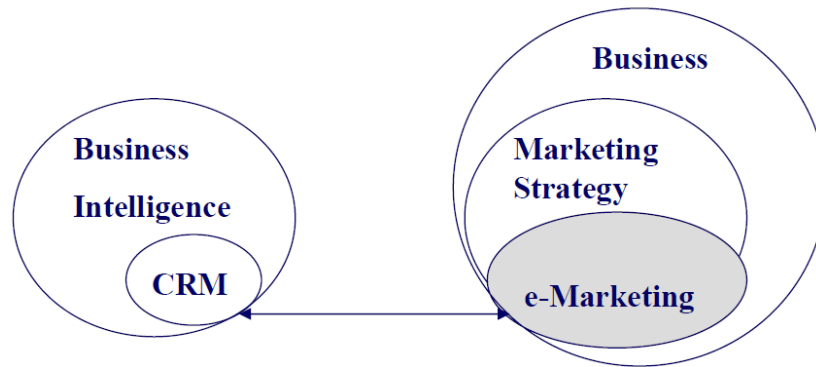


# **Marketing & Social Media**

# Marketing & Social Media

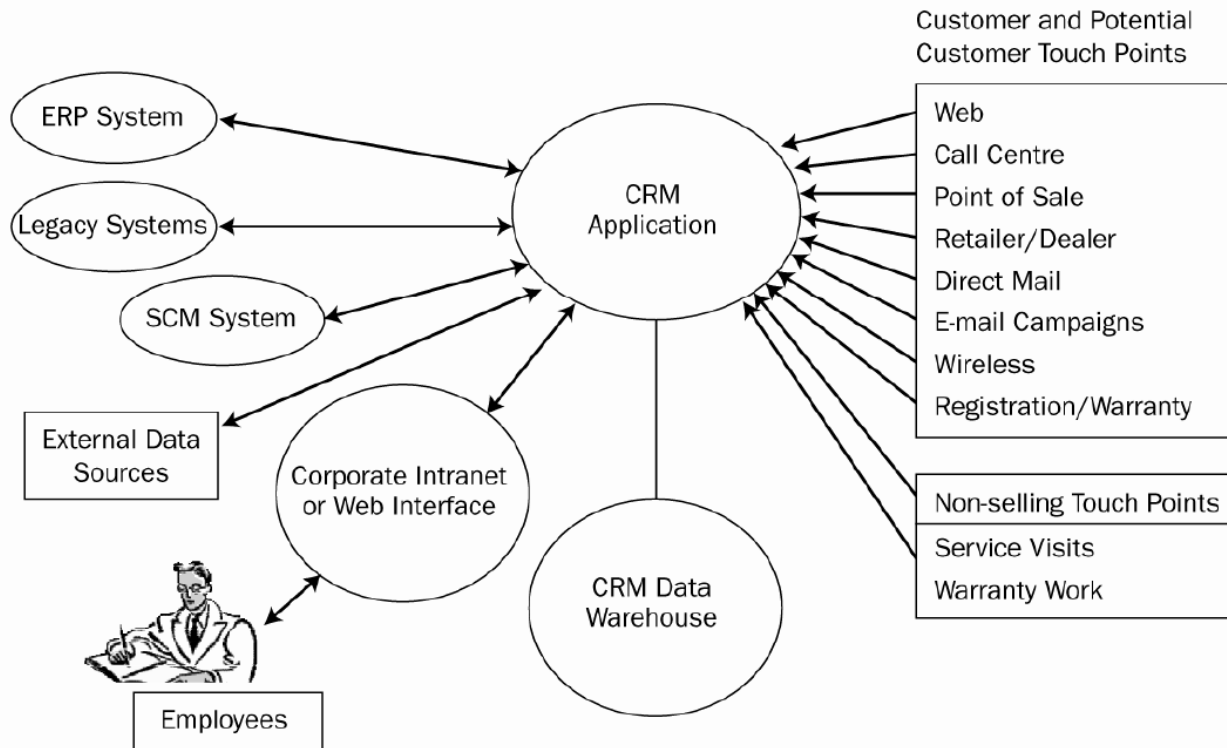
- Marketing & CRM
- Sources of Information
- Location Based Services, Social Media & Mobile Technologies
- User Generated Content
- Search Engine Marketing (SEM)
  - Adwords,...
- Search Engine Optimization (SEO)
  - Meta tags, etc.. AdSense?
- Search Media Marketing (SMM)



*CRM requires integration of data and access to the application to occur seamlessly across multiple systems.*

### The Back Office

### The Front Office

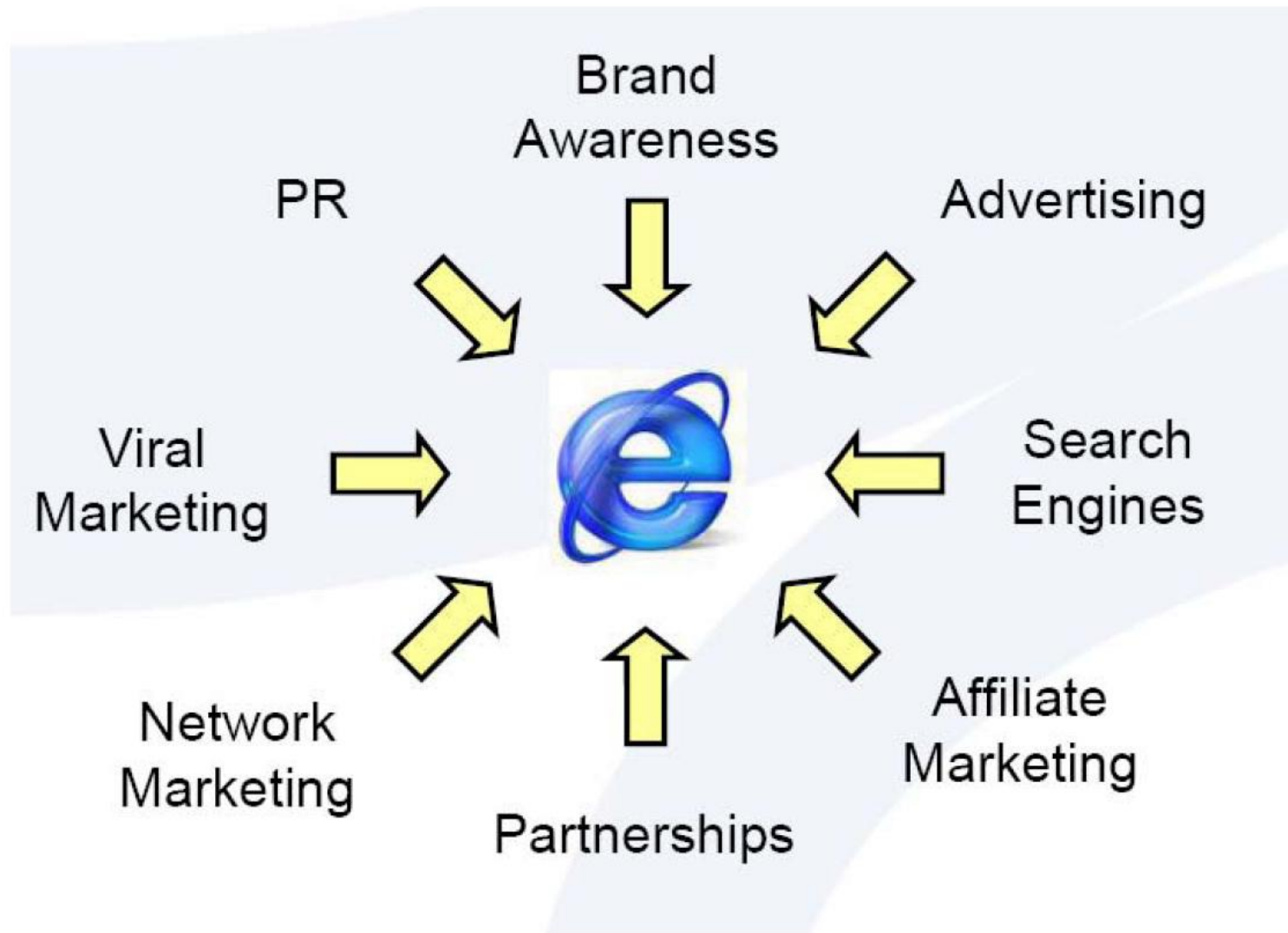


# Internet Advertising in Context

	TV	Radio	Magazine	News paper	Direct Mail	Web
User	passive	passive	active	active	active	interactive
Media richness	multi-media	audio	text/ graphic	text/ graphic	text/ graphic	Multi-media
Geographic coverage	global	local	global	local	varies	global
CPM	low	lowest	high	medium	high	low
Reach	high	medium	low	medium	varies	medium
Targeting	good	good	excellent	good	excellent	excellent
Flexibility	poor	good	poor	good	excellent	excellent

Source of data: Strauss 2004, Marketing Communication Strategies

# Traffic Routes to your website



# Sources of Information

- **Surveys**
- **Experiments**
- **Focus Groups**
- **Observation of user behaviour**
  - clickstream analysis
  - Cookies
  - user profiles
  - Internet usage
  - Shopping Patterns
  - E-Mail usage
- **CRM systems**
- **Business Intelligence/data mining**

