

6MARK017W

Digital Marketing, Social Media & Web Analytics

WEEK 1:

INTRODUCTION TO MODULE; WEB MARKETING

Week 1

Part A:

- ❖ Introduction to module
- ❖ Housekeeping
- ❖ Reading list

Part B:

- ❖ Principles of Marketing
- ❖ Digital Marketing

Contacts

Module Leader

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What is the module about...

Learning objectives (when you complete this module you should be able to):

- LO1** critically evaluate digital marketing elements, such as SEO, email, and social media, in terms of effectiveness;
- LO2** employ the techniques required to maximise the effectiveness of marketing on the web, with reference to **search engines**, email, and social media;
- LO3** select and employ web analytics techniques and tools in a way that tracks and measures the effectiveness of an interactive multimedia product's (IMP's) design and digital marketing campaigns, and investigates security issues effectively;
- LO4** defend in writing and oral form research-informed decisions and solutions to issues of SEO, social media and web analytics;
- LO5** critically interpret and discuss the results generated from SEO and Analytics tools and provide recommendations for given scenarios;
- LO6** critically compare competitors' digital marketing elements and demonstrate how findings from such comparison affect own IMP's digital marketing campaign.

We'll focus on:



1. What is digital marketing – different models – relation to search engines & analytics
2. Problems and solutions with info retrieval systems (search engines)
3. SEO (search engine optimization)
4. Google SEO
5. Social Media
6. Web and Google Analytics
7. Business Plans

Weekly Schedule (weeks 1-6, provisional)

Week	Lecture	Tutorial	Assessment
LW1	<ul style="list-style-type: none"> ➤ About the module; ➤ Web marketing 	Intro to module – topics; assessment requirements; brief intro to web marketing and the importance of the landing page.	
LW2	<ul style="list-style-type: none"> ➤ Information retrieval systems; search engines; spiders; SEO 	Coursework 1 – analysis and questions	Coursework 1
LW3	<ul style="list-style-type: none"> ➤ SEO techniques: Keywords; 'Panda' algorithm; other techniques. 	<ul style="list-style-type: none"> ○ Google sites (will be used for the coursework) ○ What is a 'professional tool kit' – develop a professional tool kit . ○ Practice on 'google sites' 	
LW4	<ul style="list-style-type: none"> ➤ SEO techniques continue. Back-links. ➤ 'Penguin' algorithm. ➤ Black hat optimization 	Develop a professional SEO toolkit: <ul style="list-style-type: none"> ○ Tools to find keywords ○ Keyword ranking tools ○ Tools to improve content ○ Back linking tools 	
LW5	<ul style="list-style-type: none"> ➤ Social media and SEO; social media and marketing 	<ul style="list-style-type: none"> ○ Continue with the development of a professional SEO toolkit ○ Google Search Console 	
LW6	<i>Engagement Week – Activities organized by the University, no lecture, no tutorial</i>		

Weekly Schedule (weeks 7-12, provisional)

Week	Lecture	Tutorial	Assessment
LW7	<ul style="list-style-type: none"> ➤ Introduction to Web Analytics and Google Analytics (GA). ➤ Problems and possible solutions 	<ul style="list-style-type: none"> ○ Last minute questions on cwrk 1 ; Online forum Coursework 2 – analysis and questions	CWRK 1 deadline Coursework 2
LW8	<ul style="list-style-type: none"> ➤ Google analytics – part A, reports 	<ul style="list-style-type: none"> ○ Create all the necessary accounts for GA; connect your site with GA ○ Create reports for your site ○ Articles on GA 	
LW9	<ul style="list-style-type: none"> ➤ Google analytics – part B, goals and more 	<ul style="list-style-type: none"> ○ GA related exercises 	
LW10	<ul style="list-style-type: none"> ➤ Business Plans and Analytics ➤ Social Analytics (SA) 	<ul style="list-style-type: none"> ○ Business plans; monitor them using analytics tools ○ Explore tools for SA 	
LW11	<ul style="list-style-type: none"> ➤ Email Marketing 	<ul style="list-style-type: none"> ○ Tools for email marketing 	
LW12	<ul style="list-style-type: none"> ➤ Connecting SEO and Analytics ➤ Conclusions 	<ul style="list-style-type: none"> ○ Last minute questions on cwrk 2 ; Online forum 	CWRK 2 Deadline the following week

