

Web marketing concepts (CMW)

Class 1

Introduction to marketing

Marketing definition

- The action or business of promoting and selling products or services, including market research and advertising
- Organization surrounding the sale of a product or of a service
- All activities to promote goods and services in order to convince consumers to buy them

Genesis of marketing in North-America

Before the world wars :

- Commerce always existed (based on exchanges)
- Needs became more complex = money was invented
- Most of businesses were local and located on the main street (butcher, general store, locksmith, etc.
People visited the businesses when needed
- Minimal marketing was used :
 - A panel telling people what the business does
 - A display window to show newly arrived goods
- Mid 19th Century : Catalogues were invented for speciality products (people ordered + delivery)

World War II :

- WW1, but especially WW2 changed everything : Men were sent to front
- Goods needed to be produced (for local + to send to soldiers)
ALSO : to produce ammunitions, weapons and military material
- Men needed to be replaced
At the time, women didn't work (raised children and cooked)
- GVT propaganda is organized : Women must contribute to war effort by working
Women needed in all sectors (agriculture, shops, etc.)
This will greatly contribute to feminism
- Shops and manufactures owner (and bankers) made LOTS of money for a long period of time

After WW2 :

- War ended, men (some) came back : not as many goods necessary anymore

- Rich businessmen didn't want to decrease production and make less profits
They started trying to sale to other markets, other towns and cities (+ other countries)
This was the real beginning of competition
- For the first time: many enterprises want to sale similar products to the same consumers
- FIRST: new competition needs to make themselves known to the consumers
- SECOND: new competition needed to convince loyal consumer to buy from them
Strategies started being uses to convince consumers (Ex.: lower prices - Beginning of marketing)
- LOCAL STORES wanted to keep their customers and managed to treat them well:
Rebates, variety of goods, consumer experience, personalized service, in-store credit, etc.
(beginning of customer service)

Suburban exodus (Suburbanization):

- After then men came back from war = Babyboom (demographic explosion)
- Family were numerous (12-15 kids was common)
- Apartments were too small (+ too expensive)
Quality of life decreased + with poverty + criminality
- People started leaving bigger cities for the suburbs
Cheapest + biggest lodging
Possibility to start little businesses
Better quality of life (vegetation, space, etc.)
Rewards to family accepting to relocate
- People were used to live near to their work places
+ services were around the corner
Car was a must in suburbia = go to work + different services/goods
- Some promoters decided to benefit from the situation : Creation of shopping malls
- SHOPPING MALLS: all goods and services into one big place
Surrounded with parking lots
Many were built (in every neighbourhoods)

The need for marketing (resume):

- A LONG TIME AGO :
 - No need to promote the business
 - Business deserved local population
 - A panel and window display was enough
- AFTER THE WAR :
 - Big businesses tries to penetrate various local markets
 - They use different strategies (beginning of competition)
 - This leads to customer service (to ensure customers loyalty)
- A NEW PRACTICE (marketing):
 - All this leads to search new strategies and methods to :
 - Convince people to buy
 - Ensure customers loyalty
 - ONE BIG LESSON :
In order to convince consumers adequately, it is necessary know them
 - Universities start to study consumers behaviours
(evaluate from different angles, categorize in groups, etc.)
 - Also the start of communications studies

The marketing-mix (4Ps)

- There are different aspects to marketing
- TO SUCCEED: need of a proper mix of these 4 aspects
- 4P: Price, Place, Product, Promotion
- NOW also 7Ps: + Physical evidence, People, Process
- BUT: it must be adapted to the target public

Product

- Combination of: The product itself, its image + the related services a business offers
- Product not limited to the actual product
ALSO to an intangible aspect: augmented product or global product (consisting in added values)

Price

- Most basic approach to establish the selling price: add the intended profits to cost price

- Many factors to consider:
 - Average price of similar products
 - Psychological price (efforts accepted to get a product)
 - Symbolic universe of the product, etc.

Place

- Activities making a product available to potential customers
- Operations to bring products from manufacturers to consumers

Promotion

- All activities to inform consumers about a product + convince them to buy it

Physical evidence

- NOT related to the actual product BUT to the related service
= the environment in which the product is sold to the customer
- No physical evidence for the service
= customers rely on clues (building, decoration, brochures, signs, website, logo, etc.)

People

- All people playing a role in the service delivery of a product
(which can have an influence)
- Includes: customer, business' employees, other customers present at the selling location
- IMPORTANT: participates to the customer's experience.

Process

- Different procedures and activities related to how the selling service is delivered to the consumers
- How they manage with each other (steps + mechanisms between service provider/consumers)

The product

- NOT just the physical good a consumer buys
- ALSO its image is influenced by service + symbolic universe
- Symbolic universe: created around the product to make it more desirable.
- TO BE SOLD:
 - The product must be known by the potential consumers
 - The product must be made appealing to the potential consumers
 - The product must be distinguished from other similar products
- Many aspects of a product: chosen in order to make it more appealing: the brand, color, format, quality, packaging, service, etc.

The brand

- Major influence in the consumer's purchase decision
- Product greatly benefits from brand's image and reputation

Local brand

- Can be found in specific localities
- Sometimes an icon to a region
- Allows more innovation (smaller marketing = more flexible)

National brand

- Very popular brand in a country
- Can be found everywhere
- Use of mass media advertising
- More conservative (more complex environments + marketing)
- High level of sale + low cost price = easy to compete with rebates

Private brand

- Product manufactured for a company (+ sold under its name)
- Compete with brand named products (usually cheaper price)
- Product can be unique
BUT same product can be sold under different brands/names

Generic brand (private label)

- Can be distributed nationwide
- BUT offered by specific retailers
- Imitates National brands BUT (Low-end image)
- Cheaper price / often comparable quality

Brand loyalty

- Loyal customer: pays more to get the brand wanted (buys repeatedly)
- To make customers loyal: various possible strategies
- MUST anticipate customers needs
- MUST incarnate customers values
- Always improve marketing-mix
- Take trends into considerations

Product design

- Product itself =+ immediate container (ex.: perfume)
- Many choices dictated by marketing

Format

- Important aspect of many products
- Easy to carry or not
- Example:
A product for kids to bring in the lunch-box = easy to carry small format
- May be practical, useful and/or aesthetic
BUT must be adapted to the targeted market segment
- Also is related to the perceived quality level of a product
- Examples:
Fancy product found on top of the shelves usually come in small format (suggests rarity)
Family consumption type (Costco) = sold by the gallon.

Color

- Has a great impact on how a product is perceived
- It grabs attention, awakens the senses and triggers the act of purchase
- Can make a product look trendy (adds different connotations)
- Let's not forget consumers are used to some standards

Example:

Anti wrinkle facial cream = white, light blue or light green
(looks clean and sterile - medical environments.

Color codes for coffee:

Red (rich flavour), blue (light), black (full-bodied)

Packaging

- Two aspects and three levels of packaging.
- SOME PRODUCTS: first level = container itself (examples: perfume, shampoo, olive oil)

DOUBLE FUNCTION:

- protect the product from the external elements (ex.: bread)
- Protect the external environment from the product (ex.: chemicals)

- SECOND ASPECT + LEVEL:
- Print on the product / container / label
(box or plastic bag letting see the product through transparent parts)

MAIN FUNCTION:

- Grab attention
- Recognize the product + brand
- Gives details about the product
- Adds value (using a certain aesthetic)

- A simple label can do a lot

Example : Heinz

Unique shape of the label makes any of Heinz's products easily identifiable

- THIRD LEVEL:
 - Related to storage and transportation
 - Allows to pack several units of the products in a single package
 - Optimized to facilitate handling, the storage and the transportation

Products classifications

Consumer goods

- Products intended to be sold into commercial locations to «normal» publics (not corporate customers)
- Marketing efforts : advertising to stimulate the sales
- USUALLY : bought in limited numbers for domestic use

Industrial products

- Designed and made for industries
- Marketing efforts : to stimulate the sales (mass medias never used)
- Include equipments, components (technologies, mechanical parts...)
- Aesthetic / symbolic universe = not important
- Customers looking for : efficiency, good price-quality ratio, different services (ex. :regular delivery)

Durable goods

- Long existence
- Can be used on a long period (furniture, cars, computers, etc.)

Non-durable goods

- Short existence
- Cannot be used on a long period
- Consumed +/- immediately on single use
OR : period of less than 3 years (paper products, food, light bulbs, etc.)

Services

- Bought although they aren't physical, tangible
- Service is performed (not always the same, varies)
- Growing part of the economy (at least two thirds of actual economy)
- Various : repairs and cleaning, legal, insurance, banking, counselling, medical acts, education, etc.

Products categories

Convenience goods

- Bought frequently without much comparison (nor great efforts) almost mechanically
- Benefit from a very large market (ex. : food, cleaning products, personal care products, etc.)

Shopping goods

- Bought less frequently
- Usually more expensive

- Consumers tend to compare quantities, qualities and prices before purchasing

Speciality goods

- Rarely bought
- Have unique characteristics (or brand identifications)
- Much more expensive (request a special effort s)
- Include : luxury cars, very expensive wines, fashion designers haute couture clothing, etc.

Products characteristics

Cost price and gross profit

Have variable influence (depends on contextual factors, on the marketing strategies)

- Development costs
- Manufacturing costs
- Similar products prices
- Possible gross profits

Purchase frequency

- Influence on product design and marketing

Example :

Product used a single time but frequently =

should not be too expensive, easy to find / use, generate as little waste / be recyclable

Lifetime

- How long it will be possible to use the product before it becomes unusable
Example : banana = shorter lifetime than a car / television
- Long lasting products = tend to be more expensive
(made with durable material + consumer wouldn't buy a new car every week)
- Long lasting products = Aesthetic more important (product kept for a long time)
Bad looking pack of tissues : not important
Ugly piece of furniture : aesthetic important

Duration of use

- How long the consumer uses the product (when using it)
Nail clipper = Short duration
Car = Longer duration

Requested time / efforts to purchase

- Some products request more time an efforts (research, location, comparison, price, etc.)

Example:

Soup can = easy and fast

Marketing won't be the same than for a computer / car

Car:

Research is needed, visiting dealers, trying cars, contract, loan, ordering, delivery...

Requires motivation = marketing has to be efficient

Benefits

- Main reason for purchasing a product
- PRODUCT MAY BE: safer, faster, easier to use
- Purchase always solve a problem (or fill a need)

Price

- Important factor in a purchase decision
- Isn't always the best marketing strategy

Example:

Aesthetic surgery = looking for good reputation surgeon first NOT good price

Features

- Usually related to particular products (ex.: mobile phones)
- Features can be main aspect of a product's marketing.

