

## **Unit 3**

### **2 Marks Questions:**

#### **1. What is email marketing?**

Email marketing is a type of direct digital marketing method that uses emails to engage with a business's audiences. It involves sending promotional or informational content. Email marketing is typically used to create product or brand awareness and generate leads or sales.

#### **2. What is email list?**

An email list is a collection of email addresses gathered from people who have signed up to receive emails from a business or creator. These people usually subscribe through a form on the business or creator's website. Creators use email lists to send newsletters, updates, promotions, and other types of content directly to subscribers' inboxes.

#### **3. Write two reasons for building email list.**

Reasons to start building your email list

1. An email list lets you own your audience. Social media platforms can change their algorithms and policies at any time. An email list is something you own and control, so you can communicate with your audience on your terms.
2. Email marketing is a cost-effective way to reach people. Paid search and social ads can be expensive, especially if you want to reach a big audience. With an email list, you can get your message out to a lot of people without spending a lot of money.

#### **4. Write four ways to build email list.**

1. Choose the right email marketing software
2. Create a compelling incentive
3. Optimize your call-to-action (CTA) only
4. Place your signup form strategically

## **5. Write the four Ways to Deliver a Successful Email Marketing Campaign ?**

- Always Look for Audience Permission
- Create Valuable Content
- Use Intelligent Segmentation
- Programmed Strategic Timing

## **6. What is email segmentation?**

Email segmentation is the division of email marketing subscribers into smaller groups based on specific criteria. Segmentation is a core email marketing tactic. It's a basic personalization tactic that allows you to deliver relevant content to your subscribers. Email segmentation improves the results of your email marketing campaigns.

## **7. What is Email automation?**

Any message automatically sent from your email service provider (ESP) in direct response to an individual user's specific actions made (or not made) on your website or web app.

## **8. What is Email marketing metrics?**

Email marketing metrics are indicators that help assess the success of email campaigns. One can specify two categories: the first is standard engagement metrics, while the second category is focused on conversion aspects.

## **10. Name the two categories of email marketing.**

- Standard engagement metrics

- Conversion aspects

## **11. What is the importance to monitor email marketing metrics?**

Email is a customizable marketing channel, which makes it super-effective when developed smartly. Tailoring messages to buyer personas is simple, especially when one interprets email metrics correctly. Metrics provide useful data on current campaigns and may show approaches to solve existing problems.

## **12. Name four important Email marketing metrics.**

- Email deliverability rate
- Email open rate
- Click-through rate
- Conversion rate
- Spam complaints
- Email bounce rate
- Unsubscribe rate
- Revenue per email
- List growth rate

## **13. What is email marketing analytics?**

Email analytics is a method of tracking the way subscribers interact with your email campaigns. You can gather and analyze data for each email campaign with the help of bulk email providers and Google Analytics.

## **14. Why is email marketing analytics important?**

Email marketing analytics can help improve your conversion rates, Track conversion metrics By tracking conversion metrics like click-to-open rates,

conversion rates, and revenue per email, you can gain insights into how effective your campaigns are at driving conversions.

## **15. What is content marketing?**

Content marketing is one possible digital marketing strategy that offers you a technique for creating and distributing content. This means content marketers narrowly focus on one avenue of promoting a brand. Content marketing examples include media like newsletters, podcasts, social media posts, and videos.

## **16. What is content planning?**

Content planning is the process of strategizing and organizing content creation in order to achieve specific goals. It involves identifying the target audience, conducting thorough research, choosing the type of content, and creating a content calendar.

## **17. What is content strategy?**

A content strategy is the ongoing practice of planning for the creation, delivery, and governance of useful, usable, and effective content about a particular topic or set of topics. A content strategy ensures that you're creating content that resonates with your target audience.

## **18. What are 6 essential elements of a successful content marketing campaign?**

6 essential elements of a successful content marketing campaign

- A defined target audience. ...
- Clear and measurable goals. ...
- Relevant buyer personas. ...
- Diverse range of content. ...
- The perfect content marketing platform. ...
- A robust distribution and promotion strategy.

## **19. What is the difference between content planning and content strategy?**

Difference between content planning and content strategy

A content strategy ensures that you're creating content that resonates with your target audience, while a content plan ensures that you're distributing that content through the channels and formats where your audience is most active.

## **20. Name the two phases of Content marketing**

Content marketing is split into two phases: content creation and content distribution.

**Distribution in content marketing** Content Distribution is the act of promoting content to online audiences in multiple media formats through various channels. These channels can be categorized into three groups: Owned, Earned, and Paid.

**Content distribution** is how you get your content in front of your target audience.  
**Content creation in content marketing** Content creation is the process of generating topic ideas that appeal to your buyer persona, creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, info graphic, or other content formats.

## **21. What is content distribution?**

Content Distribution is the act of promoting content to online audiences in multiple media formats through various channels. These channels can be categorized into three groups: Owned, Earned, and paid. content distribution is how you get your content in front of your target audience.

## **22. What is content creation?**

Content creation is the process of generating topic ideas that appeal to your buyer persona, creating written or visual content around those ideas, and making

that information accessible to your audience as a blog, video, info graphic, or other content formats.

## **23. What is content promotion?**

Content promotion is a way of increasing the visibility and traffic for your content – be it a blog post, an e book, a social media post, or any other format. An effective promotion strategy ensures that your content delivers value to the right audience.

## **24. What is content amplification?**

Content amplification describes the steps content producers take to reach larger audiences. Amplification comprises multiple strategies and techniques to improve audience reception to content and drive site traffic.

Examples of Content Amplification

- Promote it across all social channels and your email list.
- Launch a paid social campaign, such as LinkedIn Sponsored Content, to promote it to thousands of prospects beyond your current followers.
- Partner with an industry influencer to share the post to his or her followers.

## **25. What is a content promotion strategy?**

Content promotion is a way of increasing the visibility and traffic for your content be it a blog post, an e book, a social media post, or any other format. An effective promotion strategy ensures that your content delivers value to the right audience.

## **26. What is Content marketing metrics?**

Content marketing metrics are standards of measurement that show you how well your content creation is doing. Incorporating the following numbers into your

content marketing metrics dashboard will give you a great understanding of your performance and effectiveness.

## **27. What is Content marketing analytics?**

Content marketing analytics is measuring and analyzing content marketing efforts. The metrics are shown in an online dashboard. Content marketers can use this data as a feedback loop to enable them to measure progress, find areas of improvement and link back to business results.

## **28. Write any four Content marketing analytics tools**

1. Hub Spot Marketing Analytics and Dashboard Software
2. Buffer
3. Google Analytics
4. Similar Web

## **Long Answer Questions:**

### **1. Explain email marketing?**

Email marketing is a great tool to help you grow your business. It all starts by building a good email list first, which ultimately enables you to create leads that can then be nurtured through the sales funnel. And that's where the process to design and send compelling email campaigns comes into play. From there, you can target a specific audience at any given time, with a few simple segments. Whereby, keeping them engaged and wanting more. Email marketing is a very cost-effective exercise to get started with, and is not a difficult practice to undertake. It can also help increase your brand awareness and drive more traffic to your website. Email marketing is a type of direct digital marketing method that uses emails to engage with a business's audiences. It involves sending promotional or informational content. Email marketing is typically used to create product or brand awareness and generate leads or sales. The first email

marketing blast was sent in 1978 (Source). The sender was a man named Gary Therk who worked for Digital Equipment Corp. His email blast was sent to 400 recipients as a promotion for his company's computers, and it actually resulted in \$13 million in sales. Emails can be used to generate sales, enhance customer engagement (i.e., newsletters), acquire customers, create brand awareness and reward customer loyalty. For existing clients and customers, email marketing emphasizes communication and awareness. Within the broader scope of digital marketing, email marketing plays a crucial role in supporting and enhancing other marketing strategies. It integrates with various digital channels, such as social media, content marketing, and automation, to create cohesive and targeted marketing campaigns. Email marketing is up to 40 times more effective than social media, according to a study done by McKinsey & Company. The same study also shows that the buying process happens 3 times faster than in social media. 'Email Marketing', is quickly identifiable and self-explanatory that its sole purpose is to conduct marketing via email. And from there stems a variety of purposes, options and opportunities. For a marketer, the list would be endless; About a new product the world needs to know about, a service that someone could benefit from or a special sale on selected items that need to clear out inventory. Whether you are educating an audience or trying to sell a product or service, brand awareness becomes a priceless exercise. In addition, growing your email list too, to reach a wider audience. So, then your broadcasted messages can be heard by the masses. And once your message has been broadcasted, it does not mean your work is done. Keeping your audience engaged becomes an ongoing task. If you can keep your audience engaged, you will build a strong brand, trust and rapport with ongoing supporters and/or clients in the field you specialize or 'market' in. This creates a successful business which is designed to sustain growth, while providing a higher return on investment. According to Hub Spot's Ultimate List of Email Marketing Stats for 2023, 77% of marketers have seen an increase in email engagement over the last 12 months, email marketing revenue is estimated to reach almost \$11 billion by the end of 2023, and 99% of email users check their inbox every day, with some checking 20 times. Research shows us that email is still the best channel to reach people on, ahead of other channels, even with the increase in popularity of social media and other messaging platforms. Email users

are anticipated to continue growing. In 2021, approximately 309.6 billion emails were sent and received daily.

## **2. Explain the reasons to start building email list.**

Reasons to start building your email list:

1. An email list lets you own your audience. Social media platforms can change their algorithms and policies at any time. An email list is something you own and control, so you can communicate with your audience on your terms. An email list gives you complete ownership of your audience. Unlike social media platforms where algorithms can limit your reach, an email list allows you to directly connect with your subscribers. You have full control over the content you send, ensuring that your messages reach your audience's inbox. It's like having a direct line of communication that can't be influenced or restricted by external factors. Building an email list is a powerful way to establish a loyal and engaged audience that you can nurture and grow over time.
2. Email marketing is a cost-effective way to reach people. Paid search and social ads can be expensive, especially if you want to reach a big audience. With an email list, you can get your message out to a lot of people without spending a lot of money. Email marketing is a cost-effective way to reach people. Unlike traditional marketing methods that can be expensive, email marketing allows you to connect with your audience at a low cost. With just a single email, you can reach a large number of people instantly. Plus, there are various email marketing tools available that offer affordable plans, making it accessible to businesses of all sizes. It's a budget-friendly way to promote your products or services, build relationships with your audience, and drive engagement.
3. Sending regular emails to your list can help you build relationships with your followers. When you consistently send valuable, entertaining, or interesting content to your list, they'll become more likely to share your work (and buy your products!) in the future. Regularly sending emails to your list is a fantastic way to build strong relationships with your followers. By consistently showing up in their inbox with valuable content, you can establish trust and credibility. You can share

helpful tips, industry insights, or even personal stories that resonate with your audience. This consistent communication allows you to connect on a deeper level, understand their needs, and provide solutions. Building relationships through email helps foster loyalty, engagement, and ultimately, turns your followers into raving fans who are more likely to support your business.