Lectures and Tutorials

Lectures: Tuesdays 17:00, Cavendish CLG.06

Tutorials: Thursdays and Fridays

VERY IMPORTANT

Please confirm your tutorial group in your online timetable
(timetabling.westminster.ac.uk)

Your tutor will mark your work

Assessment

Coursework 1

Handed out: Week 2 (presented and discussed during tutorial time)
Deadline: **1pm Tuesday, 7 March 2023**
Type: Individual
Weighting: 50%
Qualified Mark: 30

Coursework 2

Handed out: Week 7 (presented and discussed during tutorial time)
Deadline: **1pm Tuesday, 18 April 2023**
Type: Individual
Weighting: 50%
Qualified Mark: 30

Resources

Lecture slides and recordings: via Blackboard

Tutorial exercises and handouts: via Blackboard

Reading list:

<https://rl.talis.com/3/westminster/lists/ABFF3038-6A1E-0711-86E2-73257137FC42.html?lang=en&login=1>

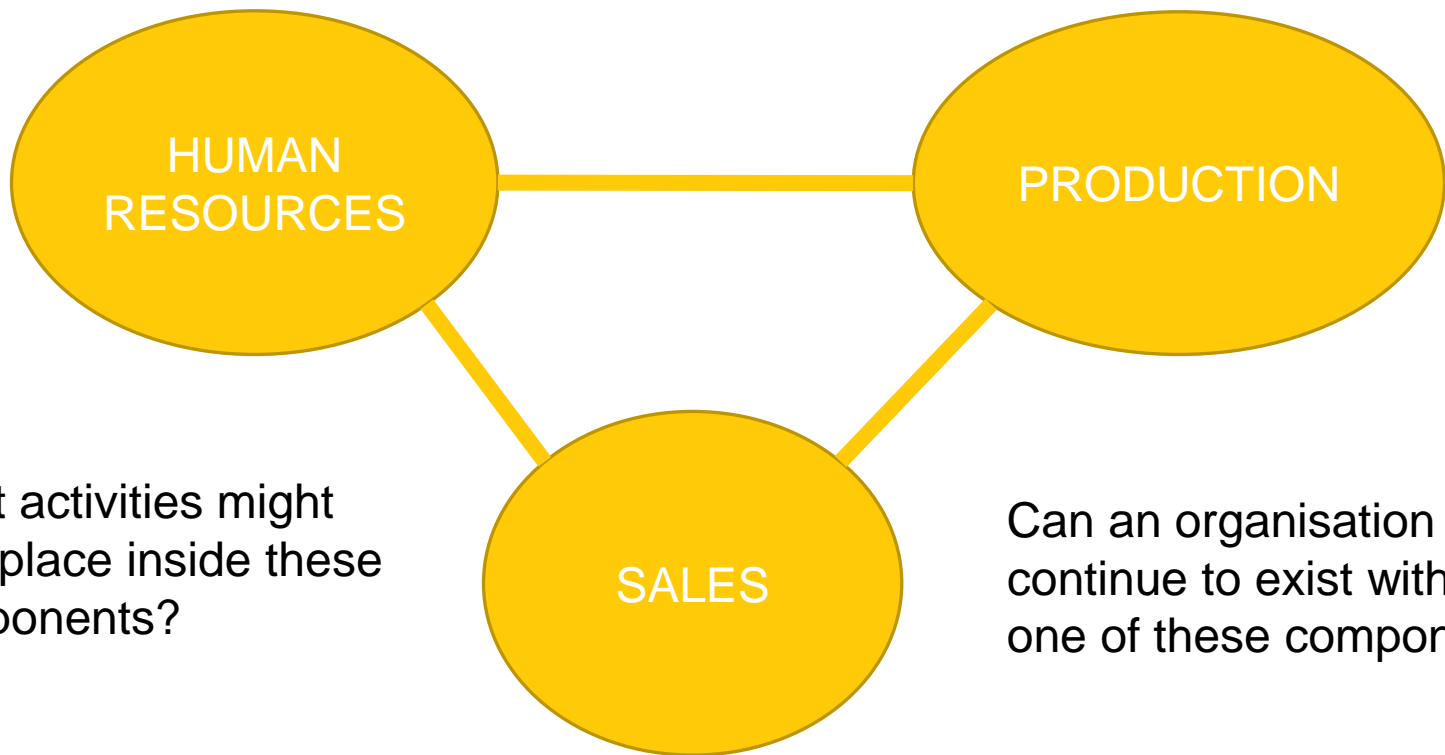
Where appropriate, additional resources will be given during the tutorials.