Example:

iPhone 7+, 8+ and X = dual lens camera capable of making 3D portraits

Functionality and usability

- Product do what it is supposed to? / Easy to operate correctly?

Examples:

Twenty kilos mobile phone = not very mobile

Video projector requesting absolute darkness = not very functional

- USABILITY: Usability level of a mirror NOT THE SAME AS one a high-tech telescope

Reliability

- Different meanings depending of the product
- Product work as well as it is advertised on TV?
- As durable and powerful?
- Truly guaranteed no questions asked?

Meaning of the purchase for the consumer

- A purchase doesn't have the same meaning for all consumers
- Buying a first car NOT THE SAME AS buying a 12th car
- Buying a computer NOT THE SAME for a business owner AND young graphic designer

Prestige

- FOR SOME MARKETS : Prestige of brand, = more important than characteristics
- Gives an impression of exclusivity = Consumer that will feel special buying the product

Example :

A Ferrari logo on any items is enough for some consumers to buy it

The cool factor

- OFTEN USE FOR teenagers and young adults
- «Everybody uses it» «Everybody wants it» «To be cool, you too need it!»
- Follows trends (clothing, electronic appliances, music, movies, etc.)

Products related marketing terminology

Brand

- What distinguishes a company or a products from the other
- Name and a logo, an image and a symbolic environment
(not limited to this = incarnates the « gut feeling » of consumers towards it)

Product

- Good / service manufactured, performed and/or sold under a brand.

Product range and line

- Number of product types a company/brand offers

Example :

Private library with narrow product range : books, magazines and writing paper

LG with wide product range : televisions, appliances, computers, mobile phones, digital cameras, etc.

Product line

- Created because = consumers will more likely buy a product associated to a brand like or trust
- Usually targeting a specific market segment (target public)

Example :

Cosmetic company (high price products) creates a more affordable product line for teenagers

Nivea (women care) creates a man care product line

Product line width (or breadth)

- Number of product lines offered by a company
- Number of product types within a brand's product line

Example (Nivea man care) :

Skin care, hair care

Product line depth

- Number of products available in a product line

Example (Nivea man skin care) :

Body cream, face moisturizer, anti wrinkle cream, shaving foam

Life cycle of products

Introduction

- After developed (great cost), products are introduced on the market
- New product = virtually no competition (not threatening)
- Little or no profits (reimburse research and development)
- Very little sales made

Growth

- Starts penetrating the market (it grows)
- Sales are increasing (costs gradually reduced)
- Some profits start to be made
- Competition can be ferocious

Maturity

- Peak of a product life (needs to last as long as possible)
- Sales become steady (costs at their lowest)
- Growing profits
- Fair competition

Decline

- Product eventually grow older (out of fashion / overpassed by newer products)
- Variable speed decline
- Sales are reducing (costs are steady - less money made)
- Product may be replaced / left to decline with no investment
Part of the market still continues to buy

Assignment 1

Students must make pictures or download images in order to show examples of the following list of items. Students will present and explain their examples :

- Local, national, generic (private label) or private brand
- A product for which format, color or packaging is a significant element of the marketing
- A consumer or industrial good
- A durable or non-durable good
- The advertisement of a service
- A specialty good
- A product for which features, prestige or cool factor is the main aspect of marketing
- A product line
- A product that have reached maturity
- A product in decline

Class 2

Presentation : Assignment 1

The customer

What is a customer?

- Individual who buys products and services
- Consumer = individual consuming a product when it come to those consuming a product

Example :

When an individual buys an apple from a store = customer

When the individual eats the apple = consumer

- Customer reacts to stimuli (from internal and external perceptions) takes decisions, makes choices AND buys good for personal use or for someone else.
- Customers are influenced by the immediate environments
- Customer makes purchases according to his/her personality and always in order to satisfy needs.

Customer levels

- 3 levels of consumers :
 - Buyer of a product
 - User of a product that is bought (consumer)
 - The purchase decision maker
- * Individual integrating only one level ALSO considered a customer

Customers specificities

- Customer must have : need, motivation, decision power, possibility to make the purchase and afford it (\$)
- Need needs to be perceived (conscious)
- Customer must have sufficient motivation + the power of making the purchase decision

Example :

3 year-old screaming for Star Wars cereals = mommy or daddy will decide (power)

Customer types

Internal and external customers

- Internal customer = already buying a brand or from a commerce
- External customer = buying another brand or from another commerce

Conscientious customers (value oriented customers)

- Disciplined + conscientious
- Won't buy on an impulsively (think before buying + rarely regret)
- Won't mind paying more for better product

Discount customers

- On a quest for discounts
- Remain loyal to the brand / store offering him a good deal
- Will buy a product if it is on sale (benefit from a discount of any type)

Discretionary Spending customers

- Buy product/brand: no matter what. => Even during recessions (or cash flow problems)
- BECAUSE: no or very little impact on their finance

Example:

Teenager = no obligations (or rich people)

Social customers (extroverted customers)

- Hedonists
- Need to interact with others
- Prefer brands + sensitive to the symbolic universe of a product
- ATTRACTED BY: Product centered of uniqueness and emotions

Open customers

- Open to novelties + Appreciate unusual ideas and creativity
- Like feeling original / unique / uncommon.
- THEIR OPPOSITES: closed customers.

Impulsive customers

- Buy spontaneously (don't think before)
- Pay little attention to brands
- Purchases are not logical = emotional
- ALSO: Compulsive consumers = buy even though they can't afford it

Inferior products customers (cost oriented customers)

- Don't necessarily buy low quality products
BUT products consumers with lower incomes tend to buy

- If their incomes are diminished (recession, cash flow problems, etc.)
THEY INCREASE spending of low quality products

Loyal customers (habitual customers)

- Small part of the market BUT significant group of consumers
- Keep on buying a product/brand (under almost any circumstances)
- They become real ambassadors = many stores offer loyalty programs
- Important to give these customers = constant attention + remind them about the loyalty program
OR they could become loyal to another brand/store.
- EXAMPLE: beer and cigarettes consumers

Need-based customers

- Buy products to fulfill a need
- Customer may :
replace a car, get legal counselling, buy new clothes for a job, replace an old bicycle for summer, etc.
- Marketing must anticipate the customers needs

Personal customers

- Purchase products for household / personal / family
Examples : dish-washing soap, toys, gardening products, etc.
- Spending a lot of money
- Marketing : appeal to them offering ways to add onto a product or upgrade (so it seems more attractive)

Seasonal customers

- Buy products only available at certain times of the year (Halloween and Christmas, for instance)
- Spend a lot of money on seasonal purchases

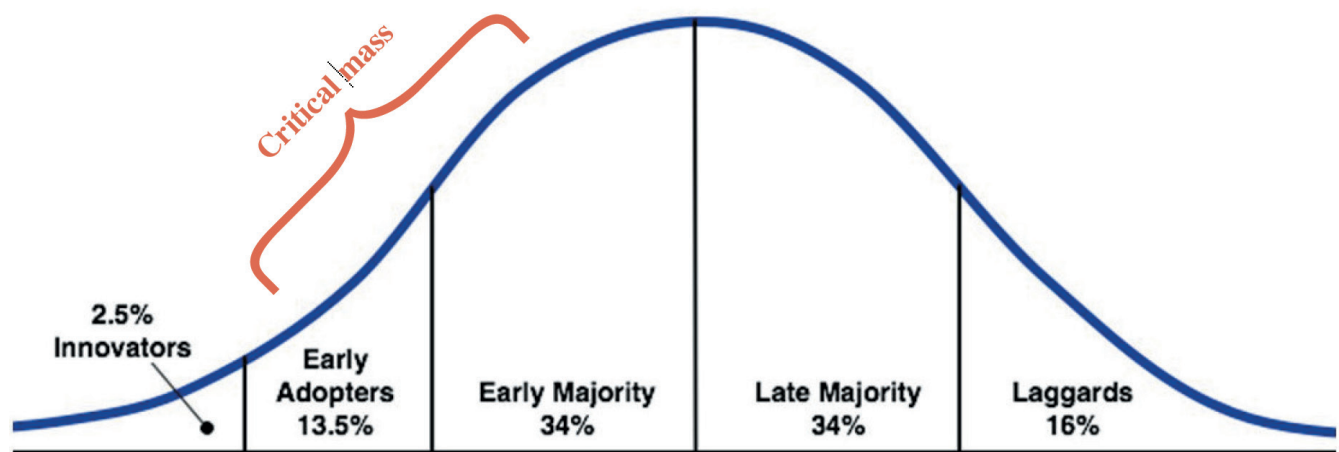
Luxury products customers

- Customers are usually consumers whom basic needs are filled
- Consider brand name more important than the price
- Purchase not based on survival BUT on satisfying envies + extras
- Marketing : products quality + emotional aspect
- Directly related on their incomes.
More = more purchases

Neurotic customers

- Pessimistic + can be emotionally unstable (more depression, anxiety, and anger)
- Tend to not trust a brand / retailer at once (need to be reassured and comforted)

Adoption of innovations



Innovators

- First customers to try a new product, consciously taking risks, open to new ideas, excited by novelties
- Generally higher incomes, higher level of education, usually socializing with other innovators

Early adopters

- Influenced by innovators, opinion leaders : considered as references in their specialties
Higher social status, sufficient finances, higher level of education, take calculated risks
- Very active in social medias, recommend satisfying innovations, strongly discourage buying products they dislike
Very important part of the critical mass

Early majority

- Mainly influenced by early adopters, want to be sure they make a good purchase
- Incomes often more limited than the two first groups, still generally benefit from a better than average social status.

Late majority

- More sceptical, usually having less money + lower social status than the preceding groups + prefer proven products

Laggards

- Very conservative, last to adopt innovation, dislike novelties, avoid risks
Low socio-economic status + closed to opinions from outside their social environments

Customers needs

- A product always fill at least one of a customer's needs
= different needs of various importance.
- The importance of the needs to fill = must be considered for marketing

Maslow pyramid of needs

- Hierarchy of needs, the lower level needs usually have to first be fulfilled

Physiological

- Basic needs (essential to live : drinkable water, sufficient food, somewhere acclimated to sleep)

Safety

- People need to be safe (security, protection, and a shelter)

Belongingness

- Need to feel part of a significant group (friends, acceptance, to be loved and appreciated)

Ego

- Need to feel some prestige, uniqueness, accomplishment.

Self-actualization

- Need self-fulfilment, feel they make a difference, various experiences, leave something meaningful, etc.

