Online Marketing and Strategy

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Measures of Marketing Success

- Page views
- Click-through's
- Time on Page / time used
- Unique visitors
- Return visitors
- Life-cycle (how long before everyone that coulc app has it)
 - Starts slow, peaks, then tapers off

Not just about money…

- Building a brand or gaining experience may be more important than a sale
  - Very, very few people in this life are successful with their first efforts
  - Your personal learning may be more important than making money
 - For students, "success" may be landing an interview because of your experience

Quality

- In school, 90% quality is an "A"
- In the online world, 90% is an "F"
- Success is in the last ten percent of quality
  - Not necessarily at first launch, but before big success
  - Images, logos, icons, tiles and screen shots
  - Marketing prose
  - Content & game play
- Achieved through testing, iteration and regular updates
  - Your skills improve as you work on and improve your website
 - That is why you have to keep updating and refining
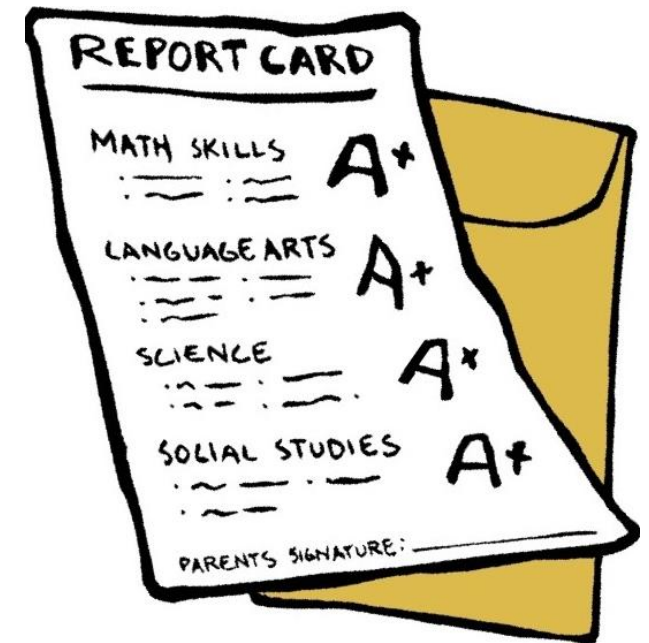
How Visitors Get to your Page

- **Direct Traffic**: Customers see your link in an ad and type in your URL to go to your site. Includes traffic to sites saved or "favorite" in the users browser

- **Referral/Click-through**: Someone puts a link to your webpage on their webpage

- **Organic Search**: a link to your site show up in search engine results when keywords that relate to your site have been used

- **Paid Search**: a link or ad for your site shows up on the search results page based on a match between keywords you paid for and search terms entered in the search window
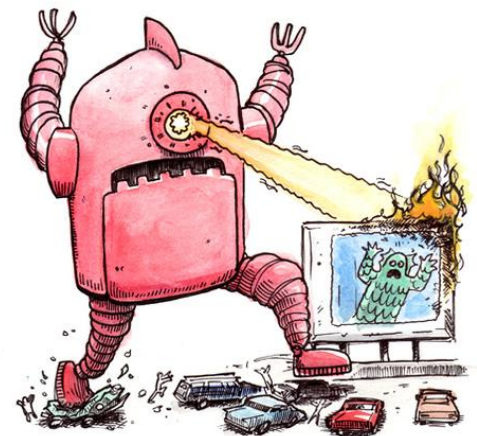
How Search Engines Work

▶ They search the Internet -- or select pieces of the Internet -- based on important words (web crawlers and bots)

▶ They keep an index of the words they find, and where they find them.

▶ They allow users to look for words or combinations of words found in that index

▶ Monitor user's clicks on the selected sites to indexed sites and create prediction formulas that rank search results based on their best guess of what someone really was looking for
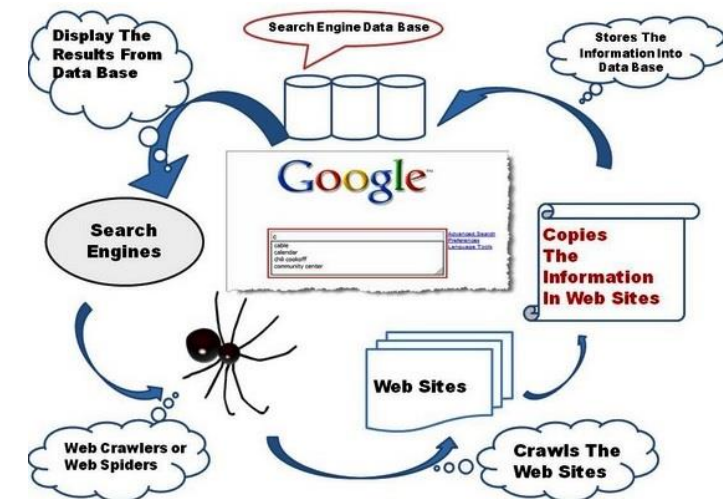
Common Features of Top Websites

- Related to known brand, celebrity, or trending topic
  - Game demo's, walk-throughs & cheats
  - News about a ie: "GTA San Andreas News", "Instagram How-To"
- Are about a trending or popular subject
  - Upcoming movies ie: Star Wars Episode VII
  - "My Little Pony on YouTube"
  - "Black Lives Matter"
- Look and title is similar to a popular brand, etc.