# Communication Goal determines Advertising Format



Sponsorship

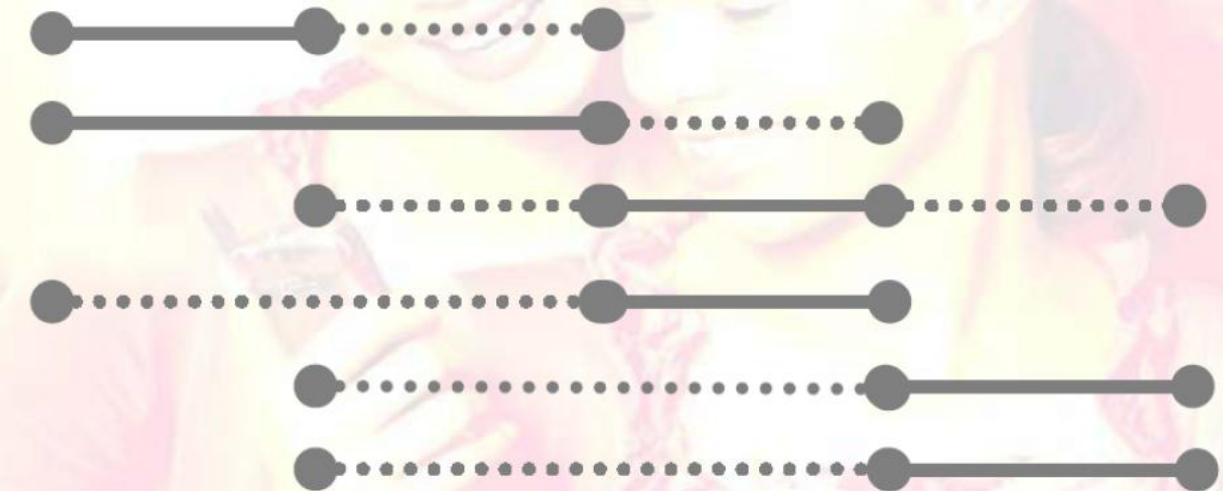
Viral email

Coupons

Affiliate Programs

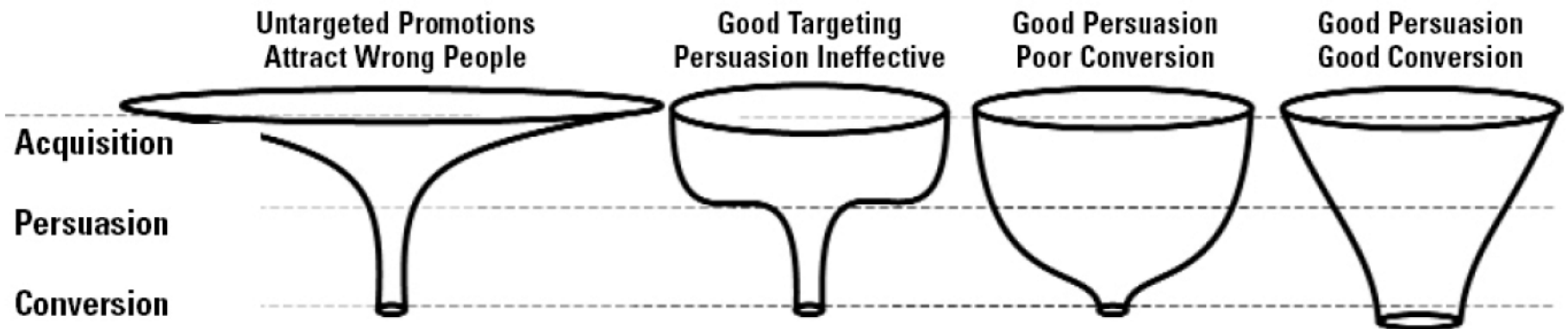
Retention email

Loyalty Programs



●—● Highly Effective      ●.....● Moderately Effective

# 4 Potential Customer Life Cycle Funnels

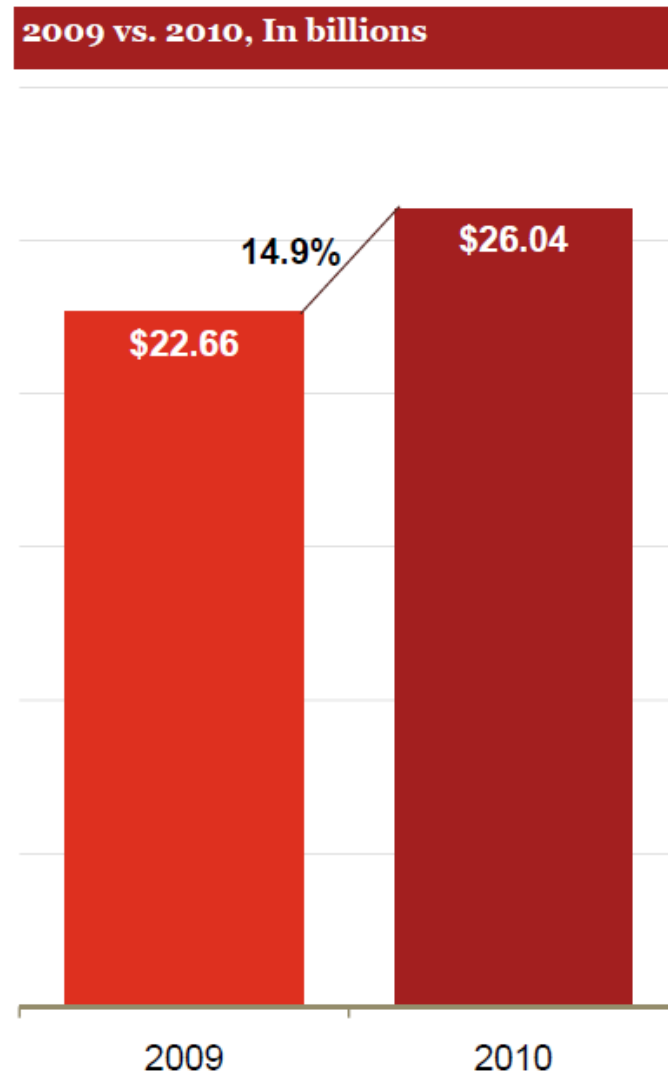


Four potential customer life cycle funnels.



## IAB – Internet Revenues - US

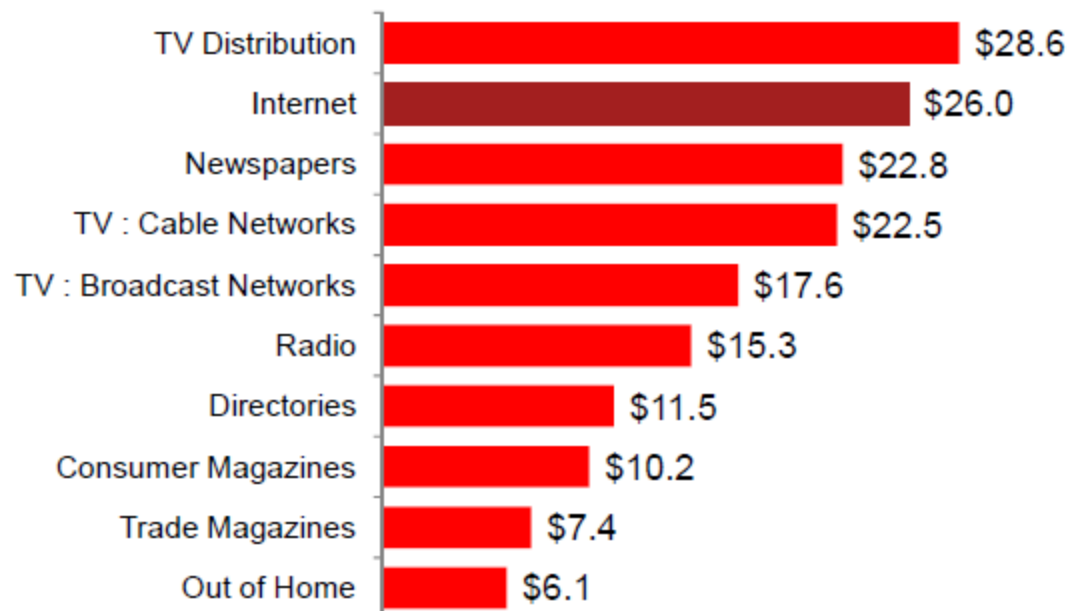
**Annual revenues for 2010 totaled \$26.0 billion, \$3.4 billion or 14.9% higher than 2009.**



## Internet advertising surpasses newspapers in ad revenue

- The Internet has continued to grow in significance when compared to other ad-supported media. In 2010, Internet Advertising surpassed advertising revenues in Newspapers.

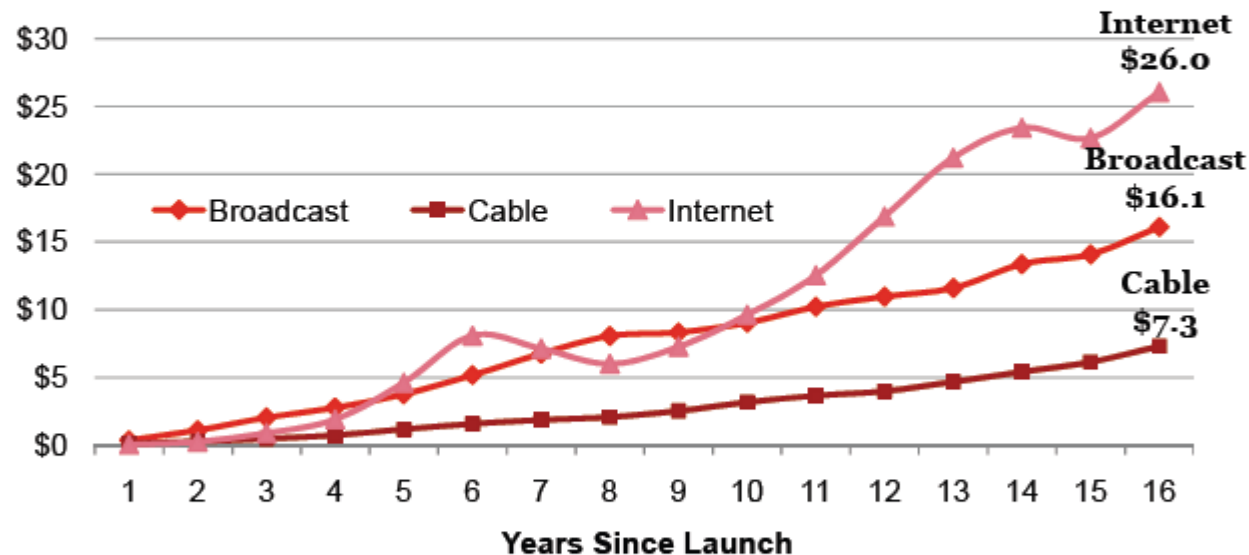
### US Advertising Market by Media Revenue – 2010 (In billions)



## Internet advertising revenue out paces other media outlets during initial growth

- The first 16 years of Internet Advertising (1995-2010) were charted against broadcast television (1949-1964) and cable television (1980-1995), presented in current inflation-adjusted dollars.
- Internet Advertising revenues continue to far outpace the growth of Cable Television and Broadcast Television during their first 16 years.

