E-Marketing

Marketing

- Dr Philip Kotler defines marketing as follows, “Marketing is that function of the organisation that can keep in constant touch with the organisation’s consumers, read their needs, develop products that meet these needs, and build a programme of communications to express the organisation’s purposes”

- the aim of any type of marketing is to keep customers and stimulate sales in the future. Digital communication tools make it possible to connect and build long-term relationships with customers.
- Digital marketing helps to create consumer demand by using the power of the interconnected, interactive web.

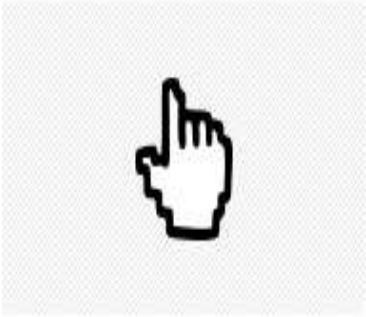
- **Crowdsourcing,** which involves asking and enabling people to share their ideas or creations in exchange for an emotional or monetary reward. This is the most common type used for marketing and idea generation. Websites such as Threadless (www.threadless.com), Idea Bounty (www.ideabounty.com) and Wikipedia (en.wikipedia.org) are prime examples of crowdsourcing.

WHAT'S A DESIGN CHALLENGE?

Come up with an idea

First, get inspired! Come up with the most creative design idea ever created.

+



Submit your design

Place your design on a template, give it a sweet title, and upload it.

+

The community scores it

Watch the comments and scores roll in while you promote your design all over the interwebs.

=

Win cash, prizes & fame!

If your design is chosen for print, you'll get mad cash and the world gets to buy your art!

- **Crowdfunding**, which involves asking many people in a large crowd each to donate a small amount of money in order to gather a large sum to fund a specifc project or venture. Kickstarter (www.kickstarter.com) is a wellknown platform where people who want to start projects can ask for backers to fund them. The higher the contribution, the more the backer will receive once the project is complete.

Explore 3,913 live projects

Make Any Headphones Wireless - Jack by Podo Labs

Podo Labs

This tiny device brings Bluetooth capability to all of your audio devices. It even lets you sync headphones with a friend!

San Francisco, CA

258% funded **$51,738** pledged **31** days to go

Tortuga 1667: A Pirate Game of Mutiny, Plunder & Deceit

Travis Hancock

Steal treasure from the Spanish, but be wary of greedy crewmates who may be secretly plotting to maroon you to the island of Tortuga.

Provo, UT

1213% funded **$121,314** pledged **23** days to go

Midgard Campaign Setting: Dark Roads & Deep Magic

Kobold Press

Five years have passed; high time to update the Midgard Campaign Setting, and add Deep Magic, adventures, and player options galore!

Kirkland, WA

252% funded **$50,483** pledged **31** days to go

Intelligent Security | Camera Cover - Webcam Privacy Cover

Intelligent Security

The world's thinnest, most ergonomic and seamless mechanical webcam privacy cover. Privacy, security and peace of mind you deserve.

