you can add owners and managers to the account.
   - Owners can add and remove managers, remove listings, edit the business information, manage all the videos, and respond to reviews.
   - Managers can do all those things except add and remove managers and remove listings. Individuals classified as communication managers can only respond to reviews and do a few other lesser managerial duties.
5. **Verify YouTube Business Account:**

   Verify your account to be able to add long videos and customized thumbnails.

- **Forward/Share Rate:** Forward (or share) rate is the percentage of email recipients who forwarded your email to a friend or shared email by clicking on a share button inside email.
  - **Campaign ROI:** Campaign ROI is the overall return on investment for your email campaign. Calculate ROI as,
    - (₹ Sales – ₹ Invested) / ₹ Invested
- **List Growth Rate:** List growth rate is the rate at which email list has grown over a certain period of time.

7.5.5.3 Keeping up with Conversions

A conversion is a desired action that you want subscribers and visitors to perform on the website or app. Depending upon your business, a conversion might be a product purchase, signing up for a trial, scheduling a demo, booking an appointment, downloading an eBook or visiting a form's completion "thank you" page.

Every email campaign has a goal; it may be to generate more leads, to increase subscriber count, or to convert more leads into paying customers. Hence, it is important to measure the effectiveness of email campaigns with respect to these goals, so that you can tweak your email marketing strategy from time to time and improve your email marketing ROI.

Factors that Affect Email Marketing Conversion Rate:

- **Email Subject Line:** Before you can convert email recipients, you need to get them to open your emails first. It doesn't matter if you have the most exciting offers if people don't open the email in the first place.
- **Value Offer/Email Content:** Email content should effectively convey the value of offer if you want to increase email marketing conversion rate.
- **Landing Page:** Landing page is another critical factor that influences email marketing conversion rate. Once people click on the link in the email, you should direct them to a landing page that's relevant to the source.
- **List Size and Quality:** If you're getting a high bounce rate, you may be sending emails to inactive or invalid email addresses or people with full inboxes. When this happens, email marketing conversion rate is going to considerably decrease because you are not reaching people in the first place. But the more valid addresses you reach, the better your chances of driving conversions.
- **Segmentation/Personalization:** You should start segmenting the list to deliver a more personalized experience to each recipient. This will also ensure that they each relevant messaging that will force them to take action.

7.6 DIGITAL MARKETING TOOLS

Digital marketing can help any business to achieve many things especially if used properly with the right digital marketing tools. Each tool aimed at addressing different aspects of marketing.

7.6.1 Google Ads

Google Ads are formerly known as Google AdWords. This is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ad network to web users.

It can place ads both in the results of search engines like Google Search (the Google Search Network) and on non-search websites, mobile apps, and videos (the Google Display Network)

Google AdWords is one of the most popular options for advertising your business on Google's search engine results' pages. Payment is based on either a pay-per-click or pay-per-call structure.

Google AdWords hosts the Google Keyword Planner, where you can research which keywords you want to include in your ad and other content. You can set budget capitals on how much you want to spend.

AdWords is an excellent way to display your products or services on Google's results pages for very specific queries.

Investing in an online advertising campaign is a great way to promote your website online. You can do it with Google Ads, an online advertising tool that helps you attract people searching for products or businesses like yours. The process is simple:

- Write your ad copy.
- Pick the keywords you'd like to target.
- Set a daily maximum budget.
- Select your campaign's start and end dates.

Data from Google Analytics can help you develop a strategy for your campaign. Google Ads allows you to customize ads to reach people in certain locations or entering certain terms into a Google search. For example, if Analytics tells you that most of customers are from East India, you can capitalize on your popularity there by advertising in that region.

Fig. 7.18: Google Ads Logo

Advantages:

- AdWords works faster than SEO.
- Google AdWords, in addition to boosting traffic, clicks, and conversions, is also an efficient way to tell people about your brand.
- Reach more customers through their Gmail Inbox.
- Reconnect with visitors of your website.
- Measure your performance consistently. This would tell you exactly what happened with the campaign.
- Explore more using ads.

- **Transactional Emails:** These are emails that are sent out after certain actions trigger them. When a customer buys a product or makes a reservation, emails are sent out confirming that transaction. They legitimize online commerce by giving customers a way to prove they have bought something. Transactional emails often also contain new sales messages.
- **Direct Emails:** These are used to inform customers about new products, sales and special offers. They provide customers with direct information about products and usually provide a link or another easy way for customers to access the products. They are similar to the coupons, catalogues, and sales fliers that used to be sent through the post office.

7.5.5.1 Email Marketing Plan

- The E-marketing plan is a blue print for E-marketing strategy formulation and implementation. It is a guiding, dynamic document that links the firm's E-business strategy with technology-driven marketing strategies and puts details for plan implementation through marketing management.
- The plan serves as a road map to guide the firm, allocate resources, and make decisions.

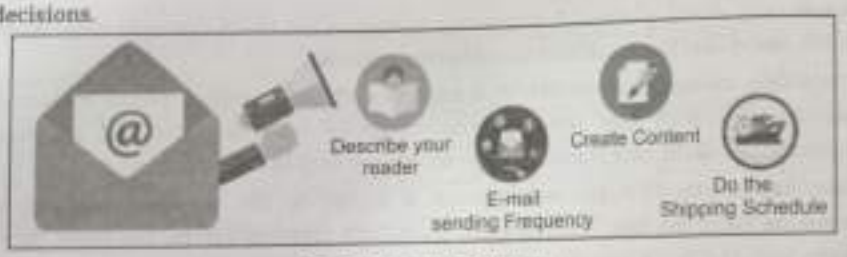

Fig. 7.17: E-marketing Plan

Step 1: Describe your readers

Before start crafting, writing, and sending a campaign, you must to describe ideal audience ask: Who is my target audience? And what kind of content would interest that audience?

To attract traffic to website and to subscribe to mailing list, you can do so in several ways, for example:

1. Paid (online advertising): generate traffic and attract subscribers.
2. Free (organic): publishing content frequently (twice a week) on your site.
3. Promote your content and subscription on social networks.

Step 2: Create Content

Now think about what you are going to communicate. Think about what your audience needs, try to send interesting information that helps them solve a problem; the idea is to make life easy for your readers.

Step 3: Determine your Shipping Frequency and Objectives

Try to be consistent and be careful not to skip shipments for more than a couple of months, as some users may forget that they opted for it and may report spam. Set goals for your campaigns, and then track your evolution over time over your shipments.

Step 4: Do the Shipping Schedule for outstanding E-mail Marketing

If they have more than one list, the shipments will surely not be the same, and regularly, try to segment if necessary. If you have several people working on your team, consider using a reliable E-mail Marketing platform that has multi-user accounts and other tools.

Email marketing strategy will vary, depending on the industry, type of content, shipping frequency, and so on.

How to Create an Email Marketing Campaign?

1. Choose the mailing list.
2. Create an email based on an available template or make your own.
3. Check campaign settings and tracking.
4. Send a test email.

7.5.5.2 E-mail Marketing campaign Analysis

There are some important metrics that you should be measuring on a regular basis if you want to maintain email list strength and improve the ROI of your campaigns.