### Annual Advertising Revenue — First 16 Years (In billions)



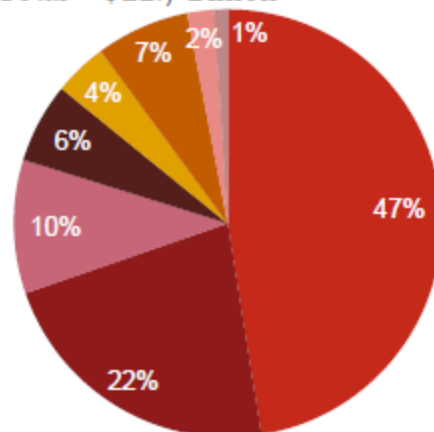
	Year 5	Year 10	Year 15	Year 16
Internet	\$4.62 billion	\$9.62 billion	\$22.66 billion	\$26.04 billion
Broadcast TV	\$3.77 billion	\$9.03 billion	\$14.09 billion	\$16.10 billion
Cable TV	\$1.17 billion	\$3.18 billion	\$6.15 billion	\$7.31 billion

## Display advertising gains ground in format share

- Search remains the largest online advertising revenue format, accounting for 46% of 2010 revenues, down from 47% in 2009. In 2010, Search revenues totaled \$12.0 billion, up over 12% from \$10.7 billion in 2009.
- Display-related advertising revenues totaled \$9.9 billion or 38% percent of 2010 revenues, up 24% from the \$8.0 billion reported in 2009. Display-related advertising includes Display Banner Ad (24% of 2010 revenues, or \$6.2 billion), Rich Media (6%, or \$1.5 billion), Digital Video (5%, or \$1.4 billion), and Sponsorship (3%, or \$718 million).
- Classifieds revenues accounted for 10% of 2010 revenues or \$2.6 billion, up 15% from the \$2.3 billion (10% of total) reported in 2009.
- Lead Generation revenues accounted for 5% of 2010 revenues or \$1.3 billion, down almost 8% from the \$1.5 billion (6%) reported in 2009.
- Email revenues accounted for 1% of 2010 revenues or \$195 million, down 33% from the \$292 million (1% of total) reported in 2009.

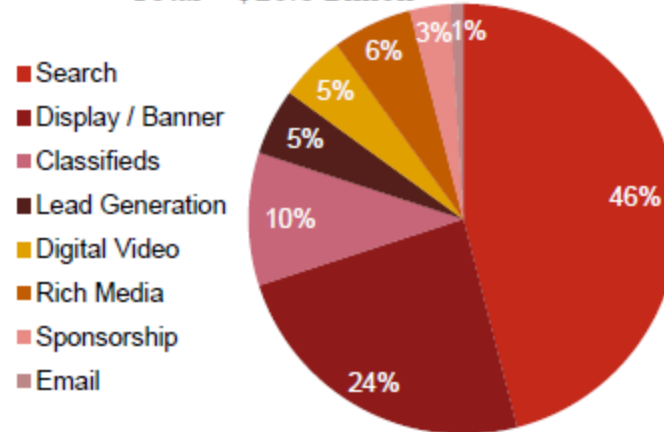
**Ad Formats – 2009**

Total – \$22.7 Billion



**Ad Formats – 2010**

Total – \$26.0 Billion



# Online Marketing Objectives

A study conducted by SEMPO in 2010 identified the following objectives for online marketing (Econsultancy, 2010):

- 1. Drive traffic to a Web site.**
- 2. Generate leads.**
- 3. Sell products, services or content directly online.**
- 4. Increase brand awareness /enhance reputation.**
- 5. Improve customer service/customer satisfaction.**

## US Online Ad Spending, by Format, 2010-2015

billions

	2010	2011	2012	2013	2014	2015
Search	\$12.00	\$14.38	\$17.03	\$18.85	\$20.19	\$21.53
Banner ads	\$6.23	\$7.61	\$8.94	\$9.93	\$10.97	\$11.73
Classifieds and directories	\$2.60	\$3.00	\$3.35	\$3.65	\$3.98	\$4.29
Video	\$1.42	\$2.16	\$3.09	\$4.20	\$5.64	\$7.11
Rich media	\$1.54	\$1.66	\$1.73	\$1.74	\$1.73	\$1.68
Lead generation	\$1.34	\$1.42	\$1.45	\$1.47	\$1.50	\$1.52
Sponsorships	\$0.72	\$0.91	\$1.05	\$1.18	\$1.32	\$1.47
Email	\$0.20	\$0.16	\$0.16	\$0.17	\$0.17	\$0.18
<b>Total</b>	<b>\$26.04</b>	<b>\$31.30</b>	<b>\$36.80</b>	<b>\$41.20</b>	<b>\$45.50</b>	<b>\$49.50</b>

Source: eMarketer, June 2011

128163

www.eMarketer.com

## Net US Online Ad Revenue Growth at Top 5 Ad-Selling Companies, 2009-2012

% change

	2009	2010	2011	2012
Facebook	164.1%	117.8%	80.9%	31.3%
Microsoft	6.0%	26.5%	29.0%	38.2%
Google	6.1%	26.9%	27.3%	29.5%
Yahoo!	-12.5%	-5.2%	-0.4%	3.3%
AOL	-12.4%	-11.5%	-2.4%	0.4%
<b>Total top 5</b>	<b>1.5%</b>	<b>19.5%</b>	<b>24.1%</b>	<b>25.0%</b>
<b>Total internet</b>	<b>-3.4%</b>	<b>14.9%</b>	<b>20.2%</b>	<b>17.6%</b>

Note: net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites

Source: company reports, April-May 2011; eMarketer, Jan & June 2011

128189

www.eMarketer.com

## Select Metrics Used by US Marketers to Measure Interactive Marketing Performance, March 2011

% of respondents

Clickthroughs

58.7%

Traffic to website

53.3%

Lead generation/user opt-in

43.3%

Page views

38.3%

Incremental sales

34.1%

ROI

31.9%

Customer retention/reactivation

29.8%

Offer response rates

28.3%

Requests for more information

27.9%

Brand lift or awareness

24.6%

Source: Chief Marketer, "2011 Interactive Marketing Survey," May 20, 2011

129176

www.eMarketer.com

## Slightly dated stats on valid eMetrics

<b>Metric</b>	<b>Definition/formula</b>	<b>Online Averages</b>
<b>CPM</b>	Cost Per Thousand Impressions $\text{CPM} = [\text{Total Cost} \div (\text{Impressions})] \times 1000$	\$7 to \$15 for banners <sup>1</sup> \$75 and \$200 for e-mail ads <sup>2</sup> \$20 and \$40 for e-mail newsletter <sup>2</sup>
<b>Click-through rate (CTR)</b>	Number of clicks as percent of total impressions $\text{CTR} = \text{Clicks} \div \text{Impressions}$	0.3% - 0.8% for banners <sup>3,5</sup> 2.4% rich media ads <sup>5</sup> 3.2% - 10% opt-in e-mail <sup>3,9</sup>
<b>Cost Per Click (CPC)</b>	Cost for each visitor from ad click $\text{CPC} = \text{Total Ad Cost} \div \text{Clicks}$	Varies widely Google.com ranges from a few cents to a few dollars
<b>Conversion Rate</b>	Percent of people who purchased from total number of visitors $\text{Conversion Rate} = \text{Orders} \div \text{Visitors}$	1.8% for Web sites <sup>6</sup> 5% for e-mail <sup>9</sup>
<b>Customer Acquisition Cost (CAC)</b>	Total marketing costs to acquire a customer	Varies by industry \$82 for online retail pure-plays; \$31 for multi-channel brick and mortar retailers <sup>7</sup>

