Core Questions of Unit 3

Q1. Discuss about search engine marketing with its purpose. Elaborate the process how search engine works.

Ans. Search engine marketing (SEM) is a method of promotion and advertising to help companies' content rank higher among search engine traffic. Like search engine optimization (SEO), search engine marketing helps companies improve the way content is ranked by search engines.

SEM helps companies bring their products and services to the attention of audiences through paid search engine advertising. SEM is an online marketing strategy in which organizations buy <u>targeted ad</u> space at the top of search engine result pages (<u>SERP</u>). This approach is different from SEO, which focuses on optimizing content for search engine algorithms so the content ranks high on the SERP.

Google, Bing and Yahoo are the most popular search engines. Each uses an auction process to determine where SEM ads rank on their SERP.

Search engine marketing is also alternatively referred to as paid search or pay per click (PPC)

Search engine marketing aims to get your website to rank higher in the result pages of the search engines. This will increase the number of visitors to your site, resulting in an increase in sales for you. There are many reasons that a business owner would use this type of marketing. Below are some of them:

1. Increasing Traffic

You need the traffic to have an increase in sales. Many people use search engine websites such as Google to find products. When people do this, they need to be directed to your site for them to buy. The more traffic you get to your site, the better chance you have of making sales and getting new customers.

2. Lowering Cost

Search engine marketing will allow you to place your website in a prime location on any search engine page. Your site will be closer to the top, giving you a better chance of being found. This is much less expensive than advertising on television or radio.

3. Reaching your Target Audience

Everyone has a different age, gender, ethnic background, and other choices. Each of these affects the audience your site should reach. With search engine marketing, you can choose keywords that will specifically be useful to your target audience. These keywords will help bring the right traffic to your site. This will increase your sales and at the same time improve your reputation among your customers.

4. Having More People Find Your Site

Every person that types in a keyword are looking for a product or service that meets their needs. This creates a more excellent opportunity for your website to be more well known than the next. Your competition is fighting for the exact keywords, so you need to get your site noticed to have the edge over them. This is to be done with search engine optimization, which makes your site more noticeable to search engines.

5. Getting More Potential Customers

When people search for a specific term, they tend to narrow down their search to the most relevant results. When the results are shown, your site is more likely to appear in the search results. In general, people like to click more on the first result, so if your site is featured on the first page, it will draw many visitors. This is one of the reasons why many use search engine marketing to promote their websites.

A search engine is a software system or online service that allows users to find information on the internet by entering keywords or phrases, and then it retrieves and presents relevant web pages or documents related to the user's query.

Basically all search engines go through **three stages**:

- **Stage 1: Crawling**
- **Stage 2: Indexing**
- **Stage 3: Ranking and Retrieval**

Crawling

This stage involves scanning the sites and obtaining information about everything that is contained there: page title, keywords, layout, pages that it links to – at a bare minimum. This task is performed by special software robots, called **"spiders"** or **"crawlers"**. These robots usually start with the most heavily used servers and popular web

pages. The link structure is very important to determine the route that these "crawlers" follow.
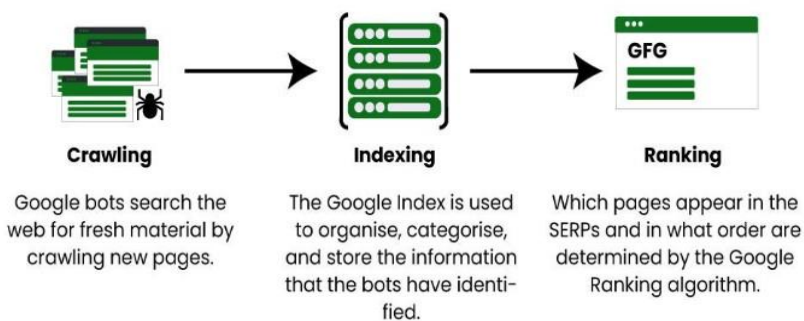
The new links are followed next to find many interconnected documents, also revisiting the previous sites to check for newly made changes. A never-ending process. Sometimes the "crawlers" give up, if the actual content is hidden many clicks away from the homepage.

