

DIGITAL MARKETING

TABLE OF CONTENTS

- O1 INTRO TO DIGITAL MARKETING
- O2 WEB DESIGN
- O3 GOOGLE ANALYTICS
- O4 SEARCH ENGINE OPTIMIZATION
- O5 PAID SEARCH MARKETING
- O6 DISPLAY ADVERTISING
- O7 EMAIL MARKETING
- O8 SOCIAL MEDIA MARKETING
- O9 INFLUENCER MARKETING
- 10 ORM
- 11 DIGITAL MARKETING STRATEGY
- 12 ONLINE PRIVACY
- 13 AI APPLICATIONS IN MARKETING

CHAPTER

01

INTRODUCTION TO DIGITAL MARKETING



CHAPTER 1

INTRODUCTION TO

DIGITAL MARKETING

In this chapter you will learn:

- Basic concepts of digital marketing.
- Basic digital concepts and how digital is changing business practices.
- How computers and servers communicate to enable people to interact with web pages on the internet.
- The three objectives of a website.
- How to evaluate a website's performance on its three general objectives and identify specific areas for improvement.

Chapter 1: Introduction to digital marketing

WHAT IS MARKETING?

The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

WHAT IS DIGITAL MARKETING?

It's achieving marketing objectives through applying digital technologies.

Customer-centric digital marketing involves applying digital technologies from online channels (e.g., e-mail, mobile, databases, etc...), to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle)

THE 5DS OF DIGITAL

The 5Ds of digital are digital devices, platforms, media, data, and technologies.

Let's deep dive into each one of them:

- 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.
- 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.
- Digital media – different paid, owned and earned communications channels for reaching and engaging audiences including advertising, email and messaging, search engines and social networks.
- Digital data – the insight businesses collect about their audience profiles and their interactions with businesses, which now needs to be protected by law in most countries.
- Digital technology – the marketing technology or martech stack that businesses use to create interactive experiences from websites and mobile apps to in-store kiosks and email campaigns.

Did you know?

The year 1994 saw the first recorded example of online display advertising in the form of a banner ad, which appeared on a website called HotWired (now wired.com). It was purchased by telecommunications giant AT&T and used to promote its campaign titled You Will.



Chapter 1: Introduction to digital marketing

How does digital marketing support marketing?

Digital marketing supports marketing in three ways. Identifying: they can be used for marketing research to find out customers' needs and wants. Anticipating: they provide an additional channel by which customers can access information and make purchases – evaluating this demand is key to governing resource allocation to e-marketing. Satisfying: a key success factor in e-marketing is achieving customer satisfaction through the electronic channel, which raises issues such as: whether is the site easy to use, does it perform adequately, what is the standard of associated customer service and how are physical products dispatched.

Applications of digital marketing

Digital marketing has various applications and functionalities. It can serve as an advertising medium, allowing businesses to reach a wide audience through online channels. It also functions as a direct-response medium, enabling immediate and measurable responses from the audience. Additionally, it can be used as a platform for sales transactions, lead generation, and as a distribution channel. It also helps in providing customer service and building relationships with customers.



Figure 1.1 Digital banner ads

The AIDA model

The AIDA model, which stands for Attention, Interest, Desire, and Action, is a widely recognized marketing framework that has proven to be effective in the realm of digital marketing.

The first step in the AIDA model is capturing the attention of the target audience. In the digital landscape, where competition for attention is fierce, it's crucial to employ attention-grabbing tactics. This can be achieved through compelling headlines, visually appealing content, engaging social media posts, or targeted advertising. The goal is to make potential customers aware of your brand, product, or service. Once you have their attention, the next step is to generate interest. This involves providing valuable and relevant

information to pique the curiosity of your potential customers. Engaging content marketing, informative blog posts, captivating videos, or interactive website experiences can help in building interest. The desire stage comes next, where you aim to create a sense of need or desire for your product or service. This is where you highlight the features, benefits, and value proposition to make potential customers feel that your offering can solve their problems or fulfill their desires. Testimonials, case studies, social proof, and persuasive messaging can be employed to build desire. In the digital marketing space, persuasive landing pages, personalized email campaigns, targeted remarketing, or influencer marketing can be effective in creating desire. The final stage of the AIDA model is action. You want to prompt the audience to take action, whether it's making a purchase, signing up for a newsletter, or requesting a demo. Calls-to-action (CTAs) play a crucial role in guiding users towards the desired action. Strategic placement of CTAs on websites, in email campaigns, or within social media posts can significantly impact conversion rates.

Strategy Framework (AIDA)

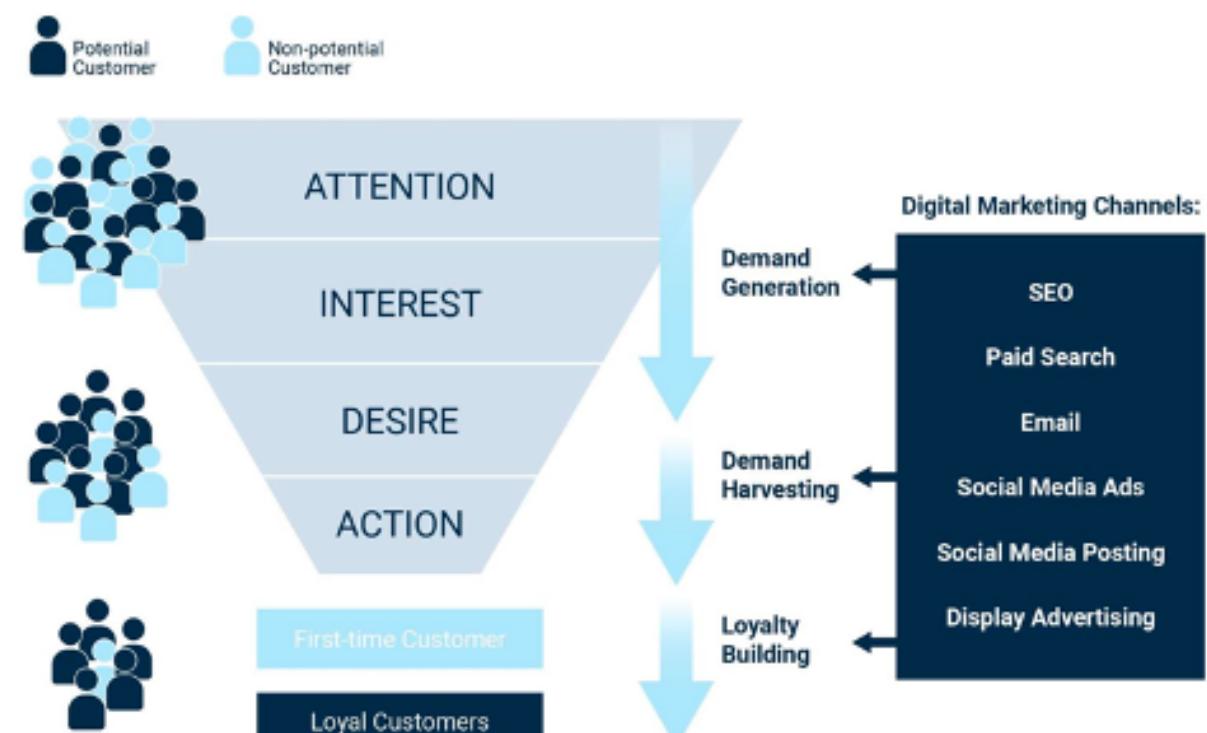


Figure 1.2 AIDA model

Chapter 1: Introduction to digital marketing

Importance of digital strategies

Digital strategies help businesses set clear goals for their online channels and ensure that these goals align with their overall business strategy. By having a specific online value proposition (OVP), businesses can differentiate themselves and communicate their unique benefits to customers. It is essential to use the right communication tools to drive visitors to the company's online platforms. Integrating digital and traditional channels creates a consistent brand experience for customers. Additionally, digital strategies play a crucial role in managing the customer lifecycle, using tools like email marketing to nurture relationships and encourage repeat business. By recognizing the significance of digital strategies and implementing them effectively, businesses can thrive in the dynamic digital landscape.

Websites objective

The primary objective of a website is to earn money through online sales. Additionally, websites can have other primary objectives such as advertising on online newspapers, earning commissions through online travel agencies like Almosafer, generating revenue through subscriptions for video streaming services, providing information to generate or support offline sales, supporting a cause, and offering customer support.

REMEMBER!

- URL and Domain name are different.
- URL is converted into IP address to locate the information destination.
- Cookies are pieces of data stored on the user's computer by the web browser to tailor and improve his/her browsing experience.
- A server is a computer connected to the internet to handle information requests within a network.
- A browser is a software that enables the user to access the information on the World Wide Web.
- Transport layer security (and its predecessor, secure sockets layer, or SSL) prevents third parties from being able to access the information being passed.

QUESTIONS

- 1.1 How do digital technologies support marketing in terms of identifying customer needs and wants?
- 1.2 In what ways can digital marketing be used as an advertising medium?
- 1.3 How does digital marketing contribute to lead generation and customer acquisition?
- 1.4 Discuss the importance of integrating digital and traditional marketing channels for effective marketing strategies.
- 1.5 Why is a digital strategy needed in today's business landscape? What are the benefits of having a clear digital strategy?

- 1.6 Explain the role of cookies in digital marketing and how they enhance the user experience.
- 1.7 Differentiate between URL and domain name. How are they related to each other?
- 1.8 In the context of a primary website objective to earn money through online sales, discuss the importance of traffic, leads, lead generation, conversion, and referral.
- 1.9 Provide examples of other primary website objectives and explain how they differ from earning money through online sales.

CHAPTER

02

WEB
DESIGN



CHAPTER 2

WEB DESIGN

In this chapter you will learn:

- Understand and utilize multiple design philosophies to design and revise webpages to maximize conversion rate.
- Know a variety of webpage elements that should be reviewed and decided upon when designing webpages.
- List the dimensions on which an ad and landing page should match to encourage conversion.
- Know the various types of landing pages.

Chapter 2: Web Design

WHAT ARE THE WEB DESIGN FRAMEWORKS

To have a good web design a marketeer should consider and evaluate based on the following:

1. Design for Usability
2. Conversion-Centered Design
3. Three Questions
4. Segments
5. Mobile first

HOW TO DESIGN FOR USABILITY?

- 1. Follow website conventions
- 2. Make it obvious what's clickable
- 3. Create effective visual hierarchies
- 4. Eliminate distractions
- 5. Break pages up into clearly defined areas
- 6. Format content to support scanning

CASE: WALMART

Conventions: My Account and Shopping Cart at the top right of the page; Search bar at the top; Brand logo at top left.

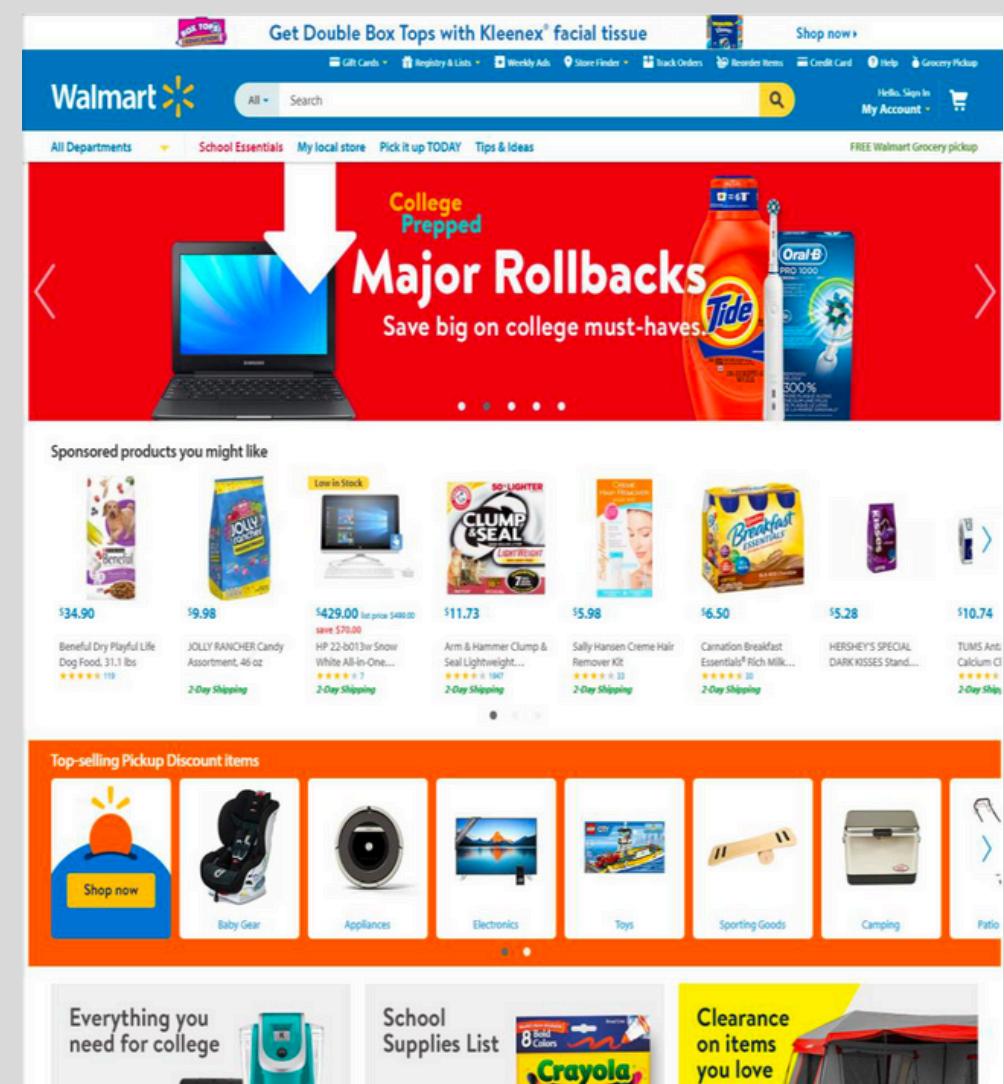
Visual hierarchies: Attention first to boldly-colored “Major Rollbacks” promotion; orange box to group discount items and separate them from sponsored products; gray boxes underneath the orange box.

Clearly defined areas: Areas are visually set apart with both labels and colored boxes.

What's clickable: For this particular page, what's more important than making it obvious what's clickable is to make everything clickable. They should navigate to the product page by clicking the product image, the price, the text, or the reviews on the product. Anywhere within the red box at the top should take them to the corresponding rollbacks page.

Eliminate distractions: This tends to be a bit different for retail sites, because every shopper has a different list of products he/she is looking for, so one shopper's distraction might be another shopper's perfect call to action. For an e-commerce site, what matters is whether they see anything compelling without being overwhelmed by an overly cluttered page. This page provides lots of content that might be compelling to different shoppers but at the same time is well organized so that it doesn't overwhelm the user.

Support scanning: Different sections are labeled so users can quickly jump from section to section.



Conventions: Hamburger menu in the top left; shopping cart in the top right; location finder at the top; cut-off product at the bottom right to signal right-scrolling is possible.

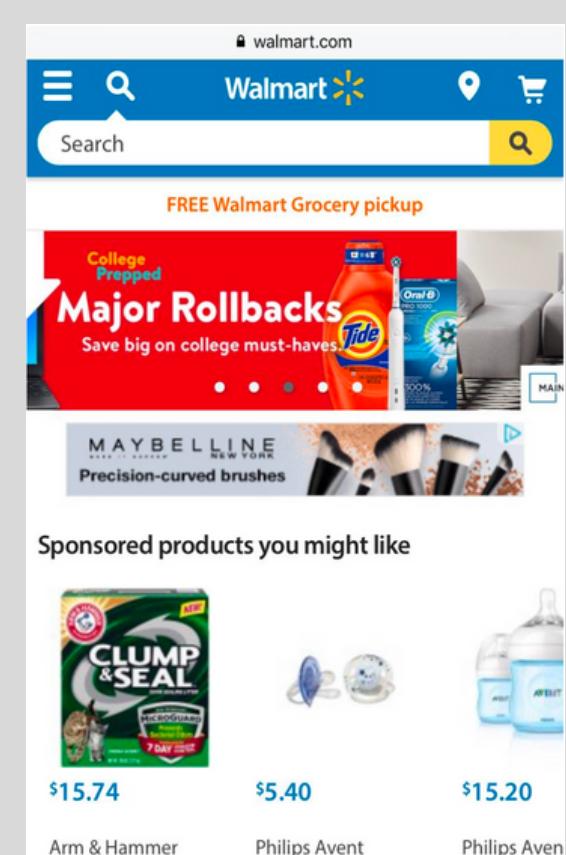
Visual hierarchies: Blue around navigation-related links; Red background to separate promotion bar at the top.