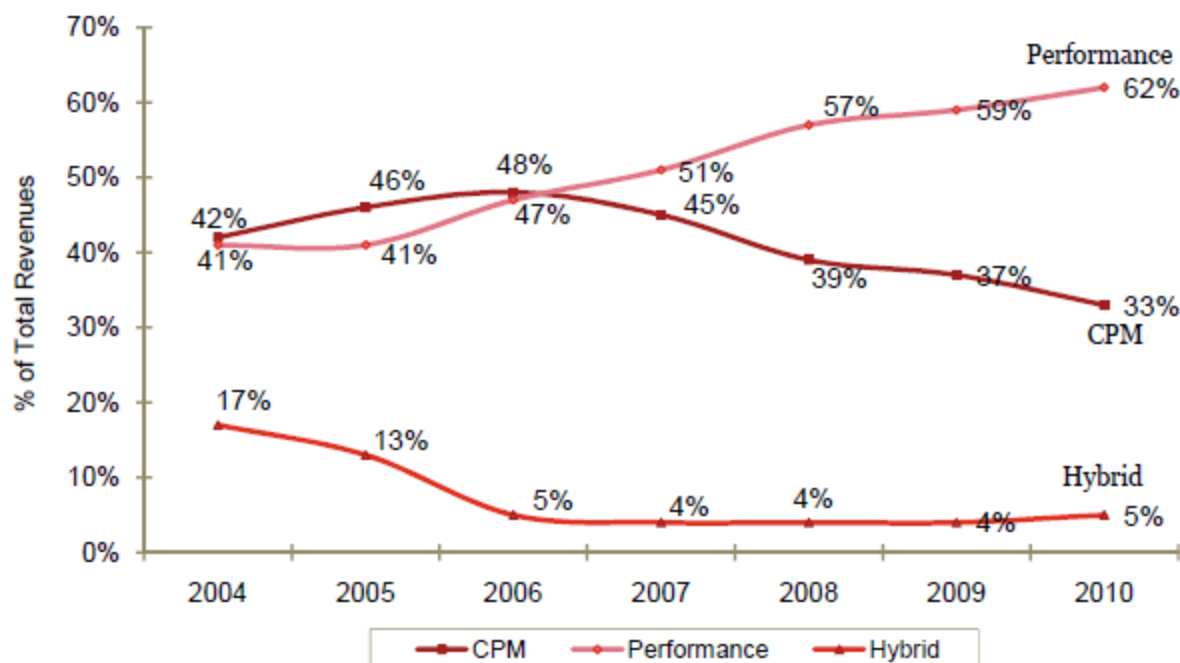
IMC Metrics and Industry Averages

Sources:<sup>1</sup>Hallerman (2002); <sup>2</sup>data from [www.eMarketer.com](http://www.eMarketer.com); <sup>3</sup>Saunders (2001); <sup>4</sup>Gallogly (2002); <sup>5</sup>"DoubleClick Ad Serving..." (2002); <sup>6</sup>data from shop.org; <sup>7</sup>data from [www.computerworld.com](http://www.computerworld.com); <sup>8</sup>data from [www.nielsen-netratings.com](http://www.nielsen-netratings.com); <sup>9</sup>PricewaterhouseCoopers, LLP (2002).

## Performance-based pricing remains the preferred model

- Performance based pricing, the most prevalent pricing model since 2006, has maintained a strong sequential growth rate, reaching 62% in 2010. It is followed by CPM/Impression based pricing which has declined as a percentage of revenue over the past several years. Hybrid pricing has seen the greatest loss in percentage revenue over the period, to a sharp dip from 17% in 2004 to 4% in 2009, but is back up to 5% in 2010.

Internet Ad Revenues by Pricing Model\*



\*Pricing model definitions may have changed over time period depicted, both within the survey process and definitionally by survey respondents.



# **Evolutions**

- **Directory Services to Search Engines**
- **Submission services to Search Engine Optimization services**
- **Double Click (Banner Ads) to Ad Sense & Ad Words**
- **Web sites to Social Networks**
- **Online shopping to online research**

## Web 1.0

## Web 2.0

DoubleClick → Google AdSense

Ofoto → Flickr

Akamai → BitTorrent

mp3.com → Napster

Britannica Online → Wikipedia

personal websites → blogging

evite → upcoming.org and EVDB

domain name speculation → search engine optimization

page views → cost per click

screen scraping → web services

publishing → participation

content management systems → wikis

directories (taxonomy) → tagging ("folksonomy")

stickiness → syndication

Source: <http://oreilly.com/web2/excerpts/web2-architectures/chapter-3.html>

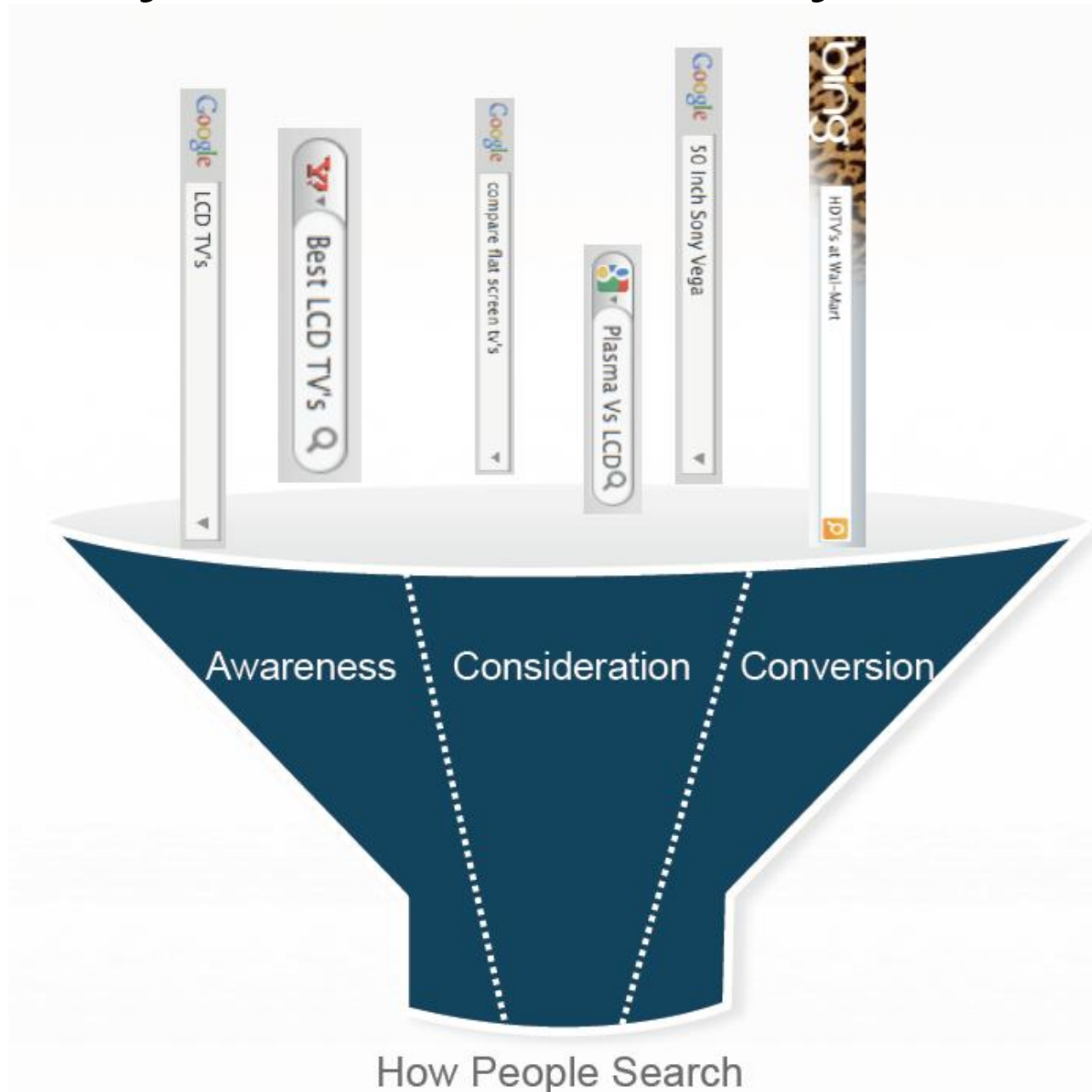
# Impacts of Your Digital Footprint to Marketing and Sales

TODAY NEARLY EVERY  
PURCHASE STARTS ONLINE

92.5%

- *Shoppers use the web as a resource before determining which items to buy and where.*
- *According to the survey, 92.5% of adults said they regularly or occasionally research products online before buying them in a store.*

# Keywords Are Very Telling



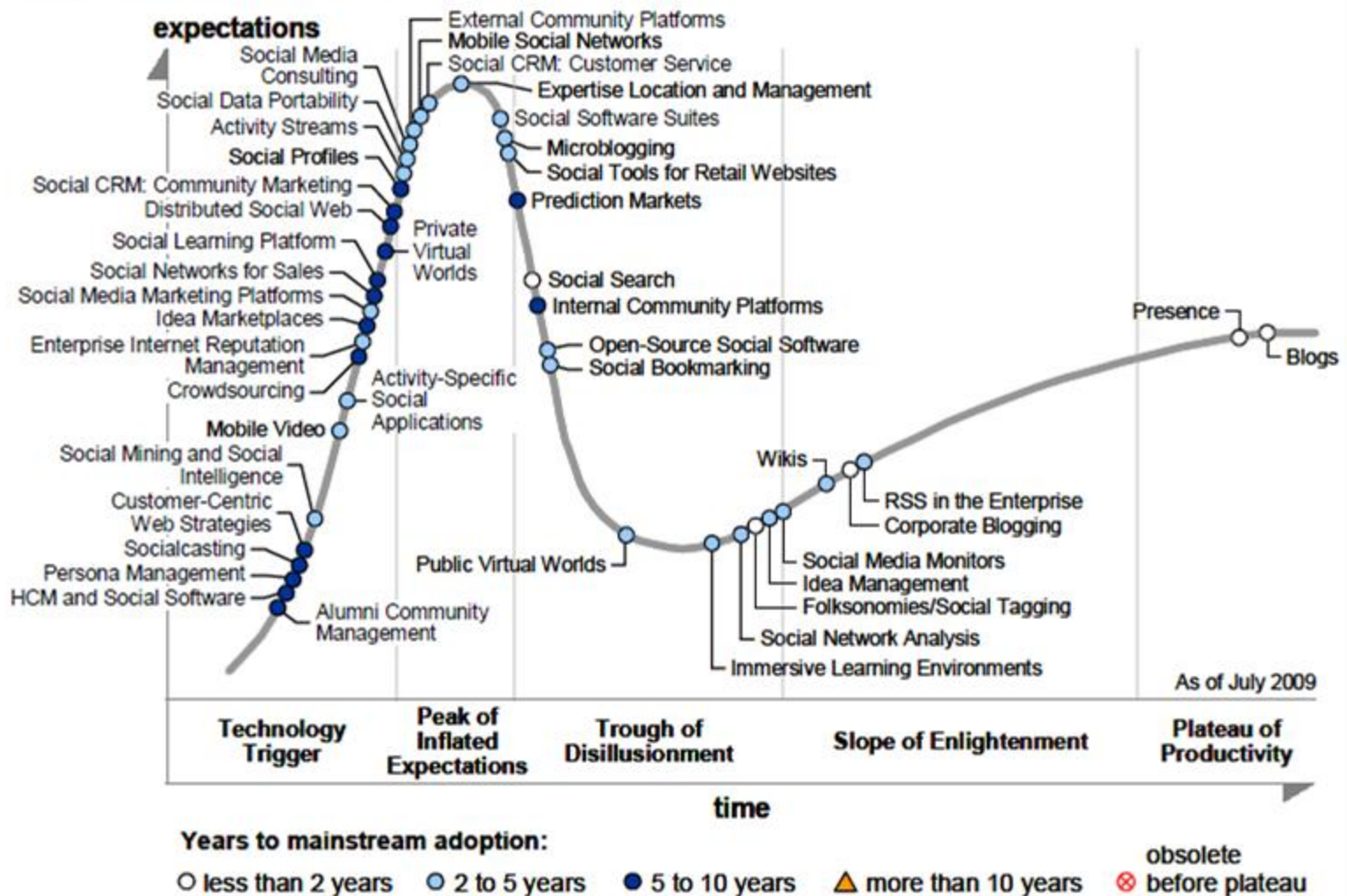
# Keywords Reveal Customer's Intentions

<i>Purchase stage</i>	<i>Potential Search Terms Used</i>
Awareness	smart phone, best smart phone
Consideration / Evaluation	compare Andriod and iPhone, iPhone 4G, iPhone vs. Android features
Conversion/Purchase	iPhone 4 at AT&T stores, Android and iPhone price plan comparison