Filling needs

- If a marketing campaign can convince customers a product fills a need (or many needs) = powerful impact

Factors influencing customers behaviours

The importance of the family

- Family very important in the making of a consumer
= greatly influential = first reference group of an individual
- Very stable cultures. + consuming habits, preferred tastes and brands, etc.
they model the family members behaviours

The importance of social classes

- Consumers are grouped primarily based on their incomes + living standards
- Individuals from a given socio-economic group = same culture, education, level of instruction
share the same values, culture, style of life, interests and behaviours

The importance of culture

- Important factor = nationality BUT ALSO family culture, general culture and various subcultures
- Culture = formed of similar values, norms and standards, moral principles, ways of life, etc.
It forces to adapt marketing strategies to the targeted public.

The importance of reference groups

- When becoming independent = individual develops his own moral principles, tastes and preferences
- Gradually getting more independent from the family, will make friends sharing interest, tastes opinions
It becomes an important reference group
- Human tend to imitate each other = Members of the group influence each other
To feel they belong to the group = individuals adapt their behaviours and consuming acts
- ALSO fantasize of belonging to another group of reference (normally superior to the one they belong to)
To fit in one of these new groups = individuals behave according to these groups norms and standards

The importance of self-image

The consumer always act according to :

- What he believes he is
- What he believes he represent
- What he desires to be
- What he wants to appear as

The new logic of consumption

- Nowadays, buying isn't about satisfying needs anymore, BUT more about an act of self-actualization.
- When a customer buys goods, the products will fill needs, but the choices made by the customer go far beyond

Consuming as a way of self-actualization

- Buying a product = making a public statement related to the symbolic universe of the product
- Symbolic universe is built around a product (cool, trendy, classy, ethical, etc.)
The consumer exhibits his personality making public his tastes and values (incarnated by the products + brand)

Customer purchase decision-making process

5 steps the customers has to go through :

Need recognition

- Consumer needs to be conscious of a need to fill.
(various in type or importance + as trivial as a strong envy)

Information search

- Consumer searches for informations on how the need can be fill
- Also related to external stimuli (advertisement or a simple memory)
can actually sometimes constitute a trigger to needs recognition

Evaluation of alternatives

- Consumer evaluates alternatives (better place to get the product from, a better price to be found)

Purchase

- IF sufficient motivation and weak breaks = consumer will makes a decision (to proceed or not)
go on location (or order), get the product, pay for it and use it.
- Once in-store, the consumer may hesitates (between two products / wonder if he should buy or not)
Consumer need conviction/reinforcement (advertising next to the cash register)

Post-purchase impressions

- First post-purchase impression = buying experience
(Two main factors are evaluated : location and ambiance of the store + customer service.
- Second post-purchase impression = use of the product
Product is satisfying but bad experience was bad = may buy the same product from another retailer

Assignment 2

Students must make pictures or download images in order to show examples of the following list of items. Students will present and explain their examples :

- Targeting external customers
- Targeting discount customers
- Targeting discretionary customers
- Targeting need-based customers
- Targeting seasonal customers
- Using safety as level of need
- Using belongingness as level of need
- Using Ego as level of need
- Using the cool factor
- Making reference to a reference group

Class 3

Presentation : Assignment 2

The market

Global market

- Total Addressable Market (TAM)
- Global customers + potential customers environment where commerce happens
- Impossible to reach all consumers using a single communication
- FIRST STEP : define the most promising parts of the market (segmentation)

Target populations (segments)

- Serviceable Available Market (SAM)
- Parts of the market where the potential customers can be found
- NECESSARY TO : choose a segmentation base
(characteristics that common to the potential consumers for a given product)

Target markets (publics)

- Serviceable Obtainable Market (TOM)
- More specific segment :
Composed of very different individuals with various characteristics + needs
- Different segmentation bases and methods help focusing on the right audiences

Market segmentation

Choosing a segment

- **SEGMENT** =
Group of people sharing common needs
Various types of consumers potentially interested into purchasing a product
- Example : cereals (Course notes, page 3)

Segmentation bases

- Different approaches to segmenting a market (choice related to many factors)
- Approaches can be mixed to narrow down market segments

Geographical segmentation

Countries, Provinces/states, Regions, Urban / rural, Cities and neighbourhoods, Populations, Climates...

Demographic segmentation

Age ranges, Genders, Education levels, Incomes, Occupations, Religions, Nationalities...

Psychographic segmentation

Lifestyles, Social classes, Opinions / interests, Personality, Personal/moral values...

Behavioural segmentation

Loyalty degrees, Occasions / special occasions / seasonal,
Benefits wanted, Usages, Sensitivity to prices, Purchase readiness stages

- Example : selling mittens (Course notes, page 3)

Target market

- **FIRST** : select a segment
- **SECOND** : select the most promising market or group of markets from the segment
- **MARKETING CONCEPT** : should consider needs / characteristics of the most typical target consumers
- **MESSAGE** : adapted to be able to the vast majority of the target market = positioning

Product positioning

- **POSITIONING** : how to present a product's attributes/characteristics while consideration the target market
- **ABOUT** : arguments/characteristics related to the needs/behaviour of the target consumers
- Example : mittens suite (Course notes, page 4)

Positioning for large markets

- Mass-marketing
- 3 possible approaches :
 - Concentrated strategies
 - Differentiated strategies
 - Undifferentiated strategies
- Example : Coke vs Pepsi

Marketing strategies

Product analysis

- Define the product as precisely as possible from different points of view.

Functionalities

Main functionalities? Other functionalities? What makes it different? Products limitations?

Direct benefits

Need product fills? Other needs?

Occasions of use

Occasions of use? Circumstances of use? Occasions/circumstance it shouldn't be used?

Emotional and psychological benefits

How can it satisfy a consumer's ego? How can it give impression of power?

How can it make a consumer more popular? How will it make the consumer's life better?

Positioning in regards of similar products

- Compare the product to similar products in the same segment
- Identify products forces/weaknesses
- ONE OF THE GOAL : turn a weakness in an advantage
- Perceptual or positioning map can be very useful

Main marketing strategies

- **MARKETING STRATEGY :**
Group of measures defined and applied in order to conquer a part of market
(to convince consumers to buy a product + to satisfy customers)
- **SOME STRATEGIES GOALS :**
Steal customers to competition, expand existing market, penetrate new markets, etc.

Mass marketing

- Concentrated strategy
Product offered in one single way to all market segment

Rivalry Strategies

- Based on differentiating the product in the markets :
product flanking, confrontation, defensive, offensive, demarketing, remarketing, etc.

Growth Strategies

- For expanding existing/new markets penetration
 - **MAIN APPROACHES :**
 - Encourage existing customers to buy more
 - Convince competition's customer's to switch to our product
 - Convince non-users to use a product

Consolidation Strategies

- Ways to withdraw from certain markets OR abandoning certain products
(to concentrate on other markets/products)

Retrenchment:

To withdraw from less profitable markets to concentrate on the most interesting ones

Pruning :

To abandon one or several products, to remove them from the markets

Functional strategies

- Oriented on specific aspects of marketing :
Product, branding, positioning, price, skimming, distribution, media and promotion...

Product strategies

Pruning :

To abandon one or several products

Rejuvenation:

Should be an ongoing strategy : adjusting the product to changing realities

Attraction :

Offering a low price product to attract consumers and try to sell them another product

Innovation :

Introducing new products into markets

Extending life cycle of a product:

- Improving quality
- Improving characteristics (added value)
- Advertise to gain new customers
- Explore new markets (selling abroad)
- Change the packaging

Differentiation strategies (branding)

- Branding the product (making it look different from other similar products)
- Can include a positioning strategy (associating the name / to the product)
- Gives a recognizable identity (+ credibility)
- POSITIONING STRATEGY (head to head or differentiated) :
offers similar or different from those of the competition

Price strategies

New release strategies

- Skimming :
Keep the price artificially high (positive perception)
Fast profits + best adapted to top of the line products
- Competition alignment :
Fixing the price of a product accordingly with those of the competition
- Penetration Pricing Strategy :
Opposite of skimming : Fixing a low price to stimulate sales
Slow profits, good way to penetrate markets rapidly
+ efficient for segments sensitive to price
- Differential Pricing Strategy :
Fixing different prices for the same product in different segments

Distribution strategies

Intensive distribution :

- Seeks maximum exposure of the product
- Making the product available in the greatest number of selling locations.

Exclusive distribution :

- Product exclusively distributed by one enterprise (usually one in every big regions)

Selective distribution :

- At midst between intensive / exclusive
Makes the product available only in few stores or regions of importance

Push and pull strategy :

- Two strategies usually working together for best results :
Pushing sales + get the consumers request the product

Promotion strategies (media)

- Media advertising :

Success of media advertising depends on many factors :

- Targeting the proper audience
- Attraction and persuasion power.
- Clarity and cohesion + appealing content.
- Selection of the proper media and channel (popular within segment)
- Available budget (advertising = investment)

Sales promotion :

- Promotion activities other than advertising
(Used to stimulate consumers to purchase)
- USE OF: displays, shows, expositions...
- CONSUMER SALES PROMOTIONS EXAMPLES :
coupons, samples, demonstrations, contests, money refund, premium,
special rebates (e.g.: rebates on a second purchase), sweepstakes, etc.

Niche strategy

[...] a small but specific and well defined segment of the population.

Niches do not 'exist' but are 'created' by identifying needs, wants, and requirements that are being addressed poorly or not at all by other firms, and developing and delivering goods or services to satisfy them.

- Can be used when no sufficient budget
- For declining products

Products life cycle based strategies

Introduction phase

- COMPETITION: Virtually no direct competition
- CHALLENGE: Change consumers habit
- TARGETS: Innovators and early adopters should be targeted.
- COMMON STRATEGIES: Skimming / penetration strategy

Growth phase

- COMPETITION: grows at the same time than product
- TARGETS: more specific segments
- COMMON STRATEGIES: push and pull + price strategies
Risky = Big cics can sell under cost to kill your product

Maturity phase

- COMPETITION: stable but uncertain / unpredictable
- COMMON STRATEGIES: prices aren't that important
focus on larger segments + reminder advertising + distribution strategies.

Decline phase

- COMPETITION: very weak (almost inexistent)
- COMMON STRATEGIES: profits declining
Less marketing efforts (mainly distribution strategies)
Concentrate on late adopters + laggards.

Competition alignment :

This strategy consists into fixing the price of a product accordingly with those of the competition.