### **3. Explain how to build email list.**

1. Choose the right email marketing software Having the right email service is the best way to grow and manage email lists over time. It's best to look for a tool that stores contacts in a customer relationship management (CRM) software. This will help you keep track of customer information such as preferences and behavior. It also makes it easier to integrate email with other digital marketing channels (e.g. SMS, WhatsApp, chat). For example, Brevo offers core email marketing tools including signup forms and a Drag & Drop email builder. You also get unlimited contacts, which are easily synced with Brevo's native CRM.
2. Create a compelling incentive Every successful list-building tactic starts with creating something your customer values. What's something your customers want? And, how does it tie into what you're selling? Maybe it's a template for how to do something with your product or a timesaving checklist that will save your reader headaches. It can be valuable content like a free ebook or case study, as well as a physical freebie. Other ideas for incentives include exclusive content or coupons. Offering incentives can really push visitors to sign up by offering them something in exchange. This could take the form of a one-time discount, free shipping, or another exclusive offer of your choice. Whatever you choose, it should be time sensitive and conditional so that visitors are encouraged to sign up right away.
3. Optimize your call-to-action (CTA) copy Craft call-to-action (CTA) copy so that visitors see the value of your incentive across your email opt-in forms. Experiment with CTA copy like "subscribe," "download," and "get my ebook" to see which performs better. You can even make this part of your list-building strategy and try

A/B testing different graphics and language. Here's a clever email list-building tactic where you sign up to get a code which grants access to their presale.

4. Place your signup form strategically After you create a signup form to collect email addresses, you should place it where it will reach the most website visitors. Try to position it on high-traffic pages of your website. Your blog homepage, headers, and footers are typically good places. Another common placement for your email signup form is on the sidebar of your website.

5. Add an exit intent pop-up form to your website To grow your email list, trigger an email signup form to pop up just before visitors exit your website. That's because pop-up windows are often effective for building lists and increasing conversion rates.

6. Create landing pages that convert Dedicated landing pages can play a big role in growing your email list. The purpose of a landing page is to send people to "land" on it. For example, if you're a podcast or webinar guest, you can mention your incentive and send people to your landing page to sign up. This will be easier than sending them to your homepage where they have to find your signup form on their own. Landing pages also help with SEO because someone might directly search for "sign up for X brand's mailing list" on search engines.

7. Promote signups on social media platforms and your email signature Grow your email list by promoting your newsletter across your email and social media accounts. Post a link to your signup form in social media posts. Or, gather subscribers by running social media contests or giveaways. Adding an email signup CTA in your bio can also help grow your email list. That way, every time someone checks out your bio, you have the opportunity to gain a new subscriber. Consider adding a subscriber link to your email signature as well. This is a great way to promote your newsletter to the people who've already been in touch with you.

8. Create a referral program Referral programs are another effective list-building tactic. Get existing subscribers to share your email newsletter with their

networks. To further encourage them, offer an incentive such as reward points or an exclusive discount.

9. Use chat to make signups more interactive Install a chatbot to engage website visitors and turn them into email subscribers. That's because chat is for more than just customer support — it can also be used for lead generation. Simply set up conversation flows to capture subscribers' email addresses and other contact details. This makes the signup process more engaging and interactive. With Brevo, it's easy to add chat to your website and customize your chat widget for email signups.[ Brevo is a cloud –based email marketing tool suited for organization of all sizes. It allow users to create mobile responsive email using design tools]

10. Encourage offline signups with QR codes Grow your email list by collecting email addresses offline, for example at in person events or a brick-and-mortar store. QR codes are a convenient way to bridge the gap between offline and online and grow your email list. you can turn any signup form into a scan able QR code

#### **4. What are the features of good Email campaigns?**

- They have great subject lines.
- They're compelling and easy to read.
- They're relevant.
- They have goals.
- They're sent at the right times.
- They're compatible with mobile devices.

#### **5. Explain the Ways to Deliver a Successful Email Marketing Campaign.**

##### **1. Always Look for Audience Permission**

As a marketer, your top priority should always be to get permission from your audience before sending any marketing emails.

Make sure that your subscribers have given you their consent to receive your emails, otherwise, you risk ending up in the dreaded spam folder, or worse — on the receiving end of a hefty penalty.

While it's okay to send transactional emails such as order confirmations, e receipts, or password reminders without permission, you should always exercise caution when reaching out to subscribers who haven't shown a keen interest in your company.

**Tips to help you get audience permissions right first-time include:**

- Don't pre-tick the newsletter subscription box
- Keep things simple with the data points you ask subscribers for
- Never force visitors to subscribe to your mailing list in order to complete a purchase
- Let subscribers know they are free to unsubscribe from your newsletters in just one click
- Make new subscribers aware of the type and frequency of content they should expect to receive from you, and allow them to change their communication frequency if needed
- Don't buy email lists or crawl websites to increase your list size, and don't share your list with other companies — even if they're a sister company
- Remember, the subscribers on your list should be those who genuinely want to hear from you, and cutting corners on permissions to increase send volumes can do more harm to your business than good.

## **2. Create Valuable Content**

- In 2022, there were over 333 billion emails sent and received. That number is expected to hit nearly 400 billion by 2026. With these numbers in mind, creating content that stands out and engages your audience from the moment it hits their inboxes has never been more important.
- On top of that, irrelevant content is one of the biggest drivers of SPAM ratings. So, to protect your sender score and keep audiences happy, you need to up your game and focus on quality over quantity.

- **Grab attention with your subject line:** This is the first thing your subscribers will see, and if it fails to do its job, the quality of your email design will never see the light of day. Play around with creative subject lines that stand out from the norm and hint at what your subscribers should expect when they open your email.
- **Keep it simple:** Overcomplicated email content is a real conversion killer. Make the content of your email concise, with clear Call to Actions (CTAs) that let your subscribers know what you'd like them to do next. In most cases, adding multiple CTAs with different goals will only serve to confuse your readers — and the confused customer never buys.
- **Make it responsive:** Your emails need to look great, no matter where your subscribers choose to open them. And when over 60% of your recipients will interact with your emails on a mobile device, mobile responsiveness couldn't be more important. Many email marketing platforms with drag and-drop builders offer responsiveness as default, but if you're building from HTML, make sure your designs stand up on both desktop and mobile.
- Remember, the ultimate goal is to build a meaningful relationship with your audience, and creating valuable email content is a vital step in achieving that

### **3. Use Intelligent Segmentation**

Cluttering your audience's inboxes with irrelevant, generic, and poorly-timed email content is a surefire way to end up in the spam folder. Enter the key to successful email campaigns, and your new best friend: intelligent segmentation. Instead of sending the same generic content to your entire subscriber list, intelligent segmentation helps you tailor your messages to each individual based on how they've interacted with your web, app, and email content. With the right email marketing platform, you'll be able to automatically segment your customers into key groups such as:

- Engagement level
- Interests
- Customer lifecycle stage
- Past purchase history
- Age

- Gender
- Geo location

#### **4. Programmed Strategic Timing**

Getting email send timing right can make or break an email campaign. You want to make sure that your message lands smack dab in the middle of your subscriber's inbox when they are most likely to be checking it.

But how can you determine the best time to send? There are a few things to consider, such as your audience's geographical location, their work schedule, and even their personal habits.

- Analyze past campaigns to determine when your subscribers have opened emails in the past and use this to inform your future send times.
- Use gradual sending to split your email campaign over a period of hours. This will help you gather useful open-time data and mitigate the risk of sending a full campaign at the wrong time. By understanding your audience and playing around with different send times, you can discover the sweet spot that will ensure your emails are opened and read at the most optimal time.
- So don't be afraid to experiment a little and find the timing that works best for you and your audience. After all, a well-timed email is an effective email

#### **5. Focus on Deliverability**

There's nothing more frustrating than slaving over an email campaign only for it to land in the spam folders of eager subscribers. Email deliverability is a complex science that can take a lot of experimentation and testing to get right

**Following these best practices will get you off to a strong start:**

- Monitor your IP reputation scores
- Don't send to subscribers who haven't engaged in the past 6-9 months
- Be aware of common spam traps and try to eliminate them by only sending to actively engaging lists
- Make sure your email has an accessible and visible unsubscribe link

- Ask users to add your sender domain to their address book
- Provide a link to the online version of your email in all of your campaigns
- Add privacy policy and company details in your footer
- Keep the text/image ratio to a minimum of 50%
- Avoid using all-uppercase words
- Try not to use too many special characters in the content as well as in the subject line

Remember, your email service provider is only responsible for providing the infrastructure to send your emails. It's up to you to optimize your campaigns and maintain a positive reputation with your active members. Follow the tips above, and you'll be off to a great start

## **6. Test the Results**

Tired of lackluster results from your email marketing campaigns? It's time to embrace the power of A/B testing.

**Here are some tips to help you make the most of your A/B testing:**

- **Test one variable at a time:** Pick one element of your emails, such as the subject line, header image, or CTA button copy. Testing more than one variable creates the risk of not knowing which change impacted your results.
- **Run tests regularly:** Keep testing different areas of your emails so you can continually refine and improve them over time.
- **Analyze your data:** Make sure to track, measure, and analyze the performance of each test so you can draw meaningful conclusions from them.
- **Keep an open mind:** Creativity is the key to standing out from your competitors, so don't be afraid to try something new with your A/B tests. A/B testing is an incredibly powerful tool that can help you get the most out of your email campaigns and ensure maximum engagement with your subscribers. So, don't be afraid to experiment and see where it takes you

## **7. Personalize Your Messaging**

If you want your email campaigns to land in inboxes with impact, get opened, and drive conversions, you need to dial in your personalization.

Simply personalizing subject lines can drive an impressive 50% increase in open rates, but to really impress and delight customers, you can (and should) take your personalization even further.