# Key Internet Marketing Strategies

- **Search engine optimization (SEO)**
  - no cost per click
- **Search engine marketing (SEM)**
  - cost per click
- **Social Media Marketing (SMM)**
  - Words of mouth marketing (free)
  - Ads on social network Web sites

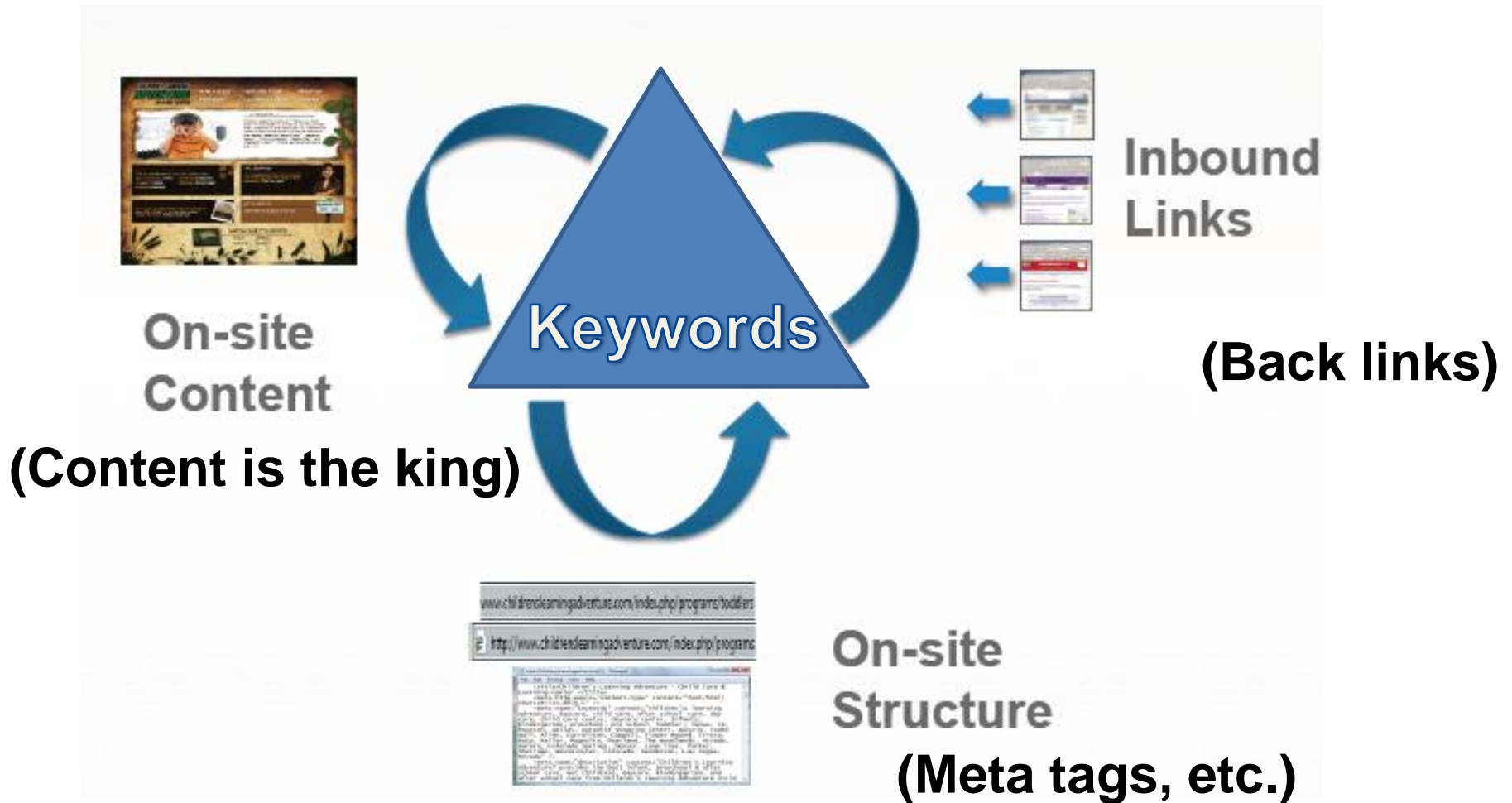
Figure 1. Hype Cycle for Social Software, 2009



Source: Gartner (July 2009)

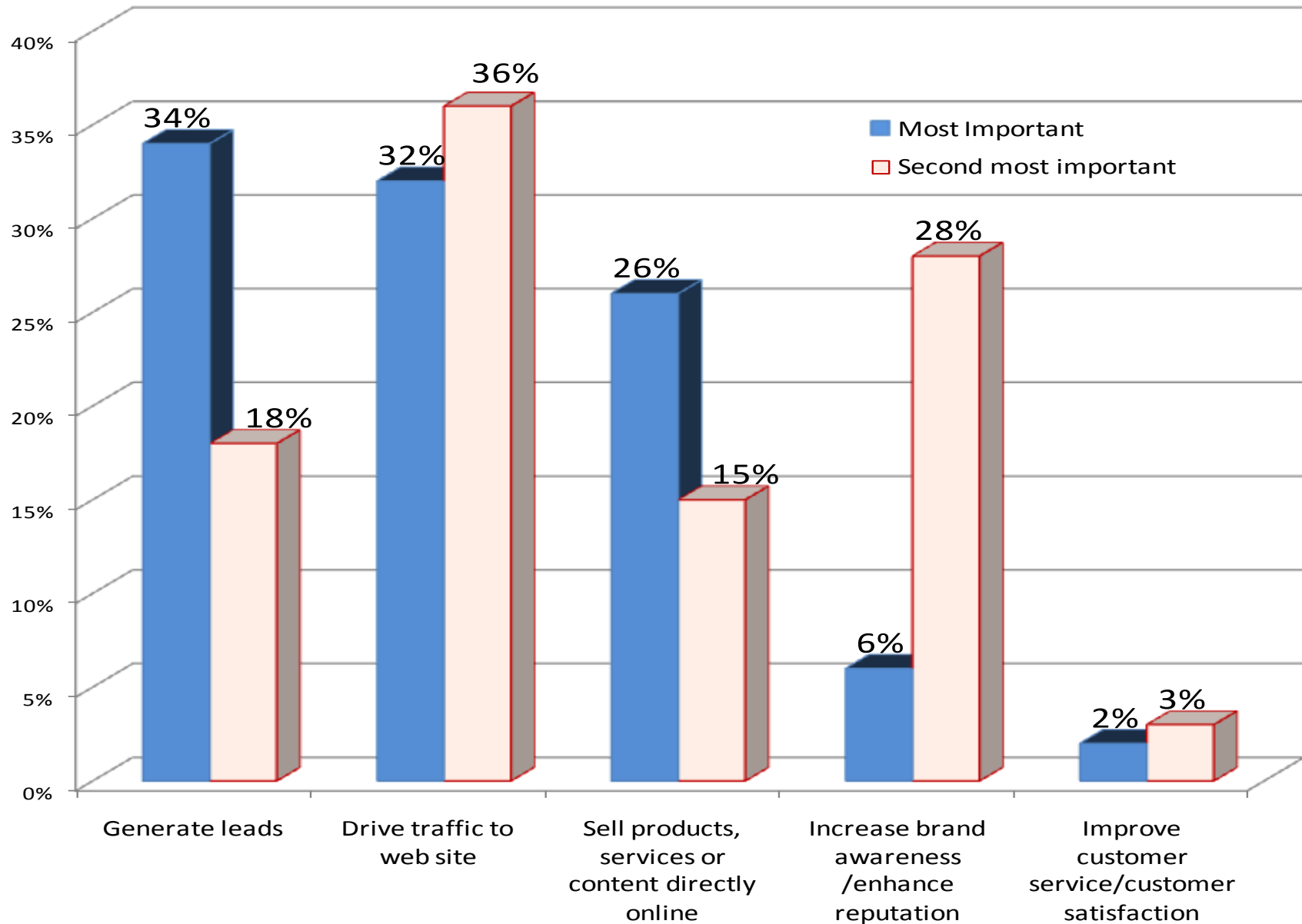
# Search Engine Optimization (SEO)

## Organic Search





# Search engine optimization (SEO) objectives



# THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Search engines reward pages with the right combination of ranking factors. Below, some major factors or "signals" you should seek to have.

## ON THE PAGE SEO RANKING FACTORS

These elements are in the direct control of the publisher.