Penetration Pricing Strategy :

This strategy is the exact opposite of skimming and it consist into fixing a low price to stimulate sales. It takes a longer time to make profits, but it can be a good way to penetrate markets rapidly. It is especially efficient for segments sensitive to price.

Differential Pricing Strategy :

This is a strategy consists of fixing different prices for the same product in different segments.

Assignment 3

Students make screen captures of printed or web advertisements in order to illustrate the followings :

- Targeting young men
- Targeting young women
- Targeting women
- Targeting men
- Targeting elderly people
- Advertising a local product
- Advertising a national brand
- Using undifferentiated strategy (mass marketing)
- Using exclusive distribution
- Using a penetration strategy

Class 4

Presentation : Assignment 3

Advertising

- Action attempting to promote the sales of products and services by providing persuasive messages to the consumers (usually paid for)
- Also used for public relations + change people opinions and behaviours

Media advertising

- 2 categories: Media + Non-media

Media advertising

- Uses media and mass media channels
- TO BE CONSIDERED AS MEDIA ADVERTISING:
Advertiser has to pay for its message to be broadcasted or displayed to public
- Media and mass media advertising tend to give credibility (if good quality)

Television

- Medium with many channels
- CHANNELS: specific network / chain / specific TV show
- Very efficient = target families (largely being watched in group)
- Television (and radio) messages = very powerful (especially with popular spokesperson)
- PRICE: based on rating (time of day, specific programs, etc.)

Radio

- Medium with many channels
- CHANNELS: specific network / specific radio show
- PROXIMITY MEDIUM: listened to alone (mostly in car / traffic hours)
- Radio speaker is addressing one individual (great level of intimacy)
- PRICE: based on rating

Written press

- Newspapers / magazines / periodicals
- Ads printed into pages + advertising inserts.
- PRICE: related to the number of direct+indirect readers (plus distribution)
ALSO: position in the newspaper AND position in the page + color/black and white

Public display (Billboard)

- Paid locations where display is possible :
poster in metro stations, panels on the highways, buses, etc.
- Efficiency and the pricing = related to the location.
More crowded is a spot = more expensive + size + technology

Product placement

- Product being used by certain personalities,
different circumstances and events.

EXAMPLE: a movie can show the characters drinking Coca-Cola...

Mobile phone advertising

- Apps showing ads
- Apps sending notifications
- SMS ads (strict regulations)

Non-media advertising

- Not using medias BUT activities

Sponsorship

- SPONSOR: organization (brand) paying or helping to pay for something (can be service provided)
- NOT BE CONFUSED WITH event advertising (advertising an event in order to make it a success)
- EXAMPLES: Red Bull Crashed Ice or Rogers Cup (tennis).

Direct marketing

- Business contacts directly the customers
- USE of various channels (mail, e-mail, phone, and in person...)
- INVOLVES: specific call to action : «Call now!» or «Click here»
- ALSO public products samples distribution, etc.

Public relations

- Act of maintaining an individual, an organization or a brand's reputation and image
- PART OF PUBLIC RELATIONS: Media relations
Instead of targeting publics, it targets the journalists (for them to transmit a message)

Issues and consequences of advertising

- Advertising is a tool used to promote sales
ALTHOUGH : major impacts on an organization / brand
- Advertisements = a window display showing the store style and products
It carries the brand's identity
- Great positive effects possible (if efficiently produced and broadcasted)
BUT can lead to disastrous consequences (if something goes wrong)
- Publics are used to certain codes : must be aware of to avoid confusion
- Message must be clear (no misinterpretation)
- Every country also have specific rules regarding advertising.
- No advertising is better than bad advertising
- For an ad : make researches, work on a fine concept, study your audience, adapt you message and choose the proper medium and channel.

Advertising communication process

Efficiency factors

- 2 efficiency factors : amplitude and proximity

Amplitude

- Strength of an advertisement (its power)
RELATED TO : several aspects such as the message : concept, frequency, medium and channel, etc.

Proximity

- How much consumers can relate to the story told (how emotionally close they get so they're touched)
- EXAMPLE : Baby's first steps : parents can relate emotionally, not teenagers

Advertising campaign

- A WHILE AGO : One advertisement was enough to most organizations
- NOWADAYS : organizations resort on advertising campaigns
- Use of different medias and techniques to transmit its message

- Same message can be adapted to several medias
Message can also be fragmented
(different parts of the informations told in different messages\channels)
- GREAT WAY TO higher amplitude
AND adapt the message for the different = more proximity for different publics

Five steps to reading an advertisement

- Order to anyone reading an advertisement
- Each step needed for the following one to be completed and for the advertising to be efficient
 1. Attention : Advertisement must be noticed, it must attract attention.
 2. Comprehension : Must be understood by the reader.
 3. Acceptation : Reader must accept and believe what is told.
 4. Retention : The message should be remembered.
 5. Action : The purchase can happen.

Main streams of advertising

- Advertising always somehow existed
- Advertising greatly increased since the WWII
- Different techniques has been developed + research in communications improved (since 1950's)
- LEADING TO : different theories and models
FOR more efficient communications BY understanding audiences and adjust messages
- Two main streams emerged : mechanism and relativism

Mechanist model (behaviourist)

- Considers natural and social processes as a machine (every parts influence the others)
- Views are based on functionality (do not consider the emotional reality of people)
- Believe individuals behaviours can be studied and anticipated (for interactions to be understood)
- Evolved from Pavlov's experiments on conditioning.

Pavlov's Dog Experiments

- Pavlov made research into animals' gastric systems
- Whilst measuring the salivation rates of dogs
= found they would produce saliva when they heard or smelt food (in anticipation of feeding)
= normal reflex response (saliva plays a role in the digestion of food)
- Dogs also started to salivate when they heard the bell that was rang before feeding
- Pavlov showed dogs could be conditioned to
unconsciously associate neutral, unrelated events with being fed
= Stimulus-response model
- Based on this study (+many more on human conditioning =
researchers concluded: a reaction to a stimulus can be anticipated on an conditioned individual

Propaganda

- Based on mechanist models
- Have roots in ancient Roman Catholic church (to evangelize pagans)
- One of the first communication techniques used in order to influence individuals (using various stimuli) + Still a widely used
- Different techniques to influence people opinions and behaviours
- BASICALLY STATES:
If a strong enough message is shown to an individual repeatedly, it will be persuasive.
- Has very bad reputation + not as efficient as some believed
- Many techniques do not rely on convincing people our option is good
BUT into convincing people the other options are bad

The seven main techniques of propaganda

Name Calling

- Verbally attacking the opponents, their institutions, beliefs, religion, etc.
- Used to create general dislike upon an idea or a group of people
- Using discriminatory speeches (to arouse suspicion and prejudice)

Glittering Generalities

- Using oversimplified slogans and catchphrases (attractive to the audience) to generate pride...
- Saying to little to be proved or disproved
- Usually involves ideas of love, honor, family values, freedom, etc.

Transfer

- Makes a relation between a strong symbol and the idea to promote
- Linking and idea to a symbol (eg. a flag) = helps winning popular approval
- THEN it becomes difficult for most people to think critically or to oppose

Testimonial

- Creates a relation between a respected individual and the idea to promote
- Brings credibility to the message (people tend to imitate those they admire or respect)

Plain Folks

- To show the audience a spokesperson is just like them (ordinary people) sharing their interests and concerns
- Politicians using this technique are called populists (usually right wing)
- Spokesperson use plain language and manners + popular expressions (try building trust)

Bandwagon

- Creating the illusion that the idea benefits from a widespread support
- Usually people need to be part of a whole: people are offered to join the winning team
Those who refused will be made feeling isolated / rejected

Card Stacking

- Using only facts supporting the ideas to promote
AND ignoring (and often hiding) facts that would have a negative impact
- Used so people only perceive the positive aspects of a problematic

Other techniques employed

- Use of: statistics falsely, lie about the opponents, trying to tarnish the adversary's reputation, spying, etc.
- Propaganda uses recurrence of messages, slogans and songs (jingles)
- People's mind become conditioned = people act out of automatisms instead of critical thinking

Advertising types

Informative and persuasive advertising (relativists)

- BOTH types consider: the consumer as rational
- Buyer act reasonably to satisfy their needs
- The act of purchasing = done after careful consideration
- Use rational arguments to convince consumers
- Formal message: puts in evidence the needs to satisfy
the product is pictured as a way to satisfy needs
- Typical: It is the best product! The most efficient and durable!
- INTEGRATIVE (OR SOCIAL) ADVERTISING:
Tries to convince people to act a certain way in order to belong to a reference group
- This type is quite incomplete:
 - Buying products isn't always a purely a rational act
 - The information consumers have related to the products are incomplete
 - Most of consumers increasingly refuse the influence of advertising
 - It also lacks considering the post purchase effects

AIDA (effect mode)

- E. St. Elmo Lewis
- Best known model in marketing and advertising
- Identifies the steps of the of purchasing process an individual goes through
 - Attention (Awareness)
 - Interest
 - Desire
 - Action

Projective or integrative advertising

- Assume consumer belongs to several social groups (reference groups) each group having their own standards
- To persuade the consumers :
give the product (or the brand) attributes and signs the target public relates to and values
- Can have an influence on the consumers :
by strengthening standards OR by modifying existing standards
- Also take consideration of :
Motivations and obstacles to the modification of the standards and consumption habits

Suggestive advertising

- Based on the psychology of the individual
- Considers all aspects of the personality
- Exploits : impulses, personality weaknesses, fear, pride, unconsciousness, repressed desires, etc.
- Sometimes called connotation advertising
- STRATEGIES : are suggesting without appealing to the consumers reason
BUT to its senses and emotions
- Very powerful method : it will influence the consumer's unconscious
- Customer don't buy for a good reason anymore
BUT simply because of a feeling which is not necessarily justifiable

Formal elements in advertising

- Advertising is formed of two types of elements: iconic and textual contents
- Formal elements = without any form of connotations
- Combination of these elements isn't random
- To create an efficient message : many aspects needed to be understood and applied

Iconic contents

- Contents made to be viewed = shapes, lines, dots, symbols and icons, illustrations or photographs...
- Formal elements should be used for a reason (have a role)

The product

- The representation of the product is already a selling argument
- Usually shown in its packaging (to be identified in stores)
- Very often positioned right in the center of the composition OR at the end of the reading path
- Effects such as drop shadows and specular are often used for more realistic aspect

The human characters

- Generally can have two functions: presentation or metonymy.