Geneva, Switzerland

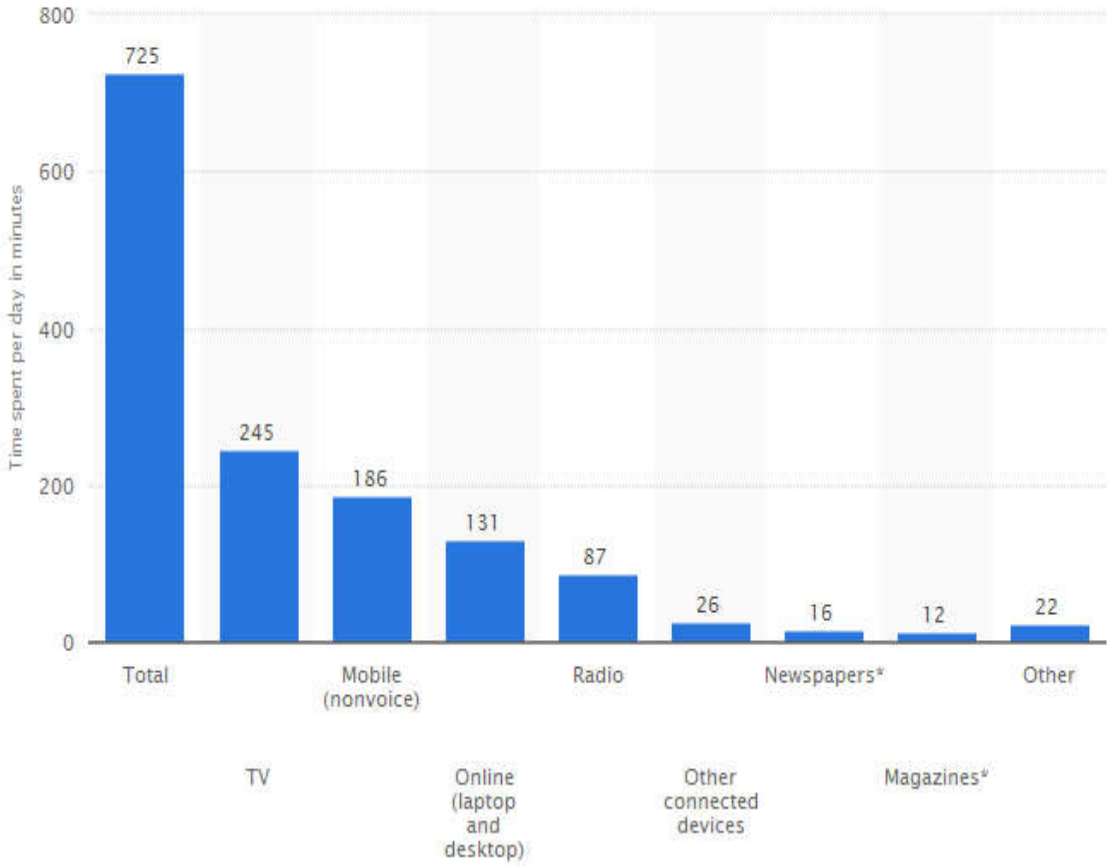
1196% funded **CHF 89,727** pledged **38** days to go

- **Microtasking**, which involves breaking a big task or project down into tiny components and asking many people to each complete a few of these components, usually for payment. One company that uses microtasking is BrandsEye (www.brandseye.com), which pays members of its crowd to evaluate the sentiment behind mentions in social media

Digital Audience

Average time spent with major media per day in the United States as of April 2016 (in minutes)

PREMIUM



ABOUT THIS STATISTIC

This statistic contains data on the average daily media use in the United States in as of April 2016. During the survey period, it was found that U.S. adults spent an average of 131 minutes (two hours and 11 minutes) on laptop and desktop activities every day.

SPECIAL FUNCTIONS

Download as ...

