

MKT901:WEB MARKETING

L:3 T:0 P:0 Credits:3

Course Outcomes: Through this course students should be able to

- CO1 :: create SMART goals and objectives for websites
- CO2 :: design effective segmentation strategies for website visitors
- CO3 :: create an online business plans and strategies to enhance Results on Internet Marketing
- CO4 :: build strategies to capture customer feedback on website experience
- CO5 :: use web analytics for informed decision making
- CO6 :: examine competitors' websites scientifically

Unit I

Taking marketing to the web : Rearranging the marketing mix, Understanding web marketing essentials, Adjusting the numbers for a new medium

Planning for web marketing : Preparing an online business plans, setting goals for the web site, Defining the target market and writing online marketing plan

Taking steps to initiate online presence : Deciding who will design your site, Creating a site index and writing a request for proposal, Finding the right domain name, Setting benchmarks, Gearing the site to yours visitors interests, Web site Designing

Unit II

Producing a business web site : Deciding the structure of the website, Creating a concept and developing content, Ensuring easy navigation and making site accessible, Decorating the site and improving marketing efficacy

Creating a marketing effective storefront : Key components of a online store, B2B selling with an online store, Merchandising an online store, Making it easy for customers to buy, Shipping and communication, Specifying a storefront requirement

Pulling repeat visitors with onsite marketing techniques : Deciding for onsite marketing technique, Freshening your content, Building an online community, Reviews and testimonials, Incorporating freebees

Unit III

Marketing with online Buzz : Guerrilla marketing, Chat rooms and message boards, Blogs and social networks, Buzzing influencers, Buzzing with press releases and inbound link campaigns

The art of e-mail marketing : Free e-mail tools and getting the most out of e-mail messages, Rolling out e-mail newsletter, Finding subscribers for your newsletter

Staying ahead of online marketing wave : Marketing your online business offline, Coordinating a site launch and producing online events, Marketing internationally online, Generating leads with an affiliate program, Establishing loyalty programs online

Unit IV

Secrets of search engine : Building a search engine friendly site, Optimizing for Google, Optimizing for yahoo!, MSN, and other search engines with meta tags, Using open directory, Submitting to specialty search engines and maintaining your ranking

Marketing with pay per click Ads : Devising a pay per click strategy, Carrying out a pay per click plan, Google AdWords specifics, Working with shopping search engines

Marketing with paid online advertising : Understanding banner advertising and making banner advertisement decisions, Sponsoring newsletter and sites, Advertising with online classifieds

Unit V

Capturing customers with new technology : Adding video blogging to your campaign, Feeding updates, Delivering content via webcasts, web conferences and webinars, Delivering content and generating leads with podcasts, Entering the wireless world

Web analytics : Tracking website activity, Identifying parameters to measure, Interpreting sales statistics, Diagnosing conversion rate

Staying out of legal trouble : Protecting copyright and reserving trademarks, Avoiding litigation, Linking legally and reviewing privacy policies, Establishing kid safe zones and safeguarding your business

Unit VI

Maintaining the web presence : Reaching out to customers, Rewriting marketing plan for future

Free ways of website marketing : Learning ways to promote the website for free

Common mistakes in web marketing : Problems in business goals and planning, Ignoring search engines and myopic view, Ignoring statistics and back office problems

Unit VI

Handling tired sites : Diagnosing the problem, Checking statistics, Reviewing site design and operations, Building traffic, Optimizing for sales and embracing the worms

Text Books:

1. WEB MARKETING FOR DUMMIES by JAN ZIMMERMAN, WILEY

References:

1. SOCIAL MEDIA MARKETING FOR DUMMIES by SHIV SINGH & STEPHANIE DIAMOND, WILEY
2. EMARKETING EXCELLENCE by DAVE CHAFFEY AND PR SMITH, ROUTLEDGE