Clearly defined areas: The Maybelline ad is a different size to show it's not part of a promotion at the top; the title of the sponsored products section separates it from other content.

What's clickable: Practically everything is clickable. What's more important on mobile is that no links are too small to click easily.

Eliminate distractions: With smaller screen sizes, less content can be shown, and this page is not cluttered.

Support scanning: Clear labels for each section.



Chapter 2: Web Design

CONVERSION-CENTERED DESIGN ELEMENTS

- 1. Attention
- 2. Context
- 3. Clarity
- 4. Credibility
- 5. Congruence
- 6. Closing
- 7. Continuance

CASE: DROPBOX

Attention: The two large blue action buttons attract the most attention.

Context: The principle of context is especially important for landing pages, but it also applies to homepages like this one. Who is Dropbox's most likely visitor? They likely already know basically what Dropbox does, so instead of the homepage explaining how Dropbox works, it shows additional, lesser-known capabilities that Dropbox enables.

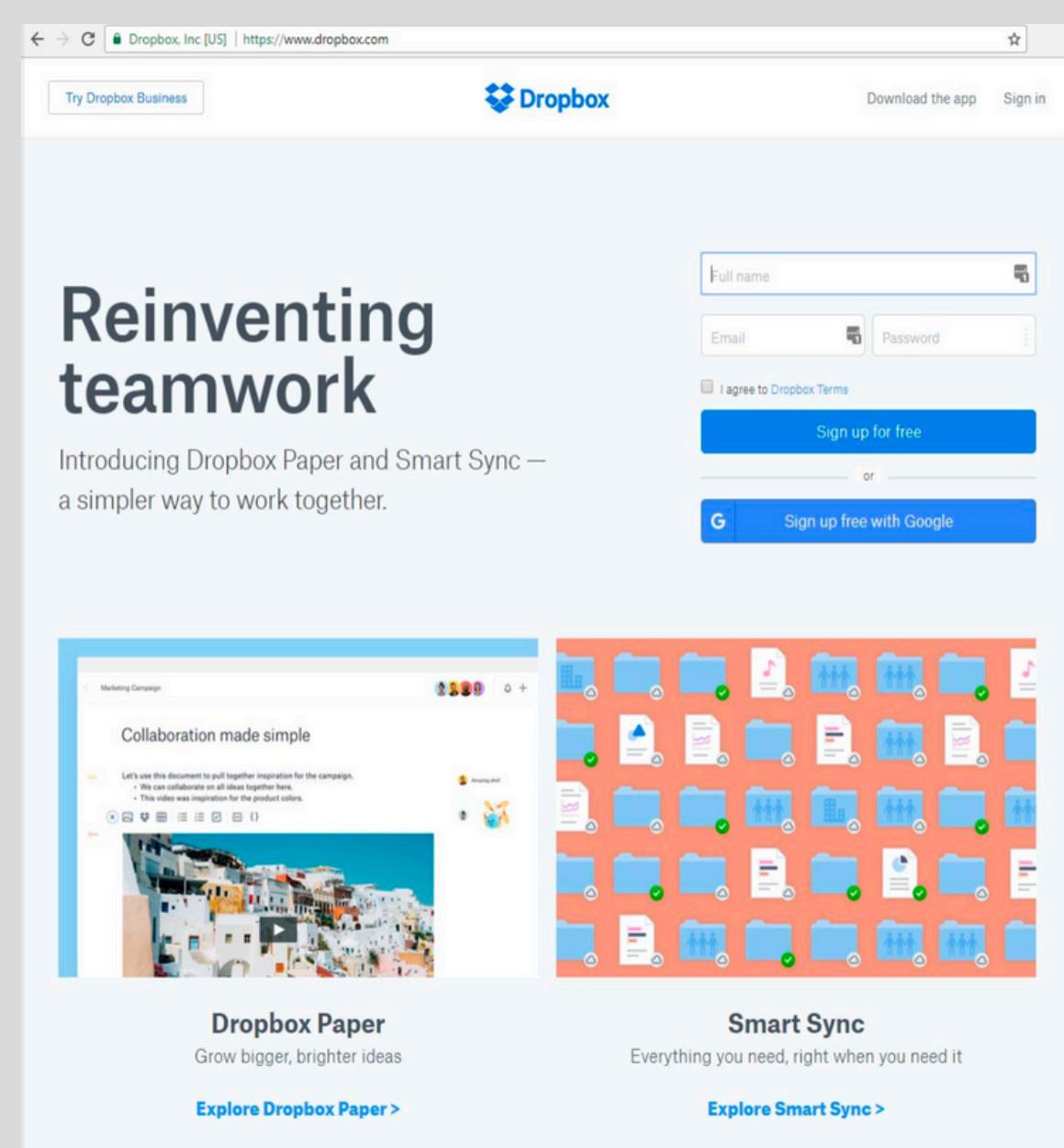
Clarity: It's clear that the page wants the user to sign up for an account. The page doesn't make clear what Dropbox does, but given the context, that might not be a problem.

Congruence: The content about Dropbox Paper and Smart Sync could potentially distract customers from the desired conversion. But this content is congruent in the sense that it enhances the value of Dropbox to the user.

Credibility: The content about Dropbox Paper and Smart Sync are clearly meant to communicate the sophistication of Dropbox for file sharing and collaboration.

Closing: The word 'free' appears on both action buttons.

Continuance: The user has entered his/her name, email, and phone number, so a click on the link should take them to a page that confirms their account creation and walks them through the next steps.



THREE QUESTIONS A WEBSITE MUST ANSWER

In the realm of digital marketing, every website must answer three crucial questions: "**What are you offering?**" to communicate your value proposition, "**Why should I pick you?**" to highlight your competitive advantage, and "**What do you want me to do next?**" to guide visitors towards a specific call-to-action. By addressing these questions effectively, you can captivate your audience, differentiate your brand, and drive desired actions.

SEGMENTS

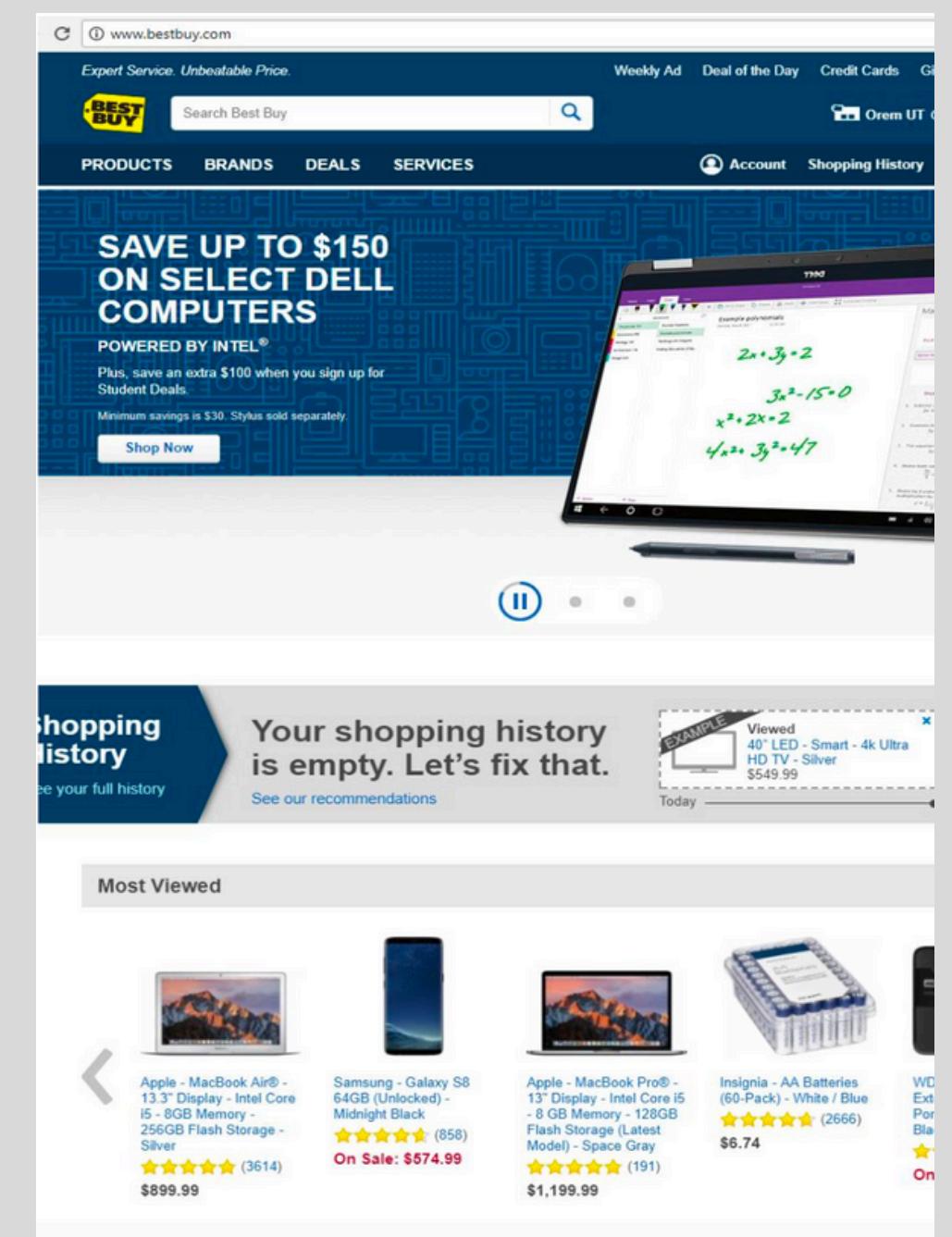
When it comes to segmentation in the conversion process, it's important to appeal to a variety of customers. This can be achieved by considering different dimensions of segmentation, such as search versus category navigation, browse versus directed shopping, product category, new versus returning customer, preference for online versus in-store shopping, and many more. By understanding and implementing effective segmentation strategies, businesses can tailor their approach to meet the diverse preferences and behaviors of their customers, ultimately increasing the chances of successful conversions and customer satisfaction.

Chapter 2: Web Design

CASE: BESTBUY

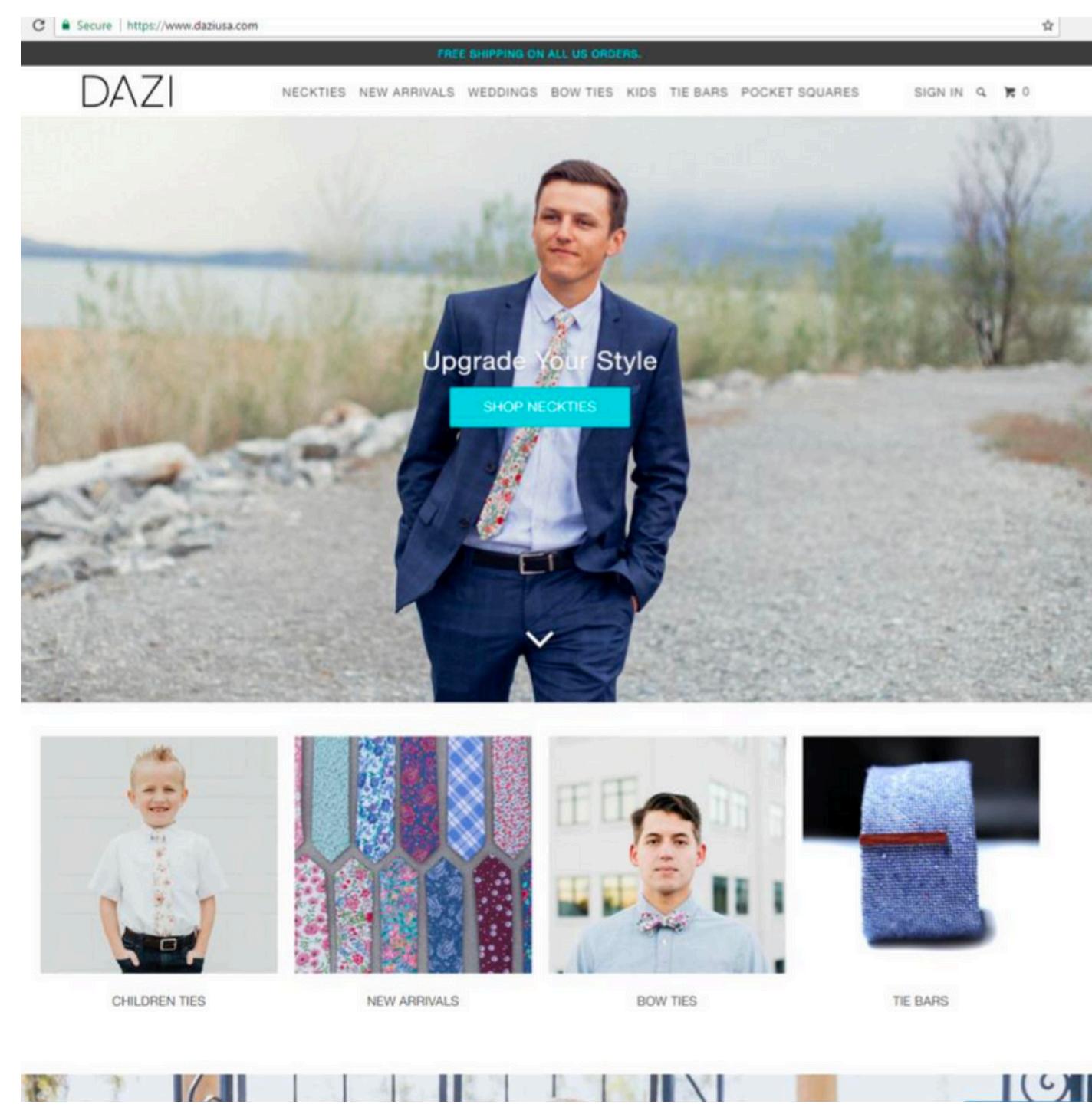
- Search versus category navigation:** the search bar is prominent, navigation menu by products or brands is also easy to find.
- Browse versus directed shopping:** People who prefer to browse see offers in the main promotional section and popular products further down. They can also click the Deals navigation to browse deals.
- Product category shopping:** If they click on the Products navigation, they can see a variety of product categories to shop from.
- New versus returning customers:** Returning customers can see their shopping history, and order status, or log in to their account. Importantly, these capabilities for returning customers aren't off-putting to new customers. All of the shopping that new customers want to do isn't hindered.
- Preference for online versus in-store shopping:** People who prefer to shop in-store are directed to the nearest store and even given the closing time.
- Additional segmentation basis, product comparison shoppers versus brand-loyal shoppers:** People who like to compare products can navigate via the Products navigation, while those who are brand-loyal can search via the Brands navigation.

However, trying to appeal to too many segments may cause the page to get so cluttered it appeals poorly to all of them.



WHAT ARE THE WEBPAGE ELEMENTS?

When designing a webpage, several elements play a crucial role in creating a compelling user experience. These elements include the **color scheme, buttons, images, navigation, trust symbols, video, forms, and phone numbers**. The color scheme sets the overall tone and visual appeal of the webpage, while buttons provide clear calls-to-action for users to interact with. Images and videos help to convey messages and engage visitors visually. Navigation ensures easy and intuitive browsing throughout the site. Trust symbols, such as security badges or customer testimonials, help establish credibility and build trust. Forms allow users to provide information or engage in specific actions, while phone numbers provide a direct contact option. By carefully considering and incorporating these elements, webpages can effectively capture attention, guide user actions, and enhance overall user satisfaction.



Chapter 2: Web Design

LANDING PAGES

A landing page is a specific web page designed to serve a focused purpose in the marketing realm. It is distinct from the homepage or other pages and aims to follow up on promises made in your content. The goal of a landing page is to guide visitors toward becoming customers by offering them a trade, such as a special offer, valuable information, or a deal, in exchange for their contact information. There are two types of landing pages: click-through pages that lead to another page like an e-commerce site, and lead generation pages that offer items like eBooks, free trials, contests, or webinar registrations in return for contact information. The effectiveness of a landing page lies in its ability to convince potential customers that it's worthwhile to provide their personal details in exchange for what you have to offer.