Following are important email marketing metrics that you need to be measuring on a regular basis:

- **Bounce rate:** The number of emails not delivered to subscribers' inboxes. Your bounce rate is the percentage of your total emails sent which weren't successfully delivered to your recipient's inbox.
- **Open rate:** The number of opened emails. Your open rate is the percentage of email recipients who opened your email.
- **Click-through rate:** The number of users who opened and clicked the links in emails. Your click-through rate is the percentage of email recipients who clicked on a link inside email.
- **Unsubscribe rate:** The number of recipients who clicked the unsubscribe link. Your unsubscribe rate is the percentage of email recipients who clicked on the "unsubscribe" link inside email.
- **Spam complaint rate:** Complaint rate is the percentage of your email recipients who marked your email as spam.
- **Conversion rate:** The number of users who performed the desired action: a purchase. Your conversion rate is the percentage of your email recipients who completed the desired action (e.g. purchasing a product, a download, or a subscription).

- **Audience retention:**
  - Audience Retention is calculated based on percentage watched. If your video is one minute long and people watch 30 seconds, the retention rate is 50 percent.
  - YouTube tracks two types of audience retention: Absolute audience retention and Relative audience retention.
  - Absolute audience retention shows exactly which moments in your videos are most-watched, and where people tend to drop off. In relative audience, retention compares video's retention rate to all other YouTube videos of similar length.
- **Demographics:** To find out about the people watching your videos; specifically, their age, gender, and geographical location (check demographics).
- **Playback locations:** Playback locations show you where the content is being watched within the YouTube platform, or elsewhere online.
- **Traffic sources:** Examining traffic sources data gives more detailed sense of your channel's reach, whether you're looking at stats related to paid traffic (For Example., YouTube ads), or organic traffic, (For Example., YouTube's suggested videos feature).
- **Devices:** Devices tells what percentage of users watch the content on desktop, mobile, tablet, smart TV, or games console. Devices affect the types of content people watch on YouTube, as well as how they interact online in general.

2. **Revenue reports:**

The Revenue reports feature shows how much money you are making on YouTube within a given time period and where your revenue streams originate, including:

- Ads other companies are paying to display on videos.
- Own paid ads on YouTube.
- Income streams from elsewhere on the platform (like YouTube Super Chat).

3. **Interaction report:**

The most important Interaction metrics include Subscribers, Likes and dislikes, Comments, and Sharing. Basically all the ways viewers can tell you directly how they feel about your videos. Looking at this data will show the best opportunities to reach out and cultivate relationships with your subscribers.

- The **Subscribers page** shows general trends around your audience numbers.
- **Likes and dislikes** allows viewers to express themselves with one click. Similar to Views. If you have more likes, your YouTube SEO ranking will be better.
- **Comments** tracks how many comments you have on each video, but does not show the comments themselves.
- **Shares** are definitely more important than likes, as they show someone cared enough about your video to encourage others to watch it.

7.5.5 E-mail Marketing

- Email marketing is one segment of internet marketing, which includes online marketing via websites, social media, blogs, and more. It is essentially direct mail done electronically of through the postal service. Businesses use email marketing as an affordable and effective advertising tool.
- This is simply defined as the promotion of products and services via email. Email is very versatile and widely used form of communication.
- Email marketing campaign is a bulk marketing email sent to subscribers on mailing list. An email campaign is a perfect way to support leads, show your expertise in the field.
- For email marketing to work, a marketer must know the deliverability of an email. Deliverability is defined as the way an email marketer measures the success of their email campaign reaching a subscriber's inbox.

Advantages of E-marketing:

- **Global reach:** A website allows you to find new markets and trade globally for only a small investment.
- **Lower cost:** A well-planned E-marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- **Trackable, measurable results:** Web analytics and other online metric tools make it easier to establish how effective your campaign has been. You can get detailed information about how customers use website or respond to advertising.
- **Personalization:** If customer database is linked to the website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine the customer profile and market effectively to them.
- **Honesty:** By having a social media presence and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- **Social currency:** E-marketing lets you create campaigns using different types of rich media. On the internet these campaigns can gain social currency.
- **Improved conversion rates:** If you have a website, then your customers are only ever a few clicks away from completing a purchase.

Types of E-mail Marketing:

- **Email Newsletters:** These are regular emails that are sent to a list of subscribers who have chosen to receive updates from a company. Newsletters usually don't have explicit sales messages, but try instead to build a relationship between a customer and a brand. The goal is to keep a customer connected to a company even when they are not buying anything.

7.5.4.1 YouTube Advertising

YouTube includes features that let businesses promote their videos to people who might be interested in them, targeting customers by demographics, topics or interests.

Advertisers pay each time someone views their video. You can choose which locations the ad will appear in, what format it will be, and even how much you are prepared to pay per view (if you want to boost the prominence of your ad over your competitors).

Types of YouTube Ads:

There are six types of YouTube Ads:

1. **TrueView ads:** These ads give viewers the most control over the advertisements they see. Advertisers only pay for TrueView ads when users watch for at least 30 seconds, watch an entire short video, or interact with an ad in some way, such as clicking on a call-to-action audience. YouTube states that the maximum length a TrueView video ad can be is 6 minutes and the minimum is 12 seconds.

Now, there are two main types of TrueView ads: In-Stream Ads and Discovery Ads.

- **TrueView In-stream ads:** These ads play before a viewer's chosen video. In-stream ads also feature a small countdown timer and a link to the advertised site in the bottom left of the screen.
- **Discovery ads:** These ads appear within the YouTube search results and in the right-hand sidebar of watch pages above the suggested videos list.

The ads consist of an image thumbnail and up to three lines of text.

Fig. 7.16: TrueView Ads

2. **Non-skippable In-stream ads:** Non-skippable in-stream ads are essentially the same as TrueView in-stream ads except viewers are not able to skip them. Because viewers have less control over these ads, they're not considered 'TrueView.' Unlike TrueView ads, advertisers pay for non-skippable YouTube ads on a CPM basis. 'CPM' stands for Cost-Per-Mille, which means that advertisers pay a fee per thousand views. (CPM is a term used to denote the price of 1,000 advertisement impressions on one webpage).

3. **Bumper In-stream ads:** These non-skippable video ads play before a viewer's chosen video and must be less than 6 seconds long.

4. **Sponsored Card ads:** YouTube sponsored cards appear within videos as small Call-to-Action (CTA) popups. Sponsored cards are a very modest form of YouTube advertising. A small 'i' symbol pops up in the upper right-hand corner of a video and when a viewer clicks on it, the card expands. YouTube sponsored cards can show other YouTube videos and products through Google Shopping.

5. **Overlay ads:** These ads are the simplest form of YouTube advertising. These are banner ads that appear along the bottom of videos. Overlay ads can also be text-based.

6. **Display ads:** Display ads are another simple YouTube advertising format. These ads have been around for a while and appear in the right-hand sidebar above the suggested videos list.

7.5.4.2 YouTube Analytics

YouTube Analytics is a self-service analytics and reporting tool. It provides data about each uploaded video, so you can easily track how many views it gets, where people are coming from to find it and what type of people are watching it.

YouTube Analytics can give you information about:

- The 'firsts' for the video, including the first referral from a related video, first referral from a YouTube search (including the search terms used), first time the video is embedded in another website
- How many views came from each referral source?
- Which gender and age groups the video is most popular with?
- Which countries the video is most popular in?
- How many comments and ratings it has received?

For example, the YouTube Analytics for the Queensland Government's video on 'Crab rules in Queensland' on its fisheries channel show that it is most popular with males aged 55-64 in Australia. It also shows that 52.5% of views for embedded videos have come via the website of a commercial crab pot manufacturer that embedded the video in its site.

7.5.4.3 YouTube Metrics

YouTube metrics shows what to measure to improve video performance. YouTube video analytics features three main sections: Revenue reports, Watch time reports, and Interaction reports.