### CONTENT

<b>Cq</b>	QUALITY	Are pages well written & have substantial quality content?
<b>Cr</b>	RESEARCH	Have you researched the keywords people may use to find your content?
<b>Cw</b>	WORDS	Do pages use words & phrases you hope they'll be found for?
<b>Ce</b>	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
<b>Cf</b>	FRESH	Are pages fresh & about "hot" topics?

### HTML

<b>Ht</b>	TITLES	Do HTML title tags contain keywords relevant to page topics?
<b>Hd</b>	DESCRIPTION	Do meta description tags describe what pages are about?
<b>Hh</b>	HEADERS	Do headlines and subheads use header tags with relevant keywords?

### ARCHITECTURE

<b>Ac</b>	CRAWL	Can search engines easily "crawl" pages on site?
<b>As</b>	SPEED	Does site load quickly?
<b>Au</b>	URLS	Are URLs short & contain meaningful keywords to page topics?

## VIOLATIONS

Spam techniques may cause ranking penalty or ban.

## ON THE PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	SOCIAL	TRUST	PERSONAL
<b>Cq</b> <sup>+3</sup> Quality	<b>Ht</b> <sup>+3</sup> Titles	<b>Ac</b> <sup>+3</sup> Crawl	<b>Lq</b> <sup>+3</sup> Quality	<b>Sr</b> <sup>+2</sup> Reputation	<b>Ta</b> <sup>+3</sup> Authority	<b>Pc</b> <sup>+3</sup> Country
<b>Cr</b> <sup>+3</sup> Research	<b>Hd</b> <sup>+2</sup> Description	<b>As</b> <sup>+1</sup> Speed	<b>Lt</b> <sup>+3</sup> Text	<b>Ss</b> <sup>+1</sup> Shares	<b>Th</b> <sup>+1</sup> History	<b>Pl</b> <sup>+3</sup> Locality
<b>Cw</b> <sup>+2</sup> Words	<b>Hh</b> <sup>+1</sup> Headers	<b>Au</b> <sup>+1</sup> URLs	<b>Ln</b> <sup>+1</sup> Numbers		<b>Ph</b> <sup>+2</sup> History	
<b>Ce</b> <sup>+2</sup> Engage					<b>Ps</b> <sup>+1</sup> Social	
<b>Cf</b> <sup>+2</sup> Fresh						

## FACTORS WORK TOGETHER

Some factors influence more than others, which we've weighted 1 (weakest) to 3 (strongest). No single factor guarantees top rankings. Several favorable factors increase odds of success. Negative "Violation" and "Blocking" factors harm your chances.

## VIOLATIONS

<b>Vt</b> <sup>-2</sup> Thin	<b>Vs</b> <sup>-1</sup> Stuffing	<b>Vc</b> <sup>-3</sup> Cloaking	<b>Vp</b> <sup>-3</sup> Paid Links
	<b>Vh</b> <sup>-1</sup> Hidden	<b>Vi</b> <sup>-1</sup> Link Spam	

<b>Vt</b>	THIN	Is content "thin" or "shallow" & lacking substance?
<b>Vs</b>	STUFFING	Do you excessively use words you want pages to be found for?

## BLOCKING

<b>Bt</b> <sup>-1</sup> Blocking	<b>Bp</b> <sup>-3</sup> Blocking
-------------------------------------	-------------------------------------

<b>Vh</b>	HIDDEN	Do colors or design "hide" words you want pages to be found for?
<b>Vc</b>	CLOAKING	Do you show search engines different pages than humans?

## OFF THE PAGE SEO RANKING FACTORS

Elements influenced by readers, visitors & other publishers.

### LINKS

<b>Lq</b>	QUALITY	Are links from trusted, quality or respected web sites?
<b>Lt</b>	TEXT	Do links pointing at pages use words you hope they'll be found for?
<b>Ln</b>	NUMBER	Do many links point at your web pages?

### SOCIAL

<b>Sr</b>	REPUTATION	Do those respected on social networks share your content?
<b>Ss</b>	SHARES	Do many share your content on social networks?

### TRUST

<b>Ta</b>	AUTHORITY	Do links, shares & other factors make site a trusted authority?
<b>Th</b>	HISTORY	Has site or its domain been around a long time, operating in same way?

### PERSONAL

<b>Pc</b>	COUNTRY	What country is someone located in?
<b>Pl</b>	LOCALITY	What city or local area is someone located in?
<b>Ph</b>	HISTORY	Does someone regularly visit the site? Or "liked" it?
<b>Ps</b>	SOCIAL	What do your friends think of the site?

## BLOCKING

If searchers "block" site, hurts both trust & personalization.

<b>Bt</b>	BLOCKING	Have many people blocked your site from search results?
<b>Bp</b>	BLOCKING	Has someone blocked your site from their search results?

<b>Vp</b>	PAID LINKS	Have you purchased links in hopes of better rankings?
<b>Vi</b>	LINK SPAM	Have you created many links by spamming blogs, forums or other places?

# Anatomy of a search engine results page (SERP) after searching “shoes online”

Search query

The screenshot shows a search engine results page for the query "shoes online". The search bar at the top contains the text "shoes online" and a "Search" button. Below the search bar, it indicates "About 133,000,000 results (0.17 seconds)" and a link to "Advanced search". The results are divided into three main sections: "Sponsored Links", "Organic Search", and "Sponsored links" on the right. The "Sponsored Links" section on the left includes three results: "www.Onlineshoes.com" with a 10% discount, "Shoes Online at endless" with free shipping, and "Boots at Zappos" with free shipping. The "Organic Search" section, highlighted with a red box, includes three results: "Women's Shoes at Onlineshoes.com FREE SHIPPING!", "Shoes, Clothing | Zappos.com Free Shipping", and "Women's shoes | Piperlime". The "Sponsored links" section on the right includes three results: "Gilt Designer Shoe Sales", "Designer Shoes", and "Discount Shoes Online". At the bottom right, there is a "Google Checkout" button and a "Shoes - 25% Off" banner.

shoes online

About 133,000,000 results (0.17 seconds)

Advanced search

**Sponsored Links**

Sponsored links

[www.Onlineshoes.com](http://www.Onlineshoes.com) 10% Off Regular Prices - Ends soon! Huge Selection. Free Shipping. Onlineshoes.com is rated ★★★★★ (809 reviews)

[Shoes Online at endless](#)  
[endless.com](http://endless.com) free overnight shipping on shoes! free returns + 100% price guarantee  
Endless.com is rated ★★★★★ (65 reviews)

[Boots at Zappos](#)  
[www.Zappos.com](http://www.Zappos.com) Men's and Women's Boots at Zappos. Receive Free Shipping Both Ways. Zappos.com is rated ★★★★★ (4,203 reviews)

**Organic Search**

[Women's Shoes at Onlineshoes.com FREE SHIPPING!](#) ☆  
Free Shipping & Exchanges, 365-Day Returns. Over 200+ of your favorite brands. Shoes, sandals, boots, clogs & more. Find casual shoes, running shoes, ...  
[Women's Shoes - Men's Shoes - Boots - Kids' Shoes](#)  
[www.onlineshoes.com/](http://www.onlineshoes.com/) - Cached - Similar

[Shoes, Clothing | Zappos.com Free Shipping](#) ☆  
Zappos.com was founded in 1999 with the goal of becoming the premiere destination for online shoes. Since then, we've become much more than just an online ...  
[Women's Shoes - Men's Shoes - Kids' Shoes - Clothing](#)  
[www.zappos.com/](http://www.zappos.com/) - Cached - Similar - Add to iGoogle

[Women's shoes | Piperlime](#) ☆  
Piperlime women's shoes offer the latest styles and trends of the season. Find a stylish collection of womens shoes for every occasion when you shop ...  
[www.piperlime.com/products/womens-shoes.jsp](http://www.piperlime.com/products/womens-shoes.jsp) - Cached

Sponsored links

[Gilt Designer Shoe Sales](#)  
Luxurious Shoes & Designer Footwear Sales. Up to 70% Off! Sign Up Now.  
[www.Gilt.com](http://www.Gilt.com)  
Gilt.com is rated ★★★★★

[Designer Shoes](#)  
Shop Designer Heels, Sandals, Sneakers, Dress Shoes & More!  
[www.BostonStore.com/shoes](http://www.BostonStore.com/shoes)  
California

[Discount Shoes Online](#)  
Save Up To 75% Off All Footwear. Official Site. Order Now & Save!  
[www.6PM.com/Shoes](http://www.6PM.com/Shoes)  
6PM.com is rated ★★★★★

[Cheap Designer Shoes](#)  
Great finds at 70% off retail helps homeless New Yorkers w/ AIDS  
[www.ShopHousingWorks.com](http://www.ShopHousingWorks.com)  
ShopHousingWorks.com is rated ★★★★★