NSAMCWADLP

Never start a marketing campaign without a dedicated landing page

HOW TO CREATE A GOOD LANDING PAGE?

A good landing page is one that aligns with the advertisement on three key aspects: the product or service being offered, the message conveyed, and the visuals used. The landing page should accurately represent the product or service that was advertised, ensuring that visitors find what they expect to see. The message on the landing page should be consistent with the advertisement, reinforcing the value proposition and addressing the specific needs or pain points of the target audience. Additionally, the visuals on the landing page should be visually appealing, engaging, and relevant to the product or service being promoted. By ensuring a strong match between the advertisement and these three components, a landing page can effectively capture the attention and interest of visitors, leading to higher conversions and a positive user experience.

LANDING PAGE TYPES

There are various types of landing pages, each serving a specific purpose in the customer journey. A **single product** landing page focuses on promoting and providing detailed information about a single product or service. In contrast, a **multi-product** landing page showcases multiple offerings, allowing visitors to explore different options. **Lead generation** landing pages aim to collect valuable contact information from visitors in exchange for valuable resources like eBooks or webinar registrations. **Subscription** landing pages focus on enticing visitors to sign up for a recurring service or membership. **Long copy** landing pages provide extensive information and testimonials to convince visitors to take a desired action. Finally, **single-purpose** landing pages have a singular focus, directing visitors towards a specific goal, such as making a purchase or registering for an event. Each type of landing page is designed to cater to different marketing objectives and optimize conversions.

Single product landing page should have a product image, unique value proposition (UVP), call-to-action, how to proceed, and familiar color scheme & logo

Chapter 2: Web Design

REMEMBER!

Design for small screens first, then add content and features for larger screens (“progressive enhancement”)

Designing a webpage or landing page does not follow a one-size-fits-all approach. However, all well-designed webpages share two key characteristics. Firstly, they are created with the intention of facilitating the desired customer behavior. This means that the design elements are strategically implemented to guide visitors towards a specific action. Secondly, effective webpages undergo continuous testing and updates to maximize their conversion rates or profitability. The focus of good web design is not solely on aesthetics, but rather on generating conversions. The ultimate goal is to create a user experience that encourages visitors to take the desired actions, leading to successful outcomes for the business.

MOBILE VS. DESKTOP

Behavioral variances exist between consumers using mobile devices and those using desktop computers, presenting opportunities for adept digital marketers to tailor their strategies accordingly. Mobile users tend to exhibit more impatience compared to desktop users. Mobile phone usage is typified by "snacking," indicating brief interactions rather than prolonged engagement. Rich media formats, such as video, are as effective for mobile users as they are for desktop users. Location holds greater significance for mobile users, influencing their preferences and behaviors to a greater extent.

QUESTIONS

- | | |
|--|--|
| 2.1 What are the key considerations for designing a webpage or landing page? | 2.6 How can content be formatted to support scanning? |
| 2.2 How can design elements contribute to usability and user experience? | 2.7 What are the principles of conversion-centered design? |
| 2.3 What conventions should be followed in web design? | 2.8 How can attention be captured and directed on a landing page? |
| 2.4 How can visual hierarchies be effectively implemented in a webpage? | 2.9 How do context and congruence contribute to the effectiveness of a landing page? |
| 2.5 What strategies can be used to eliminate distractions on a webpage? | 2.10 What are the different types of landing pages and their purposes? |

CHAPTER

03

GOOGLE ANALYTICS



CHAPTER 3

GOOGLE ANALYTICS

In this chapter you will learn:

- Select the best KPIs for a website of any variety.
- Determine the most needed improvements for an eCommerce website based on an analysis of its conversion funnel.
- Describe the strengths and weaknesses of the various attribution methods.

Chapter 3: Google Analytics

WHAT IS WEB ANALYTICS?

Web analytics is the measurement, collection, analysis, and reporting of Internet data for the purposes of understanding and optimizing Web usage.

TYPES OF WEB ANALYTICS

Off-site: Web analytics measure a website's potential audience, visibility, and buzz around the Internet in general. Off-site analytics can be utilized whether you have your own website or not

On-site: Web analytics measures a visitor's usage behavior as they view your website

WHY DO WE USE ANALYTICS?

The significance of data analytics lies in its ability to enhance business performance. By incorporating data analytics into their operational framework, organizations can streamline their processes, identify cost-effective strategies, and efficiently store vast amounts of information. This enables companies to optimize their performance by identifying more efficient ways of doing business and reducing costs. Additionally, data analytics plays a pivotal role in determining success metrics, designing and organizing content, implementing effective SEO strategies, and executing impactful social media marketing campaigns.

THE ANALYTICS PROCESS

The analytics process involves selecting a metric to measure success and gaining a clear understanding of what exactly is being measured. This involves determining the specific data that needs to be collected and analyzed. Once the data is obtained, the next step is to make informed decisions based on the insights gained from the analysis. This includes determining the actions or changes that need to be implemented based on the data-driven findings. By utilizing data to drive decision-making, organizations can make more informed choices and drive positive changes in their operations.

DEMAND GENERATION AND DEMAND HARVESTING

Demand Generation and Demand Harvesting can be categorized based on different marketing channels and tactics. In terms of organic search, when someone searches for a product, it usually indicates an existing demand, making it primarily a demand-harvesting strategy. However, there might be instances where organic searches reflect a general interest rather than purchase intent, which incorporates elements of demand generation. Paid search ads are a clear example of demand harvesting. By targeting specific search phrases that indicate a strong demand for a product, advertisers can effectively capitalize on that demand. If a keyword doesn't demonstrate significant demand, it may not be the most suitable choice for advertising.

Chapter 3: Google Analytics

While display ads can contribute to demand generation by presenting a compelling message that entices consumers to desire the advertised product or service, they are primarily employed for demand harvesting. However, video ads can be particularly effective in generating immediate demand and subsequently harvesting it. Email marketing allows for both demand generation and harvesting. While emails provide an opportunity to generate demand by providing information to customers, a significant portion of email marketing aims at harvesting latent demand. For example, emails from overstock.com typically showcase promotions on various product lines, attempting to tap into existing demand rather than creating new demand. Social media posts can serve both demand generation and harvesting purposes. Posts about a product aim to harvest latent demand, while other types of posts focus on enhancing brand equity, which leads to increased demand for products from the brand. Social media advertising, similar to paid search ads, primarily focuses on demand harvesting by targeting individuals with latent demand. However, due to the higher user engagement on social media platforms and the availability of diverse advertising options, there is more potential for demand generation. Video ads, in particular, can be highly effective in generating demand on social media. External links, often associated with SEO efforts, are intended to direct users to engaging website content. Since this content is not primarily focused on making a sale, it falls more into the category of demand generation. Affiliate links primarily contribute to demand harvesting. Affiliate marketers drive traffic to a website from users who already have an inclination to purchase the product, making it an effective strategy for capitalizing on existing demand.

ATTRIBUTION

Media attribution is the process of examining the various touchpoints or referral sources encountered during a customer's journey towards making a purchase. Its aim is to identify the specific touchpoints that have had an impact on sales and determine the appropriate credit to assign to each touchpoint for influencing conversions. The purpose of attribution is to ensure a more accurate allocation of credit to different channels based on their contribution to generating leads or driving sales. Without proper attribution, channels such as social media and paid advertising may not receive adequate credit, as they may have initially attracted visitors to the website, but the final sale may be attributed to a different source, such as a subsequent Google search for the brand. The majority of approaches addressing the attribution problem focus on analyzing individuals rather than advertising channels to evaluate the effectiveness of different advertising channels. This concept is demonstrated in the presented slide. To assess the impact of an advertisement, we examine the behavior of individuals who were exposed to the ad and compare it to those who were not exposed. If the group that saw the ads demonstrates a higher purchase rate compared to the group that did not see the ads, it indicates that our advertisements had a positive effect.

Chapter 3: Google Analytics

Experiment

One approach to conducting an experiment for measuring ad effectiveness involves creating two distinct ads: one related to your brand and another unrelated to your business. These ads are placed within the same ad group, allowing Google to randomly assign individuals to view either ad, enabling the measurement of their impact. While this experimental method is commonly used, it does have drawbacks. Firstly, it incurs additional expenses as the advertiser must pay for the ads promoting the unrelated product, resulting in a doubling of advertising costs. Secondly, there can be dissimilarities among the audiences. Although the advantage lies in the random assignment of the target ad and control ad, ensuring comparability between the two groups, discrepancies may arise over time. For instance, those who view and click on the target ad become eligible for retargeting ads. Additionally, if one ad outperforms the other in terms of click-through rates, Google will prioritize displaying the more successful ad, further differentiating the exposure between the two groups.

Metrics

Basic Metrics

Pageviews: Also called a "hit", a pageview occurs any time a user accesses a page on a website.

Sessions: Any time a user enters a website, he has created a session. A session may consist of one or more pageviews.

Users: A user is someone who creates at least one session, but may make multiple visits or sessions.

Average Time on Page: The amount of time the user spent on a page before navigating to a different page.

Entry: The first pageview of a session is the entry point, which is often not the home page.

How many entries occurred on the homepage?

Exit: The last pageview of a session is the exit point. Analytics will consider the session over if the user takes no action for 30 minutes or longer.

Calculated Metrics

Average Page Depth: Calculated as pageviews/sessions. This is a measure of user engagement with a website.

Average Session Duration: The sum of time on page for every (all) pageview in the session. (Calculate it)

Site Bounce Rate: The percentage of all sessions that consist of only one pageview.

Page Bounce Rate: The percentage of sessions that begin on that page that consist of only one pageview.

Entrance Rate: The percentage of sessions that begin on that page. This is a page-specific metric.

Unique Pageviews: Some sessions may hit the same page several times. So you need to find the total number of unique pageviews.

Chapter 3: Google Analytics

Manual Metrics

Destination: A specific location loads.

Duration: Sessions that last a specific amount of time

Pages/screens per session: A user views specific of pages or screens per session.

Event: An action defined as an event is triggered.

Conversion Rate: The percentage of sessions that result in the intended action.

Revenue: The amount of money we have generated

Revenue per Session: Revenues generated are divided by sessions.

KPI's

Retail KPI's

Sessions: Each visit to the website is a potential sale, so a retail website should always be looking to increase the number of sessions to its site.

Conversion Rate: Increasing the percentage of visitors who complete a transaction is extremely beneficial for a retail website. A retail site should be constantly striving for ways to increase the conversion rate, through A/B test.

Average Order Value: A website can increase the amount of money it makes from transactions by either 1) enticing shoppers to purchase additional items or 2) enticing shoppers to purchase higher prices items.

Revenue Per Session: The retail website must know this number because it determines whether new traffic driven through additional advertising is profitable.

Lead Generation KPI's

Users: In lead generation, repeat sessions from the same user are typically not beneficial, because additional leads from the same person do not generate additional revenue. Lead generation sites should be looking to increase the number of users to the site and not sessions.

Conversion Rate: a conversion is a generated lead.

Close Rate: Close rate is the percentage of leads that convert into revenue for the company.

Closed Deal Value: This value is external to the website, but it can still affect the website's decisions, so the website manager should track and know it.

Revenue Per Session: This metric is more difficult to track for a lead generation site than for a retail site

Search Engine KPI's

Searches: Rather than measuring sessions or users, a search engine wishes to generate searches.

Conversion Rate: Google and Bing will forego this KPI because they typically do not try to generate a conversion of any kind, but search engines for hotels, flight, rental cars, receive a commission on each conversion. they want to maximize conversion rate.

Average Page Depth: A search engine wants to track average page depth, not to maximize it but to minimize it.

Chapter 3: Google Analytics

PLEASE REFER TO THE COURSE'S SLIDES GOOGLE ANALYTICS INSTRUCTIONS

QUESTIONS

- 3.1 What is web analytics and why do we use it?
- 3.2 Compare and give an example on the demand generation stage to the demand harvesting stage?
- 3.3 What do we mean by attribution in the context of digital marketing and how do businesses benefit from using it?
- 3.4 What do we mean by metrics and what are some examples of frequently used metrics?

3.5 Assume you have a retail brand called A&B which operates in the apparel industry. A&B has just launched its website and started generating some revenue. How would you analyze your performance and define areas of improvement, what metrics and KPIs would you use?

CHAPTER

04

**SEARCH
ENGINE
OPTIMIZATION**

CHAPTER 4

SEARCH ENGINE

OPTIMIZATION

In this chapter you will learn:

- Identify the keywords that would be most worthwhile for a website to target in its search engine optimization efforts.
- Improve a webpage's relevance for a target keyword by suggesting specific changes to the webpage.
- Improve a website's likelihood of ranking for a set of keywords by suggesting changes that will improve the website's quality signals to search engines.
- Identify possible technical issues that could be impeding a website's rankings.
- Identify the various type of links found on a webpage.
- Determine the weaknesses in a website's link profile that is preventing it from ranking well on relevant searches.
- Create and implement a plan to earn high quality links from external sources to improve a website's search engine rankings on relevant searches.

Chapter 4: Search Engine Optimization (SEO)

WHAT IS SEO?

Search engine optimization (SEO) refers to the actions taken to enhance both the volume and quality of website visitors that a webpage or website receives from search engines.

WHAT IS SERP?

The search Engine Results Page is a page displayed once the internet user submits a search query in the search engine. SERP contains results which are typically a list of URLs relevant to the search query. It's a response to the search term (keyword).

ON-SITE AND OFF-SITE SEO

There are two distinct categories of Search Engine Optimization (SEO), namely on-site SEO and off-site SEO. Both of these types play crucial roles in the overall SEO process. On-site SEO primarily involves optimizing various aspects within a website to improve its search engine performance. On the other hand, off-site SEO relies on external factors and elements that exist outside of the website itself to enhance its visibility and ranking on search engines. For search engines, the main difference between on-site and off-site SEO is in its purpose. The purpose of on-site SEO is to build trust and make your content easy to read and understand by **search engine bots**. On the other hand, off-site SEO's purpose is to give signals, mostly through links pointing to your website, that the content is worth showing in the search engine results.

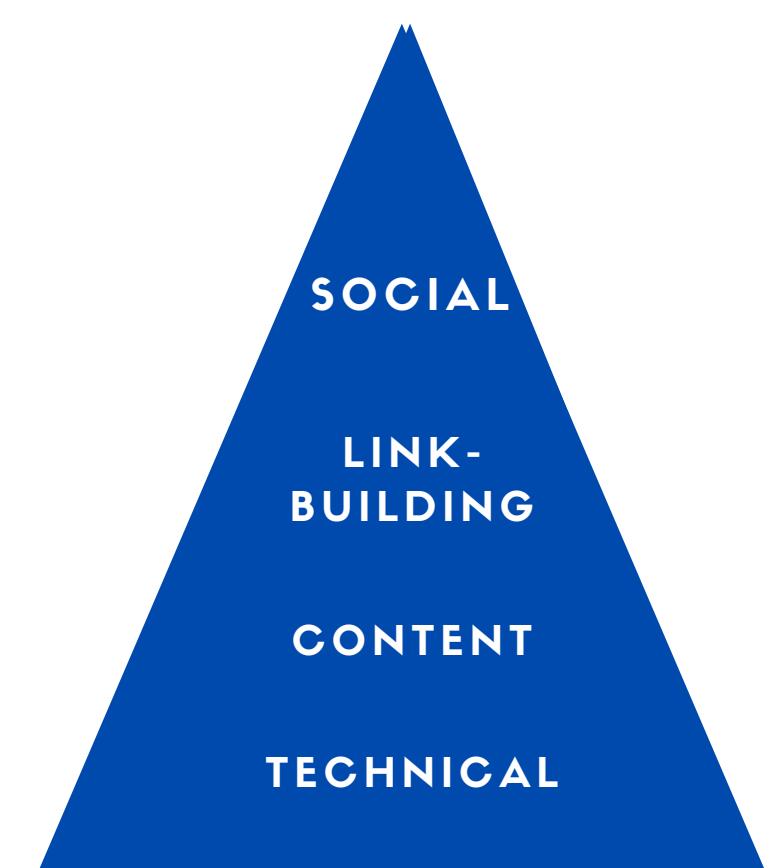
SEARCH ENGINE BOTS

also known as search engine crawlers or spiders, are software programs owned by search engines like Google. These bots are responsible for systematically browsing and indexing web pages across the internet. They analyze the content, structure, and various other factors of websites to determine their relevance, quality, and overall ranking in search engine results.