The first step is to ensure your first-party product, sales, and customer data are fully unified, giving you a complete view of your customer. With your unified data in place, it's time to put it to work.

Powered by the right personalization engine, you'll be able to create engaging email campaigns that personalize content and product recommendations based on:

- **Real-time and historic shopping behaviour**, including products, pages, and collections viewed
- **Likelihood to purchase** using past orders from similar customers
- **Product affinity** based on historic customer order data
- **Lifecycle stage** ranging from new shoppers to loyal, repeat customers and those likely to churn

## 8. Use AI-Powered Tools

With the support of AI-powered email marketing software, you can build relationships with your customers at scale and automate time-consuming, human error-prone tasks, including:

- **Segmentation:** Instead of manually segmenting customers, you can use AI to do it dynamically based on key data points like purchase history, product affinity, loyalty status, and lifecycle stage.
- **Campaign scheduling:** By analyzing past campaign performance, AI can help email marketers to pick the best send times for their emails to drive open rates.
- **Deliverability optimization:** AI tools, such as Emarsys's Deliverability Advisor, can quickly scan your email content before you hit send, offering actionable advice to help you get more emails into inboxes.

- **Data analysis:** AI marketing tools can deliver valuable analysis, helping you turn vast amounts of data into actionable insights without the need for a dedicated data team. By automating these tasks and analyzing data deeper, email marketers can cut manual labor, personalize their messaging, and reach the right audience, with the right content, at the right time.

## 6. Why is email segmentation important?

Email segmentation is the division of email marketing subscribers into smaller groups based on specific criteria. Segmentation is a core email marketing tactic. It's a basic personalization tactic that allows you to deliver relevant content to your subscribers. Email segmentation improves the results of your email marketing campaigns. Email segments divide audiences into groups depending on age, gender, location, interests, and more. If you don't segment your marketing list, you'll be sending generic content to your whole database. When customers decide they're not receiving valuable content they become unengaged. Email segmentation allows you to send different segments different promotions based on their interests, behaviors, or other sets of criteria. Email list segmentation will enable you to define your customer personas and create content guaranteed to convert them into paying customers

- **Not all subscribers are the same:** Each of your subscribers will have very different expectations for your brand. One-size-fits-all approaches don't work. In the same way, you target different person as, different audience groups have specific goals when they subscribe to your marketing. Email segmentation helps you identify common characteristics among them their goals.
- **Different stages of the sales cycle:** Readers will be at different stages of the sales cycle when your email lands in their inbox. To maximize your impact and their experience, it's important you target customers with the content they need, every step of the way. You can use segmentation to group your audience according to their stage in the journey. If they have just joined your marketing list, you should be sending them welcome emails and content to introduce your brand. When they've made a purchase recently, they'll need follow-up content to keep them engaged. Failing to connect

with customers at the key stages of your sales cycle, risks losing them altogether. Segmentation makes the likelihood of missing these opportunities significantly smaller.

- **Better results:** Because of the benefits outlined above, you'll see better results when you send segmented email marketing. You'll be targeting the right customer, with the right message, at the right stage of the journey. This will lead to more conversions, sales, and ultimately revenue for your brand. If you're looking to improve your email marketing metrics, segmentation is a must.
- **Enhanced customer experience:** When you leverage email segmentation you can improve your customer experience. By delivering tailored, relevant emails to your subscribers, you address their unique needs and interests, making them feel valued and seen. This personalized approach fosters a stronger connection between your brand and your customers, ultimately leading to improved satisfaction and customer loyalty.

## 7. Explain the Benefits of segmenting your email list

- **Increases open rates:** How often do you archive an email without even opening it based solely off the subject line? More relevant content equals more relevant subject lines, which help your emails see the light of day.
- **Increases click-through rates:** Once they're reading the email, people will likely go ahead and interact with inviting calls to action, like checking out the sale you just told them about or learning more about your new service.
- **Increases conversion rates:** The closer we are to a goal, the more our motivations and efforts increase in consumer psychology, it's known as the gradient goal effect. Now that they're on your site, your target customers are more likely to make a purchase or sign up for that webinar you're promoting.
- **Increases ROI:** By tailoring your content to match specific interests, each email becomes a targeted pitch, leading to more effective spend and a stronger financial return for every message sent.
- **Decreases unsubscribe:** You want to grow your subscriber base, not shrink it. Sending too many irrelevant emails could encourage people to give up on your offerings altogether for the sake of decreasing noise in their inbox.

- **Avoids spam filters:** Even if someone doesn't personally unsubscribe after one too many irrelevant emails, their inbox may flag your attempts as spam. Segmented lists help improve deliverability.

## 8. How to segment your email list?

### 1. Demographics

Demographic segments use customer information such as age, gender, marital status, and job title. You should collect this data when new subscribers sign up to receive your email marketing. The more information you gather during the early stage of your relationship, the more advanced you can make your segments.

**2. Geographical Targeting** customers based on their location has a massive influence on purchase decisions. Especially if you're driving shoppers to brick-and-mortar stores or providing delivery updates, customer location is essential data to have. Modern shoppers love convenience. By targeting geographical segments you can drive customers into making spontaneous decisions.

### 3. Marketing preferences

You should always be collecting marketing preferences, especially during the welcome series in preference centers and re-engagement programs. This is data such as the departments, newsletters, or topics they're interested in and the frequency with which they would like to hear from you. Driving customers to update their preferences will help you ensure engagement levels are high for each segment.

### 4. Email engagement

Email engagement metrics such as open rate and click-through rate are automatically tracked. That means it's easy and straightforward to segment users based on how they interact with your email marketing. Whether it's non-openers or readers who've clicked specific links, targeting these segments will have a huge impact on your results.

### 5. Behavioral

Behavioral segmentation is the most advanced email segmentation tactic. It's based on customer behavior on your other channels such as your website. Specific page hits, frequency of visits, and recent activity are just a couple of the segments possible that help gives your email marketing a hyper personalized feel. You can also use data like purchase history and average order value to create behavioral audience segments

## **9. Explain the benefits of email automation.**

### **1. Personalize your customer's experiences.**

Research backs up what most marketers already know: Customers love personalization.

- 90% of consumers find personalized content very or somewhat appealing.
  - The leading type of personalization experience that marketers use is email.
  - With email automation you can even create a series of automated emails to help grow your relationships with your customers and your business.
- Improving email marketing efficiency as a marketing channel through the sales funnel.

### **2. Make the most of your marketing team.**

Automation is changing the way that all kinds of teams do business. For email marketing teams, for example, this could mean less time spent on manually compiling email lists and scheduling messages. Instead, team members could use that time to focus on other important tasks, such as in depth customer relationship building.

### **3. Improve your customer retention rate.**

It's much easier and more cost effective to sell to an existing customer than to convert a new one, and with automation, you can stay in touch better than ever before. Schedule your messages so that your customers hear from you regularly and be sure the copy is relevant to maximize its impact. An email that reads "Hey, we haven't heard from you in a while. Pay us a visit!" is likely to end up in the trash. Compare that to this one: "Dear Joe, we haven't heard from you in a while, and we wanted to make sure that you heard about our

latest offer. The printer you've been buying parts for came out with a new model, and it's 20% off! Come check it out." That's an example of a message that fills a need, which is more likely to bring back a customer.

#### **4. It makes your marketing strategy scalable.**

When you send out an email series manually, the size of your staff limits the number of customers that you can reach. Would you be able to stay on schedule if your customer base suddenly doubled in size? What if it tripled? When you send automated emails you scale your email marketing efforts. When you've set it up so that your platform sends a message every time someone signs up for your mailing list via a custom signup form, you don't have to make sure a staff member is available to do it. Check out more email marketing campaign tips for more ideas. Their behavior tells your system what messages to send them next without any additional demands on your limited resources Every time you send an automated email, you have the opportunity to get key information from each customer.

### **11. Explain any two Email marketing metrics.**

#### **Email marketing metrics**

Email marketing metrics are indicators that help assess the success of email campaigns. One can specify two categories: the first is standard engagement metrics, while the second category is focused on conversion aspects.

#### **Important Email Marketing Metrics**

- Email deliverability rate
- Email open rate
- Click-through rate
- Conversion rate
- Spam complaints
- Email bounce rate
- Unsubscribe rate
- Revenue per email
- List growth rate

## **1] Email Deliverability Rate**

This is the vital metric for any marketer because it tells you whether your email makes it to recipients or not. The email deliverability rate represents the number of emails that reach the users' inbox.

The following factors have an impact on this metric:

- IP addresses reputation and sender reputation;
- Choice of an email service provider;
- Mailing list quality;
- User engagement with your previous campaigns;
- Spam-like words in the email subject line;
- spam complaints.

## **2] Email Open Rate**

This metric indicates the number of emails opened. A high open rate means that many people are interested in receiving your campaigns.

### **Calculation of Email rate**

Percentage of contacts who opened an email ÷ Number of users the message was sent to

### **The influential factors include:**

- The field your business operates in;
- Whether you are a B2B or B2C organization;
- Mailing list segmentation;
- Email subject line relevancy;
- Email sending frequency and timing;
  
- Sender authority.

When considering your email open rate, take into account opens by location to get a better picture of your strategy.

## **3] Click-Through Rate (CTR)**

This metric defines how many users clicked on the links inside an email. As Forbes fairly noticed, 64% of marketing experts agree that their top priority is to increase their click-through rate. The click-through rate may show whether a business has to boost email marketing and sales conversion rates.

### **Calculate a CTR**

(Total clicks ÷ Number of delivered emails)×100

The factors that impact click-through rate involve:

- Mailing list segmentation
- Imagery
- ad positioning;
- CTA prominence;
- Content quality.

### **4] Conversion Rate(CR)**

The conversion rate is the percentage of recipients who clicked on a link and did what the sender was expecting them to do. For example, they ended up buying your product. This metric depends on the open and click-through rate – it is the third stage of a buyer journey

**Calculate Email conversion rate** (Number of users who took the expected action /Total emails delivered)×100

The factors that influence conversion rate are:

- email responsiveness
- Personalization
- CTA

To measure the conversion rate, you need to integrate your email service with an analytic system.

Send Pulse allows to track statistics using Google Analytics. Find out more.