1. **Watch time reports:**

The Watch time report compiles data from your YouTube channel, the individual videos on your channel, and any engagement from YouTube's mobile apps.

Here's a summary of the most important watch time analytics on YouTube, and the questions they answer:

- **Watch time:** How long are people watching my videos? How many views do I have? A YouTube video earns one view when it's watched for 30 seconds or longer. If you divide Watch time by total Views, you get extremely valuable information i.e. your Average view duration.

Practice Questions

Q. I Answer the following questions in short:

1. What is social media marketing?
2. Name the tools of social media marketing.
3. What is web analytics?
4. Which are types of Facebook ads?
5. What is blogging?
6. Write name of digital marketing tools.

Q. II Answer the following questions:

1. What is social media marketing? Explain with its advantages.
2. How do you create Facebook page?
3. Explain levels of web analytics.
4. Explain e-marketing plan.
5. How to analyse visitation on LinkedIn?

Q. III Define terms:

1. Social Media
2. Facebook Ads.
3. Google AdWords
4. Instagram Posts
5. Podcasts
6. Video Sharing
7. Google Analytics
8. Google Keyword Planner
9. Zapier
10. Bounce rate in Email Marketing

***

8... Digital Marketing Budgeting

Objectives...

- To learn about Resource Planning.
- To get knowledge of Cost Estimating, Cost Budgeting and Cost Control.

8.1 INTRODUCTION OF DIGITAL MARKETING BUDGETING

- A budget is a financial and quantitative statement of an operational plan related to a specific time period, which is to be followed during the budgeted period in order to achieve specific financial objectives of an organisation.
- Budgeting refers to the process of preparation, implementation and operation of budgets. It involves formulation of operational plans for a given future period and expressing it in monetary terms.
- Marketing budgets are increasing. More money is being spent on digital, at the expense of traditional advertising channels. The marketing budget is a marketing plan in terms of costs. It is an estimated amount of cost that will be required to promote products or services. Generally, this is a part of a marketing plan and a crucial part of the marketing process.
- **Cost Management:** Cost management is concerned with the process of finding the right project and carrying out the project the right way. It includes activities such as planning, estimating, budgeting, financing, funding, managing, controlling, and benchmarking costs so that the project can be completed within time and the approved budget and the project performance could be improved in time.
- Cost Management has four phases namely Resource planning, Cost estimating, Cost budgeting, and Cost control. We will see details of each phase in next section.

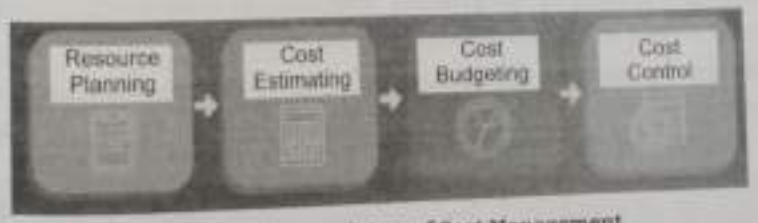

Fig. 8.1: Primary phases of Cost Management

on terms that describe your product or service, your website, or a product category related to what you're advertising.

- You can choose one or more keywords, choose the country and the language you want and see approximately how many times your word is searched.

How to use Google Keyword Planner?

1. Sign in to your Google Ads account.
2. In the upper right corner, click the *Tools & settings* icon, then under "Planning," click *Keyword Planner*.
3. Type or paste one or more of the following in the "*Find new keywords*" search box and, on your keyboard, press "Enter" after each one:
4. Click get started.

Advantages of using Google Keyword Planner Tool:

- As it is a tool by Google itself, it is reliable and recommended for keyword research.
- Its integration with Google Ads makes it more useful. You can directly proceed to run ads.
- It is completely free. You are charged only when you run Google Ads.
- Google Keyword Planner is easy to use.
- It provides a lot of features to toggle with locations include/exclude certain terms, get estimates, etc.

Summary

- Social media networking is away for businesses to interact with their target markets over the internet via various social media platforms such as Facebook, Pinterest, Twitter, and Instagram, LinkedIn.
- Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.
- LinkedIn is a social networking website designed for business professionals. It allows you to share work-related information with other users and keep an online list of professional contacts.
- Twitter is a social networking site that allows users to write short posts, known as "tweets."
- Blog is a website containing a writer's or group of writers' own experiences, observations, opinions, etc., and often having images and links to other websites. Blogging means to maintain or add new entries to a blog.
- Video sharing is a website that lets people upload and share their video clips with the public at large or to invited guests.

- YouTube is a video sharing service that allows users to watch videos posted by other users and upload videos of their own.
- Image sharing, or photo sharing, is the publishing or transfer of a user's digital photos online.
- Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook. It allows users to edit and upload photos and short videos through a mobile app.
- A podcast is an episodic series of spoken word digital audio files that a user can download to a personal device for easy listening.
- Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage.
- Email marketing is the practice of sending various types of content to a list of subscribers via email.
- Digital marketing tools include everything from social media platforms like Facebook and Instagram to analytics tools like Google Analytics. Allowing marketers to create, test and measure the performance of their campaigns, digital marketing tools ensure that marketers can launch and test campaigns quickly and effectively.

Check Your Understanding

1. Which is platform where users upload and share video clips?
   (a) Blog (b) Twitter
   (c) YouTube (d) Pinterest
2. Which is type of media networking?
   (a) Instagram (b) YouTube
   (c) Snapchat (d) All of the above
3. ..... is the measurement and analysis of data to inform an understanding of user behaviour across web pages.
   (a) Web analytics (b) Data analytics
   (c) Marketing analytics (d) Media analytics
4. Which is not feature of Facebook page?
   (a) Profile picture (b) Photostrip
   (c) Thumbnail (d) Hashtag
5. Which is not a digital marketing tool?
   (a) Google ads (b) Google keyword planner
   (c) Google play (d) Google analytics

Answers

1. (c)	2. (d)	3. (a)	4. (d)	5. (c)

3. **Able to identify which pages and links your visitors click the most:** You will have the capacity to know which are the famous pages and links and measure whether your optimization campaign is guiding the traffic to the right pages.
4. **Visitor segmentation:** With this, you will have the capacity to know what number of new visitors that your search engine optimization campaign brings to you. You can segment the analytic result by new returning visitors, topography and referral sources.
5. **Able to fine tune your website:** With this analytic report, you will have the capacity to fine tune your website, and do another copywriting on any page that isn't changing over well. It will bring greater quality prospects, and in this manner increasing more customers in the future.

7.6.4 Zapier

- Zapier is an online automation tool that connects apps and services. You can connect two or more apps to automate repetitive tasks without coding or relying on developers to build the integration.
- Zaps start with a trigger - an event in one of your apps that kicks off your workflow. Zaps automate tasks in the background, so you can focus on more important work.
- Zapier is an online automation tool that connects your favorite apps, such as Gmail, Slack, Mailchimp, and more. You can connect two or more apps to automate repetitive tasks without coding or relying on developers to build the integration. It's easy enough that anyone can build their own app workflows with just a few clicks.
- For example, maybe you get a lot of email attachments in your Gmail account and you want to save them to Dropbox. Every time you get an attachment, you could open up the email, click the attachment, and then save it to Dropbox. Or you can have Zapier automate this for you, saving you time and effort.

Advantages:

Zapier checks your trigger for new data every few minutes. Therefore it does not miss any current actions to perform.