Presentation human character

- To present the product (can be hand-held or simply designated)
- Doesn't necessarily play a presenter's role
= can be integrated in the composition to guide readers towards the focal point
(would generally then be positioned behind the product facing the reader)

The metonymic human character

- Part of an action (or situation) adding values to the product
- Usually presented with an angle (profile or 3/4 profile)

Illustrations and non-human characters

- Can be an excellent way to build awareness and empathy among consumers
- Can represent and incarnate the brand (e.g. kids cereals)
- Have in average 70% less impact and positive results (compared to photographs/videos of humans)
- To be efficient = should be rounded three-dimensional characters instead of flat drawings.
-

The frame

- Limits within which the advertising is composed (square, landscape, portrait, etc.)
- Background = flat color, gradient, photograph...
- Purpose: to show the product / scene showing the benefits of using the product
- The frame (the environment) transmits properties (its characteristics) to the product

The logo

- May or may not be an independent element

EXAMPLE:

Bottle of shampoo already = label showing the brand

- (Almost a rule) logo often positioned in the sweet spot (lower right corner)
- Advertising uses different types of textual contents (else then hierarchy...)

Textual contents

Title

- Very important advertisement's element
- Often used as a hook (to grab people's attention)
- Added value to a product (focusing on authenticity)

Designation

- Signifies that a product meets certain specifications

EXAMPLE:

«Bio» = product meets certain characteristics (variable depending on the country)

«Champagne» = a white (or pink) sprinkling wine has been elaborated in this very specific region

Brand and product name

- Identifies a product and add credibility.

Location name

- Name of a city = bring some positive connotations (on some products)

EXAMPLE:

Perfume / designer clothing = «Paris - Roma - New York» (seems big and international)

Slogan

- Easy to remember short phrase= summarizes or a company's philosophy, a product's benefits, etc.

Catch phrase

- Positioned at the beginning of the reading path = used to grab attention + build interest

Tagline

- Often + somehow a slogan+ memorable dramatic phrase
- Often positioned at the end of the reading path (under the logo)
- PURPOSE: summarizing the advertising promise + reinforce the consumers memory

Body of text

- Informative + persuasive nature. Although being informative
- PURPOSE: persuade consumers to buy the product
- Argumentative text giving details about the benefits of using the product

Advertisements texts components

- Made of different strategical components
- Iconic + textual contents participate into these strategies
- Important for the text to be effectively produced (they are delivering most of the argumentative aspect)
- Few way to improve the power of and advertisement is to make sure to include le following components.

Seduction component

- To seduce, to charm, to please, to marvel

Emotional component

- Emotion sells = incredibly powerful
- Different processes to amplify emotions = you need to touch the target public's heart string

Argumentative and persuasive component

- To convince
- Use the art of debate's usual strategies (figures of speech, sophistry, argument from authority, rhetoric, etc.)
- Should give good reasons to believe what is told (use reason, deductions and cond. reasoning...)
- Ordered: weaker to strongest
- Should be verifiable, give the true product's criteria, target a well defined target public
- ARGUMENT FROM AUTHORITY: experts, anecdotal, reviews of satisfied users.

- **VALUE ARGUMENTS :**
 - Great, real, good (universal values)
 - Freedom, justice (abstract values)
 - Solidarity, ethic (action values); etc.
- **IMPLICIT INFORMATIONS :**
 - Can make the message even more powerful (built in the reader's mind)
 - Not directly delivered = suggested (readers understand by deduction in a context)

Text-image relations in advertising

Text-image complementarity

- Texts and images complement each-others
- Text and the image should not transmit the same message (but complement the initial says)
- If the hook is an image = text is produced according to the image
If the hook is a text = image is produced according to the text

Distinction's levels

- Two levels : form and content
- Since meaning emerges from the complementarity of the image and the text
= difficult to know where it originates from

Iconization of texts

- Text is sometimes used with no intent to communicate (verbal way) = iconic
Example : Letters used as texture

Verbalization of iconic contents

- In human brain, everything is verbal
- Image somehow suggests some kind narration
= This is why if the hook of an advertisement is visual,
text should not repeat what the image already have said

Functions of text (and images)

- Two functions for text in advertising : anchor or relay.

Anchor texts

- Necessary so the message can be understood

EXAMPLE :

« before » and « after » in some advertisements (necessary so the reader can understand)

Relay text

- Not necessary to the understanding of the message
- Used to add to the message
- Can be removed without impacting on the comprehension

EXAMPLES :

« Sensuous » for selling a perfume is not mandatory (simply ads a connotation)

Image of a cake + text says « Happy birthday » = the text anchors the image (gives sense to the whole)

Image of a cake with many candles + « Another one less » = the image anchors the text
(text alone not enough)

Informal elements in advertising

- Not directly delivered
- Second senses + added values (suggested different ways)
- Connoted elements add great power to the formal message

Typography

- Efficient font family = very important
- Characteristics of a typeface reinforce the message

Colors

- Easily establish a mood + suggest abstract content (e.g. cold or warm)
- Associated to different standards in advertising BUT don't have the same signification for every cultures

Suggested informations and deduction

- Using different elements and putting them in relation can create sense (very little or no can necessary)

Thematic connotations

- Creates implicit themes (love, death, happiness, longevity, etc.)

Characterization connotations

- Creates implicit characterization (ethnic origins, social class, profession, etc.)

Appreciative connotations

- Implicitly give qualitative values (good, bad, nice, obnoxious, efficient, inefficient, etc.)

Cultural connotations

- Allows to refer to art pieces, artists, genres or even foreign cultures.
- EXAMPLE:
Perrier advertising = Salvador Dali's The Persistence of Memory.

Ego of the reader is targeted

Everyone understands the situation BUT not the reference

Those understanding the reference (second degree)
= made for people like them + knowledgeable + superior

The Ogilvy method

- David Ogilvy = most famous publicist (founder of the prestigious agency Ogilvy & Mather, in 1948)
- Established different principles (still very relevant today)

The role of advertising is to sell

- For a consumers to buy a product
= explain it as briefly and simply as possible: what you sell
=how buying your product will improve their lives.

Clearly define the positioning

- *What does the product do and who is it for?*
- *I could have positioned Dove as a detergent bar for men with dirty hands, he says, but chose instead to position it as a toilet bar for women with dry skin. This is still working 25 years later.*

Study the target public

- *If you don't know who you're writing for, then you'll just be faking it, and that will lead to more problems than you can imagine.*
- *You'll never be able to write an effective copy if you ignore the following :
Who you're writing for? How that person thinks? What that person needs?*

Don't underestimate the consumer

- *The consumer isn't a moron; she is your wife. You insult her intelligence if you assume that a mere slogan and a few vapid adjectives will persuade her to buy anything. She wants all the information you can give her.*

Talk to them in the language they use every day

- *Don't address your readers as though they were gathered together in a stadium. When people read your copy, they are alone. Pretend you are writing to each of them a letter on behalf of your client. [...] It seems to me you should use their language, the language they use every day, the language in which they think.*

Write great headlines and you'll have successfully invested 80% of your money

- *On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar. [...] Never use tricky or irrelevant headlines... People read too fast to figure out what you are trying to say.*

Highlight the product by making it the hero

- *There are no dull products, only dull writers. [...] I never assign a product to a writer unless I know that he is personally interested in it. Every time I have written a bad campaign, it has been because the product did not interest me.*

The Ogilvy method's layout

Visual

- Use visual as a hook (top of the page)
- Bleed the photo to the edge of the page (or ad space) for maximum impact
- Place a descriptive caption below images (legend = 70% of viewers read them)

Headline

- Put the headline next to the image
- Should create sufficient interest so the readers want to know more
- Goal of the headline = bring viewers to read the copy

Copy

- Follows the headline
- Should be argumentative + persuasive
- Should state the benefits related to using the product
- Should bring the reader to the call to action = the sweet spot (signature).

Signature

- Call to action + logo = lower right corner (end of reading path)

Advertising design recommendations

Precisely define the target public (segment)

- Define mandate + target market (Know who you are talking to)
- Who is buying similar products?
Who do we want to sell it to?
What are those consumers common characteristics?

Adapt the message

- Adapt the communication to the target public BUT also to the medium and the channel
- Design not be the same if it is published in Forbes or in American Hunters

Use a well adapted strategy

- Strategy should be adapted to the market and the product's life cycle.
- Don't say things like :
 - « We sell the best cars »
 - « The most delicious doughnuts »
Nobody will believe you
- Use tangible arguments (can be verified) :
 - « The best mechanics in the region »
 - « Winner of some prestigious award for a third year in a row ».

Clearly define the product and a call to action

- What is being sold? (specific product or a brand?)
- People need to know what to do after reading the advertisement = A call to action
- CALL TO ACTION : Tells the readers what to do next :
Call now! Visit our web site! Visit our store! etc.

Avoid trying to look creative

- Advertising is not about the designer to look smart or good = it is about selling.
- Put the product first
- Make the advertisement attractive for the target public (not for your colleagues)
- Don't try to be different for the only sake of being different or creative

Headline (title)

- Most important element of the advertisement
- Must lead to the copy + directly be related to the call to action
Headline usually don't use a final period + very often formed of three words.
- If the hook is an image = the headline should follow
If the headline is the hook = the image should follow + guide the reader to the copy and call to action
If the headline is an interrogation = answer to the question should be « Yes »

Aesthetic aspect

- Design should attract attention + maintain the readers interest
- Beautiful shouldn't be the goal = ugly is sometimes the solution (e.g. low price family stores)
- IF POSSIBLE: use photograph and colors (create a greater positive response)

Main copy

- Requires expertise + should state the benefits for the user of the product + lead to the call to action
- Avoid using « We » = use of « You »
- Make texts as short and direct as possible
- Long texts sometimes give a good impression
(e.g. for technical products such as computers)
Won't necessarily be read BUT looks like the product has plenty of characteristics
- Also, magazines readers tends to accept reading longer texts than newspaper readers. But when it comes to billboards, you have three seconds to convince the readers.

Rules and regulation

- Play by the rules = <http://www.adstandards.com>

Assignment 4

Create title and body copy for a given products using given images

Class 05

Revision

Workshop

Class 06

Midterm exam

Class 07

Assignment 4 : presentation

Search engine optimization (SEO)

- Great user interface + efficient marketing useless IF nobody sees your website.
- To visit your website, people need to find it.
- NEED to promote the URL : business cards, vehicles, social networks, etc. : that isn't enough.
- People need to see you in their search results (in the very first results)

What is SEO?