Indexing

Once all the data has been assimilated, selected pieces of it are stored in huge storage facilities. We can relate in this way: we possess several number of books. Going through all of it is the **crawling**, and making a list of them, along with their authors and other related information is the **indexing**. This example provides a small-scale view. If we expand this assumption to books contained in all the libraries in this world, that pretty much explains the magnitude a search engine undertakes.

Ranking and Retrieval

Search engines are answer machines. Whenever we perform an online search, the search engines scour its database for the most relevant results. Also, it ranks these results based on the popularity of the websites. **Relevance** and **popularity** are the most important factors to be considered by these search engines to provide satisfactory performance. **Ranking algorithms** differ for different search engines. An engine might assign a weight to each entry, relative to their appearance in the title, meta tags or the sub-headings. The most basic algorithm uses the frequency of the keyword being searched. This, however, led to something called **"keyword stuffing"**, where the pages are mostly filled with nonsense as long as it includes the keyword.

Crawling	Indexing	Ranking
Google bots search the web for fresh material by crawling new pages.	The Google Index is used to organise, categorise, and store the information that the bots have identified.	Which pages appear in the SERPs and in what order are determined by the Google Ranking algorithm.

Q2. Define Search Engine Optimization. Explain the different types of SEO with examples.

Ans. Search engine optimization (**SEO**) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines.

The better visibility your pages have in search results, the more likely you are to be found and clicked on. Ultimately, the goal of search engine optimization is to help attract website visitors who will become customers, clients or an audience that keeps coming back.

As an Internet marketing strategy, SEO considers how search engines work, the computer-programmed algorithms that dictate search engine behavior, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by their targeted audience. SEO is performed because a website will receive more visitors from a search engine when websites rank higher on the search engine results page (SERP). These visitors can then potentially be converted into customers.

Types of SEO

1. On-Page SEO (On-Site SEO):

On-site SEO refers to the practice of optimizing elements on a website, such as the content and HTML code, to improve its rankings in search engine results pages and attract more relevant traffic to the website. This is different from off-site SEO, which involves optimizing external factors like backlinks and social media signals.

2. Off-Page SEO (Off-Site SEO):

Off-page SEO, also called off-site SEO, is the practice of improving a website's search engine ranking by optimizing factors outside of the website itself. This can be done by building high-quality backlinks, promoting the website on social media, and other forms of online marketing.

The goal is to increase the website's authority, reputation, and relevance in the eyes of search engines, which can result in higher search engine rankings and more organic traffic to the website.

3. Technical SEO

Technical SEO involves making website optimizations that help search engines crawl and index a website more easily, thereby improving its search engine ranking. This includes tasks such as optimizing site load time, ensuring that robot.txt files are properly configured, and setting up redirects correctly.

The goal of technical SEO is to make a website more accessible and user-friendly for both search engines and website visitors.

Q3. Differentiate between:

  i. SEO v/s SEM

  ii. SEO v/s PPC

Ans. **Differences Between Pay Per Click(PPC) vs Search Engine Optimization(SEO)**

Aspect	SEO (Search Engine Optimization)	PPC (Pay-Per-Click)
Definition	Optimizing a website to rank higher in organic search results.	Placing ads on search engines and paying for each click.
Cost	Long-term investment with gradual ROI.	Immediate costs with potential for higher immediate ROI.
Visibility	Organic results, appear below paid ads on search engine results pages (SERPs).	Immediate visibility through paid ads at the top or bottom of SERPs.
Traffic Source	Organic traffic from users actively searching for relevant content.	Paid traffic from users clicking on ads.