- Graphic (PNG)
- Excel (XLS)
- PowerPoint (PPT)
- PDF

Options

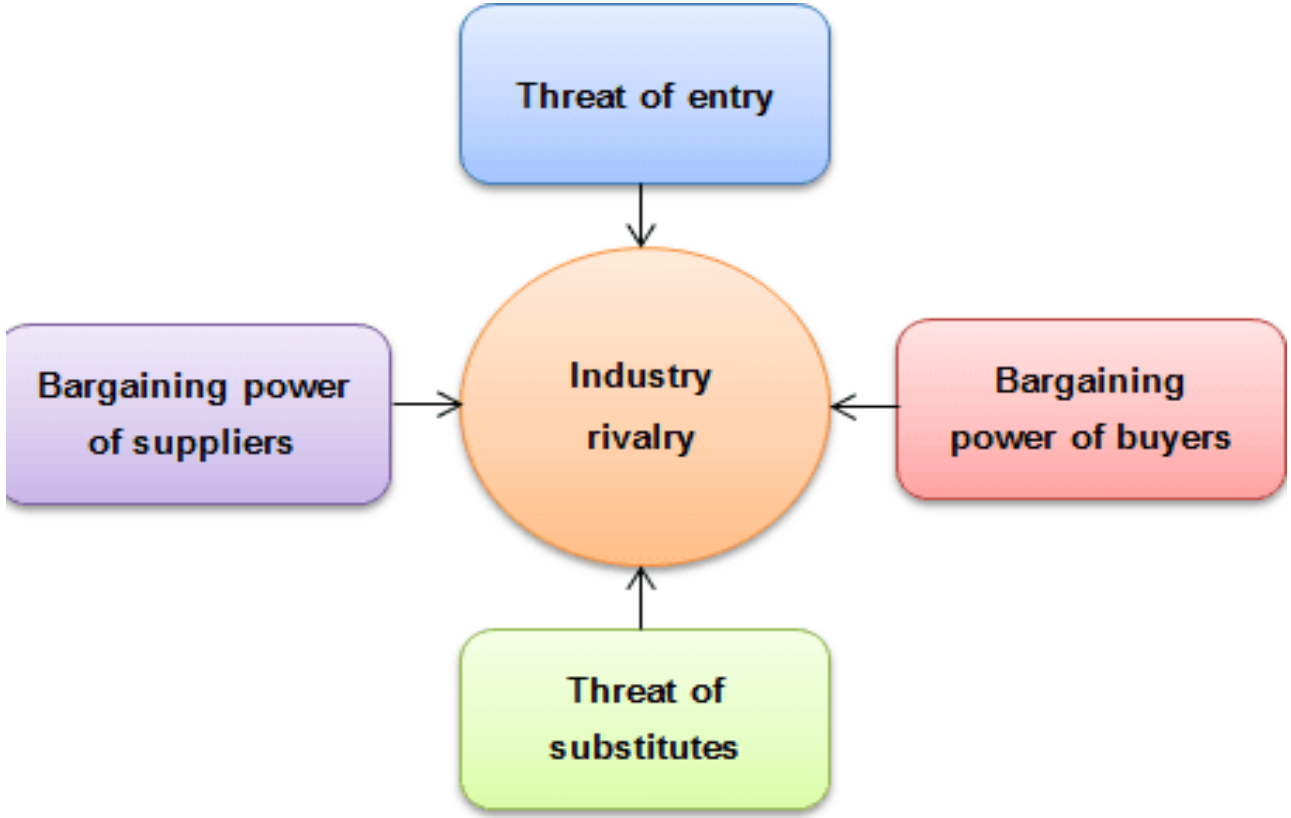
- Settings
- Print
- Research Alerts

Key terms

Term	Definition
Application programming interface (API)	A particular set of rules and specifications that software programs can abide by when communicating with each other. It serves as an interface between programs and facilitates their communication, similar to the way in which a user interface facilitates communication between humans and computers. APIs are often used by third-party developers to create applications for social media websites such as Twitter and Facebook.
Cluetrain Manifesto	A set of 95 theses organised as a call to action (CTA) for businesses operating within a newly connected marketplace.
Market share	In strategic management and marketing, the percentage or proportion of the total available market or market segment that is being serviced by a company.
Metric	A unit of measurement.
Online Reputation Management (ORM)	The understanding and influencing of the perception of an entity online. This entails ensuring that you know what is being said about you, and that you are leading the conversation.

