

UNIT-III TYPES OF DIGITAL MARKETING

Different kinds of Mobile Marketing

Mobile is an important tool for marketing your product and services. Today, almost everyone is having a mobile handset or smart phone. Mobile marketing or M marketing to put in simple words is the marketing of goods and services to mobile devices such as smart phones, tablets, iPods and much more. There are many types of mobile marketing some important types are as given below

- 1) SMS Marketing
- 2) MMS marketing
- 3) Push notifications
- 4) App-based marketing
- 5) In-game mobile marketing
- 6) Location-based marketing
- 7) Mobile search ads
- 8) QR codes
- 9) Mobile image

1)SMS Marketing

SMS marketing it is one of the oldest forms of mobile marketing in this you send messages using phone numbers of your potential buyers.

2) MMS Marketing

Multimedia messaging service (MMS) it's one of the oldest forms of mobile marketing. In this mobile media marketing is done by sending a timed slideshow of images, text, audio, and video. in this form, you can send both mobiles terminated and receive mobile originated rich content through MMS A2P person to person.

3) Push notifications

Push notifications are another important mobile marketing tool. It helps brands to communicate those messages to the potential buyers in a simple and effective way. This method is cheaper compared to SMS marketing if used for a longer period but for short-term it may be expensive.

4) App-based marketing

Today it is a known fact that people daily engage with their mobile apps. Daily huge number of apps is being downloaded on mobile devices. The most popular and market leader is Google app store. As per the reports, it is clear that Android smartphones are the winner. As far as the download of the mobile app is concerned. This gives us great potential for direct engagement and targeting the right customers and generating revenue. One another successful example of Mobile app based marketing is Facebook. Facebook mobile promoted ad post is integrated so seamlessly with their feeds is that it is difficult to recognize them as any kind of distractions.

5) In-game mobile marketing

All types of age group people like to play games on their mobile devices. The huge success of Pokémon Go is the latest example. This is a significant platform to engage with our target audience directly. Different types of advertisements can be displayed while playing the game such as banner pop up image advertisement video ads at the beginning in between or at the end of the game.

6) Location-based marketing

Marketing messages are sent to the website visitors depending on the geographical presence of the people. For example, a pizza outlet based in South Mumbai may wish to put ads for that specific location only and need not market the whole of Mumbai region.

7) Search Advertising

These are given as extra add-on extensions such as click2call; search advertising mainly used by the search engines such Google, Microsoft and MSN etc.

8) QR codes

QR codes are mainly used for Mobile gaming sites. QR codes are scanned by the users through their mobile camera and are taken to the site at which the QR code is linked.

9) Mobile image

Images are used as an important tool of mobile marketing, advertisements are placed at different places on the website such as header footer or as a pop-up of images.

Mobile Marketing Ecosystem

Mobile marketing ecosystem includes following parties

- Advertisers
- Aggregators
- Content publishers
- Carriers
- Industry organizations
- Consumers

1) Advertisers

Advertisers and agencies are the ecosystem's newest entrants. Brands from all industry verticals have been active in the past year, adding a new perspective to the ecosystem that entertainment brands alone cannot. More activity by a wider range of marketers has helped spur mobile-only and mobile-boutique agency growth. These agencies, along with an increased number of traditional and digital shops, have the knowledge to help plan and buy [mobile marketing](#) programs that will provide value to the end consumer, programs that are ideally integrated into a larger communications strategy.

Aggregators

Aggregators, or mobile enablers, are third-party companies (technology and otherwise) that bridge the gap between content owners (brands and publishers), carriers/operators, and

consumers. They are a necessary middleman with untapped experience and knowledge that can't be overlooked or undervalued.

Content Providers

Buyable mobile marketing programs are made possible via media companies turned mobile content publishers. Over the past few years, programs have evolved from exclusive partnerships and basic tests to consistent elements on many media proposals..

Carriers

AT&T, Verizon, Sprint Nextel, and T-Mobile are the key names to know. Each works with aggregators and enablers to approve marketing programs crossing their individual networks. Carriers and operators are increasingly becoming more like media companies than anything else.

Industry Organizations

Mobile is self-governing. The [Mobile Marketing Association](#) (MMA), [CTIA.org](#), and [Interactive Advertising Bureau](#) (IAB) have stepped forward to establish committees and best practices and provide an outlet for the ecosystem. The MMA is the most holistic of organizations when it comes to providing a voice and opportunity for involvement, but publicly available resources and committee opportunities for member companies can be found within all three organizations. They offer such great resources as updated stats, facts, and key guidelines and ad standards that further help define the marketplace.

Consumers

Engaging the consumer in the [mobile marketing](#) ecosystem is essential to propel the industry forward. Consumers, the intended audience for all marketing programs, control their individual mobile experience. Each and every program should provide as much value to the consumer as it does to the entities involved in making it happen.

B) SOCIAL MEDIA MARKETING

DIFFERENT SOCIAL MEDIA CHANNELS

Some important social media channels are as given below-

1. Facebook

With more than 2.7 billion users worldwide, [Facebook](#) is pretty much a must when it comes to social media marketing channels. The site is popular with everyone from teens to grandparents. Businesses can sign up for business pages, create groups, and even host events. The site also offers extra features ranging from targeted advertising to live broadcasting to increase your social media marketing.