Aspect	SEO (Search Engine Optimization)	PPC (Pay-Per-Click)
Time Frame	Takes time to see results (weeks to months).	Immediate results once the campaign is set up.
Sustainability	Effects are long-lasting but may require ongoing adjustments.	Immediate results, but traffic stops when the advertising budget is exhausted.
Control	Less direct control over when and where the website appears in search results.	More control over ad placement, targeting, and timing.
Targeting Options	Relies on content relevance, quality, and other SEO factors.	Allows precise targeting based on keywords, demographics, and other factors.
Click Costs	No direct costs per click (except for costs associated with SEO efforts).	Advertisers pay a fee each time their ad is clicked.
Competitiveness	Competitive, with rankings influenced by various factors.	Competitive, with ad placement influenced by bidding and ad quality.
Results Duration	Long-lasting results with ongoing maintenance.	Immediate results, but

Aspect	SEO (Search Engine Optimization)	PPC (Pay-Per-Click)
		traffic stops when the campaign ends or budget is exhausted.
Strategy	Strategic focus on content optimization, backlinks, and website structure.	Strategic focus on keyword selection, ad copy, and bidding strategy.
Example Platforms	Google, Bing, Yahoo (organic results).	Google Ads, Bing Ads, Facebook Ads, etc.

Difference Between SEO and SEM

SEO	SEM
SEO stands for Search Engine Optimization.	SEM stands for Search Engine Marketing.
It is a part of SEM.	It is used for traffic generation and is a superset of SEO.
Results will take time to appear.	Immediate result.
Suitable for low-budget companies.	Suitable for big-budget companies.
The Click-Through Rate (CTR) of SEO is higher than SEM.	The Click-Through Rate (CTR) of SEM is lower than SEO.
Traffic potential is unlimited.	Traffic potential is limited depending on the budget.

SEO	SEM
It is inexpensive.	It is expensive.
Long-term benefits.	Short-term benefits.
SEO improves the visibility of the website.	SEM improves the sales of a small business.
Competition is lesser due to the requirement for organic content.	Competition is higher in the targeted areas.
The SEO search result doesn't target any audience.	SEM search result targets the selected audience.
Example: Backlinks creation	Example: Google Ads

Q4. Define Mobile marketing. Elaborate its advantages and types.

Ans. Mobile marketing is a marketing strategy that specifically takes advantage of mobile channels like SMS & MMS messaging, mobile apps, messaging apps, and mobile-optimized browser sites to reach customers. Beyond simply delivering messages, it has to take into account how information looks on different devices, how well an app performs, location-based information (since people take their mobile devices everywhere they go), and how companies can use mobile data responsibly and ethically to provide a better customer experience.

The stats show that mobile devices represent a large and growing segment of online activity. There are more than 6 billion mobile phone users worldwide, with subscriptions expected to grow by "several hundred million" in the years to come.

In addition, mobile devices — smartphones in particular — are now an essential part of the shopping experience. According to Gartner, in 2021 smartphone sales continue to increase. Studies also show that 79% of smartphone users have made a purchase online in 2022.

And it's not just about purchases. Shoppers are using mobile devices for research before buying. In the retail space alone, mobile

commerce sales — commercial transactions made via mobile phone — are expected to reach **10.4% by 2025**, which is more than double the pre-pandemic numbers. In other words, there's a great opportunity to reach potential customers with time-based, location-based, and personalized messages.

Mobile marketing allows you to reach highly targeted customer segments and engage with them through relevant marketing campaigns. **Advantages of mobile marketing include:**

- **Accessible and Immediate** – you can reach an audience from anywhere at any time, the fastest way to communicate with customers
- **Global Audience –** people have mobile phones across the world, so you can reach who you choose
- **Multiple Channels –** provides flexibility and opportunity to reach customers through websites, apps, text, social media, and more
- **Personalization** – mobile devices are an extension of the user, so any information customers receive from their mobile devices will seem much more personal to the customer
- **Viral Potential** – content is easily shared creating free exposure and the potential for your content to be shared everywhere.

Types of Mobile Marketing

In-App Marketing

In-app marketing is marketing through mobile apps. In-app marketing can be either for your own brand or for other brands. For your own brand, In-App marketing refers to the use of banners, overlays, and inbox messaging to market your products to your app users. You can engage customers who are active users of your brand's app and guide their user experience in your app.