Pay per click (PPC)	Pay per click is advertising where the advertiser pays only for each click on their advert.
Return on investment (ROI)	The ratio of cost to profit.
Really Simple Syndication (RSS)	RSS allows you to receive/syndicate this information without requiring you constantly to open new pages in your browser.
Search engine optimisation (SEO)	SEO is the practice that aims to improve a website's ranking for specific keywords in the search engines.
Short Message Service (SMS)	Electronic messages sent on a cellular network.
Simple Object Access Protocol (SOAP)	A simple XML-based protocol to allow for the exchanging of structured information over HTTP.
Strategy	A set of ideas that outline how a product line or brand will achieve its objectives. This guides decisions on how to create, distribute, promote and price the product or service.
Tactic	A specific action or method that contributes to achieving a goal.
WebPR	Public relations on the web. Online news releases and article syndication promote brands as well as drive traffic to sites.
eXtensible Markup Language (XML)	A standard used for creating structured documents.

Porter’s Five Forces analysis



4 P of marketing

- Product
- Price
- Placement (Distribution)
- Promotion
- A new P is People

E-marketing tactics

- SEO
- Search Advertising
- Online Advertising
- Affiliate Marketing
- Video Marketing
- Social Media
- Email Marketing
- SMS Marketing

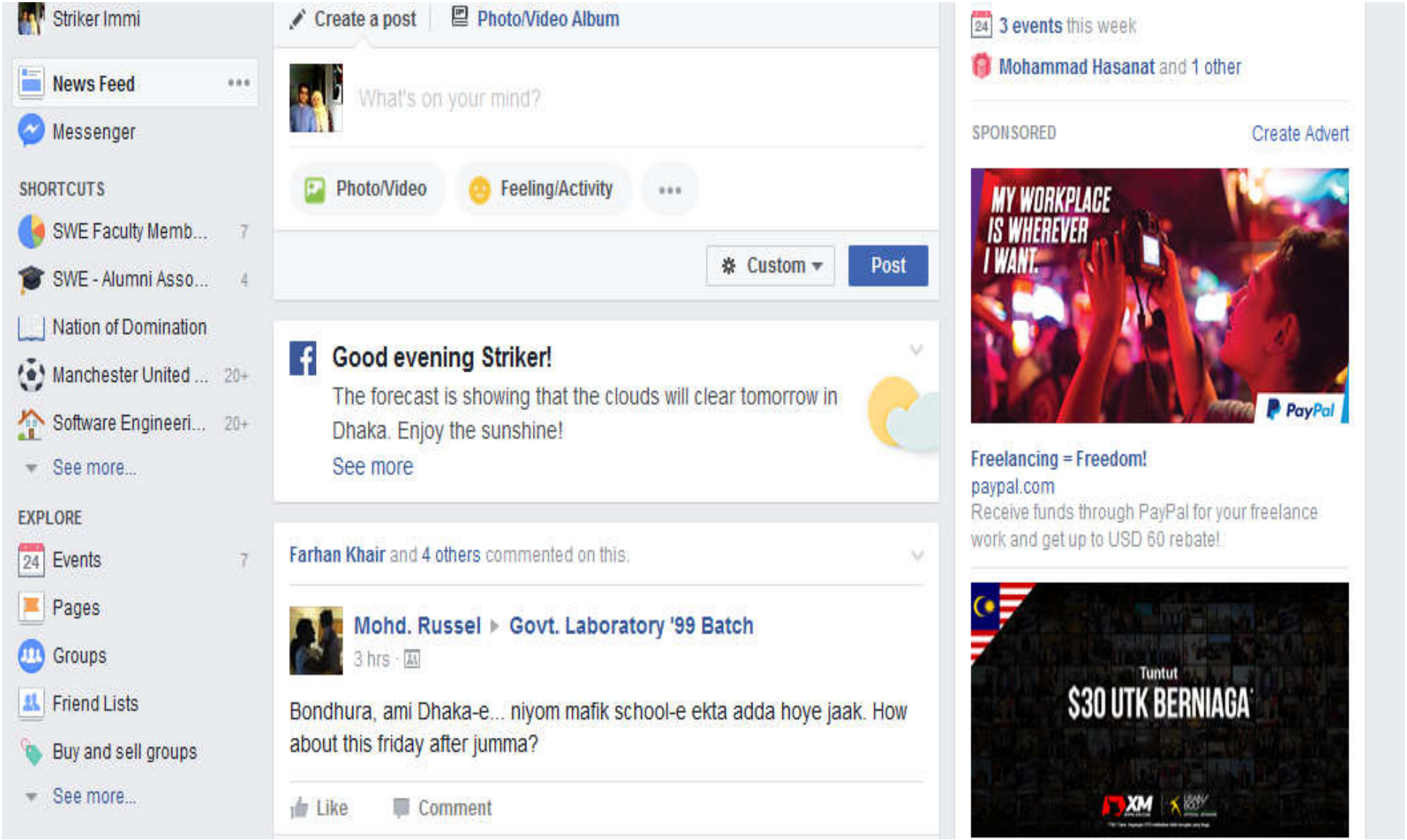
SEO	Customer retention and acquisition
This is the practice of optimising a website to rank higher on the search engine results pages for relevant search terms. SEO involves creating relevant, fresh and user-friendly content that search engines index and serve when people enter a search term that is relevant to your product or service.	SEO has a key role to play in acquisition, as it ensures your organisation's offering will appear in the search results, allowing you to reach potential customers. A site that is optimised for search engines is also a site that is clear, relevant and well designed. These elements ensure a great user experience, meaning that SEO also plays a role in retention.
Search advertising	Sales, customer retention and acquisition
In pay-per-click or search advertising, the advertiser pays only when someone clicks on their ad. The ads appear on search engine results pages.	The beauty of search advertising is that it is keyword based. This means an ad will come up in response to the search terms entered by the consumer. It therefore plays a role in sales, acquisition and retention. It allows the advertiser to reach people who are already in the buying cycle or are expressing interest in what they have to offer.