Following are advantages to tell why we need Zapier to save time by automating the digital workflow:

- Connects to more business apps than any of its competitors.
- Sets more triggers and actions opportunities.
- Have app-based customization options.
- Enables consistency because it does not forget to perform a regular task.
- Offers multi-step zaps allowing you to identify an advanced digital strategy.
- Have lots of available sources for you to learn how to use Zapier (video training courses, blog posts, and product news/updates).

- Is easy to use and no need to be an expert to configure the automation.

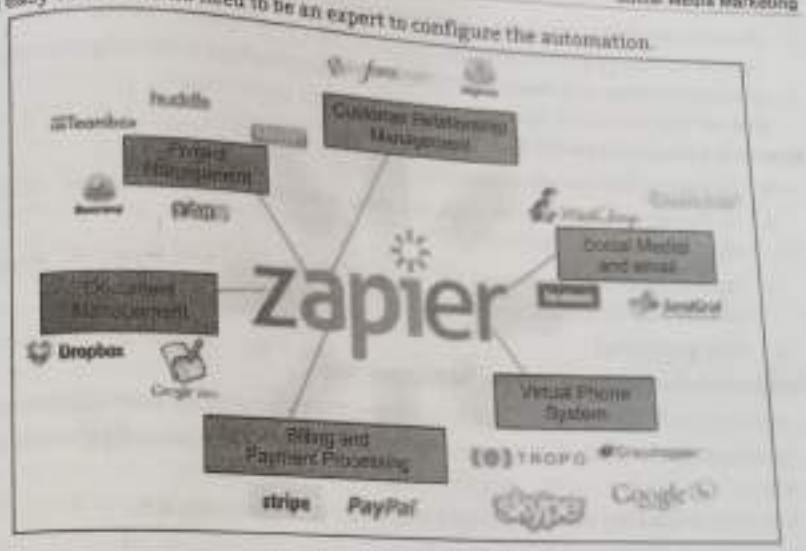

Fig. 7.20: Functions of Zapier

Basic terms used in Zapier:

- **Zap:** A Zap is an automated workflow between your apps. For example, you may have a Zap that saves your Gmail attachments to Dropbox and another Zap that saves emails that you star in Gmail to a text file. Zaps consist of at least two parts: a trigger and one or more actions.
- **Trigger:** A trigger is the event in an app that starts the Zap. Once you set up a Zap, Zapier will monitor the app for that event. For the save Gmail attachments to Dropbox example, you can receive a lot of emails through your Gmail account, but the Zap isn't triggered until an email contains an attachment.
- **Action:** An action is the event that completes the Zap. For the 'saves gmail attachments to Dropbox' example, the action is uploading the attachment from your email to Dropbox.
- **Task:** Each piece of data you run through your Zap counts as a task. That means if Zap adds 100 emails to Dropbox automatically, your Zap just performed 100 tasks. Every task your Zap performs is another task that you don't have to do manually. It's important to keep in mind the number of tasks your Zaps run, because it helps determine which Zapier plan is best for you.

7.6.5 Google Keyword Planner

- Keyword Planner is a tool that provides keyword ideas and traffic estimates to help you build a Search Network campaign. Search for keyword and ad groups ideas based

7.6.2 Facebook ads

There are several types of Facebook Page ads which enable you to do things like boost a post, promote website, and drive traffic to local business and more.

Advantages:

1. **Fine-Tuned Targeting:**
   - Facebook ads are targeted to users based on their location, demographic, and profile information. Many of these options are only available on Facebook. After creating an ad, you set a budget and bid for each click or thousand impressions that your ad will receive.
   - Facebook's Ads Manager makes it easy to handle your social media advertising campaigns, with user-friendly features to help to set up an ad campaign. With a few clicks, you can run ads across Facebook, Instagram, Audience Network, and Messenger on mobile and desktop.
   - You can insert a tracking pixel into pages within website to target ideal customers with the products that they are most interested in.
2. **Large Mobile Audience:**

   Mobile traffic is important as smartphone penetration continues to increase and 4G data networks expand. Plenty of people break up their work day by glancing at their phones for some social media time, giving you access to your mobile audience.

   In fact, Facebook has over 1.74 billion users that access their mobile app on a daily basis, and growing.
3. **Extensive Analytics:**

   When managing a Facebook page, you can access this data through the "insights" tab. There, you're provided with metrics such as your weekly reach, page likes, post engagement, and your best performing posts. You can also measure your page against your competition to see how you match up.

   This data visibility helps you adjust campaigns as needed, instead of finding out it wasn't effective after the fact.
4. **Improved Brand Awareness:**

   Facebook users check their newsfeed multiple times per day, giving your preferred audience repeated exposure to your ads.

   Even if they aren't clicking through at the beginning, your ad's continued visibility helps you build trust, and also creates opportunities for retargeting in the future.
5. **Upward Trending Click-Through Rates:**

   Facebook ad CTR (click-through rate) is increasing steadily as Facebook improves its advertising tools and businesses learn how to use them appropriately. With constant improvements on the targeting and creative end, you can dial in to the exact audience you are looking to reach. This also gives you the creative freedom of multiple ad types to choose from and present to the customer.

7.6.3 Google Analytic

- Google Analytics is a web analytics service offered by Google. Google Analytics is one of the most popular analytics tools in the world which every digital marketer should know about.
- The online platform provides you with access to different reports that contain information about your users, where they come from, which marketing channels on your website are more effective in terms of leads, conversions, downloads and sales, among others.

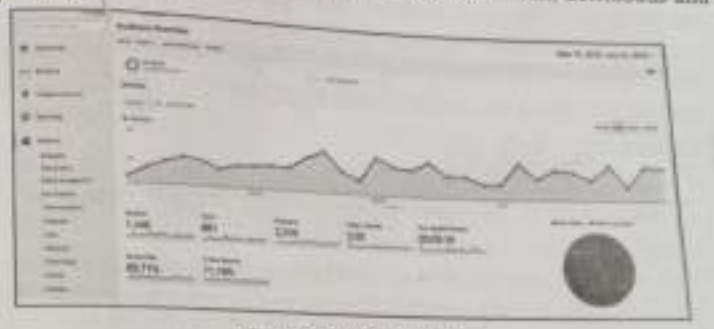

Fig. 7.19: Google Analytics

Google Analytics provides an incredible wealth of information for your website and business, and EVERY marketer on the planet should be taking full advantage of its capabilities. Simply using the above dashboard, you are able to view things like:

- The age, gender, and geographic locations of your audience.
- The time spent on your site, number of pages visited, and frequency of returning visitors.
- The sources of your site traffic and behavior statistics on the users from each source.
- Organic keywords being used to find your site and the pages they land on.
- Views, users, and behavior information for every page on your site.

Advantages:

1. **It is completely free of charge:** Despite the fact that it is a free tool. However regardless it offer the same amount of or much more functionalities when compared with other paying tools.
2. **Able to find out how your visitors locate your website:** Other than the core set of keyword that you are optimizing you will likewise have the capacity to discover what other keywords your visitors type in to discover your website. During the initial optimization campaign, the quantity of keywords might be close to nothing. Yet as time passes by, you will begin getting more keywords being listed on natural postings due to your overall optimization effort.

For example, 'A Video Production is depends on the research results, we may find that a series of videos will help your new product website. Video production has a range of factors that will affect an estimate: the number of films, length of each, 'production quality', use of actor or one of your staff etc. To that end we have provided approximate range only at this stage. More detailed costs will be provided after the Discovery stage and discussions with you.'