- Purpose = increase traffic's quantity and quality
- Using organic (non paid) search engine results

The quality of traffic

- Number of visitors IS NOT the most important (in general)
- Visitors to a website must really be interested in the website they come to
OTHERWISE: they leave

The quantity of traffic

- Once quality traffic is achieved
INCREASING traffic should be the goal

How SEO works

- SEARCH ENGINE = web page where users enter keywords
TO generate a list of links to different website that can potentially answer their needs
- To generate a list of results search engines need
some sort of database containing references about all existing websites
- To gather this information, search engines use crawlers
= a program that retrieves the informations of all websites to create a gigantic index.
- An algorithm matches all the data with th the query and supplies a results list
- Many factors are taken into consideration by a search engine's algorithm
(algorithms are regularly changes in part to avoid unfair and tricky optimization strategies)

What is optimization

- Content-related work that done to help search engines understand the content (while managing to rank as high as possible in the search results lists)
- To Optimize :
 - Correctly structuring web documents with proper tags
 - Using meta descriptions
 - Strategically produce text contents
 - Link to pertinent internal or internal pages
 - Have pertinent pages linking back to the website, etc.

SEO best practice

Importance of SEO

- Biggest part of traffic = generated by major search engines (mainly Google)
Bringing the right people to the right websites.
- Uncorrectly indexed = can lead to dramatic endings
- Traffic generated by SEO = very profitable
(compared to other types of marketing and promotion)
- Unfortunately, search engines cannot perfectly extract content from websites
- SEO helps the website being correctly indexed, assure visibility and boosting ranking
(so users can find a web site faster and more easily)
- SEO = very complex task (requires continuous analysis of the algorithms)
Minimal knowledge can help make a great difference
- For optimal results, some companies offer extensive SEO services

How does search engines work?

Link structure indexing

- Search engine use crawlers (spiders) to explore the Internet documents
- For each web page, it uses the link structure of websites to retrieve all related documents
+ save some of the information in an index

The two operations of search engines

- On search query made by a users, search engine first retrieve only relevant results
AND THEN order the results based on their relevance (ranking)
- Relevance is established by the algorithm based on hundreds of ranking factors

Basic SEO guidelines

- Produce web pages for users AND NOT for search engines.
- Don't cloak (presenting different content to users and search engines)
- Web structure must be clear
- Use semantic markup using proper and relevant tags
- Create rich contents accurately described
- All pages and documents must be reachable from at least one text link
- Make sure contents and links are not hidden into images or rich medias (Flash, video, etc.)
- Make sure several pages don't provide similar contents
- Update web site regularly with new contents
- In contents, use terms and expression commonly used by average people (keywords)
- Use user-friendly keywords in links
- Use accurate location targeting (Linking to irrelevant web pages lowers the ranking)
- <title> tags + « alt » attributes should be descriptive and accurate
- Especially when using 301 redirects, use rel="canonical" attribute
- Make sure there are no errors in the **robot.txt** document
- Have your content talked about, reviewed, commented, linked to, etc. (marketing)

The keywords

- Content research process = based on keywords
- Search engines' databases = pulls out all documents containing one or several terms

Using keywords

- When keywords are typed, search engines looks into its databases for the words
- Also takes in consideration many other things (for most possible relevant results) : words order, spelling, punctuation, capitalization...
- Use keywords you focus on are used in : titles, text + metadata

Choosing keywords

- Make sure the chosen keywords are the one most of people would used to search
- There is a competition with keywords
= more general terms generate much more results than specific terms

Example :

Searches with « book » and « music » VS « book about music »

- . There would certainly

Keywords abuse

- «Stuffing» was common in the early age of Internet
BUT detects stuffing now = lower ranking (or even site block)
- Use keywords naturally and strategically
make sure they are relevant with the content
You don't want a maximum of visitors, you want a maximum of visitors interested in your contents

Keywords page optimization's best practice

- Keywords should be present in <title> + heading at least once
- Keywords should be present 2 or 3 times in the body copy
- Keyword phrases = as high in the page as possible (as close as possible to <title> tag)
- Keywords should be used at least once in alt attribute of an image
+ once in the meta tags
- Keywords should be used at least once in URL
BUT avoid using keywords in links to other pages of your website (keyword cannibalization)

<title> tag

- Title should be a short and effective description of the content :
 - Make it short
(Search engines + social medias show a maximum of 65 to 75 characters of a title tag in the results)
 - The higher the better
Place important keywords as high in the page as possible (as close as possible to the title tag)
 - Consider emotional impact in search results
Part of the user experience = efficient title grabs attention and generate more traffic

The robots.txt file

- Located in the root of the web site (same level than the main index.html)
- When present, robots.txt file is the first one being read by search engines
- By default = crawlers index all documents in the link structure from the index.html file
- robots.txt file tells the crawlers what should and should not be indexed

The robots.txt structure

- Indicating the user-agent (the search engine crawler which is targeted) + instructions
- IMPORTANT mistake = risks of not being indexed
- Easily accessible/readable, = anyone can know what pages you desire to exclude from indexing
(don't use the robots.txt file to hide sensible content)

Excluding all files for all search engines

User-agent: *

Disallow: /

User-agent: * means « all crawlers»

Disallow: / tells the crawlers it should not visit any of the pages

Allowing all files to be visited by search engines

- Create an empty robots.txt file or simply not use any

User-agent: *

Disallow:

Excluding some files for all search engines

User-agent: *

Disallow: /cgi-bin/

Disallow: /temp/

Disallow: /icons/

Here, instructions are given to all crawlers

not to visit files located in the folders named « cgi-bin », « temp » and « icons »

Excluding a single search engine

User-agent: BadBot

Disallow: /

Here, BadBot is disallowed

Allowing a single search engine

User-agent: Google

Disallow:

User-agent: *

Disallow: /

Here, all search engines are disallowed except Google

* See common user-agents names

* See robot file example

The meta robots tag

- Controls search engines crawlers behaviours (like the robots.txt)
BUT on a given page instead of from the root of a website
 - Some situations when it is preferable to use meta robots tag :
 - If you have no control on the robots.txt file (e.g. some blog platform).
 - To keep search engines to index back-office access to contents
(The robots.txt files is too easy to hack).
 - If a page is restricted by a robots.txt file
(it can still be indexed, for instance, when there are backlinks pointing to it)

Structure of the meta robots tag

<meta name="robots" content="index" />

<meta name="robots" content="noindex,nofollow" />

- Must be placed in the <head> section
- Content attribute tells the search engines the way a page should be treated

Possible values of the content attribute

- index / noindex** :
Tells the engines whether or not to index the page (default = indexing all pages)
- follow / nofollow** :
Tells the engines whether or not to follow the links of the page (default, all pages are followed)
- none** : Equivalent of noindex and nofollow.

- **noarchive** :
Tells the engines not to save a cached copy of the page (default = all cached)
- **nocache** : Same as noarchive, but for Internet Explorer and Firefox.
- **nosnippet** : keeps Engines to display description text
(especially for content within non-HTML files)
- **noodp** :
prevents search engines from using descriptions from the Open Directory Project
- **noimageindex** :
Tells crawlers not to index any images on a page
- **notranslate** :
Tells crawlers to not show translations of the page in the search results
- **unavailable_after** :
Allows crawlers to show a page in their results until a certain date and time
(noindex is applied after the given date. Must be in RFC850 format)

Using robots.txt file and meta robots tags

- Possible to use the robots.txt file + meta robots tags.
- robots.txt file can allow to access all files from a given folder
BUT a meta robots can disallow a given file of the folder
- If two different instructions for a page = crawler will use the most restrictive one

Pages that shouldn't be indexed

- Any page which content isn't ready yet
- Pages with very little content
- Pages that are too similar to others
(noindex, BUT you may still want to use follow)

The meta tags

- Optional data tags placed into the <head> section to give browsers specific information about a page
- Not a magical solution that will boost a website's ranking (may help a little)
Helps users knowing what the web pages are about
Bad practice = can have very negative impacts (important to avoid mistakes)

Charset meta tag

- Tells the browsers the character encoding used (HTML5 default : UTF-8)
Now recommended to avoid using it and to prefer server side technology.

HTML4

```
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
```

HTML5

```
<meta charset="UTF-8">
```

Description meta Tag

```
<meta name="description" content="Your description" />
```

- Shortly describes what is the page or the website's about
Shows up in the search engines results (under the link)
- Should also build interest (to get more people visiting)
More clicks a page = positively influence ranking
- Not well written or not reflecting content = search engine uses its own (same with empty description)
- Use single quotes instead of full quotation marks ("") = would cut description

Quite useless meta Tags

Keywords Meta Tag :

`<meta name="keywords" content="You,keywords" />`

- Once very important (only Bing is said to use it now to detect spam)
- Specialists : better not to use this tag anymore. If you decide
Use only relevant keywords + avoid using too many
- Good idea : use it to include common misspelling + synonyms of your keywords

Author Meta Tag :

`<meta name="author" content="Your Name" />`

Copyright Meta Tag :

`<meta name="copyright" content="Some company or individual" />`

Revisit Meta Tag :

`<meta name="revisit-after" content="30 days">`

Never to be used meta Tags

Automatically refreshes the page :

`<meta http-equiv="refresh" content="30">`

Automatically redirects to another url :

`<meta http-equiv="refresh" content="10; url=http://www.yourdomain.com">`

- Very annoying to users + increase your bounce rate
- For permanent or temporary redirections, prefer 301 or 302 redirects

URL structure

- URL are shown in the search engines results
- Can potentially impact on traffic (builds interest)
- Also used by search engines for ranking
- URL containing keywords are better ranked
- Improves user experience (acting a bit like breadcrumbs)

Guidelines to help structure URLs

Empathy

- See things from the users perspective
- Manage for the URL to make it possible to predict the content of the page it links to
- Not too much specific details = give an overall idea of the content
- Keep it short (must be descriptive, short and simple, fully viewed + easy to copy/paste)

Use keywords

- Relevant folders and files names (if possible keywords related to the page's content)
- Avoid stuffing URLs with keywords
- Use hyphens to separate words (not underscores)
Certain symbols are not accurately interpreted by all browsers to separate words

Use canonical link tag

- To avoid having quite similar pages being indexed = use the canonical link in the <head> section
- indicates to search engines the main page a current page refers to.