SEO

- https://youtu.be/hF515-0Tduk
- http://searchengineland.com/guide/what-is-seo
- https://adwords.google.com/home/how-it-works/search-ads/#?modal_active=none
- http://www.wordstream.com/search-advertising

Online advertising	Branding and acquisition
Online advertising covers advertising in all areas of the Internet – ads in emails, ads on social networks and mobile devices, and display ads on normal websites.	The main objective of display advertising is to raise brand awareness online. It can also be more interactive and therefore less disruptive than traditional or static online advertising, as users can choose to engage with the ad or not. Online advertising can be targeted to physical locations, subject areas, past user behaviours, and much more.
Affiliate marketing	Sales and branding
Affiliate marketing is a system of reward whereby referrers are given a 'finder's fee' for every referral they give.	Online affiliate marketing is widely used to promote eCommerce websites, with the referrers being rewarded for every visitor, subscriber or customer provided through their efforts. It is a useful tactic for brand building and acquisition.

Online Advertising



START HERE | LEARN SKILLS | METRICS | BLOG

- Dating Tips
- Texting Advice
- Product Reviews
- Meet Gurus
- Science
- Lol

How to Get a Girlfriend: The Controversial Truth

by RICH JAMES

The secret to getting a girlfriend isn't just controversial.

It's criminal.

That's because if you really want to learn how to get a girlfriend...

Vampires, psychopaths and serial killers are your new best friends.

What?!

Here's the thing:

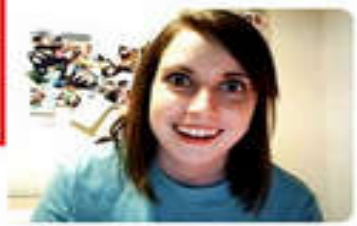
If you're anything like me and have had the girl you like stolen away from you by some a**hole jerk then you're probably sick of watching bad boys always get the girls.

And I bet you're pretty confused and frustrated why this keeps happening. Especially when women say they want a nice guy like you, yet always end up dating bad boys.