Search Engine Marketing (SEM)

► **Pay Per Click**: Your ad is free until someone clicks on it

► **People search online for a product or service**
They enter search terms (called keywords) into search engines like Google, Bing or Yahoo.

► **These searchers then find your ad**
If the keywords in your ad match a search, your ad appears next to or above search results on Bing and Yahoo.

► **Customers reach out to you**
You can configure your ad so that people have the option to call you, visit your website, or go right to your door.

Monetization: Display Ads

- Your content is free but an ad is displayed on screen

- Some (tiny) revenue is earned by having the ad displayed

- Most revenue is earned if the user "clicks" on the ad
  - Term: **eCPM** = "earnings per thousand clicks" (typically somewhere between $.05 and $.25

- Requires LOTS of users and LOTS of usage time
  - Games generally are best at generating ad revenue
  - Top games generate thousands per month; good games can earn hundreds, most games earn very little
    - Limited life; you have to have your next game in market when prior game starts to taper off

- Ad content has to align with your users ie: game ads for games, etc.

Website Analytics

AUDIENCE: WHO IS COMING TO MY WEBPAGE?

https://www.google.com/analytics/web/?hl=en#report/visitors-overview/a5344104w10312370p10771854/%3Foverview-dimensionSummary.selectedGroup%3Dsystem%26overview-dimensionSummary.s

Google Analytics

Home | Reporting | Customization | Admin

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Find reports & more

Real-Time

Audience

Overview

Active Users BETA

Cohort Analysis BETA

▸ Demographics

▸ Interests

▾ Geo
  Language
  Location

▸ Behavior

▸ Technology

▸ Mobile

▸ Custom

▸ Benchmarking

Users Flow

Acquisition

Behavior

Sep 5 | Sep 12 | Sep 19 | Sep 26

■ New Visitor ■ Returning Visitor

Sessions	Users	Pageviews	Pages / Session
9,638	9,051	11,178	1.16

Avg. Session Duration	Bounce Rate	% New Sessions
00:00:33	88.68%	91.16%

8.8%
91.2%

Demographics		Browser	Sessions	% Sessions
Language		1. Chrome	5,686	59.00%
Country		2. Firefox	1,677	17.40%
City		3. Internet Explorer	1,233	12.79%
System		4. Safari	430	4.46%
Browser	▸	5. Edge	301	3.12%
Operating System		6. Opera	112	1.16%
Service Provider		7. UC Browser	57	0.59%
Mobile		8. Opera Mini	45	0.47%
Operating System		9. Android Browser	26	0.27%
Service Provider		10. BlackBerry	21	0.22%
Screen Resolution				view full report

This report was generated on 9/30/15 at 12:07:22 AM - Refresh Report

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Search the web and Windows

Audience Overvie... | Inbox - RAND.GUT... | Online Marketing a... | Groove Music

12:09 AM
9/30/2015

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues
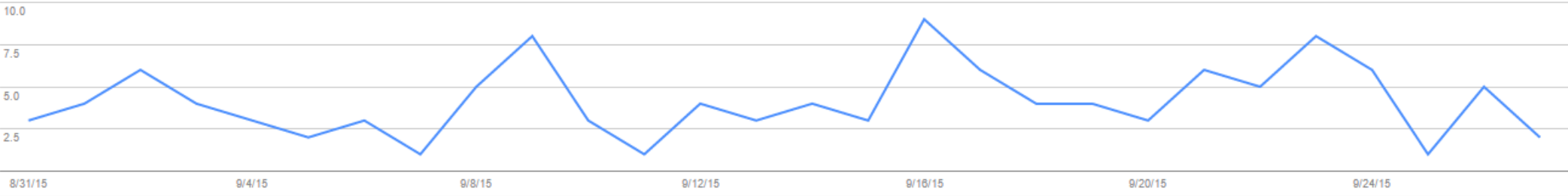
Other Resources

No filter ▾   No filter ▾   No filter ▾   No filter ▾   Web ▾   Aug 31 - Sep 27 ▾