SEARCH ENGINE ALGORITHMS

Search engine algorithms are intricate systems that incorporate approximately 250-300 criteria to determine website rankings. These algorithms are developed in accordance with guidelines provided by Google and other search engines. It is important to note that Google modifies its search algorithm roughly 500-600 times each year. These frequent updates have a significant impact on the practice of search engine optimization (SEO), particularly in the context of today's content-focused era.

To illustrate this concept, a pyramid diagram can be used, with the technical aspects forming the base or foundation of the pyramid. Above the technical layer, the next level consists of content-related factors, followed by link-building and social elements. This pyramid representation highlights the hierarchical importance of these components in the eyes of search engine algorithms.



Chapter 4: Search Engine Optimization (SEO)

TECHNICAL

Technical SEO refers to the process of ensuring that a website is properly set up from a technical standpoint, forming the foundation for any SEO project. It encompasses various aspects such as accessibility, sitemaps, site architecture, and URL structure. These elements are crucial for search engines to effectively crawl, index, and understand the content and structure of a website. By addressing technical aspects, website owners can optimize their site's visibility and performance in search engine rankings.

CONTENT

Content optimization improves website content to make it more appealing and relevant to users and search engines. It involves keyword research, creating unique content, and optimizing on-page elements. This process enhances visibility, user experience, and overall SEO performance.

LINK BUILDING

Link building refers to the activities undertaken to enhance the quantity and quality of external links pointing to a webpage or website. The objective is to improve the search engine rankings of the targeted page or website.

SOCIAL

Social media optimization involves leveraging social media platforms to enhance the visibility and online presence of a brand or website. It focuses on utilizing social media channels to improve brand awareness, engage with audiences, and drive traffic to a website.

HOW DO SEARCH ENGINES OPERATE?

Search engines, such as Google, follow a systematic process consisting of four major steps. First, they employ specialized software known as crawlers or robots to navigate the vast expanse of the internet, systematically visiting and examining web pages. This crawling process allows search engines to discover and collect information about a wide range of web content. Once the crawlers visit a web page, they analyze its content, structure, and various other factors. The information gathered is then stored in an extensive index, which serves as a comprehensive database of all the web pages the search engine has encountered. This indexing step enables search engines to quickly retrieve relevant information when users perform search queries. When a user enters a search query, the search engine's algorithm comes into play. The algorithm evaluates the indexed web pages based on numerous ranking factors. By considering these factors, the algorithm determines the relevance of each web page to the search query. Finally, the search engine presents the results to the user by generating a results page. This page lists the web pages that the algorithm has determined to be the most relevant to the user's query. The results are typically accompanied by snippets of information and clickable links to the respective web pages, providing users with a selection of pages to choose from and explore further.

Chapter 4: Search Engine Optimization (SEO)

CRAWLING

Crawling is how search engines discover and collect new web content. It involves a URL server tracking pages and a crawler exploring links to find new pages. Prioritization is key, with frequently updated content being crawled more often. However, issues like submission or handling specific technologies can arise during the crawling process.

CACHING

Caching involves storing the HTML code of a webpage in a repository. This allows for quicker retrieval and delivery of web content. Google, for example, maintains a cached copy of the entire worldwide web. The cache serves as a temporary storage of web pages, enabling faster access and reducing the load on the original website.

INDEXING

Indexing involves transforming each web page into a "hit list" that records the occurrences of words. In this context, a "hit" refers to the presence of a word on a web page, rather than the number of times the page has been viewed. Each web page is indexed by breaking it down into a series of words, allowing for efficient retrieval and matching of relevant pages when users perform search queries.

SORTING

When it comes to sorting in search engines, hit lists are not directly searchable based on the document ID (**docID**). Instead, they need to be sorted based on the **wordID**. This means that search engine results need to identify all docIDs that contain the searched-for word. By sorting the hit lists based on wordID, search engines can efficiently retrieve and display the relevant documents that match the user's search query.

docID & wordID

In SEO, docID stands for Document ID, which is a unique identifier assigned to each indexed web page. WordID refers to the unique identifier assigned to each word found within the indexed pages. These identifiers help search engines efficiently retrieve and match relevant web pages based on user search queries.

A PAGE'S RELEVANCE

Relevance in SEO is determined by several factors present on a web page that align with the user's search query. Elements such as the URL, title tag, header tag, main content, alt text, and anchor text all contribute to measuring relevance. The URL plays a role by including relevant keywords. The title tag provides a concise description of the page's content, reinforcing its relevance. Header tags indicate the importance of keywords within the content. The main content's use of related terms and keywords further solidifies the page's relevance. Alt text for images contributes by providing context and descriptive information. Anchor text used in links to other pages provides signals about their content. By optimizing these elements to align with relevant keywords and concepts, web pages can increase their chances of ranking higher in search engine results for related searches.

Keyword Stuffing

The practice of excessively and unnaturally repeating or overusing keywords in a web page's content, meta tags, or other elements, with the intention of manipulating search engine rankings.

Chapter 4: Search Engine Optimization (SEO)

CHOOSING KEYWORDS

The initial step in on-site SEO is not solely selecting a single target search phrase for ranking purposes, but rather compiling a list of search phrases to enhance our search rankings. This selection process is influenced by four key factors: relevance, traffic, competition, and current ranking. Relevance pertains to the alignment between the search phrases and the content or offerings of the website. Traffic considers the volume of users searching for those specific phrases. Competition evaluates the level of competition among other websites for the same search phrases. Lastly, the current ranking reflects the website's existing position in search engine results for the chosen phrases. By considering these four factors, we can make informed decisions about the search phrases to prioritize for improvement in our search rankings.

Useful SEO Tools

SEMRUSH, Ubersuggest, and Google keyword planner

KEY FACTORS FOR RANKING SUCCESS

Ensuring the excellence of your webpages is pivotal for enhanced ranking. This involves various facets such as minimizing bounce rates, crafting compelling meta descriptions and snippets, optimizing load times for swift access, and consistently delivering original, fresh, and high-quality content in both quantity and substance. A low bounce rate indicates that visitors are engaging with your content rather than quickly navigating away, thus signaling relevance and value to search engines. Thoughtfully crafted meta descriptions and snippets not only entice users to click through to your site but also provide search engines with concise information about your content. Overstock pages, being data-intensive, can lead to slow loading times, potentially hindering user experience and search engine rankings. Therefore, ensuring that your pages are technically up to date and optimized for loading speed and data intensity is crucial for maintaining a competitive edge in today's digital landscape. Additionally, providing a diverse range of quality content, such as new product releases, sales and promotions, articles, reviews, and Q&A sections, enriches user experience, fosters engagement, and reinforces your site's authority and relevance, contributing to improved search engine visibility and ranking.

OFF-SITE SEO

BACKLINKS

Backlinks, also known as inbound links or incoming links, are hyperlinks on other websites that direct users to your website.

Chapter 4: Search Engine Optimization (SEO)

LINK PROFILE

A website's link profile serves as a crucial indicator of its overall authority and relevance in the digital landscape. The total number of backlinks offers insights into the site's popularity, reflecting its appeal to other online entities. Analyzing the sources of these links reveals valuable information about the diversity and breadth of the website's appeal, shedding light on its relevance across different domains. Furthermore, understanding the concentration of linking sources unveils whether the site garners links from a variety of sources or predominantly from specific sites or categories. Examining the linked-to pages unveils the navigational behavior of users, indicating whether the links predominantly direct traffic to the homepage or distribute it across various pages within the site, offering nuanced insights into user engagement and content relevance. Additionally, considering the timing of when these links were acquired unveils the website's activity level over time, providing context to its evolution and ongoing efforts in maintaining relevance and authority within its niche. Thus, comprehensively assessing a website's link profile offers valuable insights into its online presence, popularity, and engagement dynamics.

POPULARITY METRICS

Popularity metrics encompass a range of factors crucial for assessing the prominence and relevance of a website in the digital realm. 1. The number of backlinks serves as a fundamental indicator, reflecting the site's overall popularity and its ability to attract attention from other online sources. 2. Backlinks from related or relevant websites carry particular significance, as they affirm the site's authority within its niche and contribute to its credibility. 3. Anchor text plays a vital role in contextualizing the link, offering clues about the content and relevance of the linked pages. 4. Evaluating the link neighborhood provides insights into the quality and reputation of the sites linking to the target website, influencing its perceived authority and trustworthiness. 5. Freshness and diversity of links contribute to a dynamic and comprehensive link profile, indicating ongoing relevance and engagement. 6. Social sharing further amplifies a website's visibility and reach, reflecting its resonance among online communities and contributing to its overall popularity and influence in the digital sphere. Collectively, these popularity metrics offer valuable insights into a website's standing within its industry, its relevance to its audience, and its potential for driving organic traffic and engagement.

CONTENT MARKETING

Online content that resonates with audiences delivers value in either of two ways: it either entertains or serves a practical purpose. These broad categories can, and should, be further refined based on the specific target audience. In the traditional business model, entities like news media, blogs, and entertainment companies produce appealing content and monetize it through advertising exposure to their readers or viewers. However, various factors have diminished the profitability of this model online. Ad blockers reduce exposure to ads, thereby diminishing ad revenue. Social media platforms divert traffic away from blogs and news websites while also reducing referrals to external sites. To adapt, many entertainment and news outlets have integrated more content marketing into their strategies. Establishing a direct link between audience engagement and revenue increases the value of audience attention. While creating appealing content isn't inherently challenging, the real difficulty lies in

Chapter 4: Search Engine Optimization (SEO)

ensuring that this content guides readers or viewers towards a specific action or conversion. Content distribution primarily occurs through SEO, social sharing, or paid advertisements. Content optimized for search engines enjoys inherent advantages, including built-in distribution and keyword-driven content ideas. Social sharing can drive traffic effectively, but its sustainability is limited due to the transient nature of social media. Paid views offer potential long-term sustainability but can pose challenges in achieving a positive return on investment. Content marketing typically attracts prospects at the top of the conversion funnel (AIDA Model), generating initial interest rather than immediate desire or action, which may initially limit profitability. Nonetheless, the longer-form nature of content marketing has the potential to guide audiences further along the conversion journey compared to traditional advertising formats.

LINK BAIT

(also called “linkbait”) is the process of creating content designed to attract backlinks. Common types of Link Bait content include controversial content, data, guides and newsworthy pieces.

NOFOLLOW LINKS AND DOFOLLOW LINKS

Dofollow and nofollow links are terms used to describe different types of hyperlinks on websites. A dofollow link essentially tells search engines, like Google, “Hey, consider this link as a vote of confidence for the website it’s pointing to.” In other words, it signals to search engines that the linked website is reputable and should be trusted more. On the other hand, a nofollow link tells search engines, “Don’t follow this link or count it as an endorsement.” It’s like adding a “no trespassing” sign for search engine crawlers. While nofollow links don’t directly contribute to a website’s search engine ranking, they can still bring in valuable traffic and engagement. In summary, dofollow links can boost a website’s visibility and credibility in search results, while nofollow links still provide benefits but don’t directly impact search engine rankings. Nofollow links are links with a rel=”nofollow” HTML tag applied to them.

QUESTIONS

4.1 What is SEO? and why is it important?

4.2 What is the difference between on-site SEO and off-site SEO?

4.3 How could a website owner boost his website’s off-site SEO?

4.4 What are the popularity metrics?

4.5. How could we optimize our choices when selecting keywords?

4.6 What’s the difference between nofollow and dofollow links? are they both useful for SEO?

CHAPTER

05

**PAID
SEARCH
MARKETING**

CHAPTER 5

PAID SEARCH

MARKETING

In this chapter you will learn:

- Identify the various types of search engine advertisements and their parts.**
- Analyze the effectiveness of an existing search engine advertising campaign.**
- Determine ways to improve an ad's position without increasing the bid amount.**
- Create a categorized list of keywords on which to advertise on a search engine.**

Chapter 5: Paid Search Marketing (Search Engine Marketing)

WHAT IS GOOGLE SEARCH ENGINE MARKETING (SEM)?

SEM encompasses paid advertising methods designed to increase a website's visibility within Google's search engine results pages (SERPs). It primarily revolves around Google Ads, the advertising platform provided by Google.

CRITICAL ACRONYMS

The world of online advertising is peppered with numerous acronyms that play crucial roles in understanding and analyzing campaign performance. "PPC," or Pay-per-click, refers to a model where advertisers pay each time their ad is clicked. "Max CPC" stands for maximum cost per click, indicating the highest amount an advertiser is willing to pay for a single click. "CPM" represents Cost Per Mille, denoting the cost per thousand impressions, or views, of an ad. "CPA" stands for Cost Per Action, where the action could be a conversion. "Keywords (kw)" are the specific words or phrases that advertisers target to trigger their ads. "Impressions" signify the number of times an ad is displayed or viewed by users. "CTR" stands for Click-Through Rate, indicating the percentage of ad views that result in clicks. "CR," or Conversion Rate, reflects the percentage of clicks that lead to a desired action, such as a purchase. Finally, "Bounce Rate" represents the percentage of visitors who leave a website after viewing only one page. These acronyms are essential tools for advertisers and marketers to gauge the effectiveness and efficiency of their online advertising efforts.

KEYWORD RESEARCH

Keyword research is often a daunting task, especially when starting out in digital marketing. Understanding what your target audience is searching for, the required budget to begin campaigns, and assessing search volume are all crucial considerations. Keyword research involves identifying the potential search volume, competition, and trends for specific keywords or groups of keywords in a given geographic area and language. This process can be accessed through the keyword research tool within your Google Ads Account.

KEYWORDS MATCH TYPES

various keyword match types play pivotal roles in determining when and where your ads appear in search engine results. 1. Broad Match encompasses a wide range of variations, including misspellings, synonyms, related searches, and other relevant terms related to the specified keyword. 2. Broad Modifier Match, indicated by a "+" before the keyword, includes the modified term or close variations in any order, omitting synonyms. 3. Phrase Match, denoted by enclosing the keyword within quotation marks, targets the exact phrase and close variations of it. 4. Exact Match, identified by enclosing the keyword within square brackets, targets precisely the specified term and its close variations.

Chapter 5: Paid Search Marketing (Search Engine Marketing)

5. Negative Keywords can belong to any of the aforementioned match types and are employed to exclude specific words or phrases, preventing irrelevant traffic. These match types collectively empower advertisers to fine-tune their targeting strategies and optimize the effectiveness of their advertising campaigns.

AD COPY

Ad copy is a critical element in the success of online advertising campaigns, encompassing various components aimed at maximizing engagement and conversions. Firstly, keyword relevance ensures that the ad aligns closely with the user's search query, enhancing its visibility and relevance. A compelling and unique value proposition (UVP) serves to differentiate the ad from competitors and entice users with the benefits of the product or service. An obvious call-to-action prompts users to take the desired action, whether it's making a purchase, signing up, or visiting a website. The number of headings in the ad impacts its readability and clarity, with concise and well-structured content being more effective. Additionally, ad extensions provide additional information and opportunities for users to engage with the ad, such as links to specific pages, additional text, or contact information. Collectively, these elements work together to create ad copy that captures attention, communicates value, and drives action.

A/B Testing

A/B testing an ad copy involves comparing two different versions of an advertisement to determine which one performs better in terms of achieving the desired objectives, such as click-through rates or conversions. In this method, one variable is changed while the other elements remain constant, allowing marketers to pinpoint which specific aspect of the ad influences its effectiveness.

HOW ARE GOOGLE ADS RANKED?

At a high level, Ad Rank scores are primarily based on two factors, with bids being the first element Google evaluates when multiple advertisers are competing. Your bid signifies the maximum amount you're willing to pay for a click on your ad, although the actual cost often ends up lower, and bids can be adjusted as needed. Secondly, Google Ads assesses the quality and relevance of your ads and landing page to the user's query. This evaluation is encapsulated in your Quality Score, which reflects the overall effectiveness of your ad campaign and can be monitored within your Google Ads account. Together, these factors play a crucial role in determining the visibility and success of your ads within Google's advertising platform. Quality Score, a crucial metric in Google Ads, is calculated based on several key factors. Firstly, Expected CTR (Click-Through Rate) plays a significant role. Google rewards ads with higher CTRs with better ad placements, as this is how it generates revenue. To improve CTR, advertisers should focus on crafting compelling ad copy and continuously conduct A/B tests to refine their strategies. Additionally, employing a technique known as "bid popping" at the start of a campaign, where bid amounts are temporarily set higher than usual, can boost CTR by earning a higher ad rank. Ad Relevance is another important factor, primarily determined by the presence of relevant keywords in the ad copy. Thus, advertisers should incorporate keywords into their ad copy whenever possible and organize ad groups around a small number of keywords to maintain high ad relevance. Lastly, Landing Page Experience also influences Quality Score. By adhering to principles of good web design and ensuring the landing page matches the searcher's intent, advertisers can create a positive user experience and decrease bounce rates. It's essential to incorporate keywords into the landing page and create distinct landing pages for each ad group to maximize relevance and improve the overall Quality Score.