Week 1

Part B:

Principles of Marketing & Digital Marketing

The simplest form of an organisation



What activities might take place inside these components?

Can an organisation continue to exist without one of these components?

Key Definitions

MARKET – A place where buyers and sellers come together to exchange value, can be physical or remote.

CONSUMER – Any entity that uses a product or service.

CONSUMER VALUE – The value derived by a consumer from the use of or consumption of a product/or service.

PRODUCER – Any entity that creates a product or service.

DEMAND – The sum of consumer needs and wants.

MARKETING – The process of (1) generating consumer demand for a product/or service and (2) managing the longer-term relationship between consumer and producer.

(1) Generating customer demand

Strategies

- Four Ps Marketing Mix (*McCarthy, 1960*)
 - Price – How much are people willing to pay?
 - Product – Does it satisfy a need or want? Quality? Reliability?
 - Placement – Location and availability?
 - Promotions – Advertising, discounts, tariffs, free-trials etc.

(1) Generating customer demand

Strategies

- Consumer – Does the product fill a void in the consumer's life?
- Cost to satisfy – What is the net cost to the consumer?
- Convenience – How easy is it for the consumer to acquire and use?
- Communication – Does the product speak directly to consumer needs and their preferences?

(2) Managing the longer-term relationship between consumer and producer.

CRM – Customer relationship management systems and models. For example, the RFM (recency-frequency and monetary) model enables ranking and segmentation of customers. Enables focusing of marketing efforts on those with the highest effort-reward ratio.

CLV – Consumer life-time value. Taking a longer view of the consumer-producer relationship. This can impact returns policies, loss-leader pricing, gestures of goodwill and loyalty schemes.

Traditional and Digital marketing

Traditional Marketing

- Refers to a range of offline and paper-based methods, including but not limited to TV advertising, print advertising, sponsorship, leaflets, discount coupons, billboards and radio advertising.

Digital Marketing

- Web Marketing, Internet Marketing, Online Marketing, or E-Marketing refers to the promotion of products and services over the World Wide Web.
- This can include, but is not limited to e-mail marketing, online or multimedia advertising, pay-per-click (PPC), affiliate marketing and social media marketing.

Traditional vs. Digital marketing

- Digital Marketing can:
 - **better target** potential customers and be tailored to their needs and preferences (e.g. paid and unpaid search engine results, email)
 - be experimental and in a **low-cost way** (e.g., experiment with different online ads to see which one the audience likes and then use it traditional channels where it may be more expensive).
 - enable **interaction** and be engaging (e.g., blogs, social media). Consider Facebook's personalised video messages
 - Enable **monitoring** of users' actions and behaviors (*Analytics*)
- Traditional Marketing can:
 - promote products and services more effectively **for people who are older** and do not use computers.

Digital marketing: GOAL

A key goal of digital marketing is to drive visitors towards an action you want them to take (conversion) e.g., place an order.

NB: The sale of a product or service may not be the only objective (the main conversion action) of a brand, company or institution.

There may be other objectives such as:

- Signing up or downloading a free trial of a product.
- Donating to a worthy cause.
- Calling to complete a transaction offline (e.g., house purchase)
- Subscribing to a newsletter.
- Making someone a Facebook fan or a twitter follower.

Digital marketing processes

How do we convert a 'visitor' to a 'buyer'?

- ☐ How does the conversion happen?
- ☐ How best to describe and model this process?
- ☐ Can we make the process more efficient or streamlined?

Two proposed ways to model this process include:

- A. Funnels → Ash's funnel process
- B. Circle → Miller's buying circle

Funnels

- ◎ A funnel is a series of steps (or a journey) a visitor goes through before they can reach conversion.
- ◎ In summary:
 - (1) Attract new perspective customers/users to your Web Site
 - (2) Convert them into actual customers/users
- ◎ Each stage of the process can be broken down into sub-stages covering different aspects of the customer/user journey.