EXAMPLE:

for a product available in three different colors

(you don't want the three pages versions to be indexed, only the main specific product's page

```
<link rel="canonical" href="http://site.com/product.html" />
```

HTML5 structural semantic elements

- Web pages structure also plays a role in SEO
Well coded pages make it a lot easier for the search engines to index contents
- Search engines use standard HTML elements (tags) trying to understand the content of a page
- Optimizing the page structure directly improves the search engines understanding of a page
- HTML5 adds new HTML elements to the existing ones (semantic elements)
- Standard HTML elements are simply structural and basically carry no meanings
- Semantic element = those carrying a sense, a meaning

<header>

- Used as the header of a letter OR as a heading such as `<h1>`
- Can identify the header portion of a page / the heading of the main, section or article contents

<main>

- Used to enclose the main content of a page (dominant content)
MAY include one or several contents of similar nature (e.g. all articles concerning a page's theme).
- Help search engine focus on the important contents of a page

<section>

- Can be used to specify subsections of the main content (grouping articles)
Some people uses it the other way around to create subsections of an article

<article>

- Used (usually within the `<main>` section) to indicate independent segments of information
- Search engines view these portions of contents as more important and give them more weight
- ALSO cleans up the code and makes it easier to read by reducing the use of neutral `<div>` elements

<nav>

- Used for navigation (very important element of any page)

<aside>

- Used to indicate secondary content or complementary information

<footer>

- Known by search engines to provide various typical elements :
links to social medias, site map, press link, etc.

Output elements

- There are standard and semantic elements used for contents of various nature (text, image, audio and video) = help search engines retrieving the important content of pages

<address>

- Used to specify the contact information

<figure>

- Specifies visual content, such as illustrations, diagrams, photos, etc.
`<figure></figure>`

<figcaption>

- Associated to a `<figure>` element = describes its content
`<figure>`
``
`<figcaption>President of USA</figcaption>`
`</figure>`

<h1> to <h6> headings

- Tells about the content hierarchy of a page
ALSO make these words more important than the others

, <q>, <cite> and <blockquote>

- Generates italic text (like the neutral `<i>`)
- `` used to put emphasis on a word
- `<q>` for a short quotation not requiring line break
- `<cite>` to indicate a quotation
- `<blockquote>` may still be used for an extended quotation

- Generates bold text like the neutral `` element / `` specifies an important term

<picture>

- Defines a container for multiple image resources using `<source>` to define the images to be used
`<picture>`
`<source media="(min-width: 650px)" srcset="red.jpg">`
`<source media="(min-width: 465px)" srcset="pink.jpg">`
``
`</picture>`

<video> and <audio>

- Allows for cross-browser compatibility to display videos without third party plug-in
<source> specify the audio or video file to be used.

<audio controls>

<source src="scream.ogg" type="audio/ogg">

<source src="scream.mp3" type="audio/mpeg">

Your browser does not support the audio tag.

</audio>

<video width="320" height="240" controls>

<source src="movie.mp4" type="video/mp4">

<source src="movie.ogg" type="video/ogg">

Your browser does not support the video tag.

</video>

- See online documentation for all optional attributes (autoplay, loop, poster, preload, etc.)
- HTML5 makes it possible to add information about the video (eg: closed captions, subtitles...)

What affects ranking

- No magical solution + good SEO can sometimes take years to build the wanted results
 BUT many other aspects can improve ranking

Usability and user experience

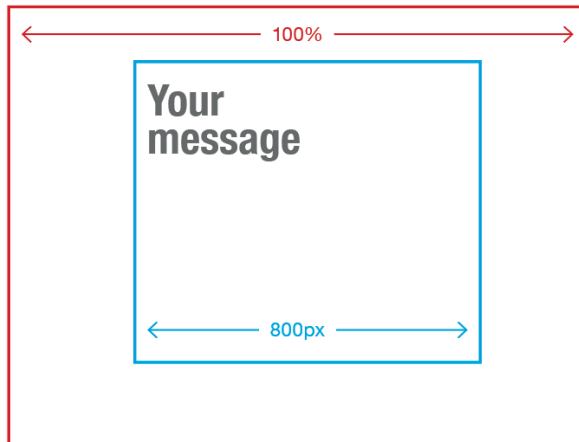
- Give indirect positive signals which search engines can measure :
 Users reading content, following internal links, bookmarking the page, sharing the link

The traffic

- When a user clicks a link in a search engine results list to a web site, two things can happen :
 - User starts reading the content OR comes back to the search engine results list to click another link
 - These two possibilities generate a short or a long click
 short click = « bounce »; people see the page
 - High bounce rate = to the search engines that users are not satisfied
 = will then give it a bad mark (affects the ranking negatively)
- AVOID: mobile redirects, redirecting to another domain and 404 errors
- The number of clicks of a link from the search engine results list OR within a web site = positive impact

Quality of content

- In 2011, Google Panda algorithm = evaluate the quality of content of web pages (now part of the core of the search engines algorithm)
- Many factors used to identify low quality content websites are still applied :
 - Keyword stuffing (mass of irrelevant keywords) OR hidden texts within content to boost ranking
 - Short content (very little OR useless content on a page)
 - Irrelevant content (Content not matching keywords, titles, other elements used in SEO)



```
<table border="0" width="100%">
<tr>
<td align="center">
```

```

<table border="0" width="800">
<tr>
<td align="left">
Your<br />message
</td>
</tr>
</table>
```

```
</td>
</tr>
</table>
```

- Broken links (Non-functional links / links not taking users where it is supposed to)
- On-site and off-site duplicated content :
Duplicated or similar content across a website or compared to other websites.
- Deceptive content : Content designed to deceive users
(e.g. ads that look like regular content to generate clicks)
- Content farms (Websites producing great volumes of content solely for SEO)
- Broad topics : Websites providing content not related to a focused topic
OR about too many different topics sometimes not relevant to each other
- Machine-generated content (Low-quality content produced by softwares)
- Poor spelling and grammar (Errors making content difficult to read or to understand)
- Non-optimized pages (Pages not optimized for search)

Responsive design

- Web pages well adapted to mobile devices = higher ranking
- 55% of visits are made using mobile devices : don't ignore them

Popularity

- One very important aspect taken into consideration by search engines = level of popularity of a page
If a lot of people visits a page for long periods and are revisiting regularly = positive signal to the engine

Back linking

- Many links pointing to a specific website = positive signal (the site must be important and popular)
- Back linking is even more powerful if the links pointing at a website are :
« local », treating of the same topic and/or considered a trusted or highly trusted domain
(e.g. universities, governments, non-profit organizations, etc.).
- Back linking from bad websites = negative signal
- Linked pages may lose popularity over a period of time
= add new links regularly + remove those that aren't relevant anymore

Getting linked

- First way = publish great content
OR compile useful informations to become a quick reference for people.
- Ask websites and bloggers to talk about you
- Share your URL + register to all sorts of lists and directories
- Good idea :
 - Register to a few popular relevant blogs
 - Participate regularly (posting articles / commenting existing ones)
 - Making sure to add the website's URL in your signature
(can sometimes be considered spammy)

Anchor text

- Anchor text = great importance for search engines
- Anchored text must be relevant to the URL it is pointing to (external or internal)
- Good idea = link keywords in the body copy

Social medias

- Search engines don't treat social media linking the same way as regular links
BUT they are noticed and taken into accounts
- Most of the time, the greatest portion of traffic will be generated by social medias (not SEO)
- It is important to maintain a presence and activities on social medias, bringing people to your website
- Think of making it possible for the users to add your social medias accounts from your website
(so they can get kept up to date with your communications)
- See Most popular social networks (2018) - course notes, page 12

Useful tools

Robots.txt and robots meta tags

<http://www.robotstxt.org/>

Keywords help

moz.com/explorer + moz.com/blog/category/keyword-research

adwords.google.com/keywordplanner

trends.google.com

www.wordtracker.com

Site maps

Sitemaps.org + XML-Sitemaps.com + Moz Open Site Explorer

Provides valuable insight into your website and links :

moz.com/researchtools/ose/

moz.com/learn/seo/domain-authority

Assignment 5

Chose a local average website, make a diagnosis and give improvement suggestions.

Student will have to present the assignment in front of his class.

Class 08

Presentation : Assignment 5

Web marketing strategies : e-mail campaigns

- Organic referencing through SEO alone won't make a web site popular
Different strategies and approaches can be used in order to generate a higher volume of quality traffic
- E-mail campaign : sending a web mail promotional message to a list of prospects (targeted customers) to increase traffic and potentially generate leads and sales
- E-mail campaigns = cost-effective way to connect with your segments
BUT they can easily seem like spam = it is important to make it the right way.
- Unsolicited e-mails (spam) are very annoying and can lead to many problems
Never choose such an option.

Generating a contact list

Sign-up form

- Create a signup form on your website
- Make it very visible
- Consider creating a pop-up for first-time visitors.
- Prospects gathered this way = interested in your website and what you offer

Sign-up sheets

- Use any social events (business meetings or congress) = give/leave signup sheets for people to fill
- Especially if the prospects have talked to you = these subscribers can be very valuable
- Good idea = leave your business cards as well (make sure they include your website's URL)

Social medias

- If you use social networks = put it to profit!
- Create a link to your signup form
- Strategies such as a special offer to your social networks subscribers may convince them

Landing pages

- Effective and well-made = can be very efficient in order for visitors to subscribe to mailing lists

Contest and promotions

- Offering mailing lists subscribers special advantages can convince your visitors to subscribe to mailing lists

Commercial lists

- Some enterprises sale prospects lists quite well targeted
- Can seem interesting = still is spam
(not recommended and even illegal in some countries, and some e-mail campaign services strictly forbid it)

E-mails retrieval

- One of the most acceptable unsolicited e-mail you may want to consider (but again, we wouldn't recommend it)
Mail sent to users whom visited your website
- Using a simple programs = retrieve visitors informations such as their e-mail addresses
THEN send a message to them (e.g.: promotion or special rebate).
- Make it clear this is the only message they will receive from you. You may also offer them to subscribe to your mailing list for regular updates and promotions.

How to create an effective e-mail campaign

- Like any marketing efforts = email campaign must first be prepared
THEN well produced + conducted
- FINALLY results must be evaluated (to optimize further campaigns)

Know your product

- General marketing rules and methods very generally apply
- Knowing your product = being able to focus on the benefits for the consumers
+ how it should be positioned accordingly to competition

Target your markets

- Communications need to be adapted for specific publics
- Divide the global market into segments + adapt to your chosen segments characteristics
- Easy and cheap to produce multiple well adapted communications targeting several segments

Goals, expectations and frequency

- All of your subscribers don't have the same expectations and needs
- You can have special automatic e-mails sent to new subscribers
ANOTHER to exiting customers
ANOTHER one to general prospects.
- Sign-up forms = possible to gather important informations
ALLOWING group subscribers strategically (well adapted messages)

- IMPORTANT = identify a goal for each communication

EXAMPLE :

Welcome word explaining what subscribers may expect

Occasional tips and tricks for existing customers

Regular communications announcing new articles for a blog, etc.