Chapter 5: Paid Search Marketing (Search Engine Marketing)

EXPERIMENT (BRANDED KEYWORDS)

The effectiveness of search ads on branded keywords was examined through an experiment. Surprisingly, shutting off ads on keywords containing "eBay" didn't decrease traffic, as searchers favored organic results instead. This finding was illustrated in a graphic, showing a rise in organic search volume when paid ads were turned off on Microsoft's search network. Similarly, on Google, organic volume increased with the deactivation of paid ads and declined upon their reactivation. Further analysis revealed that eBay retained 99.5% of traffic by abstaining from search ads, resulting in only a minimal loss of 0.529%.

REMEMBER!

THE HIGHER THE QUALITY SCORE YOU HAVE THE LOWER THE CPC YOU'LL HAVE.

CONVERSION RATE

The conversion rate measures the percentage of users who take the desired action out of the total number of visitors to a website or landing page. This metric is calculated by dividing the number of conversions by the total number of visitors and multiplying by 100 to express it as a percentage. A high conversion rate indicates that a significant portion of website visitors are completing the desired action, reflecting the efficiency and relevance of the campaign. Monitoring and optimizing the conversion rate allows marketers to refine their strategies, improve user experience, and maximize the return on investment (ROI) of their digital marketing efforts.

ACQUISITION COST

The acquisition cost formula is a vital component in assessing the efficiency of marketing campaigns, particularly in determining the cost associated with acquiring each attributed conversion. It is derived by dividing the total amount spent on marketing efforts by the total number of conversions attributed to those efforts. This metric provides valuable insights into the average cost incurred for each successful conversion, helping marketers evaluate the profitability and scalability of their acquisition strategies. By closely monitoring the acquisition cost and comparing it to the lifetime value of customers, marketers can make informed decisions regarding budget allocation and campaign optimization to ensure optimal return on investment (ROI) and sustainable business growth.

QUESTIONS

5.1 What are the most critical acronyms in paid search marketing?

5.2 How to distinguish between a successful and an unsuccessful paid search campaign?

5.3 What is the conversion rate?

5.4 How are Google ads ranked?

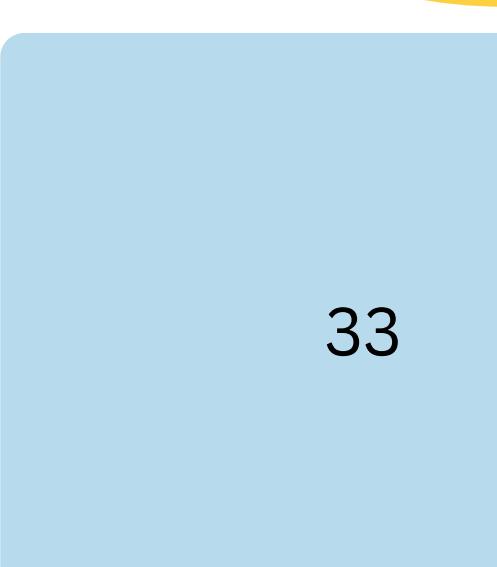
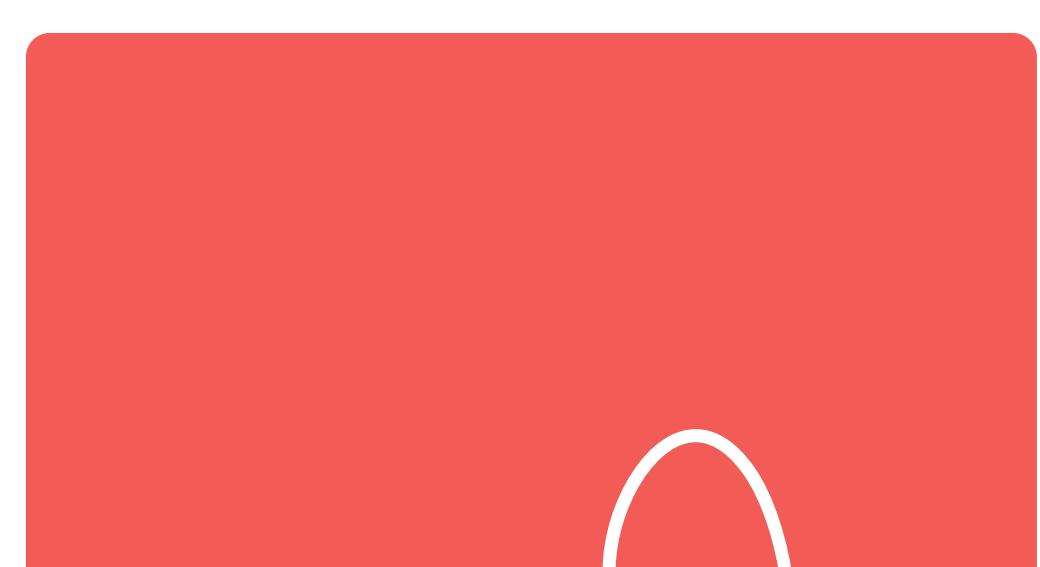
5.5 How to earn a high quality score?

5.6 What is acquisition cost?

CHAPTER

06

DISPLAY ADVERTISING



CHAPTER 6

DISPLAY

ADVERTISING

In this chapter you will learn:

- **Describe the role of publishers and advertisers in an ad network.**
- **Distinguish among CPC, CPM, and CPA bidding strategies.**
- **Use the Google Ads platform to identify target audiences for your ads.**
- **Create a test to determine which of two ads is more effective.**

Chapter 6: Display Advertising

DISPLAY NETWORKS

A display network is comprised of a collection of online publishers who adhere to a set of advertising guidelines established by the managing company of the ad network. The network determines the types and dimensions of ads that can be showcased on publishers' websites. Additionally, the display network manages the placement of ads on websites, specifying when and where they should be displayed. The network is responsible for receiving payments from advertisers and distributing a portion of the advertising revenue to the publishers. Furthermore, the display network provides advertisers with reports on the performance metrics of their ads.

PUBLISHERS

In order for publishers to join the display ad network, they are required to create an account with the network. The publisher's website must meet the specifications outlined by the ad network, which includes allocating appropriately sized spaces for displaying ads. To facilitate this, publishers incorporate the provided code from the ad network, which allows ads to be loaded into the designated ad space whenever a webpage is loaded. Publishers receive a percentage of the revenue generated by the display ad network from advertisers as payment.

ADVERTISERS

Advertisers generate and upload advertisements that adhere to the specifications outlined by the display ad network. They manage their advertising budget using the platform provided by the display ad network. Advertisers establish criteria regarding the desired audience for their ads, including the types of internet users they wish to target and potentially the specific websites where they want their ads to appear. Advertisers receive reports that detail the performance of their displayed ads, including information on where the ads were showcased and the resulting website traffic they generated.

DISPLAY AD BIDS

Within a display network, there is often competition among multiple advertisers vying for the same advertising space. This situation raises two key questions: 1) Which advertiser should be granted the opportunity to advertise in that space? 2) How much should the chosen advertiser pay for the advertising placement? To address these questions, ad networks utilize a bidding system, similar to what is used for search engine placements. However, there is an important distinction between bidding for a search ad and bidding for a display ad. Display advertisers have various bidding formats at their disposal, whereas search advertisers typically pay based on cost per click (CPC). Display advertisers can choose to pay based on cost per click, cost per thousand impressions (CPM), or cost per acquisition (CPA). Consequently, advertisers competing for the same ad space may employ different bidding methods, such as one using CPC and another using CPA. As a result, ad networks track the click-through rates (CTRs) of advertisers to compare and determine the highest bidder.

Chapter 6: Display Advertising

CONSUMER MUST:

- (1) SEE THE AD
- (2) PROCESS THE AD
- (3) DECIDE TO INVESTIGATE (I.E., CLICK)
- (4) CONVERT

HOW TO REDUCE DISPLAY ADS NONRESPONSE?

Advertise solely through reputable ad networks to avoid fraudulent practices like bot-generated impressions or inflated metrics from fake page loads. Ensure impressions are recorded only when the ad loads on the page, appears on the browser, and is viewed by real users. Keep text minimal in display ads for easy absorption, ensuring even a casual glance captures the message. Utilize captivating imagery to attract attention. Refine the ad's content, offer, and call to action, while prioritizing audience targeting. Given the low click-through rates, pinpointing the right audience is crucial for ad effectiveness. Align the landing page with the ad in terms of messaging, offer, and design. Employ sound web design practices, address technical issues, and confirm mobile visits aren't accidental. Streamline the conversion process for better results.

Banner Ad Design: A successful display advertisement must fulfill the following criteria:

- Capture attention:** The ad must divert the attention of the website visitor away from the main content they are engaging with. It needs to stand out and draw the visitor's focus.
- Convey a value proposition:** To prompt action from the potential customer, the ad must clearly communicate why the advertised product or service is worth considering or adopting.
- Encourage action:** While effectively conveying the value proposition may motivate a web user to click on the ad or make a purchase later, effective banner ads often include a call to action (CTA) - a direct invitation to engage with the ad.

TARGETING THE RIGHT AUDIENCE

We can target ads based on either the individual or the website they are visiting. When targeting individuals, there are four primary methods we can utilize:

(A) Interest-based targeting: This involves determining a person's interests, which is often assessed through browsing history and other data sources. However, the accuracy of this method can be compromised, as interests are inferred from device history, which may be shared among multiple household members.

(B) Shopping behavior targeting: This method involves targeting individuals based on their current shopping activities. The ad network assesses this by analyzing search history and recent browsing behavior. Similar to interest-based targeting, inaccuracies may arise due to shared use of home computers, and the effectiveness is limited by the relatively small population actively seeking specific products.

Chapter 6: Display Advertising

(C) Remarketing: Also known as retargeting, this strategy targets individuals who have previously visited a specific website. Ad networks identify these individuals by observing the website's cookie on their browser. Remarketing is advantageous because it targets individuals who have already shown interest in the product or service, making them more likely to convert. However, it may lead to paying for conversions that would have occurred organically, especially considering many first-time visitors return to a website through other means. (D) Demographic targeting: This method involves narrowing down targeting based on demographic factors such as age, gender, or location. While this can refine targeting, it suffers from similar limitations regarding accuracy on shared computers.

Each targeting method has its advantages and disadvantages, and understanding these nuances is crucial for effective advertising strategies.

WEBSITE BASED TARGETING

There are three primary methods for targeting websites:

(A) Keywords: This method involves displaying ads on webpages that contain specific words or phrases. While keyword targeting is convenient for search ads with predefined lists of keywords, it's generally less favored in display campaigns created from scratch due to its perceived inefficiency compared to other targeting methods.

(B) Topics: With this approach, ads are placed on webpages discussing specific subjects. This method can be effective, as visitors to pages relevant to the advertised product or service are more likely to be interested in it. For instance, if you sell pet snacks and your ad appears on a pet forum, the visitors are highly likely to own pets, making them potentially valuable targets.

(C) Placements: This method allows advertisers to choose specific websites for ad placement, offering greater control over where ads appear. While topic targeting might lead to ads appearing on numerous webpages, not all of which may be suitable, placements ensure ads are displayed only on selected sites. However, the downside is the difficulty in accumulating a large volume of ad impressions when individual websites are chosen.

MOBILE VS. DESKTOP

Mobile Display advertisers frequently encounter poorer performance of their ads on mobile devices compared to desktop computers. This disparity is particularly notable for display ads. Certain mobile applications and websites are designed to encourage fat-finger ad clicks, where accidental clicks on display ads occur due to their proximity to website navigation buttons. Because tapping on a small mobile screen is less precise than clicking with a mouse on a desktop, advertisers may observe exceptionally high bounce rates exceeding 90% and negligible conversion rates of 0% from mobile traffic. These outcomes render mobile display ads unprofitable for advertisers.

In cases where mobile display ads prove to be unprofitable, advertisers have two options to deactivate mobile advertising. Firstly, within the Device settings of the ad campaign, advertisers can opt out of displaying ads on mobile devices. Secondly, within the same Device settings, advertisers can adjust the bid amount by a certain percentage. For instance, if an advertiser bids \$2 per click (CPC), they can set the mobile bid to -70%, effectively reducing the bid to \$0.60 for mobile devices. (Applying a mobile bid adjustment of -100% has the equivalent effect of entirely deselecting mobile devices.)

Chapter 6: Display Advertising

HOW RETARGETING FUNCTIONS?

Retargeting operates within an ad network framework. When Overstock.com decides to exhibit ads to past visitors, it directs its ad network to present ads to these individuals. Previous visitors to Overstock.com possess a browser cookie, implanted during their prior visit by Overstock. When any of these visitors access a website within the ad network, the network identifies the Overstock cookie and showcases Overstock's ads to these targeted individuals. (For a brief reminder on internet cookies, refer back to chapter 1.) Upon reviewing the Overstock.com ads, observe an added layer of sophistication employed in these ads. Rather than displaying random selections of Overstock.com products, each ad exclusively featured necklaces—the same product category the visitor had recently browsed. Overstock.com's retargeting ads not only target previous visitors but also tailor the ads to showcase products in which these visitors have expressed interest. The cookies placed by Overstock.com on the visitor's browser contained sufficient data to guide the ad network on the types of products this user was inclined to purchase.

Quick Tip: To prevent excessive ad exposure to the same individual within a single day, advertisers can implement frequency capping to control how often their ads are displayed.

REMARKETING

Groups Available for Targeting:

- All visitors to any page on the advertiser's site
- Visitors exclusively to the advertiser's homepage
- Individuals who visited but didn't make a purchase
- Visitors who added items to the shopping cart
- Past customers the advertiser aims to upsell or cross-sell
- Visitors within a defined timeframe (typically 30–90 days) to the advertiser's site

DYNAMIC RETARGETING EXPERIMENT

Dynamic retargeting ads leverage user behavior to deliver personalized advertisements. For instance, imagine a scenario where a user explores hotels in Mexico on a travel search engine such as Expedia or Priceline but then leaves the site. In this case, the travel site can employ dynamic retargeting to display ads tailored to the user's previous search activity across the Google ad network. By utilizing data from the user's browsing session, these ads aim to re-engage the user by presenting relevant content based on their specific interests and actions.

QUESTIONS

6.1 What is the process of converting customers that customers go through?

6.2 When should we use retargeting?

6.3 What is the difference between desktop and mobile ?

6.4 How retargeting functions?

CHAPTER

01

EMAIL MARKETING

CHAPTER 7

EMAIL

MARKETING

In this chapter you will learn:

- Create an effective strategy for building a commercial email list.**
- Create effective content for a commercial email campaign.**
- Analyze the results of an email campaign to determine its effectiveness.**
- Describe best practices to prevent emails from being stopped by spam filters.**

Chapter 7: Email Marketing

EMAIL SPAM VS. EMAIL MARKETING

Contrasting Approaches

Black Hat:

- Acquire email lists through dubious methods such as web scraping or purchasing.
- Send out emails indiscriminately, often referred to as spamming.
- Content typically includes irrelevant or inappropriate topics.

White Hat:

- Secure email lists through legitimate means, like obtaining addresses from customers.
- Send targeted emails featuring product specials, informative content, or media materials aligned with recipients' interests.

OPT-IN VS. OPT-OUT

Email List Building Many email marketing experts advocate for an "opt-in" approach to email collection, where subscribers actively choose to join by clicking a checkbox, as opposed to an "opt-out" method like that used by Overstock. In an opt-out scenario, where the checkbox is pre-checked, there's a risk of inadvertently adding customers who didn't intend to sign up for regular emails. This can lead to recipients marking emails as spam, which increases the likelihood of the sender being flagged by spam filters. While Overstock, as a prominent player in digital marketing, may be less affected due to its reputation, smaller entities are advised to adhere to industry standards and only subscribe customers who explicitly opt in. Another precaution for email marketers is the use of double opt-in rather than single opt-in. With double opt-in, after initial sign-up, a confirmation email is sent, and the email address is only added to the list upon the user clicking the confirmation link, confirming their desire to subscribe.