4. **Define Roles:**

Make sure you allows for all the roles that might be involved in the project. Rarely do designers work in isolation or communicate direct with the client, Social Media or PPC executives will not necessarily write the most compelling call-to-action copy etc. So allows for the input from copywriters, account handlers / client service, project management, front end and back end developers etc.

You can add these in per itemised 'task' (to build the overall project) or you could apply client service and project management elements to the whole project at between 10% and 15% of the overall estimated time.

Whoever you add into a task/deliverable element, explain their role to the client. Why do you need both an account handler and a project manager at different stages of a project? Why is a copywriter required as well as a technical SEO operative? Give the client guidance as to what each expert contributes to the success of their project.

5. **Look backwards:**

Where available, look at past similar projects and learn from their success (or not) in terms of delivering against the brief as per the estimated timescale, with the resources that were forecast and resulting in a profitable project. Using a 3rd party project management platform allows you to build up a bank of previous estimates and analyse how these compared to the actual resources and time required to deliver the project.

6. **Decide what rates to use:**

There are different factors that determine an hour or day rate per (specialist) role : the experience of the individuals (which can attract a premium), market 'norms' (and how competitive you believe you need to be), the overheads that role attracts (For example, direct salary costs and any indirect costs), the number of expected billable hours for that role in a financial year and percentage contribution you want each role to make to overall profit.

And you may have agreed different rates for key clients, based on the volume of work they provide you or if there is a mix of project and retainer fee work running throughout the year.

7. **Watch Thinking and Strategy Development Time:**

It can be easy to watch thinking and strategy development time at estimate stage. The client may order you with 'design the build a new website for us' and you will immediately think of designer, developer and project manager time.

But it is the insight into who will use the site (via Personas) and what motivates them etc., that will make the difference. Other things like great UX and ongoing optimisation, contribute to the site's long term success for the client. That insight only comes from thorough Discovery activity and that shouldn't be provided free of charge. So ensure you have Discovery and Insight within your estimates.

Underestimating the required time, the numbers of people involved and / or the level of seniority or experience required on a project is sometimes done purposely. You should add in the realistic time and people / roles required to deliver the solution. Then if you believe it needs to be more 'buyable' by the client, adjust the overall cost estimate to offer some 'goodwill' or a discount. Be transparent about how cost is arrived at even if higher than the (goodwill/investment) cost you supply as a bottom line figure to the client.

8.1.3 Cost Budgeting

- Once the cost estimates for each activity are available, the cost budgeting process involves aggregating the values to create the cost baseline. This cost baseline is used to measure project performance.
- Cost budgeting is a tool to estimate the costs or necessary efforts for projects, work packages or activities in project management.
- Cost budgeting includes the estimation of costs, setting a fixed budget, and managing and controlling the actual costs (compared to the estimated ones).
- Digital marketing has proven itself to be one of the most effective types of marketing. Email, social media, content marketing, Search Engine Optimization - all of these strategies are essential to business success in 2020.

To prepare a cost budget, you will do the following steps.

1. **Set the Marketing Goal:**

Before set marketing budget, you need to determine marketing goals for the upcoming year.

For example, if you want to grow the business website and generate more business from it, then you should invest more in producing high-quality content, leveraging conversion optimization to boost conversions on your website and invest in better search engine optimization to boost targeted traffic and any other tactics that drive targeted traffic.

These are all very different goals, with different approaches, so which ones you choose to pursue will have a big effect on the digital plan.

2. **Analyze past results:**

Once you know what you want to achieve this year, you should look at your past results to help inform your 2020 strategy and budget.

Using the same example as before – generating more business from your website – in order to identify the best strategies to achieve that goal. You should audit your past results to see which channels and strategies performed best in the past, as well as what hasn't worked as you'd wanted it to. Which channels drove the most (targeted) traffic? Which ads generated the most leads? And so on.

Build a team:

The team must be able to respond to customers promptly and efficiently.

1. Social Media Executive (initially without a Head of Social Media, this person is managed by the Marketing Manager or Ecommerce Manager).
2. Content Marketing Executive (without tailored content, you can't grow your community or increase engagement).
3. Social Media Manager (as you grow, you need a champion who can straddle strategy and execution).
4. Web Analyst (move you to a scientific approach to planning, analysis and optimisation).
5. CRO Executive (help you fine tune your approach and improve key metrics).
6. International Social Media Executive (may be introduced earlier if dedicated profiles required in key international markets where local language skills essential).

Step 7 : Business processes: You need operational models to ensure your social media strategy can be implemented and is aligned with the overall business strategy.

For example, how do you integrate social media with customer service framework to ensure social enquiries are effectively handled? This is not a one-size fit all approach; different models are in play:

- Dedicated customer service staff for handling social media enquiries.
- Social enquiries routed into Customer Service via social media executive.

The process can also be automated or ad-hoc enquiry handling through a manual process.

Be sure to define your business processes and ensure all stakeholders have bought-in to this so it's supported.

Common business processes include:

1. Publishing
2. Responding
3. Outreach
4. Networking
5. Monitoring
6. Measuring and reporting
7. Optimising

8.1.2 Cost Estimating

- A cost estimate is the approximation of the cost of a program, project, or operation. The cost estimate is the product of the cost estimating process.
- Cost estimates are the estimated costs for each work package or activity, whereas the budget allocates the costs over the life of the project to determine the periodic and total funding requirements.

- Cost estimation in project management is the process of forecasting the financial and other resources needed to complete a project within a defined scope.
- Cost estimation accounts for each element required for the project from materials to labor and calculate a total amount that determines a project's budget.
- An initial cost estimate can determine whether an organization greenlights a project, and if the project moves forward, the estimate can be a factor in defining the project's scope. If the cost estimation comes in too high, an organization may decide to pare down the project to fit what they can afford.

There are two key types of costs in the cost estimation process:

1. **Direct costs:** These are the costs associated with a single area, such as a department or the particular project itself. Examples of direct costs include fixed labor, materials and equipment.
2. **Indirect costs:** These are costs gained by the organization at large, such as utilities and quality control.

Within these two types, some typical elements that cost estimation will take into account include:

- **Labor:** The cost of project team members working on the project, both in terms of wages and time.
- **Materials and equipment:** The cost of resources required for the project, from physical tools to software to legal permits.
- **Facilities:** The cost of using any working spaces not owned by the organization.
- **Vendors:** The cost of hiring third-party vendors or contractors.
- **Risk:** The cost of any emergency plans implemented to reduce risk.

Following are steps of cost estimation:

1. **Start with the Project Plan:**

Ask questions thoroughly and before start to create the estimate. If the client can't provide all the answers you need before you produce the estimate, then ensure you have a set of cautions.

2. **Split up the Thinking:**

It is a good practice to split up assumptions or calculations with other colleagues before sharing with a client or prospect.

Building in triangulation and then approval for all estimates into a workflow is a good approach. Most of the platforms allow for that type of workflow but you can still do that with spreadsheets and email. Or you could use collaboration tools like Basecamp, Minigroup or Google docs in-house to track colleague input and approval before publishing estimates externally.

3. **Be clear about the Estimate:**

Be clear what is included in costings and equally clear what isn't. If you can't accurately estimate all the costs at the time of estimate creation then point out those things.

Step 4. Linking social activity to roles and responsibilities:

- Find the best way to motivate people to take social media management seriously. The best way is to link outcomes with personal goals and objectives. This means social media success is linked to personal success.
- Setting clear objectives and KPIs that are linked to PDRs and bonuses gives people a stake in the process.
- Work with your HR to ensure that whoever is involved in social media marketing. Check that whoever has the core requirements preserved in their job description, with clear goals, objectives and KPIs. Reward them for good performance.

