

UNIT-6Digital Marketing

→ Total 2 questions for
 2x5 marks asked from
 $= 10$ unit

⊗ Digital Marketing:

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Digital marketing uses a range of strategies to reach customers, to convince customers to reach to products and services or convince them into making a purchase. Modern digital marketing comprises a broad system of channels including: Social media, Content marketing, Website marketing, SEO etc. The benefits of digital marketing are:

- We will get to know our audience.
- It doesn't cost much.
- We can market to anyone, anywhere.
- Digital marketing is adaptable.
- We can personalize by channel.

⊗ Online Advertisement:

It is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. When software is used to do the purchasing, it is known as programmatic advertising. Online advertising includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content.

Online advertisement is a paid message on a website, online service, or other interactive medium. Online advertising also includes display (banners, video, and rich media), search, mobile messaging, sponsorships, etc. The gross revenue of online advertisement is rapidly increasing in comparison to the declining traditional marketing.

④ Ad Targeting:

Ad targeting is when marketers place advertisements in specific areas on specific platforms to increase visibility and engagement with target audience. It is also known as targeted advertising. What the ads look like, and where they're placed are determined by audience behaviours and interests. Rather than placing a general ad anywhere on the web, a targeted advertisement is strategically placed to reach a clearly defined audience based on past customer behaviour and other data.

More and more, consumers are looking for personalized messages, products, and services relevant to their wants and needs. Therefore, when a consumer sees an ad that is relevant to them on a platform they frequently visit the site or platform. They become more interested in what we have to offer.

⑤ Search Engine Marketing:

Search engine marketing (SEM) refers to the use of search engines to build and sustain brands. Search engine advertising refers to the use of search engines to support direct sales to online consumers. The average click-through rate for search engine advertising is around 2% and has been fairly steady over the years. The top search engine throughout Western Europe is Google, with a market share of over 90%.

Search engines can also provide marketers insight into customer search patterns, top trending search keywords, and what their competitors are using as keywords and the customer response. Search engine sites derive most of their revenue from banner advertisements. Search engine advertisement are of following two types:

i) Pay-Per-Click (PPC) ads/keyword advertising: These are the primary type of search engine advertising. In keyword advertising, merchants purchase keywords through a bidding process at search sites, and whenever a consumer searches for that word, their advertisement shows up somewhere on the page, usually as a small text-based advertisement on the right, but also as a listing on the very top of the page. The more merchants pay, the higher the rank and greater the visibility of their ads on the page. Some search engines rank the ads in terms of their popularity rather than merely the money paid by the advertiser so that the rank of the ad depends on both the amount paid and the number of clicks per unit time.

ii) Network keyword advertising (context advertising): It is introduced by Google as its AdSense product in 2002. Publishers join these networks and allow the search engine to place "relevant" ads on their sites. The ads are paid by advertisers who want their messages to appear across the web. The revenue from the resulting clicks is split between the search engine and the site publisher, although the publisher gets much more than half in some cases.

④. Search Engine Optimization:

Search Engine Optimization (SEO) is the process of improving the ranking of the pages with search engines by altering the content and design of the web pages and site.

By carefully selecting the key words used on the web pages, updating content frequently, and designing the site so it can be easily read by search engine programs, marketers can improve the impact and return on investment in their web marketing programs.

Google and other search engine firms make frequent changes to their search algorithms in order to improve the search results and user experience. Many search engines are attempting to capture more of what the user intended, or might like to know about a search subject. This is often referred to as semantic search.

④ Display Ad Marketing:

A form of digital marketing in which an video content is delivered using interactive media such as websites. Following are the common popular examples of display ad marketing.

1) Banner Ads: Banner ads are the oldest and most popular form of display marketing. They are also the least effective and lowest cost form of online marketing. A banner ad displays a promotional message in a rectangular box on the screen of a desktop computer or mobile device.

2) Rich Media Ads: Ads that employ animation, sound, and interactivity using HTML5, Javascript are referred to as rich media ads. They are far more effective than simple banner ads.

3) Interstitial Ads: Interstitial means "in between". An interstitial ad is a way of placing a full-page within a single website, and displayed as the user moves from one page to the next.

4) Video Ads: Online video ads are TV-like advertisements that appear as in-page video commercials or before, during, or after a variety of content.

5) Sponsorship: A sponsorship is a paid effort to tie an advertiser's name to particular information, an event, or a venue in a way that reinforces its brand in a positive manner. Sponsorships typically are more about branding than immediate sales.

6) Native Ads: The Native ads actually don't look like ads. Advertising that looks similar to editorial content is known as native advertising.

7) Content Marketing: Content marketing creates a content campaign for a brand and then tries to secure placement on a variety of websites. The aim of content marketing is to increase visitors to a company's website, organic search rankings, and brand engagement via social media.