EMAIL LIST BUILDING

It's evident that in each sign-up opportunity provided, Overstock offers customers an enticing incentive to subscribe to regular emails. Rather than a simple "Sign up for emails from Overstock," it offers the promise of "email savings." Highlighting the benefits of email subscription is crucial for successful email capture, ensuring customers understand the value they'll receive. Email marketers can employ various incentives to encourage sign-ups, such as offering a complimentary ebook or whitepaper (requiring an email for download), hosting online webinars exclusively for email registrants, or organizing online contests or giveaways. Additionally, collecting email addresses at events like trade shows is another effective strategy, while including social sharing buttons and an "Email to a friend" option in emails further enhances reach and engagement.

Chapter 7: Email Marketing

EMAIL LIST SEGMENTATION

Previous Purchases: Historical purchases serve as a dependable indicator of the product categories that pique an email subscriber's interest.

Past Email Engagement: While some customers are enticed by discounts, others may respond more favorably to offers like free shipping. Understanding individual response patterns is key.

Customer Preferences: Occasionally, customers may explicitly specify their content preferences, which companies can solicit during email sign-up or via the unsubscribe landing page.

Demographics: In B2B scenarios, the current job role of the email recipient can offer valuable insights into the potential for business acquisition.

Geographical Location: Tailoring promotions based on location is essential. For instance, a clothing retailer such as Nordstrom might advertise different winter clothing to subscribers in Florida compared to those in Massachusetts.

Device Usage: Considering that approximately half of email opens occur on mobile devices, optimizing email layout and image files for smartphones is crucial. This may involve adjusting layouts and compressing image files for faster mobile download speeds.

SPAM MONITORING

Spam monitoring encompasses several strategies employed by email providers, such as ISPs and mailbox providers like GMAIL, to combat the influx of unsolicited or unwanted emails. These providers monitor user behavior indicators like open rates, hovering, and reporting to effectively detect and prevent the delivery of spam emails. Additionally, spam reporting agencies play a vital role by utilizing spam traps, which differentiate between pristine (fictional) and non-pristine email addresses, thus aiding in the identification and filtering of spam. Furthermore, filters are utilized to scrutinize incoming emails based on a range of criteria, including excessive capitalization, spam-like content, high image-to-text ratios, substandard HTML coding, and the excessive use of exclamation marks, helping to distinguish legitimate emails from spam.

EMAIL LIST MAINTENANCE

A proficient email marketer should closely monitor the interactions of email list members. Responses to emails serve as the foundation for segmenting the email list and shaping the content of future communications. Additionally, attention should be paid to bounces, which occur when emails sent by the company fail to reach the recipient's inbox. There are two types of bounces to consider: hard bounces and soft bounces. A hard bounce indicates that the email address is invalid or fake and should be promptly removed from the list. Soft bounces, on the other hand, typically signify that the recipient's inbox is full. If an email address experiences several soft bounces consecutively (usually four or more), it should also be removed from the list.

Chapter 7: Email Marketing

Furthermore, addresses that have not engaged with the company's emails for an extended period, typically several months, should be removed as well. Continuing to send emails to inactive addresses not only risks being flagged by spam filters but also leads to emails being blocked. Therefore, it is essential to regularly clean the email list by removing addresses that show no activity.

REMEMBER!

Include an Unsubscribe Option in Every Email In every email, it's crucial for a company to provide recipients with a simple and readily accessible way to opt out of further communication. Failing to do so may result in recipients marking the emails as junk, which can have detrimental consequences. The unsubscribe button or link should be prominently displayed for easy identification. While some experts suggest placing the unsubscribe link at the top of the email as an extra precaution against spam labeling, having it at the bottom is generally considered sufficient. Additionally, upon clicking the unsubscribe link, recipients may be directed to a landing page where they can provide limited feedback on their decision to unsubscribe. This page may offer alternative subscription options, such as receiving emails on specific topics or at a reduced frequency, to accommodate varying preferences. It's essential for companies to promptly honor unsubscribe requests to maintain compliance.

EMAIL PERFORMANCE METRICS

Bounces, Opens, Click-throughs

Open Rate = Number of Emails Opened / Number of Emails Delivered. Maintaining a high open rate is essential for both avoiding spam filters and achieving overall profitability. After all, a company's emails can only drive sales if they are actually viewed by recipients. Open rates also serve as a useful gauge of subject line effectiveness. While open rates can vary across industries, an average open rate of around 20% is typically considered standard.

Click-through Rate

Number of Emails Clicked / Number of Emails Delivered. A key indicator of email content quality is the percentage of readers who click on any part of the email. For companies aiming to promote products, clicks are essential to drive interest and potentially lead to sales. Similarly, for those seeking to drive traffic to their media websites, clicks on the email are crucial for directing visitors there. To optimize content, companies can conduct tests by sending different content variations to random subsets of their email list. The subset with the highest click-through rate (CTR) indicates the most engaging content. Strengthening calls to action and incorporating appealing images are effective strategies for improving CTR. On average, a CTR of approximately 3.5% is considered typical. (Note: The denominator refers to the number of delivered emails, not the number of emails opened.)

Chapter 7: Email Marketing

Conversion Rate

Number of Transactions / Number of Sessions Generated via Email. Simply driving traffic to a website is insufficient if those visits do not result in purchases, particularly for online retailers. Ultimately, what matters most to an online retailer is the conversion of visits into sales, rather than the sheer volume of site visits. While some email content may achieve high click-through rates (CTR) but low conversion rates, or vice versa, effective email marketers monitor both metrics to discern the most successful content. A typical retail website often achieves a conversion rate of 3% to 5%, but due to the pre-existing engagement of email recipients, the conversion rate of email traffic should ideally be higher.

Average Order Value

While an email highlighting a furniture sale may yield lower click-through and conversion rates compared to one featuring inexpensive fashion accessories, the profitability can significantly differ. Selling a single high-value item, such as a \$1000 couch, can outweigh the profit from multiple low-cost items. By considering all four metrics—open rate, CTR, conversion rate, and average order value—an email marketer can effectively evaluate the success of an email campaign or individual email broadcasts.

List Churn

Companies need to monitor how frequently their emails lead to subscriber attrition. If the rate of losing subscribers exceeds the rate of acquiring new ones, often due to irrelevant content or excessive email frequency, the sustainability of the email marketing strategy is compromised and requires adjustment. It's natural for every email sent to prompt a certain percentage of unsubscribes, underscoring the importance of implementing effective processes for generating new email subscribers.

EMAIL PARTS (EMAIL CONTENT)

Subject line

- Straightforward, descriptive
- Avoid selling

Ad Copy

- Appropriate format (images vs. text)

Unsubscribe – Easy to find

- Collect additional information

- Test and link

- Different landing pages for different links (linkable content)

Chapter 7: Email Marketing

TRIGGERED EMAILS

Abandoned Cart

- Remind customer of product – Offer coupon?

Past purchase

- Provide a review
- Provide feedback on the shopping experience

In-store purchase – Receipt

- Complementary products

ONBOARDING EMAILS

Onboarding emails are essential for welcoming new users. They can be informational, offering guidance on using the platform, promotional, with special offers to encourage engagement, social, inviting users to connect on social media, or involve friend invites, encouraging users to invite others to join. Each type serves to facilitate a smooth onboarding process and foster ongoing engagement with the platform.

EMAIL SERVICE PROVIDERS

Email service providers offer a variety of options for individuals and businesses to manage their email communications efficiently. While there are many free options available, companies seeking to handle higher email volumes may need to invest in premium services. These services often include features such as advanced mail transfer agents (MTAs) and robust databases to handle large-scale email campaigns effectively. By investing in these higher-tier services, businesses can ensure reliable delivery and management of their email communications, ultimately enhancing their overall email marketing efforts.

QUESTIONS

7.1 What is the right way of collecting customers'/ potential customers' emails?

7.2 When can we use triggered emails?

7.3 What are the email performance metrics ?

7.4 Why should we include an unsubscribe button in every email?

7.5 What are the two categories of email bounces and what is the difference between them?

CHAPTER

08

**SOCIAL
MEDIA
MARKETING**

CHAPTER 8

SOCIAL MEDIA

MARKETING

In this chapter you will learn:

- **Describe the virality formula and use it to increase the likelihood of a social media campaign “going viral.”**
- **Describe the parts of a social media campaign plan and use this plan to design an effective campaign.**
- **Determine effective ways to use Facebook in a social media campaign.**
- **Describe best practices for performing social media marketing on Facebook, Twitter, Pinterest, YouTube, LinkedIn, and Snapchat.**

Chapter 8: Social Media Marketing

WHAT IS SOCIAL MEDIA MARKETING?

In today's digital landscape, social media marketing has become an integral component of any comprehensive digital marketing strategy. With billions of users actively engaging on various social media platforms worldwide, businesses have unprecedented opportunities to connect with their target audiences, build brand awareness, drive engagement, and ultimately, drive sales. Social media platforms offer a dynamic environment where brands can interact with consumers in real-time, share content, gather feedback, and foster meaningful relationships. As such, understanding the nuances of social media marketing and harnessing its potential is paramount for businesses striving to thrive in the digital age.

PAID, OWNED, AND EARNED MEDIA

In the realm of social media marketing, businesses leverage a combination of paid, owned, and earned media strategies to maximize their reach and impact. Paid media involves paid advertising efforts on social media platforms, where businesses allocate budgetary resources to promote their content, products, or services to a targeted audience. These paid promotions enable brands to amplify their reach, target specific demographics, and drive immediate results in terms of website traffic, leads, or conversions. Owned media, on the other hand, refers to the content and assets that businesses create and control on their social media channels, such as branded profiles, posts, and videos. By curating compelling content and nurturing their social media presence, businesses can establish themselves as authoritative voices within their respective industries, cultivate brand loyalty, and engage with their audience on a deeper level. Earned media encompasses the organic, word-of-mouth exposure that brands receive through user-generated content, shares, likes, comments, and mentions on social media. This type of media is highly valuable as it reflects genuine endorsements and recommendations from satisfied customers, influencers, or brand advocates, thereby enhancing credibility and fostering trust among the audience. Leveraging a strategic mix of paid, owned, and earned media enables businesses to create a comprehensive social media marketing strategy that drives brand visibility, engagement, and ultimately, business growth in the digital marketplace.

Main Social Media Activities

Engaging in social media entails three primary activities: creating new customers, increasing customer loyalty, and boosting SEO efforts. These activities are achieved through various strategies, including posting content, utilizing paid advertising, and managing reputation. Posting content involves sharing valuable and relevant information across social media platforms to attract and engage audiences. Paid advertising entails allocating budgetary resources to promote content or products to targeted audiences, thereby enhancing visibility and driving conversions. Reputation management involves monitoring and managing the online reputation of a brand, ensuring positive perceptions among customers and stakeholders.

Chapter 8: Social Media Marketing

Additionally, social monitoring and listening enable businesses to track conversations, gather feedback, and gain insights into audience preferences and sentiments, facilitating informed decision-making and fostering meaningful interactions with customers. By effectively leveraging these social media activities, businesses can cultivate a strong online presence, build relationships with customers, and drive sustainable growth in the digital landscape.

Loyalty Path

The Loyalty Path in social media marketing begins with attracting new followers or customers through compelling content and targeted advertising. Once followers are acquired, businesses engage with them through interactive posts, responding to comments, and providing personalized support. By consistently delivering valuable content and engaging experiences, brands can nurture loyalty among their social media audience, encouraging them to become advocates and loyal customers.

Virality (Viral Marketing)

Viral marketing is a sales technique that involves organic or word-of-mouth information about a product or service to spread at an ever-increasing rate.

$$X = pf * N * pv$$

- X is additional views
- pf is the probability of forwarding
- N is the number who receive or see the forward
- pv is the probability of viewing the forward

HOW TO CREATE A SOCIAL MEDIA PLAN?

1. Determine the objective
2. Choose the platform
3. Plan the content
4. Distribute and promote content
5. Measure success

Chapter 8: Social Media Marketing

Social Media Objectives

- | | |
|--|---|
| (1) Find new customers through social media posts | (5) Increase customer loyalty through social media ads |
| (2) Find new customers through social media ads | (6) Increase customer loyalty through social monitoring |
| (3) Find new customers through search engines (by way of social media) | (7) Gain customer insights through social listening |
| (4) Increase customer loyalty through social media posts | |

IDENTIFYING THE RIGHT SOCIAL MEDIA PLATFORM

When selecting social media platforms to meet specific marketing objectives, it's essential to consider each platform's strengths and audience demographics. For targeting first-time customers, YouTube and Instagram stand out as primary and secondary channels, respectively, given their visual nature and broad user base. Platforms like Pinterest, Snapchat, and Instagram excel in fostering customer loyalty, while LinkedIn provides a professional environment for engaging with industry professionals. For SEO purposes, Facebook and Twitter offer robust features to boost visibility and drive traffic. When it comes to advertising, Facebook, Instagram, and YouTube emerge as effective channels for reaching and engaging audiences. Lastly, managing reputation involves leveraging review websites and industry forums for monitoring feedback, while Twitter and LinkedIn serve as valuable platforms for addressing concerns and building credibility within the community. By strategically selecting and leveraging these platforms, businesses can effectively meet their marketing objectives and cultivate a strong online presence.

HOW TO PLAN YOUR CONTENT

- Content types (e.g., original, curated, user-generated)
- Media types (e.g., video, photos)
- Social media style guide (e.g., tone, format, legal)
- Creating value and engagement (e.g., utilitarian, entertainment)
- Scheduling content

Chapter 8: Social Media Marketing

TONE OF VOICE

Every social media account maintains a distinct tone of voice, which plays a crucial role in shaping the brand's personality and how it interacts with its audience. This tone reflects the brand's values, culture, and desired perception among followers. Whether it's friendly, helpful, humble, or funny, the chosen tone of voice should resonate with the target audience and align with the brand's overall identity. A friendly tone fosters warmth and approachability, making followers feel valued and welcomed. A helpful tone positions the brand as a reliable resource, offering guidance and support to its audience. Humble tones convey authenticity and sincerity, showing appreciation for followers and acknowledging the brand's limitations or mistakes when necessary. On the other hand, a funny tone injects humor and light-heartedness into interactions, creating engaging and memorable experiences for followers. Ultimately, the tone of voice should remain consistent across all social media platforms to maintain coherence and reinforce the brand's identity, building trust and loyalty among followers.

TYPES OF CONTENT

- 1. Images
- 2. User-Generated Content
- 3. Timely Content
- 4. Real-Time Content
- 5. Video Content
- 6. Live Content

MEASURING SUCCESS

ASSESSING REACH

Aggregate Count of Likes/Subscribers/Followers: While the total number of followers can be tracked, it should not be considered a primary key performance indicator (KPI) as having a large following doesn't necessarily translate to an extensive reach of social media content. Many experts view total followers as merely a superficial metric. However, if amassing engaged followers is a short-term goal for a company's social media strategy, it may monitor the overall count of followers or subscribers earned.

Follower Growth: Monitoring the percentage increase or decrease in followers provides insights into efforts aimed at expanding the follower base.

Impressions/Views: Despite having highly engaged followers, it's improbable that a company's content will be seen by all of its followers. This is due to varying user activity levels on social media platforms and the algorithms limiting content visibility. Tracking the number of followers who viewed each piece of content provides a more accurate depiction of social media content reach. This tracking can be quantified in raw numbers or as a percentage of followers exposed to the content.

Chapter 8: Social Media Marketing

Assessing Engagement

Re-Shares/Re-Tweets/Re-Pins: A reliable gauge of content quality is the number of followers who find it compelling enough to share it on their own social media profiles. Re-posts represent valuable earned media for a company.

Likes/Comments: These metrics refer to the number of likes or comments on a specific piece of content posted by the company on its social media platform. While re-shares hold greater significance, likes and comments still indicate engagement with the company's content.

Engagement Rate: Instead of measuring engagement with individual content pieces, the engagement rate evaluates the percentage of users who have interacted with any content within a specified timeframe. For instance, a company may track the proportion of its followers who have clicked, liked, commented, or viewed any posted content within the last month. This metric offers insights into the overall engagement level of a company's follower base, as a high number of followers is futile if the engagement rate remains low.

Assessing Loyalty

Conversion Rate: Content promoting specific products should directly contribute to increased sales from the social media platform where it was posted. Tracking the percentage of users who make purchases directly from social media content can be easily accomplished using analytics tools.