Mobile Push Marketing

Mobile push marketing sends marketing messages on mobile devices using push technology. It allows you to deliver relevant information to users even if they are not on your website or app. Mobile push notifications allow you to communicate with existing and potential customers in a simple and effective way.

SMS Marketing

SMS marketing is a marketing campaign via text message. You can send promotions, alerts, offers, and more to current and potential customers' phones. Text marketing campaigns can be successful because most people have their phones with them, and it is difficult to ignore push notifications.

Social Media Marketing

Social media platforms typically have billions of users, making social media a great place to advertise and promote your business. Social media marketing allows you to make a more personal connection with consumers through Facebook ads, promoted tweets, or shoppable pins on Pinterest.

Location-Based Marketing

Location-based marketing allows you to target a customer on their mobile device based on their location. You can create specific marketing campaigns based on your customers' location, making the marketing campaign more relevant.

QR Code Marketing

QR code marketing allows you to create a link to your website, download your app, review your business, or signup for your newsletter. Customers can scan the QR code with the camera on their smartphones and it is simple to use. QR code marketing allows you to engage more customers and can be used for almost any marketing purpose.

Q5. Discuss about video marketing with its challenges.

Ans. Video marketing describes the use of video content to promote or inform audiences about your brand and products. Brands can use video across a variety of digital channels and formats, including their own website, social media marketing, programmatic advertising, and more.

Challenges of Video Marketing:

1. It can be a costly affair

As far as a video advertisement is concerned, it has many aspects. If you think about the video marketing – from a creative script to the

right equipment to editing it prolifically and finally streaming it on various platforms, running a successful video advertising campaign is not a walk in the park. It requires relentless efforts and a highly creative mind to film content in a way that leaves a lasting impression in the minds of your potential customers.

2. It can be a time-consuming task

Often video adverts take a long time before they are ready to go live. It is an uphill task divided into numerous stages – the rigorous planning stage, the meticulous filming/producing stage and the creative editing stage. It could be time-consuming, taking several days or even weeks at a stretch to finally reach the target audience.

3. They are more likely to be skipped than watched till the very end

It is very common for people to swap channels while the ads are being played on television or skip the same if they are browsing on a platform like YouTube. It is sometimes super annoying, especially when it's an autoplay video, an unskippable ad or an excessively long video. This is because there is an abundance of video advertisements today and the audience's attention span is much less. This has led to individuals losing interest in ads altogether and has further fueled their tendency to skip the same within seconds.

4. Technical limitations can kill the vibe

Technical glitches may arise while watching videos. For instance, watching an ad on a slow internet can ruin the experience of watching as videos generally take longer to load than images or blogs. Similarly, network bandwidth can also result in watching the video in poor quality, which may again not do justice to the amount of effort that went into developing it in the first place.

5. It may be difficult to update video adverts

While some videos may be timeless, certain ads may become irrelevant over time due to many factors that may even be outside the control of the business. Factors like seasons, clothing and trends can hinder the ad from being evergreen.

Q6. Explain the factors which should keep in mind while preparing video marketing strategies.

Ans.   8 Tips for an Effective Video Marketing Strategy

1. Create a posting schedule

Viewers expect regular content updates, so it's important to think of your videos in terms of campaigns instead of posting videos at random. Think of stories that you can tell and break them into multiple parts, posting a new update each week.

After you've established the content of your videos, create a publishing schedule.

Establishing and maintaining a consistent posting schedule will encourage your audience to come back for more videos. You can also space your videos out over time and use them to lead viewers up to a big product launch or exciting announcement.

Continue to implement new campaigns according to your posting schedule to keep your audience engaged in your content.

2. Include tutorials and demos

With video marketing, you can create content that demonstrates how to use them. If someone has a question about your products or services, they can view your videos before purchasing.

Tutorials and demos can ease customers' concerns and help them feel confident in their decision to purchase a particular product or service.

This will help to convert more of your site visitors into satisfied customers.

3. Tell stories

If you're like me, you love good stories—stories that reel you in and keep you on the edge of your seat.