8) Advertising Networks: Advertising networks sell advertising and marketing opportunities ~~from~~ to companies who wish to ~~by~~ exposure to an online advertisers. These sites are usually referred to as web publishers.

9) Advertising Exchanges, Programmatic Advertising and Real Time Bidding:

Today, most online display advertising is being delivered by ad exchanges that use programmatic advertising and real-time bidding (RTB). An ad exchange is a digital marketplace that uses an automated auction based method known as programmatic advertising to match supply and demand of online display advertising. Programmatic advertising uses a real-time bidding process to match advertiser demand for display ads with publisher supply of web page space.

④ E-mail Marketing:

E-mail marketing is the act of sending a commercial message, typically to a group of people, using email. It involves using email to send advertisements, request business, sales or donations. E-mail marketing strategies commonly seek to achieve one or more of three primary objectives, to build loyalty, trust or brand awareness. The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers.

Email marketing is mainly carried out through following types:

Transactional emails: Transactional emails are usually triggered on a customer's action with a company. The primary purpose of a transactional email is to convey information regarding the action that triggered it.

Direct emails: Direct email involves sending an email to communicate a promotional message. Companies usually collect a list of customers to send direct promotional messages.

⑤ Affiliate Marketing:

Affiliate marketing is a form of marketing where a firm pays a commission, typically anywhere between 4% to 20%, to other websites (including blogs) for sending customers to their website. Affiliate marketing generally involves pay-for-performance: the affiliate gets paid only if users click on a link or purchase a product. Industry experts estimate that around 10% of all retail online sales are generated through affiliate programs. For instance, Amazon has a strong affiliate program consisting of more than 1 million participant sites, called associates, which receive up to 10% in advertising fees on sales their referrals generate.

④. Mobile Marketing:

Mobile marketing includes the use of display banner ads, rich media, video, games, e-mail, text messaging, QR codes, etc. Mobile is now a required part of the standard marketing budget. Display ads can be served as a part of a mobile website or inside apps and games. Facebook is the leader in mobile display ad revenues, followed by Google and Twitter. Search ads can be further optimized for the mobile platform by showing ads based on the physical location of the user. Ad networks such as Google's Ad Mob, Apple's iAd are also important players in the mobile advertising market.

Apps on mobile devices constitute a marketing platform that did not exist a few years ago. Apps are a non-browser pathway for users to experience the Web and perform a number of tasks from reading newspaper to shopping, searching, and buying. Apps provide users much faster access to content than do multi-purpose browsers.

⑤. Local Marketing:

Along with social marketing and mobile marketing, local marketing is the third major trend in e-commerce marketing. The growth of mobile devices has accelerated the growth of local search and purchasing. New marketing tools like local advertisements on social networks and daily deal sites are also contributing to local marketing growth.

The most common local marketing tools are geotargeting using Google Maps, daily deals, and coupons. The most commonly used venues include Facebook, Google, Linked In, Yahoo etc.

④. Online Marketing Metrics:

Following are the some terms commonly used to describe the impacts and results of "traditional" online marketing such as display ads and e-mail campaigns.

Impressions → Number of times an ad is served.

Click-through rate (CTR) → Percentage of times an ad is clicked.

View-through rate (VTR) → Percentage of times an ad is not clicked immediately but the website is visited within 30 days.

Hits → Number of HTTP requests.

Page views → Number of pages viewed.

Viewability rate → Percentage of ads that are actually seen online.

Unique visitors → Number of unique visitors in a period.

Reach → Percentage of website visitors who are potential buyers.

Stickiness (duration) → Average length of stay at a website.

Conversion rate → Percentage of visitors who become customers.

Video Advertising Metrics:

View time → How long does the ad actually stay in view while it plays.

Completion rate → How many viewers watched the complete video.

Skip rate → How many viewers skipped the video.

Email Metrics:

Open rate → Percentage of email recipients who open the email.

Delivery rate → Percentage of email recipients who received the e-mail.

Click-through rate → Percentage of recipients who clicked through the offers.

Bounce-back rate → Percentage of e-mails that could not be delivered

Unsubscribe rate → Percentage of recipients who click unsubscribe.

Conversion rate → Percentage of recipients who actually buy.

④ Pricing Models for Online Advertisements:

- 1) Pricing: Putting value on a product and service.
- 2) Law of one price: with complete price transparency in a perfect information marketplace, there will be one world price for every product.
- 3) Demand curve: It shows the quantity of goods that can be sold at various prices.
- 4) Price Discrimination: Selling products to different people and groups based on their willingness to pay.
- 5) Free and freemium: Basic service for free and needs payment for upgrade to premium.
- 6) Versioning: Creating multiple versions of information goods and selling essentially the same product to different market segments at different prices.
- 7) Bundling: Offers consumers two or more goods for a reduced price.
- 8) Dynamic Pricing: The price of product varies, depending on the demand characteristics of the customer and the supply situation of the seller.