Step 5. Automating the basics to save time:

Regardless of team size, it is practical to use tools & technology to speed up processes and reduce the manual workload. This helps your team focus on value-adding work such as strategic campaigns, measurement, analysis and optimisation.

Examples of Automation:

- Using Buffer to schedule and auto-post social updates.
- Using Buzzsumo to run influencer research.
- Setting up Google Analytics dashboards for social media metrics that email reports every day/week.
- Using IFTTT (If This Then That) platform to trigger actions based on events. For example, if we get a new Twitter follower, send them a message.

Step 6. Growing Social Media Team:

A sensible approach to scaling social media is to use a combined in-house/outsourced model. In the long-term, any agency/freelance support should be focused on strategy and helping you on-board new activities. For Example, launch on a new social channel, develop and test an approach to messaging apps.

Following table of skills help you to build the ultimate social media competency matrix.

Table 8.1: Skills and Roles of Social Media Team

Skill type	Role	Summary
Admin	Social media executive	Responsible for day-to-day admin of social media channels and basic reporting
Content marketing	Content Marketing Executive	Aligning social media channels with other marketing channels and creating content fit for purpose, customised for each audience.

Skill type	Role	Summary
	International Social Media Executive	Customising and localising content for local social audiences.
Strategy	Head of Social Media / Social Media Manager	Ownership of aligning social media with overall business strategy and goals. The champion for social media within the business.
Analysis and Optimisation	Web analyst	Implement a data driven approach to social media analysis & attribution modelling.
	CRO Executive	Applying principles of CRO to social media marketing activity to help improve performance.
Customer Service	Customer Service Assistant	Providing a rapid response and escalation channel for customer enquiries via social networks.

Below is an example Social Team Structure for a established social media marketing team that has specialists for core roles and international capability to delivery localised campaigns and community management.

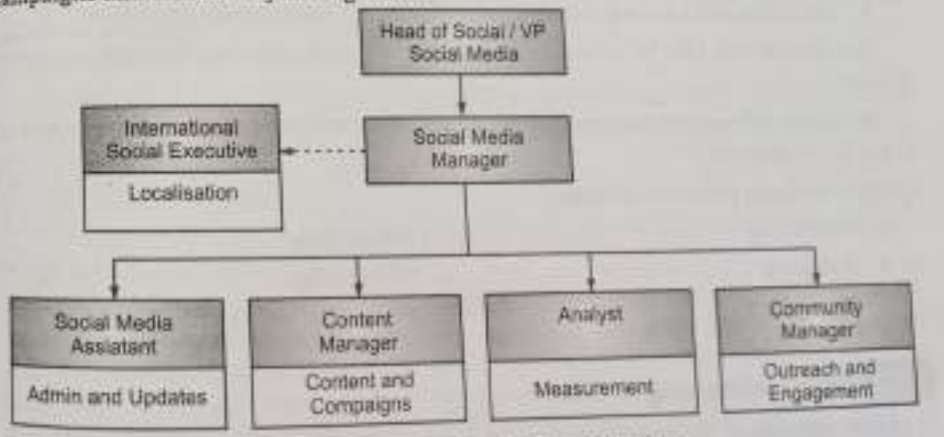

Fig. 8.2: Example of Social Team Structure

Each functional capability can be scaled depending on scope of activity For example, as program expands, add more analysts to handle with increased measurement demands/complexity.

8.1.1 Resource Planning

- Resource planning is said to be the crucial part of any business project or management plan.
- Resource planning is the process of determining future resource requirements for an organization or a scope of work. This involves the evaluation and planning of the use of the physical, human, financial, and informational resources required to complete work activities and their tasks. Most activities involve using people to perform work. Some activities involve materials and consumables. Other tasks involve creating an asset using mainly information inputs.
- Resource planning tools can help simplify the process, while also helping to improve work procedures.

Following are steps of Resource Planning:

Step 1. Select approaches to resourcing:

There are two main ways to plan the resourcing: first is the Top-Down and second is the Bottom Up. Both approaches tell us a lot about how we see and treat humans in business.

(i) Top-down approach:

- In a top-down organized firm, the decision-making is at the top and the knowledge is at the bottom. Managers or supervisors tell employees what they have to do and how they have to do it. They do not get much feedback from those in lower hierarchical positions. The flow of information is form the top down. The decisions are made by a few and are executed by the many.
- Top-down resource planning can be implemented early in the project cycle using simple tools. The visibility provided by the top-down approach is more than adequate to support the level of portfolio planning required to maximize returns from the investment of Research & Development and other resources.
- You define your social media strategy and then developing a resource plan that will help deliver it. This means matching skills and time to the strategy, and potentially demands recruitment or outsourcing elements to external specialists.

(ii) Bottom-up Approach:

- Bottom-up is defined as "progressing from small or subordinate units to larger or more important units, as in an organization or process."
- As it can be seen in the bottom-up chart, now the customers as well as the employees who interact with them on a daily basis are on the top. That not only emphasizes the customer focus, but also that the knowledge about the customer is valued. The huge potential which lies in the "collective expertise and creativity of the entire organization" is tapped into, since a bottom-up approach creates the foundation for knowledge sharing and collaboration.

- It also creates employee involvement, since the individual with the knowledge is involved in identifying and delivering optimizations. This again increases job satisfaction and motivation through higher commitment and identification with being part of the solution.
- You're governed by the resource currently at your disposal, so you shape your scope of work around this. For example, if you only have a junior social media executive, you'll need to focus them on the core day-to-day channel management rather than big strategic campaigns.
- It is practical if you do not have budget to invest in more staff or external support. Do not compromise your strategic vision but ensure your social media plan is realistic in terms of scale and frequency of activity.

Step 2. Learning to prioritise:

There's an almost infinite number of activities you can do via social media, especially when you consider how many networks there are and the tools that each provide.

You must have a clear framework for prioritising actions:

- Have clear goals, target outcomes and success criteria.
- Agree measurement criteria i.e. KPIs (Key Performance Indicators).
- Align activities with these goals
- Evaluate customer and business benefit based on likely KPI impact.
- Prioritize activities that add the most value.

Step 3. Allocate sufficient time to activities:

- Take the time to plan how long each activity takes. If you are focusing on quality and ensuring that each tweet follows to quality and content guidelines. You must check that how long it can take to do simple things like post a tweet. Some updates are very quick but others take time to craft, adapt and fine tune.
- **Essential activities:** With limited resource, you need to work smartly which means optimising use of time.

For each social post you need to decide:

- Who it's aimed at?
- Why would they be interested?
- What do you want to tell them?
- How do you need to tell it?
- What content format best suits the message?
- What CTA (Call-to-Action)(if any) is required?
- What's the onward journey (if any) and does it provide a good User Experience?

Simple updates like company news take less time. However, for more challenging content such as responding to complaints or dealing with sensitive topics, social marketers take more time and craft social updates carefully.

For example, some of the things you would need to look into:

- **Which channels drive the best results, consistently, based on your marketing objectives?** These are the channels you'll want to continue to invest in and even increase your spending.
- **Which channels aren't performing well enough?** If you have tried out certain channels and they're not producing results, it might be worth removing them completely from your strategy or cutting down the budget.
- **Which marketing tactics have you used in the past?** What was your ROI (Return On Investment) for each of these tactics?

When performing this audit, keep your goals in mind so you'll know which tactics will actually help to achieve these objectives.