## **12. Explain the types of data that can be analyzed in email marketing.**

### **Types of data that can be analyzed in email marketing**

In email marketing, there are various types of data that can be analyzed to gain insights into the performance of your campaigns. Here are some of the most common types of data that can be analyzed in email marketing:

**1. Open Rates:** This is the percentage of subscribers who opened your email.

Analyzing open rates can help you understand how well your subject lines and preview text are resonating with your audience.

**2. Click-Through Rates (CTR):** This is the percentage of subscribers who clicked on a link in your email. Analyzing CTR can help you understand how well your content, design, and calls-to-action are engaging your audience.

**3. Conversion Rates:** This is the percentage of subscribers who completed a desired action, such as making a purchase or filling out a form. Analyzing conversion rates can help you understand how effective your email campaigns are at driving action.

**4. Bounce Rates:** This is the percentage of emails that were undeliverable and bounced back to you. Analyzing bounce rates can help you identify potential issues with your email list, such as invalid or inactive email addresses.

**5. Subscriber Behavior:** This includes data on how your subscribers interact with your emails, such as the types of content they engage with, the frequency of their engagement, and the devices they use to open your emails. Analyzing subscriber behavior can help you understand your audience's preferences and tailor your campaigns to better resonate with them

**6. Geographic Data:** This includes information on where your subscribers are located. Analyzing geographic data can help you create more targeted campaigns that are tailored to specific regions or time zones.

By analyzing these types of data and others, you can gain valuable insights into the effectiveness of your email campaigns and make data-driven decisions to optimize their performance.

### **13. Explain the benefits of using email marketing analytics.**

The benefits of using email marketing analytics:

There are many benefits to using email marketing analytics to measure and analyze the performance of your email campaigns

**1. Improved targeting and personalization:** By analyzing data on subscriber behavior and preferences, you can better understand your audience and tailor

your campaigns to their interests and needs. This can lead to higher engagement and better response rates.

**2. Higher ROI:** By analyzing data on conversion rates and other metrics, you can identify areas of your campaigns that are underperforming and make changes to improve their effectiveness. This can lead to higher ROI and greater revenue for your business.

**3. Better decision making:** Email marketing analytics can provide you with valuable insights into the effectiveness of your campaigns and help you make data-driven decisions about how to optimize and improve them. This can help you avoid guesswork and make decisions based on solid data.

**4. Continuous improvement:** By regularly analyzing data and making changes to your campaigns, you can continuously improve the effectiveness of your email marketing efforts. This can help you stay ahead of the competition and achieve your marketing goals more quickly.

**5. Better understanding of your audience:** By analyzing data on subscriber behavior, demographics, and other factors, you can gain a better understanding of your audience and what motivates them to engage with your brand. This can help you create more targeted and effective campaigns that resonate with your audience on a deeper level. In short, email marketing analytics can provide you with a wealth of insights and data that can help you optimize your campaigns, achieve your marketing goals, and drive higher ROI for your business. By leveraging data to make better decisions and continuously improve your email marketing efforts, you can stay ahead of the competition and achieve long-term success.

## **14. Explain content marketing**

### **Content marketing:**

Content marketing is one possible digital marketing strategy that offers you a technique for creating and distributing content. This means content marketers narrowly focus on one avenue of promoting a brand. Content marketing examples

include media like newsletters, podcasts, social media posts, and videos. All of these forms of content are meant to provide useful and relevant information that delights users and attracts them to your brand. Content marketing works in symbiosis with other types of digital marketing: It is a way to incorporate search engine optimization (SEO) into fresh website content, and the content created can be shared as social media posts and in email marketing publications. Email marketing content pillars are core topics of your business that resonate most with your audience. Once you need to understand your target audience, content pillars make organizing and planning your content easier. Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

## **6 essential elements of a successful content marketing campaign**

- A defined target audience. ...
- Clear and measurable goals. ...
- Relevant buyer personas. ...
- Diverse range of content. ...
- The perfect content marketing platform. ...
- A robust distribution and promotion strategy.

## **4 Pillars of Content Marketing**

- Context: Provides the basis for branding and message relevance. ...
- Channel: Distributes messages one-to-many, one-to-one, and many-to- many.
- Connections: By its nature, content marketing engages prospects, buyers, and others. ...
- Commerce: Supports sales at every step of the buying process.

## **15. Explain the ideas for developing an Effective Content Distribution Strategy**

Developing an Effective Content Distribution Strategy If there's one thing good content and good distribution have in common, it's this: Everything starts with your audience. The best, most relevant content will always answer questions from your audience. And the best distribution strategies will always meet your audience where they are. Therefore, every content distribution strategy will be slightly different. That said, here are a few ideas for getting the right content in front of the right audience:

**1. Research Your Target Audience** We said everything starts with your audience, didn't we? Create a content marketing persona to enable your content production and distribution. Use Google Analytics to understand how your audience found you, and what questions they asked. Browse through your various Reddit or Quora threads to understand which questions your audience asks in the comment section. Finally, use social media platform metrics to understand which posts drive the most engagement from your target audience.

### **2. Transform Every Piece of Content Into Different Types of Content**

Repurposing a longer piece of content into smaller, more easy-to-digest anecdotes forms the core of content distribution. For example, you could transform your newly-published e book into a series of info graphics that could be pieced together in a webinar or slide deck. Or, you could break apart a single blog post into multiple social posts. Or, you could write an email marketing campaign to drive traffic toward your new whitepaper.

**3. Optimize Each Piece of Content for Google** Implementing an effective SEO strategy helps you grow your audience. Here's why: If you distribute your content through email and social shares, your content is only displayed to existing subscribers or followers. However, by optimizing each post for Google, you get your content in front of people searching the exact questions you just answered. (And if you're ready to prioritize your SEO strategy, you know who to talk to.)

**4. Refurbish (and Redistribute) Existing Content** People share content when it comes from a trusted source. To become a trusted resource, it's not enough to publish new content — you need to dig up what you already wrote. At Growth Machine, we continuously refurbish existing content for our clients, optimizing it for Google, inserting new back links to relevant content, and ensuring it's still relevant. By publishing and re circulating evergreen pieces, our clients become a trusted resource among their target demographic.

## 16. Explain the Effective content marketing strategies.

Effective content marketing strategy can:

- Increase online visibility. A content strategy can help you attract more customers and website visitors, especially when people are constantly looking for solutions to their pain points. Offering educational and informative content about a topic they're interested in can help you increase visibility online through your website or social media accounts.
- Generate more leads. You can increase leads when content marketing is used to drive traffic. Since educating customers builds trust and helps them feel more comfortable purchasing from your business, you can generate more leads and start to develop relationships with potential shoppers
- Boost loyalty. Loyalty is essential in marketing and business because the more loyal your customers are, the more repeat purchases they'll make. Offering content that informs consumers can help them begin to build trust with your brand and see you as a ought leader.
- Improve authority. Developing content is ideal for improving authority and becoming a thought leader in your industry. Not only does content help you build trust, but it can position your brand as the most authoritative on a particular topic.

## 17. Explain the importance Content distribution.

Content distribution importance

Content distribution is a critical piece of the content marketing puzzle. It's also the key to boosting your brand awareness, collecting loyal followers, and encouraging your readers to click, act, and become customers. Put these content distribution tips and tools to get your content in front of your audience. Content creation is the process of identifying a new topic you want to write about, deciding which form you want the content to take, formalizing your strategy (keyword or otherwise), and then actually producing it.

## **18. Explain the importance content creation.**

Importance of content creation is to identify your content goals. These goals can attract more visitors, increase brand awareness or generate more leads. Using the SMART goal technique, you can create specific, measurable, achievable, realistic and time-bound goals. Once you identify your goals, focus on creating content that aligns with these goals.

## **19. Explain content promotion strategies**

Content Promotion Strategies to Make Your Content More Visible

1. Include Ways to Easily Share Content on Social Great content is the starting point of any effective content promotion campaign; you want content that has a value-add. SEMrush's Topic Research Tool can help you determine your audience's content needs (and what will get them clicking). However, in addition to making your content share-worthy, you have to make it shareable. What is the difference? We are talking technicalities. Make sure every piece of content you produce has easy-to-see share buttons incorporated. It is ideal to have a visible floating bar containing the share links while the reader scrolls through content. If they are inspired to share spur-of-the-moment because of a particularly captivating quote or fact, they can do so.

2. Make Sure Your Visuals Are Optimized for Sharing A picture is worth a thousand words. Even in the digital age, this adage holds true. When promoting content via social media, ensure images are properly sized. Beware that different sites display different image cropping. For instance, while Instagram shows a 640-

by-640 pixel square image, Twitter shows a 440-by-220 horizontal rectangle. When uploading images, make sure they are clear. A small picture will become fuzzy once a platform automatically enlarges it.

**3. Repurpose Content as Video** For social media content promotion, in particular, video is the new holy grail. Vertical video, which is tailored to mobile phone viewing, is considered the future of brand storytelling. Make the most of it. That doesn't mean you have to focus on video content exclusively. You can use short clips to promote other types of content. Say you have got a killer long-form article with quotes from a well-followed influencer, for example. Getting a quick snippet of the influencer sharing their insights on video is a great way to repurpose the content and push people toward the main article.

**4. Ensure Organic Content Promotion by Using Keywords Effectively** You can attract consumers to your content organically via search engines. Including keywords that bring visitors to your content is the key to success. SEMrush's SEO Content Template gives you actionable recommendations on how to create winning content that converts.

**5. Identify Publisher Targets by Monitoring Your Competitor's Brand Mentions** List building is an essential component of any content promotion strategy, and one way to identify the right targets is to look at where your competitors are earning back links. Using our Brand Monitoring Tool, you can see which publishers are mentioning your competition and better understand how effective this coverage is by receiving the estimated reach and publisher sentiment.

**6. Tap Into Your Email List and Offer a Newsletter Swap With Potential Content Partners** Social media is the buzzword in content promotion these days; don't discount "old-fashioned" email promotion. Individuals who subscribe to your email list have hand-selected themselves to receive your content because of personal motivation. This makes them more likely to be interested in what you have to share. Emails usually have a higher click-through rate than other digital marketing media. To increase content reach via email, try newsletter swaps. If there is another company, brand, or individual in your field who has an email newsletter, approach them about exchanging content features. You can include a

link to a content piece of theirs in your email newsletter — and they include a link to a piece of your content in their newsletter; it is a win-win. You both get more eyes on your content and may even attract new subscribers to your own newsletter.