Total clicks

116

Clicks

10.0

7.5

5.0

2.5

8/31/15   9/4/15   9/8/15   9/12/15   9/16/15   9/20/15   9/24/15

	Pages	Clicks ▼
1	/student/sampleResumes/default.htm	32
2	/CalPoly/App%20Studio%20Extension%20-%20Windows%208%201%20tutorial-revised.pdf	32
3	/student/Secure%20Development%20Lifecycle.ppt	17
4	/student/Writing%20Secure%20Code.ppt	9
5	/wp7/windows%20phone%207%20cheat%20sheet.pdf	5
6	/faculty/MS%20460%20Cloud%20Computing%20Technologies%20Syllabus.pdf	5
7	/wp7/AppMakr%20Student%20Handbook.pptx	4
8	/student/Basic%20Website%20Design%20Principles.pdf	4
9	/imaginecup/mentorsicguide.pdf	2
10	/student/sampleResumes/PamW.pdf	1
11	/ASUWin8/fall2013LeaderBoard.html	1

Tracking Code: goes in every page

```
<script>

(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r
]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new
Date();a=s.createElement(o),

m=s.getElementsByTagName(o)[0];a.async=1;a.src=g
;m.parentNode.insertBefore(a,m)
  })(window,document,'script','//www.google-
analytics.com/analytics.js','ga');

  ga('create', 'UA-5344104-1', 'auto');
  ga('send', 'pageview');

</script>
```

Search Results Ranking

- The number of people that click your link raises your rank
  - Search engines try to determine the likelihood that people want your website when using any particular combination of one or more keywords ie: when they use "angry" that they want "angry birds", etc.
- Exact formula/algorithm used by search engines is a secret, and is tweaked often
- If you try to cheat your pages or site can get blocked ie: hidden text in pages with keywords repeated over and over again
- You can pay to get promoted in the "featured" section at the top of the page

Search Engine Optimization (SEO)
Legal things you can do to raise your ranking:

- ▶ Title tags in the HTML page header with short, keywords in title
- ▶ Meta description tags in <head> section; be concise
- ▶ Keywords in <Hx> headers
- ▶ Keywords in Article, Section and Paragraph headings
- ▶ Keywords in text
- ▶ Hyperlinks to relevant sites and content

Indexing Takes Time

- Three to six months before a new/small site starts showing up
- New content may take days to before being "crawled" and discovered
- Traffic helps drive visibility
- Advertising drives traffic

Getting "Recommended"

- App recommendation by people with a large audience can drive downloads and velocity

- If you make a "fan app", email the band, celebrity, etc. , send them the link to your app and ask them to tweet or comment the link on their Facebook.

- Post the link yourself on the celebrity Facebook

- Put the link in the comments of the celebrity blog post

Self-Promotion

▶ Always download, rate and review your own app

▶ Get friends, classmates, family, other people that you know to give you your first ratings and reviews

▶ Post a link to your app on your Facebook

▶ Make a webpage for your "app business" with lots of keywords and links to your app

▶ Cross-promote: advertise your other apps within your app

facebook®

User Loyalty

- Apps are services more than they are products (this is a new way of thinking about the software business)
  - Good: expectation of "perfection" in a newly-released app isn't there
  - Bad: Expectation of regular updates over life-cycle is there
    - If you don't care enough to work on it regularly your users won't care enough to keep using it and to keep it installed
    - Users expect to be able to provide feedback and that you'll respond to them
      - If you manage user relationships well, people that at first hated your app may become vocal fans and defenders
      - Invite your fans and anti-fans to be testers for you next app or your next release

User Loyalty

- Qty of "Installed Users" is much more influential in rankings than total downloads
- Loyal user: one who downloads, uses, and **doesn't uninstall** your app
- How to create and maintain loyalty
  - Your app should do what you say it does
  - Keep improving your app
    - Users are okay with an imperfect app as long as it is regularly being improved
      - New apps updated every two weeks, then every 30 days, and then quarterly through the first half of its life-cycle
    - Provide contact e-mail and solicit suggestions in your marketplace description; **better to get complaints/suggestions via e-mail than in a review**
  - Be respectful of your total installed size; be efficient with code and art assets
    - When a user is running low on device storage, they delete the biggest apps first
  - Test your app thoroughly and regularly and fix errors and broken links immediately
  - **Secret**: when you send out an update people will be reminded to use your app and will use it to see what the improvements are, thereby increasing your usage (and ranking)

User Loyalty

- Give users a way to contact you; make sure e-mail is included in storefront

- Listen to feedback; your friends won't be honest, strangers will be

- Talk to users directly ie: blog, tweet, Facebook and answer e-mails

- Don't spam, annoy or interrupt the user; too many or too frequent in-app messages cause people to delete your app

- Playtest with real people: friends are too nice; strangers are more honest

  - Go to events/shows to expose people to your apps