For example, SEO efforts in 2019 might not have worked out as you'd wanted. Still, search engine optimization is a must when it comes to digital marketing so instead of completely removing it from your budget, you should instead try to understand why it didn't work and what you need to do to improve results in the next year.

3. Evaluating your options:

As mentioned earlier, digital marketing is a complex practice, with numerous tactics and strategies – and many of them are must-dos in 2020.

Here's an *interesting study from Hook* listing out marketers' biggest inbound marketing priorities for 2020:

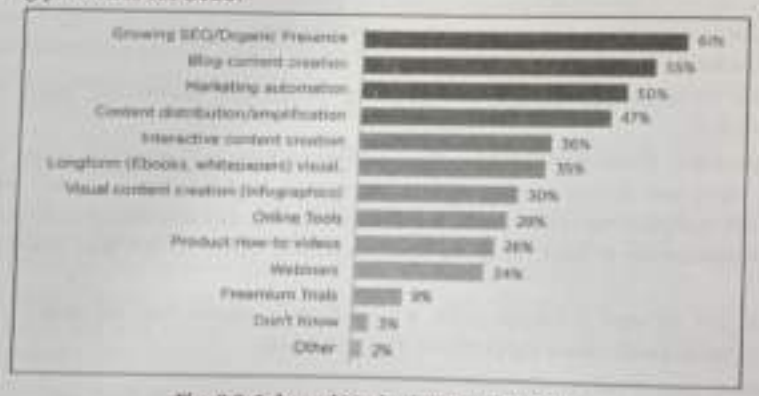

Fig. 8.3: Inbound Marketing Top Priorities

As you can see above, SEO and content marketing are the top of the list for most marketers. That said, there are plenty of marketing strategies that you'll likely need to put into practice in 2020, including:

- Search engine optimization.
- Business blogging.

- Video marketing.
- Social media marketing.
- Email marketing.
- Marketing automation.
- Conversion optimization.
- Personalized marketing (particularly important for e-Commerce businesses).
- Influencer marketing.

When evaluating all of these options and allocating their budget, the most important thing to do is to consider Marketing goals and overall business objectives and past results for each of these tactics.

4. Allocating your budget:

Ideally, it's recommended that your marketing budget is somewhere between 7% to 15% of your total business revenue.

Once you know exactly how much your budget is and have a list ready all of the digital marketing strategies to use in 2020, it's time to start allocating that budget to the various tactics.

There is no solution that works for everyone. Each business is different and recommendations will vary considerably depending on industry, business goals and actual budget. So you need to keep all of these things in mind when you plan your budget and allocate resources.

5. Marketing Software:

Marketing is almost impossible without tools and software to help. You need tools for a variety of marketing tactics and it's something that you should look into in great detail, every time you plan a new budget or strategy.

Here is a list of the most important marketing tools and software you need to consider investing in:

- Social media marketing/management software.
- Project management and collaboration tools.
- Email marketing tool.
- Marketing automation software.
- Personalized marketing software.
- Outreach tools.
- Content creation tools: video creators, graphic design software, and so on.

6. New Marketing Strategies:

You should always set some of your marketing budget aside simply for testing new marketing strategies and avenues. Some will work, some might not but testing and experimenting are a big part of the job and how you introduce new and quality strategies to your overall digital marketing strategy.

For example, some of the strategies you might want to try in 2020, include:

- **Personalized marketing:** Create more personalized content, install personalization software on your website to display personalized content automatically, set up automations to deliver personalized emails at the right time and so on.
- **Video marketing:** If you've not leveraged video yet, now is definitely the time to start – or be left behind. Use video on your landing pages, on social media, on your blog or even build a YouTube channel.

Developing a marketing budget is a creative process based on an understanding of effective communication channels with a customer of services. Internet marketing provides an excellent objective basis for corporate decisions, including the definition of marketing budgets.

8.1.4 Cost Control

- Cost control is an important factor in maintaining and growing profitability.
- Cost control is the practice of identifying and reducing business expenses to increase profits, and it starts with the budgeting process. A business owner compares the company's actual financial results with the budgeted expectations, and if actual costs are higher than planned, management has the information it needs to take action.
- For example, a company can obtain bids from different vendors that provide the same product or service, which can lower costs.

Standards of Cost Control:

There are two standards for controlling costs:

1. **External standards:**

External standards are when the performance is compared with outsiders, i.e., other companies in the same industry. The cost performance, in this case, is judged based on several cost ratios.

2. **Internal standards:**

Internal standards are when the performance is compared within internal departments or internal cost elements. These internal cost elements of a firm can be anything ranging from overheads, labour costs, or material costs.

Cost Control Strategies :

- There are cost-effective strategies to use online to further legitimize and attract people to your business and its products or services.
- Whether it's through social media, a website, or other means, subtle digital marketing strategies can make a significant difference in your organization's marketability and profitability.

Some of cost- control strategies for digital marketing are as following:

1. **Retargeting Ads:**
   - Retargeting, also known as Remarketing, is a form of online advertising that can help you keep your brand in front of bounced traffic after they leave your website.
   - These are basically an advertisement of the brand to the people who have already visited your website and encourage them to make their purchase again, simply by providing regular updates about the latest inclusion.
   - When a visitor visits to your website, you can load cookies onto their respective browsers. And when they leave from your site and scroll their social media accounts or other websites. Through this strategy you can reach them by running targeted ads. This to some extent is affordable.
   - As you are paying only when someone clicks on your ad and notify them back with a special offer or remind them about the products they are actually interested in. It is effective and affordable. Thousands of marketers are using this technique to increase their sales and for better ROI.
2. **Social Selling Can Connect and Convert:**
   - Because of social media's increasing influence, people use such channels to make intelligent buying decisions by researching products and making or reading recommendations.
   - More effective social selling training sessions are needed to take advantage of essential touch points in the buyer's journey. With buyers spending more time researching, supplying them with the right help and tools while they're looking for answers is essential.
   - For social selling to work, you need a social media team that knows how to use social to connect with potential clients. Social media marketers need to monitor their profiles and provide value to prospects, engaging buyers on an ongoing, long-term basis.
   - Sharing meaningful content is the major key to making social selling work. By doing so, you establish connections with people and can play on that impact to enhance your sales efforts. Identify who you want to connect with and what platforms they use, and then plan your content for those targets. Create content that is engaging visually and provides a solution to the customer's problem.
   - Businesses currently practicing social selling reported the following benefits:
     - Increased audience reach and the scope.
     - Contact with prospects throughout the buyer's journey.
     - Increasing conversion rates.
     - Improving sales efficiency.
3. **Track Success and Adjust Campaigns:**
   - Using digital marketing methods, such as an social media, can help increase conversion rates in real time. The conversion rate is the percentage of viewers who are converted into leads and customers.

- Metrics and trackers such as Return On Investment (ROI), increment sales, returning visitors, and more are used to evaluate sales efficacy. These help you formulate your brand strategy, observe the issues that need to be addressed and create a more collaborative work environment as you improve.
- Conversion rate and other metrics highlight weak spots within your marketing strategies. If you know an email was sent to a whole list of leads, but only a handful converted, you know something is incorrect. When you see a campaign suffering, you can detect which touchpoints turned the customer off and adjust that landing page or email to be more appealing.
- Acknowledging and using key metrics enables you to allocate resources to the marketing channels and strategies that are working. Tracking success also helps you to replicate it more readily in the future, so you connect with prospects sooner.