Purchase Frequency/Likelihood: If a social media campaign aims to acquire or retain customers through its content, followers of the social media account should exhibit higher purchase frequencies or likelihoods compared to non-followers.

However, there are two significant caveats to consider. Firstly, elevated purchase frequencies or likelihoods may not solely result from social media content; they could also reflect the loyalty of existing customers who are more inclined to engage with the company on social media. Secondly, obtaining the necessary data for this calculation may pose challenges. While various software programs facilitate connecting customer purchase data with their social media activity, such connections are often incomplete, rendering the calculation based on partial data.

Social Listening Measures

Social listening entails utilizing specialized software such as Crimson Hexagon, SproutSocial, or Nuvi to monitor online conversations. Initially, the software is trained to track specific words and phrases relevant to the company's interests. However, this process isn't without its challenges.

Chapter 8: Social Media Marketing

Volume: Many companies consider the total number of social media mentions as a key indicator of their social media performance, viewing earned media as a primary goal. Yet, this perspective overlooks two critical pitfalls. Firstly, not all social media mentions are positive, and secondly, the volume of mentions may not accurately reflect overall business performance. For instance, BMW may receive more mentions than Honda, yet Honda might yield higher profits.

Sentiment: Social listening software automatically assigns sentiment scores to each mention, categorizing them as positive, neutral, or negative. While the percentage of positive mentions can indicate performance, this metric is also fraught with challenges. Automatic sentiment analysis may struggle with nuances like sarcasm, leading to inaccuracies. Additionally, industries like airlines are prone to negative mentions regardless of company performance, potentially skewing results.

Changes in Volume and Sentiment: Due to the limitations of both volume and sentiment metrics

QUESTIONS

8.1 What are the three categories of media in terms of ownership? What is the difference between them?

8.2 How can we assess our followers' engagement on social media?

8.3 What is Hijack Marketing?

8.4 How can we access customer loyalty?

8.5 What are the 6 types of content?

8.6 How can a social media marketer plan his company's social media content?

CHAPTER

09

INFLUENCER MARKETING



CHAPTER 9

INFLUENCER

MARKETING

In this chapter you will learn:

- Understand the basic concepts of influencer marketing.
- Describe the pros and cons of using influencer marketing as a primary marketing channel.
- Understand the basic concepts of affiliate marketing.
- Describe how affiliate marketing works, and what are the advantages and disadvantages of using affiliate marketing.

Chapter 9: Influencer Marketing

WHAT IS INFLUENCER MARKETING?

Influencer marketing involves businesses targeting individuals who possess influence over potential customers and tailoring marketing efforts around these influencers.

PROS AND CONS OF USING INFLUENCER MARKETING

When evaluating the merits and drawbacks of influencer marketing, several factors come into play. On the positive side, influencer marketing often instills a higher level of trust among consumers, leveraging the authenticity and credibility associated with influencers. Moreover, it has the potential to elevate paid media to the effectiveness level of earned media, maximizing marketing impact. Additionally, influencer marketing offers mobility, informality, and flexibility, enabling brands to tailor their messaging across various platforms and audiences.

However, these benefits are accompanied by several challenges. One significant disadvantage is the limited control brands have over influencer-generated content, which may lead to the attraction of detractors or difficulties in measurement. Furthermore, influencer marketing campaigns may yield only temporary results, necessitating ongoing investment for sustained impact. Lastly, there's the risk of high association, where brands become closely tied to an influencer's image or reputation, potentially facing repercussions if the influencer's standing changes.

HOW TO DO INFLUENCER MARKETING?

To excel in influencer marketing, start by selecting suitable influencers aligned with your brand values and target audience. Develop a clear strategy, budget, and plan, ensuring integration with your overall marketing schedule. Build relationships with influencers patiently and mindfully, allowing time for campaigns to deliver results. Create a structured timeline for collaboration and content creation, aligning with your broader marketing calendar. Seamlessly integrate influencer efforts with other activities such as PR and product releases. These steps will help optimize your influencer marketing endeavors for maximum impact and engagement.

MICRO-INFLUENCERS

Those with close-knit communities of less than 10,000 followers, but with sufficient knowledge and expertise about a specific topic that they can speak with authority, and drive real conversation and engagement

Chapter 9: Influencer Marketing

AFFILIATE MARKETING

Affiliate marketing involves a third party, known as an affiliate, generating sales or leads for a seller, termed as a merchant, and earning a commission for each successful transaction. Merchants encompass a wide spectrum ranging from smaller enterprises to large multinational corporations. This marketing approach is particularly effective for specific types of merchants, including new businesses lacking SEO traffic and companies with limited budgets or facing high costs per acquisition through alternative methods like pay-per-click. To know whether the sale is coming from an affiliate or not, the seller generates a unique link for the same product that encodes the affiliate id. Also, if a direct link with the affiliate ID cannot be used, the seller can use referral codes or coupons.

AFFILIATE NETWORK

An affiliate network comprises interconnected companies offering products and seeking leads by enrolling in the network, exemplified by platforms like ClickBank. When a company aims to expand its customer base, it compensates members of its affiliate network for the sales leads they generate. An affiliate network can streamline the technical intricacies linked with affiliate programs, allowing sellers to join, recruit affiliates, and delegate the operational aspects to the network. These networks specialize in monitoring sales and distributing rewards to affiliates, simplifying the process for all parties involved.

COMPENSATION METHOD

In affiliate marketing, compensation methods vary widely. Pay per sale (PPS) is the most common, making up 80% of affiliate programs, where affiliates earn a commission for each successful sale they generate. Cost per action (CPA) accounts for 19% of programs, where affiliates are compensated for specific actions, such as filling out a form or signing up for a trial. Lastly, cost per click (CPC) pays affiliates based on the number of clicks their referral links receive, constituting a smaller percentage of affiliate programs.

QUESTIONS

9.1 How to decide whether to go with micro-influencers or macro-influencers for your campaign?

9.2 What are the pros and cons of using influencer marketing?

9.3 What are the compensation methods used in affiliate marketing?

9.4 What are affiliate networks?

CHAPTER

10

**ONLINE
REPUTATION
MANAGEMENT**

CHAPTER 10

ONLINE REPUTATION MANAGEMENT

In this chapter you will learn:

- Identify actions a company can take to address negative criticism online.**
- Determine worthwhile actions to increase a company's positive online content.**

Chapter 10: Online Reputation Management

WHAT IS ONLINE REPUTATION MANAGEMENT?

Online Reputation Management (ORM) is the practice of promoting a positive brand image online by increasing the visibility of positive information and managing negative information.

Online reputation management (ORM) isn't about evading accountability for poor business practices. Instead, it emphasizes leveraging online feedback to enhance products, services, and employee training. ORM acknowledges that negative online content can have lasting repercussions even after resolving underlying issues. It also aims to empower businesses with the means to address new negative issues and transform customer complaints into opportunities for satisfaction and loyalty.

Organizations oversee their brands to effectively handle their online reputations. Online reputation management (ORM) involves examining online commentary about a company or individual, enabling them to undertake actions to enhance their overall public image. ORM essentially mirrors conventional public relations practices but tailored for the digital realm.

ETHICAL JUSTIFICATIONS FOR ONLINE REPUTATION MANAGEMENT

- Consumers prefer to engage with reputable firms.
- Informed potential clients conduct thorough research.
- News agencies seek information about your organization.
- Positive coverage enhances the brand's image.
- Employees and prospective hires favor brands with a positive reputation.
- Shareholders and investors gravitate towards trustworthy entities for investment and collaboration.

TYPES OF SITES TO MONITOR

1. Online review sites (Yelp, Zagat)
2. Scam reporting sites (Scam.com, RipOffReport.com)
3. Online forums (connectedmoms.com)
4. Press articles (<http://www.huffingtonpost.com/news/bp-oil-spill/>)
5. Websites of activist organizations (PETA.org, world.org)
6. Social media sites (facebook.com, twitter.com)
7. Blogs (peopleofwalmart.com)
8. Informational sites (Wikipedia)

Chapter 10: Online Reputation Management

THE THREE T'S

A successful strategy for handling negative publicity involves adherence to three key principles: timeliness, transparency, and training. Responding promptly ensures that media attention shifts towards the company's response rather than solely focusing on the issue at hand. Transparency involves acknowledging any faults or errors, thereby steering the conversation towards the actions taken to address the situation. Additionally, adequate training equips employees to effectively handle complaints. AirBnB, a hospitality platform, utilizes "scenario planning" to devise protocols for various negative scenarios, enabling swift and effective responses. This approach highlights the importance of providing employees with clear guidelines for addressing common complaints and empowering them to respond confidently and appropriately.

TAKE IT OFFLINE

An effective approach to managing negative publicity revolves around three core principles: timeliness, transparency, and training. Swift responses divert media attention toward the company's actions rather than the problem itself. Transparency entails openly acknowledging any mistakes, and redirecting discussions towards resolution efforts. Moreover, thorough training ensures employees are equipped to address complaints adeptly. For instance, AirBnB employs "scenario planning" to prepare for diverse negative scenarios, enabling efficient responses. This underscores the significance of furnishing employees with clear protocols for handling typical grievances, enabling them to respond with assurance and effectiveness.

REPUTATION MANAGEMENT VIA SOCIAL MEDIA

Social media has become a critical arena for reputation management, as brands and companies are frequently referenced in the vast array of daily social media discussions. Numerous social media monitoring tools enable companies to track and even participate in online conversations relevant to their brand. By actively engaging with customers on social platforms, companies demonstrate their commitment to addressing customer concerns in a transparent manner. Beyond simply monitoring social media activity, companies can also practice "social listening," wherein they analyze the data from these conversations to glean valuable insights into customer sentiments and perceptions.

Social media monitoring is a fundamental aspect of reputation management for businesses. It involves responding to both positive and negative comments to amplify positive feedback and address issues promptly. By engaging with positive comments, companies can enhance their reputation, while addressing negative feedback demonstrates a commitment to resolving concerns and mitigating potential crises. However, there are challenges associated with social reputation management. It requires significant resources, as dedicated personnel are needed to monitor social media around the clock and respond promptly to consumer inquiries. Additionally, any communication from a company's social media account is perceived as an official statement, highlighting the importance of maintaining professionalism and accuracy in online interactions.

Chapter 10: Online Reputation Management

SOCIAL LISTENING

Social listening involves various methods for extracting valuable insights from social media discussions. While advanced techniques like measuring brand associations and customer sentiment exist, basic social listening typically includes scraping public mentions of a company from social media platforms, categorizing them as positive, negative, or neutral, and summarizing the overall sentiment. However, this approach has its challenges. Firstly, it can be difficult to filter out irrelevant mentions, especially for large companies with common names like Apple. Secondly, sentiment coding, often done by software programs, may lack accuracy due to the sheer volume of mentions. Lastly, the summarized sentiment may not always reflect the true attitudes of the general population towards a company, as social media discussions can be skewed and may not represent broader consumer sentiment accurately.

QUESTIONS

10.1 What is online reputation management?

10.2 What are the types of sites that a company should monitor its reputation in?

10.3 What is social listening?

10.4 What is the three Ts strategy?

CHAPTER

11

DIGITAL MARKETING STRATEGY

CHAPTER 11

DIGITAL MARKETING

STRATEGY

In this chapter you will learn:

- Understand how digital marketing strategy relates to marketing strategy and digital marketing execution.
- Determine the relative importance of demand generation, demand harvesting, and customer relationship management for a company.
- Identify how to allocate marketing resources effectively across available digital channels.
- Understand how to engage in long-term, profit-maximizing budget allocation.

Chapter 11: Digital Marketing Strategy

DIGITAL MARKETING STRATEGY FRAMEWORK

Demand Generation, Harvesting, and Loyalty Building

At the core of the digital marketing strategy framework lies the customer generation process, succeeded by loyalty-building endeavors, crucial for the sustained operation of any company, irrespective of its offerings or business model. Customer generation unfolds in two phases: demand generation and demand harvesting. Demand generation hinges on disseminating information to captivate potential customers' interest in a product, whereas demand harvesting centers on reaching the right customers at the opportune moment when they are ready to make a purchase. This distinction underscores the shift in marketing strategies between demand generation and harvesting. While demand generation focuses on crafting compelling messages to engage potential customers, demand harvesting targets those already inclined to purchase, emphasizing assurance rather than persuasion.

LOYALTY BUILDING

Building customer loyalty involves focusing on both past and current customers, who mostly represent potential repeat buyers, except for those who have decided not to buy again. The best way to encourage loyalty is by offering excellent products or services that exceed customer expectations. When customers have a positive first experience with a purchase, they're more likely to come back for more. However, smart digital marketing strategies can also play a role in increasing the chances of customers returning for another purchase, so it's essential not to overlook these opportunities.

The primary marketing activities of demand generation, demand harvesting, and loyalty building are typically carried out through six major digital marketing channels: SEO, paid search, email, social media ads, social media posting, and display advertising. While there are other channels and strategies available, these six channels make up the majority of digital marketing budgets. According to the framework, digital marketers should clearly define the specific objective they aim to achieve with their investments in each channel. For instance, if a marketer chooses to focus on email, they should explicitly segment their email list based on these objectives. The content created for email campaigns should align with either generating demand, harvesting demand, or building loyalty, rather than attempting to address all three goals simultaneously.

CUSTOMER CONCENTRATION

An essential component of digital marketing revolves around managing the blend of potential and non-potential customers within the audience. Investing resources in non-potential customers frequently proves futile as it does not result in revenue generation. Hence, digital marketers persistently strive to augment the proportion of potential customers by employing targeted advertising techniques on digital platforms. Establishing a significant concentration of potential customers is often more feasible in demand-harvesting endeavors, where the audience demonstrates interest or intent to purchase the product. Conversely, demand generation initiatives encounter difficulties in captivating a wider audience, rendering it arduous to identify receptive individuals amid a less focused population.

Chapter 11: Digital Marketing Strategy

PRODUCING CUSTOMERS

Demand generation can take various forms, one of which is primary demand generation, which aims to stimulate interest in a particular product category. For instance, when the Apple Watch was initially introduced, there was minimal demand for tech wearables because the product category was relatively new. Therefore, Apple had to engage in primary demand generation to persuade consumers of the value of tech wearables. As the demand for tech wearables became more established, Apple's focus shifted from promoting the product category itself to highlighting the superiority of its brand compared to other competitors. Conversely, demand harvesting focuses on facilitating sales to individuals who already express an interest in a product, addressing any barriers preventing them from making a purchase, such as price or availability. Another way to understand demand harvesting is that it aims to reduce friction in the purchasing process. Paid search is a prime example of demand harvesting, leveraging existing demand indicated by user search queries and allowing companies to position themselves prominently to capture these ready-to-buy consumers. Essentially, paid search is about making a loud call, saying, "Choose me!" to attract potential buyers effectively.

CREATING LOYALTY

Creating customer loyalty involves strategies beyond traditional advertising methods. While demand generation and demand harvesting often rely on paid advertising, loyalty-building efforts prioritize direct communication with existing customers, such as through email campaigns. These efforts focus on providing valuable information and fostering meaningful communication rather than simply promoting products or services. The most impactful factor in cultivating customer loyalty is the overall experience customers have with a company's offerings, as well as any direct interactions with customer service. However, digital marketing communications can complement these efforts by reinforcing positive experiences and strengthening relationships with customers.

When aiming to build customer loyalty, it's important to define specific outcomes that reflect loyalty's impact. These outcomes may include increased purchase breadth, where customers buy a wider range of products, heightened purchase frequency, indicating more frequent purchases of a particular product, or higher purchase amounts, signifying the purchase of more expensive versions of products. Ideally, loyalty initiatives should aim to achieve one or more of these outcomes simultaneously, reflecting a deeper level of engagement and commitment from customers.

MARKETING EFFORTS

Marketing efforts should be clearly prioritized within the framework, ensuring that companies understand which aspect of the customer journey they aim to influence. Without this clarity, conducting marketing campaigns becomes inefficient and lacks strategic direction. A company's digital strategy must explicitly identify the marketing effort that will most effectively drive its business forward.

Chapter 11: Digital Marketing Strategy

For companies with an established customer base, prioritizing loyalty building is emphasized due to its cost-efficiency, as marketing communications with existing customers are typically less expensive. Conversely, new companies lacking an established customer base should prioritize demand harvesting, focusing on capturing existing demand for their products. However, it's essential for these new companies to also have a plan for building loyalty, as they will soon acquire customers to cultivate loyalty with.