Google Checkout

Shoes - 25% Off

SEM

SEO

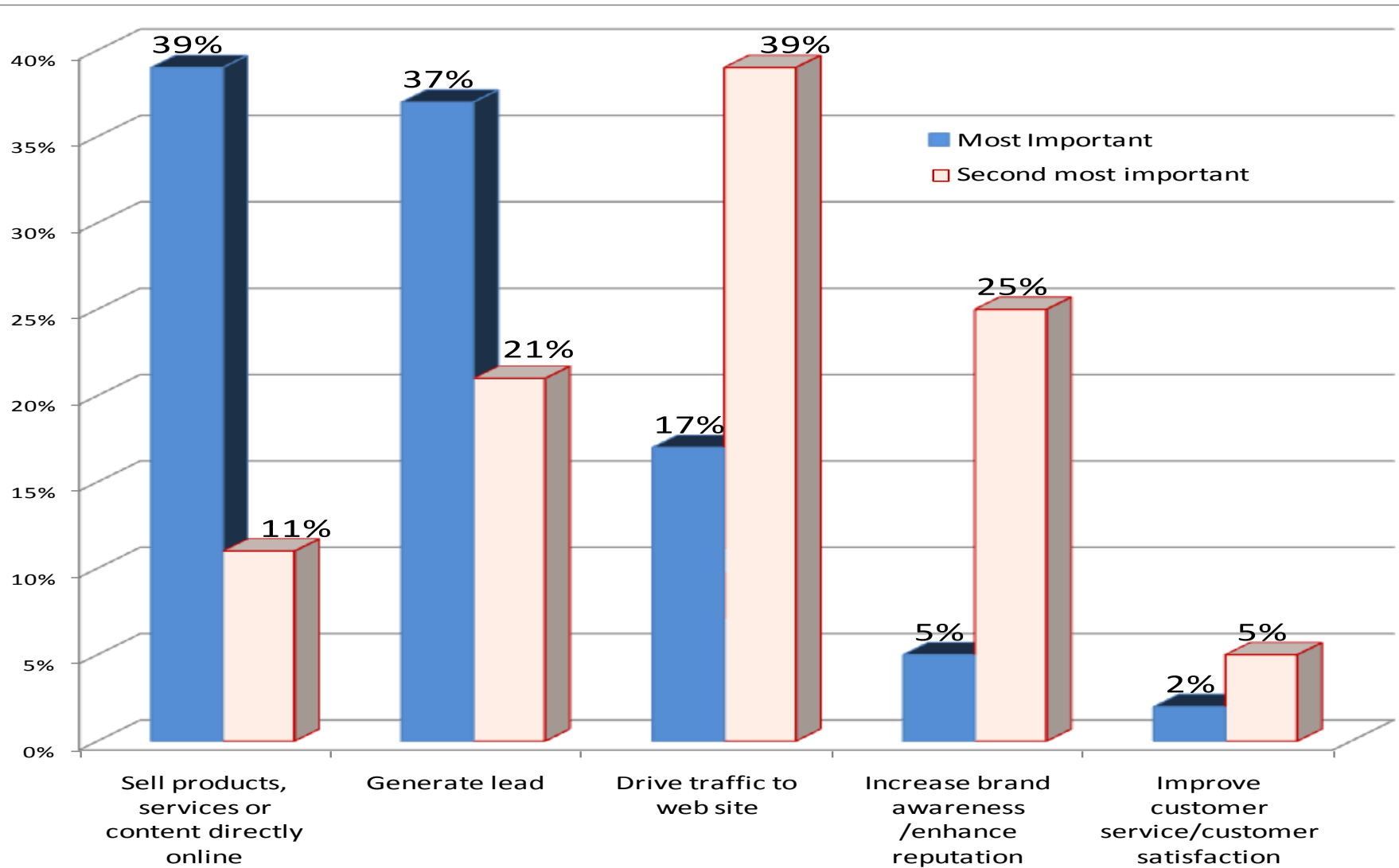
Landing page

# Search Engine Marketing (Sem)

Pay Per Click (PPC)

- AdSense & Adwords

# Search engine marketing objectives (SEM, a special case of Online Advertising)



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## Financial Aspects

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Customers get status and a space

---

Websites get content, traffic, and revenue

---

US User-Generated Content  
Advertising Revenues,  
2006-2011 (millions)



eMarketer.

Note: includes ad revenues at user-generated video sites (eg Youtube),  
photo-sharing sites (eg Photobucket) and social networking sites (eg MySpace, Facebook).  
Source: eMarketer, June 2007

US Users of User-Generated  
Content,  
2006-2011 (millions)



Note: includes video, audio, photo sharing, blogs, wikis, podcasts and online  
bulletin boards. Source: eMarketer, June 2007



# Social Media Marketing

Using social media to: Twitter on customers' MySpace until they Google all over your Facebook!

# Top 10 Social Network Web sites

<i>Rank</i>	<i>Web Site</i>	<i>Category</i>	<i>Primary value</i>
1.	<a href="#">Facebook</a>	Social Networking	Strong Profile Rankings
2.	<a href="#">Twitter</a>	Community	Promote Link-Worthy Content
3.	<a href="#">LinkedIn</a>	Professional Networking	Strong Profile Rankings
4.	<a href="#">Wikipedia</a>	Wikis	Strong Profile Rankings
6.	<a href="#">Digg</a>	Social News	Strong Profile Rankings
7.	<a href="#">YouTube</a>	Video	Strong Profile Rankings
8.	<a href="#">StumbleUpon</a>	Social Tagging	Strong Profile Rankings
9.	<a href="#">Reddit</a>	Social News	Direct Link Sources
10.	<a href="#">Yelp</a>	Reviews	Strong Profile Rankings

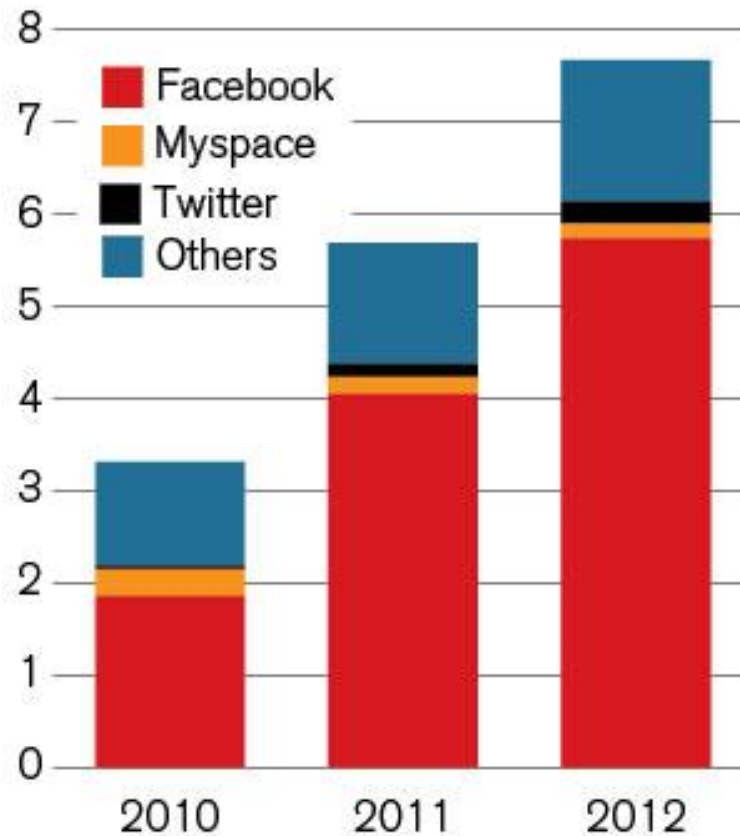


# Web 2.0 & Social Media Networks



# MARKET EXPANSION

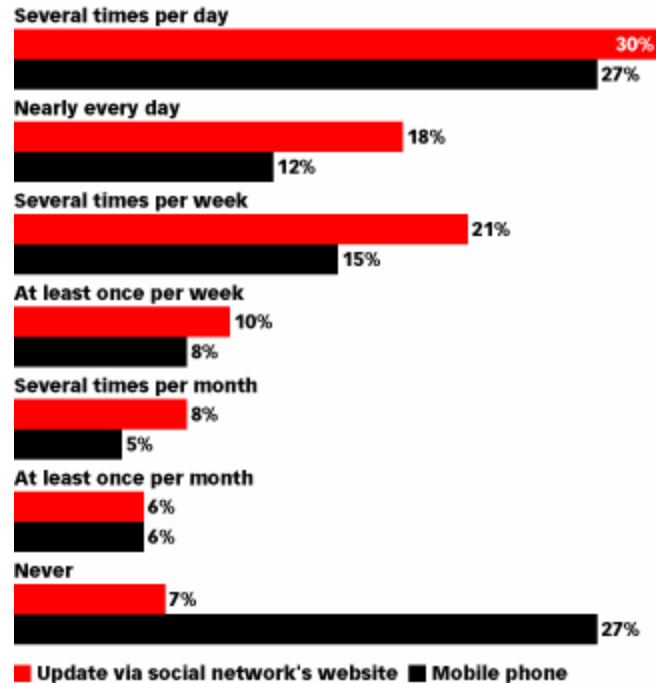
Social networks' global ad revenue (in billions of dollars) is predicted to rise rapidly.



Source: eMarketer

# Frequency with Which US Frequent\* Social Network Users Update Their Status on Social Networks, by Platform, Feb 2011

% of respondents



Note: ages 12+; \*visit social networks several times per day

Source: Edison Research and Arbitron, "The Social Habit II: The Edison Research/Arbitron Internet and Multimedia Study 2011," May 29, 2011