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⑤ Facebook Marketing Tools:

- 1) Reaction Buttons: A feature that allows users to express support for content on social sites to their friends and friends of friends. The one tool that marketers cannot control. Currently free.
- 2) Brand Pages: Engagement and community building. Similar to a business web page, but much more social by encouraging user interaction and response; ongoing discussions among the community of fans. Brand pages are currently free.

3) News Feed Page Post Ads: Fan acquisition. Paid brand messages can be inserted into the News Feed. Requires payment. Buy button that can be embedded in News Feed Page Post Ads. Currently being tested.

4) Right-Hand Column Sidebar Ads: Fan acquisition. Display ads in the sidebar similar to display ads elsewhere on the Web. Requires payment.

5) Facebook Live: Video streaming service within Facebook. Can be used to stream live content that followers can interact with by connecting, liking, and sharing. Video can be saved on a brand's page and followers can interact with it. Free.

6) Video Ads: Video ads autoplay in silent mode on both desktop and mobile News Feeds. Requires payment.

7) Mobile Ads: Mobile News Feed Page Post Ads are delivered to smartphones and tablets. Requires payment.

8) Facebook Exchange (FBX): Facebook's real-time exchange, which sells ads and retargets ads through online bidding. Advertisers place cookies on user browsers when they visit a site, and when they return to Facebook, they are shown ads on the right side from the site they visited. Requires payment.

④ Twitter Marketing Tools:

1) Promoted Tweets: Advertisers pay to have their tweets appear in users search results and timelines. The tweets appear as "promoted", and the pricing is on a per-click basis, based on an auction run on the Twitter ad platform. Promoted tweets can be both keyword and geo-targeted and can include images as well as links to websites and apps. An "ad carousel" allows up to

12 ads to be shown in a single space, enabling users to swipe through the Promoted Tweets. Buy Buttons embedded within Promoted Tweets enable users to purchase without leaving Twitter.

2) Promoted Trends: Advertisers pay to move their hashtags to the top of Twitter's Trends List. Otherwise, hashtags are found by the Twitter search engine, and only those are organically popular make it to the Trends List.

3) Promoted Accounts: Advertisers pay to have their branded account suggested to users likely to be interested in the account in the "Who to Follow" list, Twitter's account recommendation engine, available on the Twitter homepage. Promoted Accounts can be specifically targeted and are priced on a cost-per-follower basis.

4) Enhanced Profile Pages: Companies can get their own banner to display images and the ability to pin a tweet to the top of the company's timeline.

5) Promoted Video: Advertisers can use distribute videos on the Twitter platform and use Promoted Videos to link directly to app installations.

6) TV Ad Retargeting: Tweeting viewers of TV shows with the same ads targeted at them on a show they are watching.

7) Lead Generation Card: Promotional offers that appear in users Twitter timeline of messages with a coupon or other offer. Used for lead generation.

8) Mobile Ads: All of the above formats delivered on mobile devices, as well as mobile app install and app engagement ads.

④ Pinterest Marketing Tools:

- 1) Rich Pins: Rich Pins enable advertisers to include extra information directly on the pin itself. Product Pins include real time pricing. App Pins include an install button that allows a user to download an app without leaving Pinterest. Place Pins include map, address, and phone number. Article Pins include a headline, author, and story description.
- 2) Promoted Pins: A way to promote pins to a targeted audience, and pay for click-through to our website.
- 3) Cinematic Pins: A made-for-mobile ad format that displays a short animation when the user scrolls down through the ad; only plays a full-length version when the user clicks on the ad, providing more user control over the experience.
- 4) Promoted Video: Uses Pinterest's new native video ad player to allow marketers to run video ads.
- 5) Pin as display ad: Pinned photo acts as a display ad by directing users back to a firm's website.
- 6) Brand Page: Allows companies to create a corporate brand page. In the past Pinterest did not distinguish between a personal page and a corporate brand page.
- 7) URL Link to stores: Makes it easier for consumers to click through links on brand pages and product pins so they can reliably purchase what they see. The goal is to integrate photos of inventory with Pinterest to make items more easily tracked.

④ Location Based Marketing Tools (Google AdSense):

AdSense is the perfect tool for marketers who manage and create content for a growing internet property. If we apply to YouTube's Partner Program and host ads on our videos, we're actually required to have AdSense account.

The tool connects our web property with a network of advertisers who are looking to host ads on channels that appeal to their audience. So, if we manage a blog, website, or video channel that matches the audience of a active advertiser, AdSense will place their ad on our property, bill the advertiser, and pay us for hosting it.