**7. Tweet, Post, Send, Share, Again and Again** This seems pretty obvious, but effective content promotion requires ... promotion! When you have a new piece of content, don't just send it to your email list. Use the various platforms you have at your disposal and share — repeatedly. Also, don't just post to your own accounts. You can post on LinkedIn or Facebook groups, for instance. At SEMrush, we know that keeping track of the many different media outlets can get tricky, and we've got a few tools to help. Our Content Marketing Calendar lets you combine your content calendar and marketing campaigns. If your content team is working on a piece of content, your marketing team will know when it will be ready and prepare to promote it. Our Social Media Tool lets you improve your promotion strategy by simplifying cross-network scheduling and publishing, so you can be sure you have covered all of your bases in terms of distribution

**8. Reach Out to Influencers During Content Production and Promotion** Influencers have a powerful impact and can help you increase reach while also allowing for more targeted distribution. Say you work in the nutrition space, specifically supplements. You have identified a heavyweight influencer, a registered dietitian, who has amassed a significant following with her personalized yet informative, actionable content. You can ask her for quotes for a blog post you are working on. When the time comes for publication, you alert her. The odds are that she will share your content since it includes her quotes. Some might call it playing to a person's ego. We call it great content promotion.

**9. Draw Attention to Authoritative Quotes to Encourage Sharing** Not everyone is an influencer. That doesn't mean they can't help your content promotion. If you quote an expert, email them to let them know when the content goes live and mention them when sharing on social media platforms. Say you grab a quote from a university professor, for example. They have a small following on social media of less than 1,000 people. They retweet a link to your content because you have

mentioned them. Then, the university they work for, which has a following of a few hundred thousand, shares that. You have leveraged a single quote not only to reach a broader audience but also to a more fine-tuned audience (people in the higher education space, including researchers, professors, and students).

10. Use the Comment Section to Your Advantage Leaving value-add, thoughtful comments on other content can be a useful way to engage with audiences. You establish yourself as an authority while also attracting new consumers. It is easy and free to leave a short note on another content piece. Just make sure to respect rules. For example, some sites don't let you insert links (which can look spammy and turn off users). Additionally, when it comes to your own content, be proactive about inviting and responding to comments. When it comes to comments, this two-way practice should encourage audiences to share future content you produce.

11. Share Your Content With Individuals You Used as Resources You will likely link to other sources in your content, such as sharing a quote, statistic, or compelling fact. Giving credit where credit is due is ethical practice in the content creation world. It can also benefit your content promotion. If you have used a source — say you have included a link to another person's article — shoot the author a quick email or social media message and let them know. First, you are giving due credit. Second, you are nurturing a relationship in your niche or perhaps building a new one. Finally, there is an excellent chance the individual you contact may then share your piece of content themselves.

12. Be Sure to Include Internal Links to Your Most Effective Evergreen Content Remember that awesome blog post you wrote last year (or last week or month)? Don't let it languish in the past. If you are regularly creating evergreen content in a certain niche, you have a treasure trove of linkable materials at your fingertips. Add relevant, valuable links within your content to other pieces of content you have created. This is a fantastic way to lure your audience down the rabbit hole as they click from one piece to another piece of your content, all the while increasing engagement, driving traffic, and building a strong bond to your brand.

13. Invite Engagement by Asking Questions Content is like a conversation. It shouldn't be one-sided. To amplify content promotion and get more people sharing what you create, you need to actively engage them. Invite your audience to get involved. Asking questions or posting surveys on social media is one way to do this. If you send out a newsletter, you can conclude with a call to action inviting feedback, comments, or questions — or even asking readers for input on what type of content they would like to see from you.

14. Use Content Communities Online communities like Medium, Mashable, and GrowthHackers offer another means of reaching audiences that you may not have discovered yet. Sharing your content pieces here is also a handy way to build backlinks. The type of community you post on will depend largely on your industry. Targeting niche sites will drive more valuable content engagement because you will reach people who are interested in your sphere. However, make sure to balance any personal promotion with community engagement, or you will come across as a content spammer. Regular contributions, coupled with genuine engagement, such as commenting on others' input, will help you maintain a respected presence and drive traffic.

15. Tap Into Your Network You don't have to always look to the outside world of influencers, content communities, and social media masses to promote your content. Many valuable connections that can help extend your reach are likely sitting within your own organization. In larger companies, it is all too common that the professionals within the company aren't aware of the content creation and promotion strategies going on. Make sure to distribute new content internally and encourage people to share. The advantage here is that individuals within the company may have niche followings relevant to the company's field since that is the field they work in.

16. Reduce, Reuse, and Recycle Your Content There is no shame in repurposing content — it saves your content creation team time, energy, and effort. It also can help enhance promotional efforts. Say you have a white paper that has performed exceptionally well in terms of key performance indicators, like the click-through rate and sharing. You might boil down points from that white paper

to create a script for a short podcast. The logic is that different people consume media in different ways. Converting a written format into an audio format allows you to reach a different audience segment.

17. Try Paid Ads Low-cost promotion efforts like social media sharing can take your content far. Targeted paid ads can take your content even further. Investing in pay-per-click ads on Google or paid social media ads is another way to share new content, particularly longer formats like e-books or video seminars. Don't invest blindly, however. You want to spend money on those areas that you are sure will bring in traffic. The SEMrush Content Marketing Toolkit can help you improve the outcomes of your PPC efforts. Also, check out the CPC Map for insights on what ads may cost in different geographic locations.

18. Time Your Content Promotion If you send out an email blast at midnight on a Wednesday when your target audience is sleeping, you're not going to get much traction. Timing can make a big difference in content promotion. Remember that tip about promoting content again and again — and again? Here's how you might combine that tip with this one. Say you have a new e-book to promote. You have an active Twitter following, so that's going to be critical to your content promotion. First, you can schedule some tweets at high-traffic times. But you can also benefit from sharing (again)

19. Make Each Content Promotion Strategy Unique Timing can be addressed with advanced planning — a building block of any functional content promotion strategy. With the above list, we have highlighted many effective content promotion tools. That doesn't mean you have to use each one of these tips. It is up to you to decide how to best leverage those tactics to reach your specific audience. Crafting a content promotion strategy is critical. Consider your target demographic, for example. If you are looking to reach teenagers, video-based platforms like TikTok or Instagram Reels are viable options.

20. Make Adjustments to Your Content Promotion Strategy Based On Your Results Last but certainly not least, keep in mind that no content promotion strategy is set in stone. The beauty of content creation and promotion, especially in the digital age, is flexibility. Make the most of it. If you see that certain types of

content, such as podcasts and social media videos, are performing better, make more of those. For example, if you see that you get the most active engagement when you tweet a blog post, focus your energy on Twitter conversations.

## 20. Explain the types of Content Marketing Metrics.

The 5 Types of Content Marketing Metrics The different types of key metrics you review depend on your digital marketing goals.

**1. Brand awareness metrics** Look at your social shares such as retweets, impressions (for example, how many impressions you get on your posts on LinkedIn or other social networks you use), and follower count. Essentially, follower count is a vanity metric. However, if you're new to a social channel, you'll want to take it into account for establishing credibility. On your website, review traffic your content is getting. Look at your Users or the number of people visiting your page.

**Pageviews** or the number of times a page on your site is viewed.

**Unique pageviews** or the times a single user has viewed your page.

**Grow your brand awareness today:** Talk to your target audience to determine their pain points. Then, create content that solves these struggles. This type of educational content is an effective way to get on your audience's radar.

### 2. Engagement metrics

**Track these metrics** if you're already getting significant traffic and want to build an audience with your high-quality content .Engagement metrics are effective parameters for understanding how good your content is doing in terms of solving your readers' questions . Since the plan here is to grow your audience's average time on your site or funnel them to specific landing pages, look at:

**Click-through rates** or how many people click on your links (and which links). You can check the CTR for not just your website pages but also social media posts and messages you send as part of your email marketing campaign.

**Social comments, shares, and mentions.** The comment on your posts, the number of times people share it, and the times they mention your brand are key metrics to tap here.

**Total time reading (TTR)** or the time visitors spend engaging with your content.

**Bounce rate** or the percentage of people who visit your page but exit quickly.

**Average time on site**, which is the measure of time people spend on a specific page. § Inbound links or the links your content is attracting either organically or through a link-building program.

**3. Search engine optimization (SEO) metrics** You'll want to review your search engine rankings here. Do so in Google Search Console. Better ranking in the SERPs will drive more people to your pages, likely converting them better. Two more crucial aspects of improving your SEO are backlinks and authority. Track both of these using tools like Ahrefs and Moz. You can also use this free tool to monitor your backlinks. As for authority metrics, work on improving your:

**Page Authority (PA)** determines how well your page will rank.

**Domain Authority (DA)** that shows how relevant your site is on a subject (therefore, likely to rank better). Grow your SEO metrics today: Write content optimized for SEO.

**4. Lead generation metrics** Planning on moving relevant visitors forward in their buyer journey? Measure these content metrics:

**Click-through rates.** The exact vary on your marketing campaigns. For instance, these could be how many people are clicking through your blog CTAs. These, in turn, can vary from getting people to download your content upgrade to attracting premium users.

**Conversions.** These don't necessarily denote new leads converting into buyers right away. Instead, this important metric can be micro conversions to such as new email subscribers, form completion rate, and downloads.

**5. Sales enablement metrics** If you're using content for growing sales, look at the following metrics:

**Demo requests.** Track the number of demo requests you get, the number of forms submitted, and the number of completed calls.

**Sales conversion rate.** By sending problem-solving content to qualified leads, you can convert them faster. You'll know your content is helpful by comparing leads you send content to with those you don't send content to nurture.

**Sales cycle length.** With helpful content assisting in converting leads, you should be able to shorten the sales cycle for those leads. Again, compare the sales cycle of those you send content to with those you don't to learn the impact of your content.

## **21. Explain any two Content marketing analytics tools.**

Content marketing analytics is measuring and analyzing content marketing efforts. The metrics are shown in an online dashboard. Content marketers can use this data as a feedback loop to enable them to measure progress, find areas of improvement and link back to business results. Content marketing analytics look at the metrics your team cares about most to provide insight on the health of your current strategies, progress towards goals, campaign success, and more.