Incorporating stories into your video content is a great way to improve viewer engagement. Rather than simply introducing your company, your mission, and your products, look for ways to tell stories with your videos. How does your company impact your clients?

Are you making a difference in the community?

Develop your story, and use videos to share it with your audience.

4. Show your personality

Your videos are a great chance to showcase your company culture. People don't want to watch boring videos. They are more likely to watch videos that are engaging and full of personality.

Think about what sets your business apart, and highlight that in your videos.

Don't waste time creating videos that don't do your company justice.

5. Incorporate customer-generated content

People love seeing themselves in videos, so why not make your customers the stars of the show? You can encourage them to create videos while using your products and services, then post those videos to your social media profiles and website.

When people see themselves in the videos, they will likely share them with friends and family. And every time someone shares one of your

videos, your brand will gain exposure in the newsfeeds of a wide audience of people.

6. Don't forget calls to action

Don't forget to include calls to action in your videos.

If you want someone to visit your website or follow you on social media, let them know. If someone is speaking in the video, they can easily instruct viewers to take a desired action. You can also include text in your videos that links to your website and encourages viewers to check it out for more information.

Customers might enjoy your video, but if they have no idea what to do after they watch it, you may be pouring time and money down the drain.

Adding a call to action is simple, and can spark conversions that may never have otherwise happened.

7. Optimize videos with SEO content

Did you know that Google indexes YouTube videos?

So when someone searches for your brand and a particular phrase, you have the opportunity to show up multiple times in the same search. To optimize your videos, you can include keywords in your video descriptions.

And you can add shortened links with calls to action that encourage people to visit your website or a landing page with a special offer.

You can also take advantage of YouTube's tagging feature, which determines the relevance of your videos and groups similar videos together. This will help your video appear as a "related video" when viewers watch similar content.

8. Evaluate success

In order to create successful video marketing campaigns, you have to understand and evaluate the effectiveness of your video marketing strategies. Many video hosting sites include analytics and can give you an idea of how your videos are performing.

You can use these analytics to analyze metrics such as the number of times of video is played and the percentage of visitors who clicked the play button.

Additionally, you can integrate your videos on your site and monitor the results with Google Analytics. This will enable you to get the same level of insight with your videos as all of the other content on your site.

Q7. Discuss about the marketing gamification with its benefits and explain all the types of marketing gamification users with examples.

Ans. Gamification marketing is a distinct development in the marketing industry. It has emerged as an innovative approach to engage current customers and convert them into loyal customers.

At the core of this strategy lies the idea of incorporating game-like, interactive elements into a traditional marketing campaign. These elements can range from quizzes and puzzles to achievement badges and leaderboards.

> *The objective is not just to make the user experience more entertaining, but also to offer a sense of achievement that will encourage customers to return.*

A well-implemented gamification strategy goes beyond mere gimmicks to become an integral part of a brand's basic processes for customer engagement. For instance, rather than just offering discounts, a company might offer achievement badges for different levels of interaction with their product or service.

The more badges a customer earns, the higher their loyalty tier, entitling them to exclusive offers or experiences. This adds a layer of fun and competition, incentivizing customers to engage deeper with the brand.

The basic elements of gamification, like point systems, achievement badges, or quests, often mirror those found in video games.

Benefits of Marketing Gamification

1. Gamification increases
- average website session time;
- average time spent reading an email;
- audience engagement;
- Increase social sharing.

2. It makes the user experience more enjoyable and results in better satisfaction.

3. In gamification marketing, consumers are driven to perform an action because it offers elements of competition or reward.