- ALWAYS use a call to action.
- FREQUENCY : too often / no good reasons = subscribers won't read it

Content management

What to tell your subscribers :

- New products and services
- Tips and tricks
- Upcoming events
- Coverage from previous events • Press coverages
- Links to popular posts from social medias
- Surveys
- Positive reviews or anecdotes from customers

Creating your message

- Useless messages won't be read
People will eventually unsubscribe or define the sender as spam
- Efficient subject line = people screen e-mail to prioritize reading
- Anything too catchy / advertisement type = won't be prioritized
- Subject line = must be descriptive OR making an attractive promise
THEN content needs to reach expectations.
- Make it short + right to the point
- Use content hierarchy + inverted pyramid (links for more details)
- Don't be too formal = Use brand personality
- Apply design rules correctly applied
- Use header, footer, headings, photographs, negative space, etc.
- Treat your subscribers like VIPs
(Let them know first about news and promotions + offer them special privileges)

Coding an HTML e-mail

- A lot like standard HTML BUT more simple
- Must be sent using : Multi- part/Alternative MIME
Bundle of HTML + plain text
- Cannot be sent using normal mail software
If text only = high volume would make server block you
Never use CC or CCI
- Third party service (eg.: Mailchimp)
OR special software

Positioning

- Major difference : positionning (NO CSS)
- Use nested table tags and attributes (at least 2)
ONE = To center the message (100% width td align="center")
OTHER = max-width 600-800 pixels
Complexe layout = More nested tables
- CSS can be used (inline or in head section) = Very simple / no shorthands

Goals, expectations and frequency

- All of your subscribers don't necessarily have the same expectations
- You may want to have :
 - A special automatic e-mail sent to new subscribers
 - One to exiting customers
 - One to general prospects, etc.
- Sign-up forms make it possible to gather important informations about your subscribers
THEN you can group them in different categories + strategically communicate with them
- Identify a goal for each specific communication.

Examples :

One-time welcome word explaining what subscribers may expect
Occasional tips and tricks for existing customers
Regular communications announcing new articles for a blog, etc.

- Don't forget to use a *call to action*.
- FREQUENCY is major factor in the efficiency of an e-mail strategy
- Communications sent too often/ for no good reasons = subscribers won't feel like reading them

Content management

- Especially for regular messages = it can become difficult to decide what to communicate to subscribers
- There's a lot you can tell them :
 - New products and services
 - Tips and tricks
 - Upcoming events
 - Coverage from previous events
 - Press coverages
 - Links to popular posts from social medias
 - Surveys
 - Positive reviews or anecdotes from customers

Create your message

- Write an efficient **subject line**
 - People scan their inbox and decide which emails they delete / read later / read immediately
 - Too catchy OR advertisement type = sure won't be prioritized.
 - Subject line should be descriptive + making an attractive promise
THEN content needs to reach the subscribers expectations
 - NO very long communications = clear + right to the point
 - Apply content hierarchy + inverted pyramid's method
 - If needed = link to more detailed informations
 - Don't be too formal = use brand personality
 - Apply design rules, use a header and a footer, nice headings, photographs, negative space, etc.
 - Treat your subscribers like VIPs
Make them the first to know about news and promotions
- Do not hesitate to offer them special privileges.

Coding an HTML e-mail

- Quite the same as coding a web pages
- BECAUSE of the multiple e-mail clients = coding must be simplified to avoid problems

Multipart/Alternative MIME Format

- Impossible to simply attach an HTML file to an e-mail
NOR to type HTML in the message with links to the needed elements
- HTML e-mail needs to be sent from your server using *Multipart/Alternative MIME format*
(sends a plain-text format + the HTML codes in a bundle)
- If a users can't see the HTML version of the message, plain-text format is used instead
- TO DO SO, you need a program which can send emails in *Multipart/Alternative MIME format*
OR use a third party service (eg: **mailchimp.com**) that will send the message for you
- EVEN if you choose to send plain-text messages to avoid using a third party service
= special software is needed = message needs to be sent once to each e-mail addresses independantly
- NEVER use CC or ICC to send bulk e-mails
- EVEN using a special software = your mail server would block your sendings (suspecting spamming)

Positioning

- Positioning is very different than usual web pages (forget about CSS positioning)
- USE nested tables with <table> tags and attributes
- AT LEAST two tables should be used : one for general positioning + one containing the message
- FIRST ONE = 100% wide used to center the one containing the message
NESTED table (message) = maximum width between 600 and 800 pixels

Important notes

- Don't just create and slice a full-image design
- Use images and text + nest more tables when needed for more complex positioning
- Use absolute links for images (full URL)
- CSS may be used = keep them as simple as possible (don't use shorthands)
- Write them in the tags OR in the <head> section of the HTML document

Mailchimp

www.mailchimp.com

Create new account

Designing email

Adding contacts

- Import from a file :
 - CSV / tab delimited text file
 - COPY/PASTE from file (xls / xlsx)
 - From integrated services (Google, etc.)
- Use a pop-up form to create a list of subscribers :
Desktop + mobile versions
 - Chose a format
 - Add an image (in the modal pop-up)
 - Adjust pop-up settings
 - Set the image alignment / field label (font + color)
 - Set the button / overlay style
 - Manage badge options (paid account)
- Fields :
 - (Add / delete / replace) + Required or not
- Content :
 - Mange image / Body / footer options
 - Manage Sign up success message
- Code to add to HTML document :
 - Generate code (button) + COPY/PASTE in HTML document

Mailchimp menu

- Campaign (Button Create)
 - Email
 - Social networks ads
 - Landing pages
 - Postcards
 - Signup forms

- Templates (Button Create template)
 - Layouts
 - Select layout
 - Manage content / design
 - Themes
 - Select a theme
 - Manage content / design
 - Code your own
 - Paste in code
 - Import HTML
 - Import zip
- Lists
 - Manage/create lists
 - Add contacts (button)
 - Import from a file
 - Add a subscriber (form to fill)
 - Create a landing page
 - Stats
- Reports
 - Campaigns
 - Comparative (paid only)
 - Automation
 - Regular email
 - Automated messages
 - Targeted emails
 - Subscribers activity (new, updates, pop-up thanks)
 - E-commerce
 - Database
 - +Custom
 - Landing pages
 - Select template
 - Manage content
 - Manage design

Assignment 6

On an existing personal HTML page using Mailchimp :

- **Create a puopup signup form**
- **Create a short list (including teacher)**
- **Create an automated welcome message**

Class 9

The stages of inbound marketing (conversion funnel)

- like for traditional marketing = planning + researches to develop tools
+ and results to be measured so approaches can be improved
- INBOUND MARKETING =
Attracting strangers / convert them into visitors / convince them to a call to action
+ make them return and become ambassadors

Attract

- Attraction = first stage of web marketing = opening end of the conversion funnel
- GOAL = increasing the traffic of the web site
(generate good quality traffic)
- WEB SITE + SEO = not sufficient to reach success
- Study your segments carefully + choosing a channel and strategies
THEN decide what, when and how to apply the chosen strategies
(blogs, social networks, mobile applications, content strategy, etc.).
- ATTRACTION =
Groups all efforts made in to catch attention
+to turn an Internet user into a visitor
+ get users to read your content

Convert

- Once converted into visitors = convince them to read the content + get them to act
(buy, ask for a quote, subscribe to a mailing list...) for instance
- CONVERSION = when a user positively responds to a call to action and visit website + read content
CONVERSION = USER becomes LEAD
- NEED to interest them + being convincing enough so obey to call to action
- CONTENT = the most important
NEEDS to match promise made in attraction phase OR visitor leaves = BOUNCE RATE
- HIGH BOUNCE RATE = Bad targeting? Bad content? Pages too long to load?
Must be corrected

Close

- Once visitors are turned into leads = make them customers (final goal)
Sales forces that come into play
- BUT all leads aren't ready to become customers at once
THOSE must be nurture in a constant and regular way
(showing them examples of the benefits, etc.)
E-mail campaign = very relevant.

Delight

- Once leads become customers = Keep contact
- Don't relate using advertising type of communications
Think of user experience
(help them, guide them, give them advises, make them happy of their choice so they become ambassadors)

Five steps of an efficient web marketing

Step 1 : Create a strategical web site

- A web site not just a presence on the Internet
= should have a goal : converting visits into leads, visitors into customers
- Create a solid structure + great design + efficient strategically developed contents
- Offer convenient feedback method + good call to action

Step 2 : Develop a SEO strategy

- Use a great HTML semantic structure + well targeted SEO strategy
- Visitors come from various sources
BUT traffic generated by SEO is the easiest one to convert into leads and customers
- Keywords are the secret = must to test different keywords strategies
= Google Adwords campaigns

Step 3 : Create regular relevant content

- Update content often (positive signals to search engines) = better ranking
- New contents = give visitors good reasons to return to a web site on a regular basis

Step 4 : Stay in contact with your segments

- Social networks = excellent way to reach potential visitors
BUT ALSO to keep contacts with your leads and customers
allow to maintain an active bidirectional relation with your audience

Step 5 : Develop an efficient e-mail strategy

- E-mail campaigns = very useful + efficient tool if used correctly
- Automated e-mails can be used on different occasions
(upon subscription to a mailing list, upon visiting a given page, after a purchase, etc.)
- Takes no time + are excellent communication tools
- All sorts of possibilities :
 - Announce new content having been published on a web site
 - Promote events
 - Give tips and tricks, etc.
- Used with strategical frequency = keep contact with your audience + make them return to your web site
(More traffic + potential sales)

Social networks : Facebook

- Professional pages and groups
- Establishing a barrier to gather data
- Redirection to a landing page
- Using collected contacts

Advertising on Facebook

- Dynamic ads
- Creating ads sequences

Social networks : Instagram

- Advertising on Instagram
- Instagram vs Facebook
- Creating an efficient Instagram ad
- Writing for Instagram

Organizing a campaign on Instagram

- Engaging your audience
- Creating interaction with your audience
- Advertise
- Put functionalities to profit

Social networks : LinkedIn

- B2B network
- Setting up your profile
- Contact informations
- Summary
- Work experience
- Skills and expertise
- Accomplishments
- Articles and status
- Groups
- Videos
- Building your network
- Recommendations
- Advertising and other functionalities

Social networks : Youtube

- What to show
- What equipment is needed
- Building your network
- General recommendations
- Technical considerations
- Recommended upload settings

Mention about Twitter uses

Mention about influence marketing