RESOURCE ALLOCATION

Once the prioritization of marketing efforts, including demand generation, demand harvesting, and loyalty building, has been established, the focus shifts to resource allocation across digital channels. This critical strategic decision falls under the responsibility of the digital marketing director or VP of digital marketing. The primary factor influencing resource allocation is the cost-efficiency of each channel. For instance, if investing \$1 in channel A yields \$10 in customer spending while the same investment in channel B results in only \$5, it's evident that channel A should receive the bulk of the resources.

COST EFFICIENCY (DIGITAL ROI) =

$$\frac{(\text{CUSTOMER CONCENTRATION} \times \text{EXPOSURE EFFECTIVENESS})}{\text{COST PER EXPOSURE}}$$

Return on ad spend, also known as return on ad spend or cost efficiency of marketing expenditures, is positively influenced by two key factors: customer concentration and exposure effectiveness. However, it is inversely related to the cost per exposure.

A high customer concentration leads to a greater return on investment. This is because a higher proportion of revenue-generating individuals are exposed to advertising, resulting in a more efficient use of marketing resources.

Exposure effectiveness is a measure of the impact that exposure to the marketing message has on a potential customer's purchase intent. Channels with higher exposure effectiveness are more cost-effective, as the same marketing spend can drive a larger increase in purchase intent.

When evaluating marketing channels, it is useful to identify the one with the lowest exposure effectiveness, rather than the highest. The text suggests that display advertising, such as banner ads, has the lowest exposure effectiveness, as people tend to actively avoid looking at these types of ads, limiting their potential impact.

Chapter 11: Digital Marketing Strategy

CHANNEL	COST PER EXPOSURE	CUSTOMER CONCENTRATION	EXPOSURE EFFECTIVENESS
Email	Low	Medium to High	Medium to High
SEO	Varies	Medium to High	Medium to High
Paid Search Advertising	Medium to High	High	High
Social Media Advertising	Medium to High	High	High
Social Media Posting	Varies	Medium	Low to medium
Display Advertising	Low	Medium to high	Low

SPENDING OPTIMIZATION OBSTACLES

- Limited investment levels
- Changing returns
- Measurement difficulty
- Cross-channel interactions
- Attribution inaccuracies
- Marketing strategy implementation

Limited investment levels: Companies often do not systematically experiment to determine the marginal return on investment at different levels of spending in a particular channel. Instead, they invest a fixed amount and observe the overall level of return.

Changing returns: Markets are dynamic, and an ad campaign that produces excellent results one week may become ineffective the next week.

Measurement difficulty: Measuring the true cost of certain marketing activities, such as SEO, can be challenging because the costs are tied to employee time rather than direct payments to advertising platforms.

Chapter 11: Digital Marketing Strategy

Cross-channel interactions: This model assumes the effects of marketing expenditures are independent and isolated within each channel. However, this is rarely the case, as increased spending in one channel (e.g., display advertising) can have spillover effects on other channels (e.g., improved SEO).

Attribution inaccuracies: Accurately measuring return on ad spend requires precise accounting of both marketing expenditures and the resulting revenue, which can be difficult to achieve.

Marketing strategy implementation: While this framework focuses on the allocation of resources across channels, successful marketing strategies also require the coordination of other factors, such as brand positioning, competitive reactions, and new product introductions, which are not directly captured by this model.

OTHER DIGITAL MARKETING TACTICS

Conversion rate optimization: Investing in conversion rate optimization (CRO) is generally a good idea for all companies engaged in digital marketing, as it can lead to significant improvements in performance.

Mobile application: Developing a successful mobile application is challenging. Companies should only invest in a mobile app if they have the resources to support it, can establish a large user base, or if the app will increase customer loyalty. The app must generate more frequent traffic, higher spending, or new customers not reached through other channels to be profitable.

Affiliate marketing: Engaging affiliates is a low-risk way to acquire new customers, but there is a risk that affiliates could divert traffic and force commissions on sales the company would have made anyway.

Influencer campaigns: Many companies have found influencer marketing to be highly profitable, but these relationships are often ad hoc. Some companies are working to improve the structure and management of influencer campaigns.

Direct messaging: While platforms like WhatsApp and WeChat have found great success with direct messaging outside the US, the growth of direct messaging as a marketing channel in the US, such as through Facebook Messenger, has been relatively lackluster so far.

APPLYING THE FRAMEWORK

1. Prioritize marketing efforts
2. Allocate resources across channels
3. Monitor and adjust

Chapter 11: Digital Marketing Strategy

RESOURCE ALLOCATION - HARVESTING

CHANNEL	EXPECTED RETURNS	TIMEFRAME	RESOURCE INTENSITY	ALLOCATION
SEO	Medium-High	Long delay	High	Low, but positive
Paid Search	Medium-High	Immediate	Low	Medium
Email	Low	Medium	Medium-High	Low
Social Media Advertising	Medium-High	Immediate	Low	High
Social Media Posting	Low-medium	Medium	Medium	Low
Display Advertising	Medium	Immediate-medium	Low	Medium

RESOURCE ALLOCATION - LOYALTY BUILDING

CHANNEL	EXPECTED RETURNS	TIMEFRAME	RESOURCE INTENSITY	ALLOCATION
SEO	Low	Long delay	High	Low
Paid Search	Low	Immediate	Low	Low
Email	High	Immediate	Medium-High	High
Social Media Advertising	Low-medium	Immediate	Low	Low
Social Media Posting	Medium	Medium	Medium	Medium
Display Advertising	Low-medium	Immediate	Low	Low

Chapter 11: Digital Marketing Strategy

METRICS MONITORING

CHANNEL	METRIC #1	METRIC #2	METRIC #3	METRIC #4
SEO	Sessions	Conversions	First page keywords	Domain authority
Paid Search Advertising	ROAS	Conversion rate	Sales	Marginal ROAS
Email	Sessions	Conversions	CTR	Marginal CTR
Social Media Advertising	ROAS	Conversion rate	Sales	Marginal ROAS
Social Media Posting	Sessions	Conversions	Engagement rate	Views per post
Display Advertising	ROAS	Conversion rate	Sales	Marginal ROAS

QUESTIONS

11.1 What is the digital ROI formula?

11.2 Give examples of spending optimization obstacles?

11.3 What is the digital marketing strategy framework?

CHAPTER

12

REGULATIONS AND ONLINE PRIVACY

CHAPTER 12

REGULATION AND

ONLINE PRIVACY

In this chapter you will learn:

- Understand what is meant by online privacy.**
- Understand the biggest internet privacy issues.**

Chapter 12: Regulations and Online Privacy

WHAT IS ONLINE PRIVACY?

Online privacy, also known as internet or digital privacy, refers to the extent to which a person's personal, financial, and browsing information remains private when using the internet. This is a growing concern, as people's browsing history and personal data can potentially be at risk when they are online. Information privacy is a component of online security that examines several key aspects: The type of data that is acquired or collected, how that data is gathered and stored, whether the data is shared with any third parties, the regulatory restrictions that may apply, such as the General Data Protection Regulation (GDPR). In essence, online privacy deals with the protection and control of an individual's private information in the digital realm.

THE BIGGEST INTERNET PRIVACY ISSUES

Search engines user tracking

- Search history
- Cookies
- IP addresses
- Click-through history

Social media data harvesting

Cookies/online tracking

- Logins
- Identification
- Preference settings
- Ad settings
- Language settings

Mobile apps and privacy

Identity theft

- Phishing
- Malware

Chapter 12: Regulations and Online Privacy

CAMBRIDGE ANALYTICA SCANDAL

The Cambridge Analytica case brought major concerns about online privacy to the forefront. At the heart of the scandal was the revelation that the political consulting firm Cambridge Analytica had improperly accessed and used personal data from around 87 million Facebook users without their permission.

The firm obtained this large amount of user data through a personality quiz app developed by a researcher. This app could collect information not just from people who used it, but also from their Facebook friends. Cambridge Analytica then used this data to build detailed profiles of individuals, which it exploited to send them carefully targeted political ads and content. The goal was to try to influence people's political views and voting behavior.

This case showed how online data and the ability to narrowly target people can be misused for political purposes, violating people's privacy and the democratic process. It led to major backlash, investigations, and the eventual closure of Cambridge Analytica. It also sparked a broader reckoning about the need for stronger regulations to protect people's personal information, especially as technology companies gain more power over this data.

Overall, the Cambridge Analytica scandal highlighted the significant risks and ethical concerns around the collection and use of people's online data, especially when it comes to issues of politics and influence.

GENERAL DATA PROTECTION REGULATION (GDPR)

In response to growing concerns around online privacy and data protection, the European Union enacted the GDPR in 2016, which went into effect in 2018. The GDPR is a comprehensive set of 99 articles designed to safeguard the privacy and personal data of all EU citizens.

Some of the key provisions within the GDPR include:

The right for individuals to know what personal data a company or organization holds about them, and to access that information.

The ability for people to refuse a company's use of their browsing history, cookies, and other personal data when visiting that company's website.

Strict requirements for companies to obtain clear, freely given consent from customers before collecting and using their personal information.

Tighter regulations governing how companies can contact customers and share their contact details with third parties.

Chapter 12: Regulations and Online Privacy

FACEBOOK VS. AUSTRALIA

In early 2021, the Australian government introduced a new law called the News Media Bargaining Code, which aimed to require large tech companies like Facebook and Google to pay news publishers for using their content on the platforms. The goal was to help support the journalism industry, which had been struggling as more people got their news online. Facebook strongly opposed this new law. In response, the company took the drastic step of completely banning all Australian news content from being shared on its platform. This meant that Australians could no longer post or view any news articles from Australian publishers on Facebook.

The Australian government condemned Facebook's actions, calling it a "threat" to its citizens' access to factual information. There was a major public backlash against Facebook as well. After several days of negotiations, Facebook eventually reached an agreement with the Australian government to restore news content, in exchange for being able to make its own deals with news publishers.

This case highlighted the immense power and leverage that large tech platforms like Facebook have over the distribution of news and information. It also demonstrated the challenges governments face in trying to regulate these dominant digital companies and ensure a fair ecosystem for journalism.

The standoff between Facebook and Australia ultimately resulted in a compromise, but it signaled the growing tensions between tech giants, news providers, and policymakers over issues of content distribution, monetization, and the preservation of a healthy free press. It was a significant test case for how governments can assert more control and accountability over powerful online platforms.

QUESTIONS

12.1 What is online privacy?

12.2 What are the biggest internet privacy issues?

12.3 What is meant by the General Data Protection Regulation (GDPR)?

13

AI
APPLICATIONS
IN
MARKETING

CHAPTER 13

AI APPLICATION IN MARKETING

In this chapter you will learn:

- Understand how artificial intelligence is used in marketing and how to utilize**
- Understand some of the most common AI tools that are used by markteers.**

Chapter 13: AI Application in Marketing

According to a survey published by HubSpot 64% of marketing professionals said they use AI tools in some form in their jobs, but the purpose and level of integration can vary widely. Just 21% of marketers said it's extensively integrated into their daily workflows."

CONTENT CREATION

Digital marketers have the capability to leverage AI systems to assist with creating a variety of marketing content, including captions, social media posts, email copy, and even blog articles. The applications of AI extend beyond just writing, as marketers can also utilize these technologies to produce multimedia assets like images, audio, and video.

However, it's important to note that most AI-generated marketing content is not yet ready for immediate publishing without further refinement. Today, the majority of marketers who use AI view it primarily as a starting point - whether that's for ideation, outlining, or generating an initial draft that can then be edited and polished. In fact, only a small fraction (around 6%) of marketers say they publish AI-created content with no additional changes.

The key for marketers is to remember that any AI-produced content still requires careful fact-checking, editing, and adjustments to ensure it aligns with the brand's unique voice and messaging. By treating generative AI as a creative catalyst rather than a replacement for human writers, marketers can harness the efficiency and scalability benefits while maintaining the quality and authenticity that audiences expect.

SHUTTERSTOCK

Shutterstock offers a comprehensive suite of tools to empower marketers in content generation. The "Magic Brush" feature allows users to modify existing images by simply brushing over them and specifying the desired changes, whether that be additions or removals. The "AI Image Generator" leverages advanced AI technology to enable the creation of virtually any image, starting from a textual description. The "Expand Image" functionality expands the borders of an image, providing additional space to enhance the design and storytelling elements of the visual. The "Variations" tool generates multiple alternate versions of any stock or AI-generated image, giving users a range of options to choose from. Additionally, the "Design Assistant" offers guidance and inspiration to help transform ideas into visually stunning, impactful images. Collectively, these features equip marketers with the necessary tools to efficiently create, manipulate, and optimize visual content that captivates their audience and supports their overall marketing strategies.

Chapter 13: AI Application in Marketing

CUSTOMER ENGAGEMENT

AI has revolutionized customer engagement strategies, especially for businesses aiming to retain loyal customers, increase purchases, and deliver personalized experiences. With large customer bases and diverse segments, manual customization becomes challenging. AI-powered solutions analyze vast customer data, create predictive segments, and enable personalized marketing campaigns. Automated tools streamline processes, while predictive analytics provides valuable insights for data-driven decision-making. AI integration strikes a balance between scalability and personalization, enhancing customer satisfaction and driving business growth.

WEBENGAGE

WebEngage is a customer engagement platform that utilizes AI technology to enhance marketing capabilities. With its predictive segments feature, WebEngage enables marketers to identify customers who are highly likely to make a purchase. By analyzing user behavior, preferences, and demographics, the platform creates segments of customers who exhibit similar characteristics to past converters. This predictive segmentation allows marketers to deliver personalized marketing messages and offers to these high-potential customers, increasing conversion rates and optimizing marketing strategies for better results. WebEngage's AI-powered predictive segments empower marketers to allocate resources effectively, reduce costs, and maximize return on investment (ROI) by focusing on the customers with the highest likelihood to buy.

CHATBOTS

Chatbots have been a long-standing application of AI in marketing. Developed using natural language processing (NLP), chatbots can address frequently asked questions, guide potential leads, arrange demo calls, and perform other functions. By personalizing the customer journey, chatbots enhance the experience of individuals interacting with marketing content. Additionally, they serve as a valuable resource for addressing customer inquiries.

DRIFT

Conversational AI uses artificial intelligence to understand, process, and respond to human language in a natural and relevant way. Drift's patented Conversational AI automates conversations, insights, and recommendations. This means website visitors can state their intent with open-text questions and find answers to their questions while being nurtured in a personalized manner. A marketeer can view the latest conversational trends and insights to optimize his go-to-market efforts accordingly. Drift has also partnered with OpenAI to augment their existing AI with GPT capabilities that accelerate B2B conversations, lead generation, and pipeline.

Chapter 13: AI Application in Marketing

SEO CONTENT GENERATION

AI has significantly impacted content generation for SEO (Search Engine Optimization). With the advancement of AI technologies, marketers now have access to powerful tools that can automate and optimize various aspects of content creation, resulting in improved search engine rankings and enhanced user engagement.

SURFER SEO

Surfer SEO is a content optimization tool that helps you create copy for ranking on search engines. While a marketeer do the writing, Surfer assesses and scores your content according to its keyword density, readability, length, use of headers, and other aspects that push content up the rankings.

Even though there are many tools that serve digital marketeers, there's a constant problem facing marketeers which is the lack of Arabic tools -even though chatgpt and other generative ai bots understand and can write Arabic-.

REPUTATION MANAGEMENT

AI has greatly improved reputation management by enabling businesses to monitor and analyze online mentions, reviews, and comments in real-time. AI-powered tools can detect sentiments, identify patterns, and filter out fake reviews. Additionally, AI algorithms help predict and prevent potential reputation crises by analyzing data and customer sentiments. Overall, AI enhances reputation management by providing actionable insights and proactive measures to maintain a positive brand image.

BRAND24

Brand24 scours news sites, social media, blogs, forums, videos, and other locations to aggregate mentions. It then applies sentiment analysis to identify topics of conversation and the underlying emotions of reviewers and users.

LUCIDYA

Lucidya empowers marketers with breakthrough customer experiences through its AI-powered solutions. With the ability to accurately analyze Arabic content, Lucidya provides marketers with valuable insights into customer sentiments, enabling them to make data-driven decisions. Allowing them to manage their brands' online reputation thru analyzing content created than 81 have the brand mentioned.

Chapter 13: AI Application in Marketing

QUESTIONS

13.1 How can AI be used in content creation?

13.3 How can AI be used in customer engagement?

13.2 How can AI be used in reputation management?

13.4 How can AI be used in SEO?