4. Compared to other marketing tools, email gamification doesn't require complex solutions or algorithms.

5. A simple quiz or a challenge to find a hidden link can be implemented within a basic email template.

6. It helps collect customer data.

TYPES OF GAMIFICATION USERS

WHAT THEY NEED:
• SURPRISE, INSPIRATION, FUN

GAME MECHANICS:
• LUCK AND QUICK SUCCESS GAMES, PRIZES, BOOSTERS

GAMIFICATION EXAMPLE:
• FORTUNE WHEEL

ENJOYER

WHAT THEY NEED:
• ACHIEVEMENTS AND COLLECTION

GAME MECHANICS:
• BADGES, LEVELS, SIMPLE TASKS, PROGRESS BARS

GAMIFICATION EXAMPLE:
• REVIEWS BADGES

FARMER

WHAT THEY NEED:
• STATUS, INFLUENCE, ACCEPTANCE

GAME MECHANICS:
• LEADERBOARDS, DUELS, EXTRA OPTIONS

SELF-SEEKER

GAMIFICATION EXAMPLE:
• USERS RATING

NETWORKER

WHAT THEY NEED:
• CONTACTS, COMMUNICATION, PRIVILEGES

GAME MECHANICS:
• CHATS, MENTORING, COMMUNITIES

GAMIFICATION EXAMPLE:
• ADVICE SECTION

Q8. Elaborate the marketing analytic tools for target, segment and position.

Ans.

Google Analytics can really provide you with a myriad of information, as long as you know where to find it and how to read the data. Website metrics will help you review user traffic and define all types of information about your visitors. This, in turn, will give you the opportunity to see exactly where your visitors are coming from, and even why they are visiting your content. Analytics should become a key part of your business objectives as they can be used to help you develop all types of areas of your business: sales (ecommerce), lead generation, content publishing, online information, and branding. Analytics can easily be used as a way to segment your traffic or your users and define your target audience, which will then help you identify areas where you can target new readers.

Important aspects of Google Analytics are metrics (quantitative measurements) and dimensions (characteristics). Once you have set up your dashboard you will be able to set all kinds of metrics and dimensions which will help you segment your users into different areas: from location and browser usage, to age, pages viewed and time spent on your website. It's always best to combine dimensions and metrics so that they share the same scope or view, that way all of the information that you collect will actually tell you a story from beginning to end. Your main goal is to get to know where your visitors come from and, from that, you will be able to define strategies to target new visitors and readers.

Google Analytics Dashboard Know Where Visitors Come From

As an authorpreneur, or any business owner for that matter, you must be able to differentiate between a "customer" and your "target audience". Your customers are actually going to help you learn all about your target audience, even if they aren't aware of it! The more you know about your target audience, the more you can connect with it, and the larger it will become. You want your readers to feel like they have an affinity with you, and that affinity will lead to loyalty as well as promotion within their circles. Basically, your goal will be to learn as much as possible about your readers in order to target the right people, and consistently grow your market. You can analyze your customers' analytics; see where they come from and why. You can also track shares and mentions via social media and see what posts are more popular than others, or get to know your market by sending out questionnaires or surveys to those who have subscribed to your email list. By analyzing all of these areas you will be able to create surefire tactics to connect with and grow your target audience.

In addition to using all of the metrics available via Google Analytics, another way to define successful marketing tactics is to use online advertising strategies, and to then use conversion tracking to determine which campaigns are successful and which aren't. AdWords' Conversion Tracking feature can be used to define the number of sales or leads generated from different campaigns, which will then help you make informed decisions on where you should spend your money and where you shouldn't. In a first stage you will define what a conversion is for you: is it a book sale, or a new email subscriber? Is it a social share or a new Facebook Fan? Once you have defined this, the second stage will be to add a small piece of code to the page you will call your "conversion page" (this can be a "thank you" page or confirmation page, depending on what your conversion is). Then, once a visitor arrives on that page, Adwords Conversion Tracking will not only record the conversion but will actually drill the conversion down to a set of metrics that will show you exactly how the conversion took place, from beginning to end! This way you can easily track successful ads and ones that don't create any traction.

Adwords Conversion Tracking

Google Analytics, AdWords, and other online analytics and advertising tools all contain a huge pool of information that will help you create not only your own brand, but also develop and grow your target audience and pinpoint advertising strategies that work for you. All of this information can help you grow your business, and there are many extensive guides available online for free. You can't go wrong with using all of this available data to your advantage!