**1. HubSpot Marketing Analytics and Dashboard Software**

**2. Buffer**

**3. Google Analytics**

**4. SimilarWeb**

**5. Moz**

**6. Hotjar**

**7. Qnity**

**8. Databox**

**9. Supermetrics**

**10.Demand Sage**

**11.Grow.com**

**12.Plecto**

**13.Adverity**

**1.HubSpot Marketing Analytics and Dashboard Software Best content marketing analytics tool for:** Measuring the performance of all your marketing campaigns and combining resulting data with your marketing software and CRM platform. HubSpot's Marketing Analytics and Dashboard Software makes it easy to access all data and insights from a single location in seconds. Trigger and/or schedule touch points, track custom interactions that are unique to your business, and indicate when a customer is ready for another stage of the buyer's journey with behavioral events. Use attribution reporting to connect every customer interaction to an associated record and revenue generated. Pre-built and customizable dashboards, templates — as well as Custom Objects — visualize your data in a format that works for your team so you can easily apply it to segments, campaigns, workflows, and more.

**2. Buffer Best content marketing analytics tool for:** Understanding channel performance in detail with customizable reports. Buffer's content marketing analytics offers the option to build reports according to your goals. Add or remove custom metrics about the performance of numerous social media accounts. You can export those reports to share them easily. Reports are updated daily so you can be sure you're receiving timely data. Buffer's analytics are designed to help you see channel performance at a detailed level on one dashboard. The software also offers engagement metrics for each account individually. This helps you gain an intricate understanding of how customers are interacting with social content. Measure stories, posts, and hash tag performance as well as access the demographics of your audience across channels.

**3. Google Analytic Best content marketing analytics tool for:** Integrating content marketing analytics seamlessly with your other Google business tools and making data-driven content marketing strategy decisions. Google Analytics' intuitive interface is easy to navigate and can be used to understand the performance of your content across multiple platforms. You can also choose to analyze your content marketing efforts across all of your web pages or on an individual page level. To understand how your content marketing strategy is doing, Google Analytics offers metrics for traffic, navigation, conversion, and organic search. The tool allows you to track user-level interactions to provide insight into the ways your audience is engaging with your content. This analytics tool also integrates with all of Google's other business software so you can access all of your data and insights in one place

## Unit 4

### 2 marks questions

#### **1. Mention any 2 advantages of mobile marketing?**

- Cost-effectiveness.
- Location-based targeting.
- Messages are instant.
- Mobile personalization.
- Integration with social media marketing.
- Share ability of content.

#### **2. Specify any 2 disadvantages of mobile marketing?**

- **Fraud uncertainties & security concerns:** Many hackers and cybercriminals have multiplied in the market that intends to hack customers' confidential information. Hence, many users don't prefer doing transactions from their smart devices.

- **Lack of familiarity with product/services/brands in rural people:** The people living in urban areas may be well familiar with all the brands gently and thus, place their orders and ensure their secure purchase. But the ones who don't have any knowledge about the product/brand and live in rural areas may lack in performing the smart transaction. Even many of them fail in making online payments hassle-free.
- **It demands technology access:** Every businessperson and customer who wants to take M-commerce benefit is required to have a mandatory smart device & an established, secure network connection, so nobody can face interruption while processing online transactions. Also updated app is essential to get the desired results.
- **Trust issues with Shipment Companies:** Online customers who have placed their order will demand timely shipping and delivery, and if the chosen shipment company is a fraud, there will be loss of valuable customers' data & trust that may impact the business existence greatly.

### **3. What is meant by GPS and proximity marketing?**

- **GPS marketing**

GPS marketing uses the GPS function on phones to help marketers share relevant advertisements based on a person's location. This is also called geo targeting or geo location marketing. For example, the luxury designer brand Coach used geo-targeting to increase its sales by increasing the number of visits through their stores using this method.

- **Proximity marketing**

This is a form of geo targeting wherein brands use Bluetooth as a way of targeting customers and understanding their physical location.

### **4. Explain any 2 location based marketing.**

Geo targeting is used to determine the location of a user, then to serve them personalized messaging based on their location. Geo fencing is the creation of a

boundary within a specific region. When target audiences enter that boundary, they will become an active target of the marketing strategy. This might mean they receive content, offers, or some other form of messaging from the brand. An example of a boundary is an area that encompasses a popular shopping center at which the company has a store.

## 5. What is Geo conquering?

Geo-conquering uses location data to divert prospects away from competitor locations. For example, car dealerships might create a boundary around a competitor's lot. When a target consumer comes within that boundary, they will be sent an offer to users that encourages them to visit the other dealer.

## 6. What is Geo fencing?

Geo fencing is the creation of a boundary within a specific region. When target audiences enter that boundary, they will become an active target of the marketing strategy. This might mean they receive content, offers, or some other form of messaging from the brand. An example of a boundary is an area that encompasses a popular shopping center at which the company has a store.

## 7. What is KPI? Give example.

KPIs (Key Performance Indicators) are quantifiable measures used to evaluate the performance of marketing campaigns. They are valuable resources to help marketers make informed decisions and validate returns on marketing spend. Ex: Mobile app

**Net promoter score:** Net promoter score (NPS) can be found through a simple survey that asks users to rate how likely they are to recommend your app on a scale from one to ten.

**App downloads:** Number of app downloads give bit insight into app performance, but not as much as it does into marketing performance.

## **8. Mention any 2 tools can be used for creating the dashboard.**

Dashboard Creation: Build interactive dashboards using tools like Tableau, Power BI, or Excel to provide real-time access to data and insights. Dashboards can be customized for different stakeholders.

## **9. Write any 2 importance for doing analytics of digital marketing.**

The importance of analytics in digital marketing lies in its ability to

**Provide actionable insights:** It enables individuals or organizations to take specific actions to achieve their goals, make improvements, or solve problems.

**Measure the impact of marketing efforts:** It is crucial for understanding the effectiveness of your marketing campaigns and optimizing your strategies. Improve targeting and

**Personalization:** It is essential for delivering relevant and engaging content to your audience. Ultimately drive more effective and efficient marketing

**Campaigns:** you need to employ various strategies and best practices. It is a fundamental tool for businesses looking to succeed in the digital marketplace.

## **10. What is the use of Google analytics?**

- Provide actionable insights
- Measure the impact of marketing efforts
- Improve targeting and personalization
- Ultimately drive more effective and efficient marketing campaigns.

## **11. Why dashboard is used?**

Dashboards are reporting tools that consolidate data sets and key metrics into interfaces, which are visual displays or web pages that showcase important information. They feature presentation tools such as charts and tables that users can explore to understand data. They also highlight key performance indicators, such as revenue and website traffic. Effective reporting and data visualization are essential for making data-driven decisions and communicating insights clearly.

## **12. Why Tableau is used?**

Tableau is a platform that offers data management, analytics, and visualization tools. The company's products enable users to transform data into bar charts, graphs, heat maps, and other representations.

## **13. Why Power BI is useful?**

Power BI : Microsoft Power BI allows analysts to gather, clean, and look at structured and unstructured data. It also features artificial intelligence (AI) tools, which use complex algorithms to mimic human thought and help users derive fresh insights from data.

## **14. Name any 4 tools for data visualization.**

- Diagrams
- Maps
- Scatter-plots: Graphs with at least two variables plotted along an x and y axis
- Trees: Graphics that draw hierarchical connections between ideas
- Waveforms: Graphs showing waves that represent change over time

## **15. What are the various ways of actions can be conducted for tracking conversation?**

Step 1: Define Your Conversions

Step 2: Set Conversion Goals

Step 3: Implement Conversion Tracking

Step 4: Track Multiple Conversion Points

Step 5: Utilize Conversion Pixels

Step 6: Optimize Landing Pages

Step 7: Improve Website Speed

Step 8: Simplify Forms

Step 9: Provide Social Proof

Step 10: Personalize Content

Step 11: Monitor and Analyze Data

Step 12: Identify Conversion Bottlenecks

Step 13: Mobile Optimization

Step 14: Continuous Improvement

## **Long Answer Questions**

### **1. Explain any 4 disadvantages of mobile application**

#### **Disadvantages of M-Marketing**

- **Fraud uncertainties & security concerns:** Many hackers and cybercriminals have multiplied in the market that intends to hack customers' confidential information. Hence, many users don't prefer doing transactions from their smart devices.

- **Lack of familiarity with product/services/brands in rural people:** The people living in urban areas may be well familiar with all the brands gently and thus, place their orders and ensure their secure purchase. But the ones who don't have any knowledge about the product/brand and live in rural areas may lack in performing the smart transaction. Even many of them fail in making online payments hassle-free.

- **It demands technology access:** Every businessperson and customer who wants to take M-commerce benefit is required to have a mandatory smart device & an established, secure network connection, so nobody can face interruption while processing online transactions. Also updated app is essential to get the desired results.
- **Trust issues with Shipment Companies:** Online customers who have placed their order will demand timely shipping and delivery, and if the chosen shipment company is a fraud, there will be loss of valuable customers' data & trust that may impact the business existence greatly.
- **Less customer interaction:** When customers place their order seeing the specification and knowing the features of a specific product, there will be no interaction between the vendor and customer. And if in case the customer has any doubt, it remains same and often is not resolved in the best way possible.

## **2. Explain any 4/6 mobile advertising strategies**

### **Mobile advertising strategies**

Mobile advertising is a multichannel marketing strategy to help marketers reach audiences on their smart phones, tablets, and other mobile devices. As more consumers rely on mobile devices for their daily needs, they've started using their devices for activities beyond communication.

The marketing strategy of mobile phones in India has been constantly advancing.  
L Some of the best mobile marketing strategies –

- **SMS marketing**

SMS marketing involves marketing using text messages. This is permission-based i.e., you need permission from the user when you send promotions. You can share alerts, coupons, etc. directly to the user's phones through text messages. The word count limit is usually 160 characters.

- **Social Media**

Smartphone users regularly use social media. Hence, it makes it a very effective mobile marketing strategy for brands today. Even though it might be a bit saturated, good content is what sells and reaches consumers.

- **GPS marketing**

GPS marketing uses the GPS function on phones to help marketers share relevant advertisements based on a person's location. This is also called geotargeting or geolocation marketing. For example, the luxury designer brand Coach used geo-targeting to increase its sales by increasing the number of visits through their stores using this method.

- **Proximity marketing**

This is a form of geo targeting wherein brands use Bluetooth as a way of targeting customers and understanding their physical location.