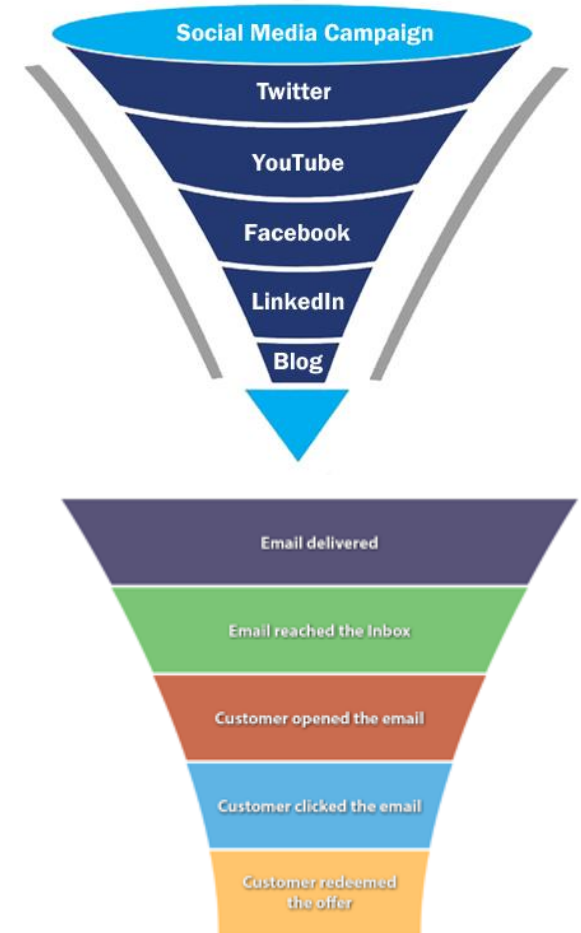
Funnels

Companies have dedicated resources to spend and business objectives to meet.

As a result, different companies may use various marketing techniques (email, social media, pay-per-click, etc.) to promote a product or service online.

Each of these techniques can be represented as a funnel.

New funnel names have been introduced (e.g., social media funnel, email marketing funnel, etc.)



Funnels

Ash (2012) proposes the generalized form of a digital marketing funnel.

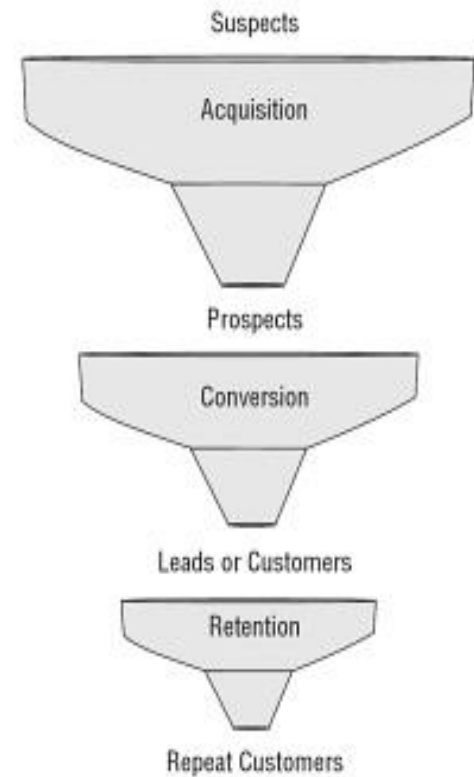


Fig 1. A version of a funnel by Ash (2012)

Ash's Funnel process – Step 1

- Step 1: Acquisition
 - Involves creating **awareness** using digital marketing campaigns and/or traditional marketing methods that help to drive visitors (traffic) to a website
 - At this stage **suspects** become prospective customers (or **prospects**).
 - **First Contact:** Landing page
 - It is the point where your visitor lands on your website and it is often a critical first point of contact.
 - There are different types of landing pages. It can be any page of website, a microsite or a stand-alone page

Ash's Funnel process – Step 1

- Step 1: Acquisition
 - **Acquisition methods**
 - Method 1: Organic search results.
 - Method 2: Pay-per-click (PPC) advertisement (e.g., Google Adverts)
 - Method 3: Banner Advertisement
 - Method 4: Affiliates
 - Method 5: Email marketing
 - Method 6: Social media marketing
 - *Which of the above methods do you recognise?*