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www.eMarketer.com

# PPC vs. “Organic” SEO

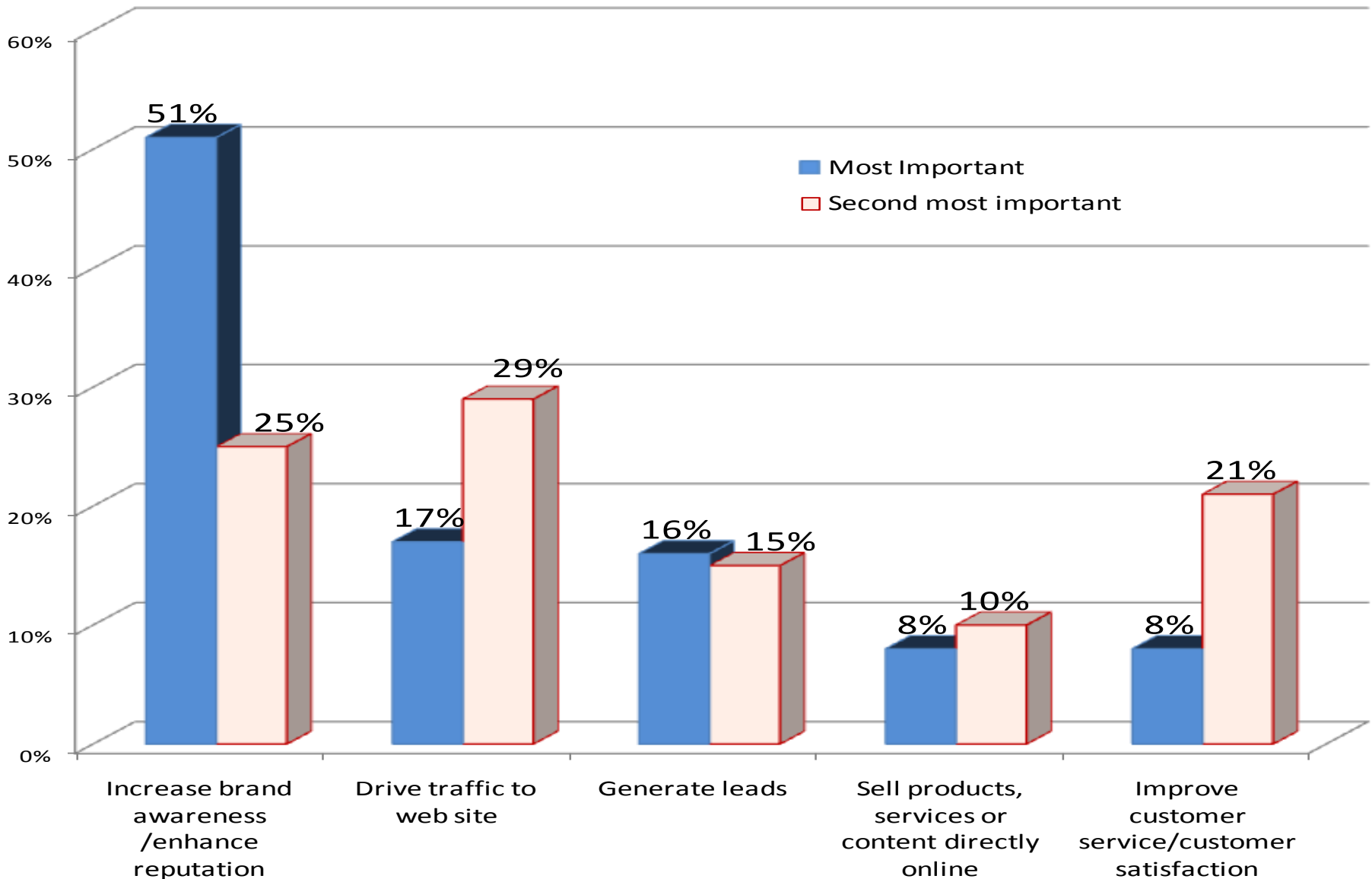
## Pay-Per-Click (SEM)

- results in 1-2 days
- easier for a novice or one little knowledge of SEO
- ability to turn on and off at any moment
- generally more costly per visitor and per conversion
- fewer impressions and exposure
- easier to compete in highly competitive market space (but it will cost you)
- Ability to generate exposure on related sites (AdSense)
- ability to target “local” markets
- better for short-term and high-margin campaigns

## “Organic” SEO

- results take 2 weeks to 4 months
- requires ongoing learning and experience to achieve results
- very difficult to control flow of traffic
- generally more cost-effective, does not penalize for more traffic
- SERPs (search engine results page) are more popular than sponsored ads
- very difficult to compete in highly competitive market space
- ability to generate exposure on related websites and directories
- more difficult to target local markets
- better for long-term and lower margin campaigns

# Social media marketing (SMM) objectives



# Marketing Funnel

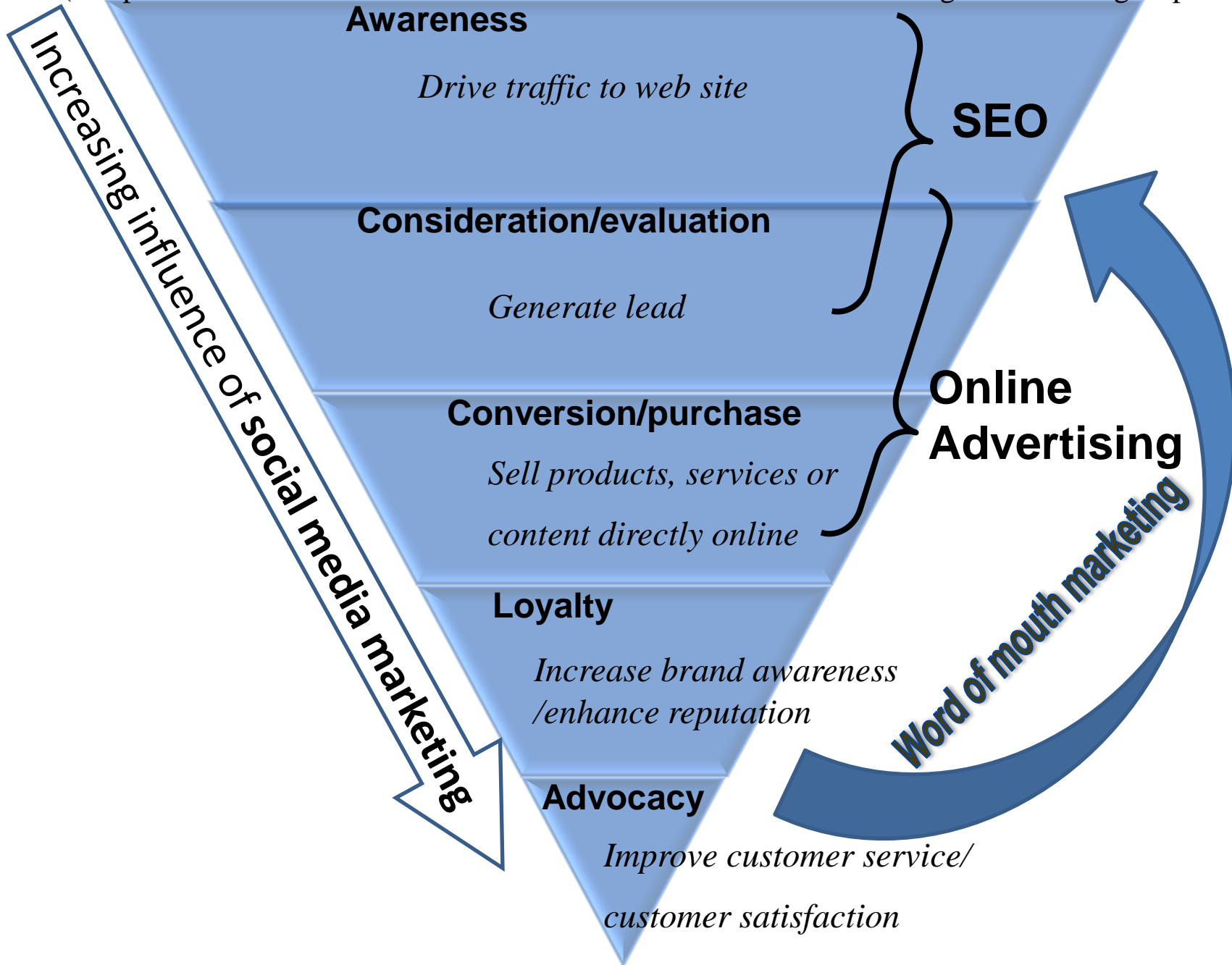


rosetta.com / edamhcohen.com

Word-of-Mouth

# Mapping of Internet Marketing Strategies to the Marketing Funnel

(Adapted from Forrester Research Inc. and SEMPO State of Search Engine Marketing Report 2010)





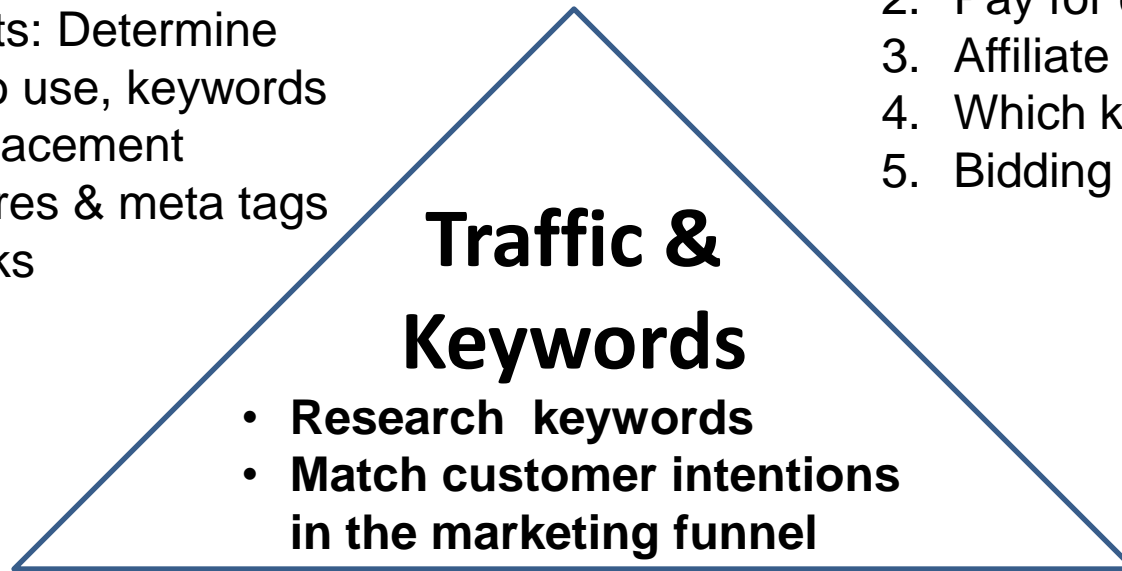
# An Integrated framework for Internet marketing

## SEO

1. Improve organic search result
2. Site contents: Determine keywords to use, keywords density & placement
3. Site structures & meta tags
4. Inbound links

## SEM

1. Bid for sponsored links
2. Pay for contextual ads
3. Affiliate marketing.
4. Which keywords to buy?
5. Bidding strategy



## SMM

1. Build brands and customer royalty
2. Monitor and use social networking sites
3. Use social bookmarking to increase web site page ranks
4. Build quality backlinks to improve SERP positions