- **In-app marketing**

The top few apps used for marketing include WhatsApp, Facebook, Instagram, and Messenger. There are thousands of other apps too. There are various types of in-app advertisements. These include –

- ♣ Display ads that appear at the top or bottom of a mobile screen
- ♣ Video ads also drive huge numbers
- ♣ Native advertising
- ♣ Interstitial ads appear when a user is in between app actions and while using the app. For example, between two levels of a game on an app

- **Responsive Website Design that is Optimized for Mobile.**

A mobile-optimized website ensures a great customer experience for those browsing on their phones and any other mobile device. It also increases conversion rates and lowers bounce rates.

- **GIFs and Video Content.**

Mobile marketing strategies work best when they're coupled with interactive visual content like GIFs and videos. People expect mobile content to be easy to digest and entertaining. No one wants to read pages and pages of text on a small screen!

- **Push Notifications.**

For businesses with a mobile app, push notifications are a great way to send notifications, and time-sensitive offers and keep users updated on the latest promotions.

#### **4. Write a note on In-app marketing and Push notification.**

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Push Notifications. For businesses with a mobile app, push notifications are a great way to send notifications, and time-sensitive offers and keep users updated on the latest promotions. When users opt-in to push notifications, those notifications will appear on their home screen.

#### **5. Explain any 4/6 features that can be analyzed to understand the demand of any mobile marketing**

Few points we can consider to analyze the importance of this kind of marketing in the digital era.

- User Acquisition: Marketing on apps helps to prompt more downloads and increase the user base for a particular application, which is critical for its success.

- Visibility marketing strategies help increase the visibility and discoverability of mobile apps, making it easier for potential users to find and download them instantly.
- User Engagement Mobile app marketing promotes different applications and their respective features through various marketing channels. The process helps to increase user engagement and guides them into coming back to the same applications.
- Revenue Generation A well-executed marketing campaign can drive downloads and increase user engagement. It leads to increased revenue generation for businesses through in-app purchases, subscriptions, and other monetization methods.
- Competition Mobile app marketing helps differentiate an application from its competitors and stand out in the crowded marketplace.
- Brand Awareness it helps to increase brand awareness and reinforce the brand's presence in the market.
- Customer Insights marketing of this kind provides valuable data and insights into customer behavior and preferences, which can be used to inform future marketing strategies and improve the user experience.

## 5. How Does Mobile App Marketing Work

Marketing on apps involves a comprehensive approach to promoting a mobile app so that it reaches a broader audience and drives download. The process typically involves the following steps.

**Step 1:** Understanding the Target Audience It is important to understand the target audience, their needs, and their behavior before starting a campaign. The information can be gathered through market research, customer surveys, and analysis of app store data.

**Step 2:** Defining the Marketing Objectives The marketing objectives should align with the overall goals of the app and the target audience. Examples of

marketing objectives include increasing app downloads, user engagement, and revenue generation.

**Step 3:** Choosing Marketing Channels The next step is to choose the marketing channels that are best suited for reaching the target audience. The process could include app store optimization, social media marketing, influencer marketing, online advertising, and email marketing.

**Step 4:** Executing the Marketing Campaign The marketing campaign can be executed once the marketing channels get chosen. The process involves creating and distributing marketing materials, such as advertisements, influencer collaborations, and promotional emails.

**Step 5:** Monitoring and optimizing the marketing campaign should be monitored regularly to measure its effectiveness. You can then optimize it based on the results. It involves analyzing data such as app downloads, user engagement, and revenue, and making the required adjustments.

## 6. What is meant by Location-based marketing? Explain any 2

Location-based marketing is a direct marketing strategy that uses a mobile device's location to distribute content or services (such as push notifications) associated with a particular place. It is using data from mobile device users' current or past locations to display relevant content to them. Other names for location-based marketing are location marketing, geo-targeting marketing, geo location marketing, proximity-based marketing and hyper local marketing. Good location decisions can significantly boost a company's long-term performance. Poor ones can cost millions in lost talent, productivity and capital.

Types of Location-Based Marketing Location-based marketing have largely been enabled over the past several years by the growth of connected devices. Today it seems that everything is connected to the internet - phones, cars, watches, and more. These devices are often tracking their owner's location which means there is an abundance of location and spatial data available. Insights derived from this data provide marketing teams with greater context

into how to reach customers and improve their overall experience. There are several different ways marketers can channel this location data into their marketing efforts:

- **Geotargeting**

Geotargeting is used to determine the location of a user, then to serve them personalized messaging based on their location.

**How it works?**

Geotargeting is based on IP addresses. Every connected device has a unique IP address making them identifiable. From there, device IP addresses can be matched to country, zip code, etc. to determine where users are located.

**Benefits** The key benefit of geotargeting is to increase customer experience through personalization. For example, marketers can target users based on needs specific to their location, such as weather or local news and events.

**Examples**

A popular example of geotargeting is Google search results. If a user searches "coffee shops," Google will use location data based on the IP address of the device the search is conducted from to return information on coffee shops in the area. Another common example of geotargeting is done by Uber. When a user is traveling and touches down in a new city, upon opening the app they will get a notification about available cars in that city.

**Geofencing** is the creation of a boundary within a specific region. When target audiences enter that boundary, they will become an active target of the marketing strategy. This might mean they receive content, offers, or some other form of messaging from the brand. An example of a boundary is an area that encompasses a popular shopping center at which the company has a store.

**How it works?**

Geofencing utilizes GPS technology to create a border. Whenever a target user crosses this border, they receive a notification or piece of messaging. Benefits Geofencing allows marketers to cover large areas, such as malls or event spaces. With this method, marketers can target all users that are within a certain perimeter. While less granular than other tactics, geofencing can be a

great tool if you have a large convention or if you want to capture traffic right in front of your store.

Geofencing is based on real-time location data, which allows marketers to encourage users to engage with their products, or divert consumers from engaging with competitors.

### **Examples**

Retailers can use geofencing to target users near their stores to encourage them to stop into a shop. For example, if a customer has been reviewing a product online, they may get a notification that the product is in stock at a nearby store.

## **7. How the following location does based marketing works?**

**Also write the benefits. Give example [Any 2 can be asked]**

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### **Examples**

Retailers can use geofencing to target users near their stores to encourage them to stop into a shop. For example, if a customer has been reviewing a product online, they may get a notification that the product is in stock at a nearby store. Beacons are connected devices that use Bluetooth or WIFI to connect with predetermined applications that are operating within range of the beacon.

Beacons work well to target existing customers within a small geographic area.

### **How it works?**

Beacons send a signal to your device that prompt a server to send content to your device. This could be a push notification, email, etc. For example, say a sports stadium encourages attendees to download their app for ticketing,

concessions, etc. The venue would set up beacons to recognize when a device with that application installed is in range.

### **Benefits**

Users have to be opted-in and have Bluetooth on in order for you to take advantage of this. However, this medium of location-based targeting does give you a more direct communication channel with customers.

Organizations can track users indoors in a more precise manner. This not only allows for more specific targeting, but helps marketers get a more complete understanding of customer behavior.

Users don't need to be online in order to receive these notifications.

### **Examples**

Stores can place beacons in passages around the store to send offers as consumers browse. For example, a grocery store may use beacons to see when a consumer is in the ice cream aisle, and then send them a deal on ice cream cones.

**Mobile targeting** occurs when marketers target consumers with ads on their mobile devices. Because consumers typically want to avoid advertising, marketers aim to make their ads context specific, which can be based on time, device, or location.

### **How it works?**

Create segments in your mobile ad platform that define who you want to target and what qualifications to target them by (when they enter a certain area, or are in proximity of your store).

### **Benefits**

This allows marketers to target users directly on their devices for a more personalized connection. Marketers often see greater returns on ad spend using a more targeted approach.

### **Examples**

Social media ads that target based on location data can help encourage visits to a store, restaurant, or event nearby.

**Geo-conquesting** uses location data to divert prospects away from competitor locations. For example, car dealerships might create a boundary around a

competitor's lot. When a target consumer comes within that boundary, they will be sent an offer to users that encourages them to visit the other dealer.

### **How it works**

Geo-conquesting uses GPS technology to target users in the proximity of your competition.

### **Benefits**

Organizations can win market share and new customers by encouraging users they know who are already shopping for a product in the space to purchase from them over a competitor.

### **Examples**

Burger King used geo-conquesting to great effect, diverting McDonalds customers back to their own restaurants. Consumers were encouraged to download the Burger King app. When they came within 600 feet of McDonalds, the Burger King app sent a promotion for a 1 cent whopper, and navigated customers to the nearest location.

## **8. What is the use of mobile marketing analytics? Explain any 3 metrics**

Marketing analytics is the study of data to evaluate the performance of a marketing activity. By applying technology and analytical processes to marketing-related data, businesses can understand what drives consumer actions, refine their marketing campaigns and optimize their return on investment.

Mobile analytics provides a way to track user behavior, measure the effectiveness of marketing campaigns and products, and optimize app and website performance. Mobile analytics collects and analyzes user data from mobile applications, websites, and other platforms. This includes customer demographics, device type, location, and app-specific data such as the number of downloads (and daily active users (DAU)), the time spent in the app, and specific user actions taken within the app.

App usage metrics measure how often, for how long, and how deeply your app users interact with your app. These metrics include

1) Active users (the number of users who have opened your Sessions (the number of times your app is opened and app at least once in a given period), used by a user in a given period),

2) session duration

(the average length of time a user spends on your app per .

3) Screen views

(the number of screens or pages a user session),

4) Events (the specific actions or behaviors a user performs views within your app per session),within your app) By tracking these metrics, you can gain insight into how app users engaged as well as how well your app meets their needs and expectations.

## **9. Explain any 6/8 key concepts involved in analytics and reporting.**

The key concepts and steps involved in analytics and reporting:

**1. Data Collection:** Start by collecting relevant data from various sources. This may include customer data, sales data, website analytics, social media metrics, and more. Ensure data quality and accuracy.

**2. Data Cleaning and Preprocessing:** Clean and preprocess the data to address missing values, inconsistencies, and outliers. Data should be structured in a format suitable for analysis.

**3. Data Integration:** If you have data from multiple sources, integrate it into a single dataset to provide a comprehensive view of the information.

**4. Data Analysis:** Analyze the data using statistical and analytical methods to derive insights. This can involve various techniques, including descriptive, diagnostic, predictive, and prescriptive analytics.