Ash's Funnel process – Step 2

- Step 2: Conversion
 - Persuade them to take a specific action (according to business objective).
 - At this stage from **prospects, they become leads and/or customers.**
 - **How can you make users act in the way you want them to?**
 - The landing page typically displays content that is relevant to the advertisement or link that users used to land on your page.
 - You provide content and appearance that makes your web pages more appealing to target audience (Landing Page Optimisation (LPO)/ Conversion rate Optimisation (CRO))

Ash's Funnel process – Step 2

- Step 2: Conversion

- **Lead**

- Not every company/institution defines lead in the same way, because the way a prospective customer is acquired differs from company to company. Also generating a lead serves different purposes.
 - “One common definition of a lead is an individual or organization ***that expressed an interest*** in your goods or services
 - It is different from just a contact for whom all we have is the email or name. Without more qualifying information, we don't know if a person has interest or authority to make a purchase.
 - To understand whether this person qualifies as a lead, you will have to get more information about them.

Ash's Funnel process – Step 2

Lead generation

- Its about initiating customer interest or customer inquiry into the products or services of a business
- There are many methods for generating leads (paid and unpaid). Example include search engine results, referrals from existing customers (word to mouth), participation in exhibitions.
- Businesses try to generate '**quality**' **leads** (those which have already expressed an interest and have authority to purchase).

Ash's Funnel process – Step 2

- Step 2: Conversion
- **Conversion rate:** Number of conversions/unique visitors. Remember the goal is to turn people browsing a site into doing what you want them to do.
- A conversion takes place when visitors landing on a page complete a specific action.
- The conversion action should be **clear, measurable, and have value for the business**, company, institution.
- There are different [types of conversion actions](#). For example:
 - Purchase a product/service
 - Download a white paper
 - Download a trial version of a product
 - Sign-up to a newsletter

Ash's Funnel process – Step 3

- Step 3: Retention
 - Conversion alone is not always sufficient for success.
 - A brand must be able to **sustain** and **deepen** the customer relationship.
 - An organisation may start the process of retention immediately after the initial conversion action (sign-up to newsletter, download a white paper)
- Have you experienced the use of any retention strategies whilst shopping online?

Ash's Funnel process – Step 3

- Retention
 - Retention strategies may involve follow-up communications, micro-nudging, personalised advertisements, promotions or discounting.
 - Email marketing
 - It is used widely for retention.
 - It can be **automated**, but it can be also customised or modified based on customer's actions, profile and interests.
 - Social media
 - Retain by responding to Facebook posts, tweets or thanking people for their tweets.

Miller's buying circle

- © An alternative perspective considers the purchasing process as a cycle consisting of 5 key stages (Miller, 2012).

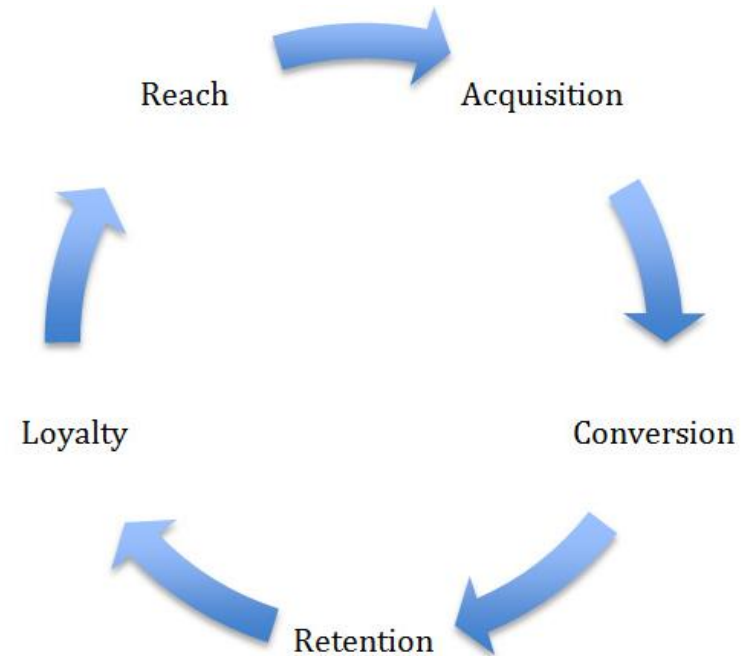


Fig2. 5 stages of buying circle by Miller, 2012

Miller's buying circle – stages 1 and 2

Stage 1: Awareness/Reach/Attention

- The attention of a prospective customer (prospect) is captured and is made aware of the products and or services on offer. At this stage, their information is limited.