It makes you wonder, "why can't I get a girlfriend?! I'm a good guy. I just want a girlfriend. Why don't girls like me instead?"

BONUS: If you're interested in a step-by-step system for getting a girlfriend, read our Review of The Girlfriend Activation System here (if you follow this system you WILL get a girlfriend).

WANT AN OVERLY ATTACHED GIRLFRIEND?



Learn How To Make Women Obsessed With You

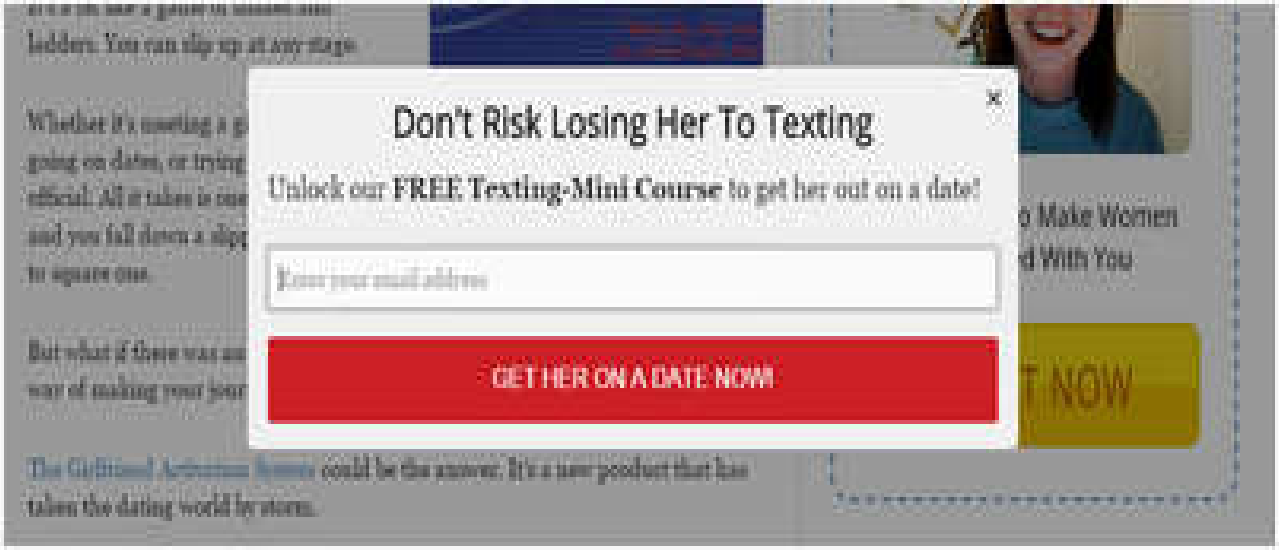
START NOW

FEATURED POSTS

How to Get a Girlfriend: The Controversial Truth

21 Shocking Mistakes to Avoid When Texting Girls

- **Analyzing the "desired action" and the flow of traffic through an affiliate site**



https://makeawebsitehub.com/what-is-affiliate-marketing/

Video marketing	Branding, customer retention and value creation
Video marketing involves creating video content. This can either be outright video advertising, or can be valuable, useful, content marketing.	Since it is so interactive and engaging, video marketing is excellent for capturing and retaining customer attention. Done correctly, it provides tangible value – in the form of information, entertainment or inspiration – and boosts a brand's image in the eyes of the public.
Social media	Branding, value creation and participation
Social media, also known as consumer-generated media, is media (in the form of text, visuals and audio) created to be shared. It has changed the face of marketing by allowing collaboration and connection in a way that no other channel has been able to offer.	From a strategic perspective, social media is useful for brand building, raising awareness of the brand story and allowing the consumer to become involved in the story through collaboration. Social media platforms also play a role in building awareness, due to their shareable, viral nature. They can also provide crowdsourced feedback and allow brands to share valuable content directly with their fans.