**5. Key Performance Indicators (KPIs):** Define the key performance indicators that are relevant to your objectives. KPIs are specific metrics that measure the performance of a business or a particular aspect of it.

**6. Data Visualization:** Create data visualizations, such as charts, graphs, and dashboards, to make the insights more understandable. Visualizations are particularly useful for conveying trends and patterns.

**7. Report Generation:** Generate reports that summarize the analysis, insights, and recommendations. These reports may be periodic (e.g., monthly, quarterly)

**8. Dashboard Creation:** Build interactive dashboards using tools like Tableau, Power BI, or Excel to provide real-time access to data and insights. Dashboards can be customized for different stakeholders.

**9. Root Cause Analysis:** Investigate the underlying causes of trends or anomalies in the data to understand why certain patterns are emerging.

**10. Hypothesis Testing:** Formulate hypotheses and use statistical tests to validate or reject them. This is particularly useful for making data-driven decisions and evaluating the impact of changes.

**11. Benchmarking:** Compare your data and performance against industry standards, competitors, or historical data to identify areas for improvement.

**12. Predictive Analytics:** Use predictive models to forecast future trends, customer behavior, or sales. Machine learning and data mining techniques can be employed for predictive analysis.

**13. Data Governance:** Implement data governance practices to ensure data quality, privacy, and security. This is crucial, especially when handling sensitive customer information.

**14. Actionable Insights:** The analysis should lead to actionable insights and recommendations that inform strategic decisions and operational improvements.

**15. Continuous Monitoring:** Establish a process for ongoing monitoring of KPIs and data. Regularly review and update your reports and dashboards.

**16. Data Security and Compliance:** Ensure that data is handled and stored in compliance with relevant data privacy regulations and security standards.

**17. Communication:** Effectively communicate the findings and insights to relevant stakeholders within the organization, ensuring that the information is accessible and understandable.

**18. Feedback and Iteration:** Use the results of the analysis and reporting to guide future actions and strategies. Be ready to iterate and adapt your approach based on the insights. Analytics and reporting are vital for data-driven decision-making, whether it's in marketing, finance, operations, or any other business function. They help organizations stay competitive, optimize processes, and meet their objectives by leveraging the power of data and information

## **10. Explain the steps involved in setting the Google analytics tool.**

Here's a step-by-step guide to help you get started with Google Analytics:

**Step 1:** Sign Up for Google Analytics 1. Go to the Google Analytics website: <https://analytics.google.com/> 2. Sign in with your Google account or create one if you don't have one.

**Step 2:** Create a Google Analytics Property

1. Click on "Start for free."
2. Fill in the necessary account details, such as the Account Name, Website Name, and Website URL.
3. Select the industry and time zone that best match your website.
4. Under "Data Sharing Settings," choose your preferences for sharing data with Google.

**Step 3:** Configure Data Sharing Settings Google Analytics provides various data sharing options, including sharing data with Google products and services.

Adjust these settings based on your preferences and needs.

**Step 4:** Accept the Terms of Service Read through Google Analytics' terms of service, and if you agree, click "I Accept" to proceed.

**Step 5:** Get the Tracking Code After you've agreed to the terms of service, you'll be taken to a page where you can get your tracking code. This code is essential for tracking your website's data.

1. Copy the tracking code provided.
2. Paste the tracking code into the HTML code of every page on your website. Place it just before the closing tag.

**Step 6:** Verify Your Tracking Code Installation to ensure that Google Analytics is tracking your website correctly, you can use Google Tag Assistant or Google Analytics Debugging to verify the tracking code's installation.

**Step 7:** Start Collecting Data Once you've added the tracking code to your website, Google Analytics will start collecting data. It may take a few hours or longer for the data to appear in your Google Analytics account.

**Step 8:** Configure Goals and Filters to get more valuable insights from your Google Analytics data, you can set up goals to track specific user interactions on your website (e.g., form submissions, page views, or downloads). You can also configure filters to exclude internal traffic, track sub domains, or refine your data.

**Step 9:** Customize Your Dashboard Customize your Google Analytics dashboard to display the specific metrics and reports that matter most to you. This makes it easier to access the information you need quickly.

**Step 10:** Explore Reports and Insights Once data starts flowing into your Google Analytics account, you can explore the various reports and insights provided by the platform. These reports offer valuable information about your website's performance, audience behavior, traffic sources, and more.

## 11. Explain any 6/8 KPI's for tracking and measuring mobile apps.

- **Mobile app net promoter score:** Net promoter score (NPS) can be found through a simple survey that asks users to rate how likely they are to recommend your app on a scale from one to ten.

- **App downloads:** Number of app downloads give bit insight into app performance, but not as much as it does into marketing performance.
- **Monthly active users (MAU):** A person is a monthly active user (MAU) if they use the app at least once during a month or period in which you're measuring. We can measure this KPI based on people simply opening the app, or we can get more specific and count them only when they use a certain feature.
- **Daily active users (DAU):** When you have people using your app every single day, you can assure that you have a product that's useful and engaging.
- **Stickiness:** "Sticky" apps are those just keep users coming back for more. May be due to the value they provide, the time they save, how enjoyable they make a certain experience, and so on.
- **Daily sessions per daily active user:** This metric digging into how many times daily users engage with your app.
- **Average session length:** Looking at session length is a quick way to determine what the level of engagement is within the app and to decide whether or not you can expand on it to increase profit.
- Average retention rate (ARR): Retention rate measures how many people come back to your app after they've installed it. You can choose to measure retention over any length of time viz. weekly, monthly, yearly, etc.
- **Average churn rate:** With churn rate, you're measuring how many users abandon or uninstall your app after a certain period of time.
- **Cost per acquisition (CPA):** CPA is a mobile app marketing KPI that takes into account all the costs associated with converting a lead into a new customer, acquiring them
- **Customer lifetime value (CLV):** Customer lifetime value (LTV) looks ahead to determine how much value a new app user will create for your app during the course of time when they're using it. This value can come from ad impressions, subscriptions, in-app purchases, shares, etc.
- **Return on investment (ROI):** Return on investment (ROI) measures the amount of money generated by an investment over the amount of money spent on that investment.

- **Load speed:** The load speed refers to the time it takes for your mobile app to load after a user launches it. Slow load times can frustrate users and drive them away from your app, resulting in lost revenue and poor user retention.
- **Session length:** Tracking session length can help you understand how engaged your users are and identify areas for improvement.
- **Time to first purchase:** Time to first purchase is an important metric for apps that rely on in-app purchases as a primary source of revenue. Tracking time to first purchase can help you understand how effective your app is at converting users into paying customers.
- **Cost per install:** CPI helps businesses understand the effectiveness and efficiency of your mobile user acquisition campaigns. By monitoring CPI, you can optimize your ad spend and improve your return on investment (ROI).
- **User satisfaction:** Tracking user satisfaction can provide valuable insights into the user experience and overall performance of your app.

## **12. How conversation tracking is useful in digital marketing? How to perform this effectively?**

### **Explain.**

-Conversion tracking and optimization are critical aspects of digital marketing and online business success. Conversions can be various actions that you want your website visitors or users to take, such as making a purchase, signing up for a newsletter, or filling out a contact form. Few points on how to effectively track and optimize conversions:

**Step 1: Define Your Conversions** Clearly define what constitutes a conversion for your business. This could be a purchase, lead generation form submission, newsletter sign-up, or any other action that aligns with your goals.

**Step 2: Set Conversion Goals** Establish specific goals for your conversions. Determine how many conversions you want to achieve in a given time period, and ensure these goals are specific, measurable, attainable, relevant, and time-bound .

**Step 3:** Implement Conversion Tracking Use tracking tools and analytics platforms to measure and record conversions. Google Analytics, Google Tag Manager, or other marketing automation tools can help you set up conversion tracking.

**Step 4:** Track Multiple Conversion Points don't limit yourself to tracking just one type of conversion. Identify various conversion points on your website or in your sales funnel.

**Step 5:** Utilize Conversion Pixels For advertising campaigns, implement conversion pixels provided by advertising platforms such as Google Ads, Facebook Ads, or LinkedIn Ads. These pixels help track the effectiveness of your ad campaigns.

**Step 6:** Optimize Landing Pages Pay special attention to your landing pages, as they play a significant role in conversion optimization. Ensure they are clear, engaging, and relevant to the user's intent.

**Step 7:** Improve Website Speed Slow-loading websites can deter users from converting. Optimize your website's speed to provide a better user experience.

**Step 8:** Simplify Forms If forms are part of your conversion process, keep them simple and easy to fill out. Minimize the number of fields and provide clear instructions.

**Step 9:** Provide Social Proof Display customer reviews, testimonials, and trust signals on your website to build credibility and trust with potential customers.

**Step 10:** Personalize Content Personalize the content and offers based on user behavior and preferences. Tailored content can significantly improve conversion rates.

**Step 11:** Monitor and Analyze Data Regularly review the data from your conversion tracking to identify trends, insights, and areas for improvement. Use tools like Google Analytics to gain a deeper understanding of user behavior.

**Step 12:** Identify Conversion Bottlenecks Analyze the customer journey and identify potential bottlenecks or obstacles that hinder conversions. Address these issues to improve the conversion process.

**Step 13:** Mobile Optimization Ensure that your website and conversion processes are mobile-friendly. With the increasing use of mobile devices, a mobile-optimized experience is critical.

**Step 14:** Continuous Improvement Conversion optimization is an ongoing process. Continuously test, refine, and improve your conversion strategies based on the insights you gather. Effective conversion tracking and optimization can lead to higher ROI, increased revenue, and a more successful online presence. By systematically following these steps, you can refine your digital marketing efforts to drive more valuable conversions.

### **13. Why data visualization is needed? What are tools can be used for data visualization?**

Good data visualization allows business analysts to identify and correct problems in data sets quickly, so they don't draw incorrect conclusions, and to process large amounts of information and gain insights more efficiently. Data visualization uses digital tools to present substantial amounts of information in a graphic format. Business analysts manipulate these visual representations to explore data sets and identify patterns. They also use visualizations to explain their findings to company leaders, stakeholders, and other audiences.

Common types of data visualization include:

- Diagrams
  - Maps
  - Graphs
  - Scatter-plots: Graphs with at least two variables plotted along an x and y axis
  - Simulations
  - Tables
  - Timelines
  - Trees: Graphics that draw hierarchical connections between ideas
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