Stage 2: Acquisition

- It is the process of **convincing** someone who sees information about your company to contact you for more information. **That is to generate a solid lead that you can then follow up.**
- Measuring acquisition is about counting how many leads you generate.
- Acquisition is not always straightforward to measure because what constitutes a lead differs among companies and marketers. Businesses will may also have different objectives and expectations.

Miller's buying circle – stage 3

Stage 3: Conversion

- It is the process of converting **a lead to customer** for the first time. That means making a sale or whatever the objective of the business is.
- It is the most straightforward process compared to acquisition as it is easily measured by the business itself.
- Businesses will likely try to associate new conversion with a specific marketing campaign or technique using different methods (for example HTTP cookies, referral code, specially crafted HTTP link)

Miller's buying circle – stage 4

Stage 4: Retention

- It is more difficult to define, and measure compared to acquisition, because we must consider the following issue: **How active should an existing customer be in order to be considered retained?**
- For example:
 - Can we consider a customer that simply receives our emails a retained customer?
 - If not, then how often a customer should purchase a product/service or in general perform a conversion action so it can be considered as a retained customer?
- Miller (2012) suggests that each company **should establish metrics/criteria** which measure the interaction of an existing customer and based on these criteria judge whether they are a retained customer.

Miller's buying circle – stage 4

Stage 4: Retention (continued...):

- To judge retentions, Miller (2012) suggests to consider the following metrics based on the marketing campaign:
 - Email:
 - Consider subscription, clicks and click-through-rate
 - Consider also who has unsubscribed
 - Social media:
 - Consider whether your existing customers are followers, fans, whether they share or like your product and whether they post comments, tweets etc.

Miller's buying circle – stage 5

Stage 5 (Loyalty):

- If a person becomes a prospect, then a lead, then a customer and then a retained customer, then the buying circle is completed.
- A customer is considered loyal if they recommend an organization to someone else and thus help the organization to reach new prospects.
- It can be problematic to determine whether a person has referred a new prospect to an organization, for example in the case of word of mouth. However, there is the possibility of using personalized referral codes.

Remarks

Which model, funnel or buying circle do you think best represents the real-world given both models share similar steps.

Remarks:

- ❑ The very first step is 'acquisition'
 - Problem → Web is HUGE (and it becomes bigger every minute).
 - The importance of 'information retrieval systems' (or in everyday life, 'search engines') becomes apparent.
 - How could we make our site visible to search engines and to our users?
- This leads us to our next topic: **Search Engines and SEO**

Remarks

Remarks:

- It is apparent that companies need to gather information about the behavior of their users as well as the effectiveness of their own policies (their SEO).
 - This is the second topic we'll discuss in this module: **Analytics**

Remarks

Organisations need to gather, analyze and manage information not only about their own customers/actions but also about their competitors.

This is called **‘competitive intelligence’**:

- Getting to know your competition is critical as you need to:
 - understand how they perform
 - inform your decision making for your marketing campaigns and company’s objectives.

Remarks

- There are tools that can help us gather information about:
 - traffic stats of a competitor (e.g. page views, where traffic comes from, search terms used, unique visits)
 - backlinks of competitor and their ranking potential in search engines.
 - impact of social media campaigns of competitor
- Many of these tools, like Hitwise, are not free of charge.
- Some of these tools have some free features, like Alexa, and Open Site Explorer.

Summary

This week after the introduction to the module we discussed the following:

A) Principles of marketing – what ‘marketing’ is; traditional and digital marketing

B) Processes that describe ‘digital marketing’:

- Funnels → Ash’s funnel process
- Circle → Miller’s buying circle

C) The importance of ‘acquisition’ (SEO) and of collecting information (analytics)

Next week

Having established that the very first step relates to acquisition of prospective customers, we will explore ways in which a website can be made visible to search engines and users.

Next week we'll discuss:

- Principles of Information retrieval systems
- Search engines and their role in supporting acquisition
- Search engine optimization techniques and strategies