4. **Return a High Return on Investment (ROI):**
   - With any business, Return On Investment is a fundamental statistic used to evaluate profitability.
   - Since you can measure ROI easily by dividing investment by sales, you don't have to invest too much before you can evaluate how you want to proceed. To calculate it thoroughly, you need to be sure of what your business's aims and goals are.
   - Figure out the budget, the sales you need to make, and what you want to get from digital marketing campaign before measuring return on investment. You need Key Performance Indicators (KPIs) in order to get an accurate measurement.
   - KPIs include general performance indicators such as traffic, leads, and reach as well as channel-based indicators (social networks, search engines, blogs, and so on). KPIs also include source-based performance (organic search, direct traffic, and referrals), campaign-based performance (including conversion rates) and setting realistic goals.
   - Once a campaign has run long enough to gather data, get performance reports and calculate the ROI. You need to substitute a collaborative environment between your sales and marketing specialists to track and improve ROI.
   - Digital marketing is cost-effective for business because you can continually evaluate how and if it is working. Measuring the ROI from your campaigns helps you to rework strategies and put the resources toward the right projects.
5. **Pay-Per-Click (PPC) gets to an Audience sooner:**
   - PPC is a paid online advertising model in which advertisers pay a fee each time their ad is clicked. Marketers create ads and then bid on specific search phrases at the online auction. This allows them to display their ads on the search engine results page.
   - Every time an ad is clicked, sending the visitor to a landing page or the website, a small fee is charged. It is essentially a targeted form of buying website visits, that will end up in conversions, whether it's a sign-up or a sale.
   - To appear when the right keywords and audience criteria are met, advertisers bid on the perceived value of a click. The ad is displayed in the sponsored links on the results page.

   - For a small business pay-per-click advertising is a must. This can develop greater brand awareness and get instant visibility to a relevant audience.
   - PPC allows to leverage your best assets to generate leads. Ads contain a value proposition (usually in the headline and meta-tag) that target audience of online searchers and website browsers will find relevant.
   - Be wise about the keywords and phrases bided on and used. It can affect on the budget. Using premium search techniques, PPC (pay-per-click) generates a high return on investment (ROI) and allows you to limit expenditures to convert customers.
6. **Customer Acquisition Costs:**
   - Customer Acquisition Costs (CAC) can be a make-or-break metric.
   - The CAC includes variable and fixed costs that go into converting new customers. It can even be calculated on an individual account basis to determine the resources it would take to bring on this new client. Calculating this figure for a campaign requires to divide the total spend on customer acquisition by total new customers.
   - For example, if $100 is spent on marketing in a year, yet acquired 100 new customers, the customer acquisition cost would be $1. These costs matter to the company and any potential investors. So, to make profitable and effective decisions, the business needs to know the average costs.
   - With digital marketing, things like email campaigns, social media interactions and posts, and website content cost are nearly low. When customers come through these channels, CAC is negligible.
7. **Low-Cost Content and Customer Engagement:**
   - Use your social media to drive attention to your business by creating a series of posts that are on a trending topic and relate to your campaign or brand. This can help generate traffic from unexpected sources.
   - Control the data to shape marketing plan. Focus on what current customers like about company, including the sent emails, the shared content, or the promotions done.
   - It's valuable to use analytics to gain valuable insight. Send out a survey to connect with and get feedback from customers. These tactics allow for the feedback and enhanced information.
   - Using more cost-effective strategies and interacting with customers consistently, allows to connect with new customers in a meaningful way. While creating a better foundation with leads means it'll be much easier for sales and marketing to move them through the funnel.
8. **Brand Awareness:**

Digital marketing experts increase brand awareness through the simplest means without using too much spending power.

- Among other marketing strategies, email marketing is considered the most cost-effective and powerful technique for online marketers. Emails are the best way to build a relationship over time, increase credibility, and acquire direct access to your targets in the most affordable way. Due to its numerous benefits, it is believed that this should be the first priority or the first step for the many marketers towards digital marketing.
- It costs less to run an email marketing campaign with user-friendly email management tools such as Marketo and MailChimp. All that's needed is influential text from the subject line to the body, a timeline that fits with advertising goals, an attractive call-to-action, and a great landing page.
- When you have the writers and designers in-house who can produce those materials, you're set. If not, outsource copywriting and design to make emails and landing pages more appealing on a limited budget. If you work with an agency, they can set you up with great resources.
- Social Media Marketing, whether through organic posts or cost-efficient ads like influencers, can get you the attention you need. Take advantage of trending topics, hashtags, community groups, and influencers who fit in with the image you have created.

9. **Take Advantage of Social Media Influencing:**
   - Influencers in social media are people who have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views.
   - Partnering with social media influencers is becoming a popular way for enterprises and small businesses to increase outreach.
   - If your business is in retail, this is especially useful, whether you're selling jewellery, accessories or any other fashion-related products. If you're a large retail brand, you could offer a higher price item in exchange for a sponsored post by a notable influencer. Though you have to pay a sum upfront, influencers have loyal followings that trust their recommendations. So, the right partner can position your products perfectly for a spike in sales.
   - Tools such as Klout, Kred, and PeerIndex are helpful in identifying the biggest social influencers across the major social networks. Most influencers can be found on Instagram, ranging from fashion to the music industry, as well as sports and other fields. You can also see how they fit with your industry and target audience.
   - Tag influencers on social media posts if it's something the influencer can relate to and ask them for a share. Striking up a good bond with such people in the social media industry will make business and its services more appealing to a wider scope of people.
   - These strategies show the cost benefits of digital marketing across a range of functions in a business.

Summary

- Digital marketing budget is a proven strategy to calculate how much the company should be spending on promotion and marketing.
- Resource planning is said to be the crucial part of any business project or management plan.
- There are two main ways to approach the resourcing: Top-down and Bottom-up.
- Cost Budgeting is a tool to estimate the costs or necessary efforts for projects, work packages or activities in project management.
- A Cost Estimate is the approximation of the cost of a program, project, or operation.
- Cost control is the practice of identifying and reducing business expenses to increase profits, and it starts with the budgeting process.

Check Your Understanding

1. This approach is progressing from small or subordinate units to larger or more important units, as in an organization or process.
   (a) Bottom-up (b) Top-down
   (c) High-low (d) Left-right
2. Role of Social Media Executive is .....
   (a) Content Marketing (b) Admin
   (c) Strategy (d) Analysis
3. ..... include general performance indicators such as traffic, leads, and reach as well as channel-based indicators.
   (a) PPC (b) ROI
   (c) KPIs (d) CPC
4. A ..... is the approximation of the cost of a program, project, or operation.
   (a) Cost control (b) Cost budgeting
   (c) Cost analysis (d) Cost estimate
5. ..... is a tool to estimate the costs or necessary efforts for projects, work packages or activities in project management.
   (a) Cost budgeting (b) Cost control
   (c) Cost analysis (d) Resource planning

Answers

1. (a)	2. (b)	3. (c)	4. (d)	5. (a)

Practice Questions

Q. I Answer the following questions in short

1. What is resource planning?
2. What is digital marketing budgeting?
3. Which are approaches of resource planning?
4. What is cost estimation?
5. Define cost budgeting.

Q. II Answer the following questions:

1. How will do resource planning for digital marketing?
2. Describe the steps to do Cost Control.
3. Explain cost estimating procedure for digital marketing.
4. Describe the roles of team members in social team structure.
5. What are personal marketing and video marketing?

Q. III Define following terms:

1. Budgeting
2. Resource Planning
3. Top-down approach
4. PPC
5. Cost Control
6. Customer Acquisition Cost
7. Cost Management
8. Direct cost
9. Indirect cost
10. Retargeting Ads

***

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