2. Instagram

A visually-oriented social media platform, Instagram is mainly used as a mobile app. It lets users post photos, short videos, live streams, and stories that disappear at the end of each day. The app has more than a billion active users. Its user base is a bit younger than that of Facebook. However, as social media platforms go, the value of influencer marketing is much higher on this channel. With influencers on Instagram, you can target your audience with the right type of content.

3. YouTube

If you create video content for your business, then you probably already use [YouTube](#). You can upload your own videos, share them on other sites, create playlists and even interact with other users on the video social media platform. YouTube has more than 2 billion monthly logged-in users. Even more view videos without an account. With a wide and varied user base, businesses posting useful video content like how-to's or demonstrations can utilize YouTube as part of their social media marketing strategy.

4. LinkedIn

The most popular business-oriented social networking site, [LinkedIn](#) is great for entrepreneurs looking to boost their professional networks or reach out to B2B clients. The site offers general posts, long-form content, and even job listings. With 706+ million users, LinkedIn can be useful for growing your network, hiring, or sharing expertise with other professionals. LinkedIn is especially helpful for startups looking for brand recognition as part of their marketing efforts. Whether it is to attract investment or talent, a startup can do both with the right content on this social media platform.

5. Pinterest

[Pinterest](#) is part social media site, part creative search engine. It allows users to create different boards where they can save photos and content from a variety of sources. So businesses can use it to post products, blog posts and a variety of other content. There are more than 400 million active users, many of whom are young people and women. Fashion, home decor, food, and DIY brands may find the platform especially powerful. If the content of your marketing is visually driven, Pinterest is a great option

6. Twitter

[Twitter](#) is a microblogging social media site that allows users to post short messages, photos, links and other types of media. There are more than 330 million active users. Males and those between 35 and 65 are most active. Since it's not as visual as many other social sites, Twitter is often best for those who share information, like news outlets or B2B businesses. Twitter is a great social media platform for starting conversations, but you have to be in the right demographic to capitalize on it.

7. Tumblr

[Tumblr](#) is an interesting addition to the world of social media platforms. It's sort of a mix between a social media site and blogging platform. You can post photos, videos, text posts and even re-post or like content from other users. It has lost some popularity in recent years. However, it still has about 400 million monthly visits. It's especially popular with young, trendy audiences. Tumblr has changed dramatically since its early days, but with the right marketing and content you can reach a very specific audience.

8. Snapchat

Known mainly for being popular with a young audience, [Snapchat](#) has about 360 million users each month. You can share photos, short videos or text messages with other users. That content is only viewable for 24 hours. The mobile social media platform can be useful for raising brand awareness among teens as part of your marketing campaign. As marketing on social media platforms goes, make sure to view the site and the content before you invest in ads.

9. TikTok

[TikTok](#) is a relatively new social network that specializes in short, viral videos. Again, it's mainly popular with a young audience. However some of the videos get shared on other sites as well. The app gets about 800 million visitors a month. As a result, it can be a useful part of a social media marketing strategy for creative brands that want content to reach young viewers.

10. Flickr

A social photo sharing site, [Flickr](#) has lost some of its user base in recent years. However, the site still has about 90 million users a month. It lets you upload photos and videos, sort them into albums and even interact with other users in groups or comments. Photography businesses might use it as part of their social media strategy to get more people interested in their photos.

11. Vimeo

[Vimeo](#) is not as popular as YouTube when it comes to social media video platforms. However, you can still use it to upload videos. There are also some community features aimed at serious video creators. With about 170 million monthly users, Vimeo is more popular with artsy individuals and serious video creators. It may be useful for small businesses like videographers looking to show off their content.

12. Skype

When you think of social media, your brain probably doesn't go right to platforms like [Skype](#). However, the popular video and audio chat platform also lets you add connections and send instant messages to connections on Skype mobile or desktop versions. With about 40 million monthly active users, it's popular with professionals and an older audience. Businesses that want to stay in touch with top clients on a personal level may find it useful.

13. Reddit

[Reddit](#) features a news aggregator along with some social media features like discussion boards and the ability to submit and rate various content. The site has about 430 million active users per month who discuss a huge variety of topics. The site is especially popular with men and young adults. Businesses can use it to interact with specific subreddits or share viral content.

14. SlideShare

If you're looking for social media platforms for a professional audience, consider [SlideShare](#). It lets you create presentations, infographics, documents and similar materials. You can also use it to find presentations on a variety of different topics related to your industry. There are about 70 million active users. It's most useful for lead generation or businesses that want to market to a target audience of professionals.

MEASURING SOCIAL MEDIA ROI

Return on investment is very simple. You put something in – the investment. You get something out – the return. And the return should be higher than the investment.

$$ROI = (return - investment) / investment.$$

Now the question is what is social media ROI.

The trick on the investment side is not to leave anything out. If you spend half of your time managing communities on social networking sites, then half of your salary should be considered as an investment in your social media efforts.

It's clear that **there's no single easy way to measure social media ROI**. However, combining several different methods may get you the results you need.

Some important methods are-

- [1. Direct Method](#)
- [2. Sentiment, Share of Voice](#)
- [3. Isolated Campaigns](#)
- [4. Segmenting existing customers](#)
- [5. Connect Loyalty Programs, CRM and Social Media](#)

1. Direct Method

The clear path exists for social media marketers who use social media in a direct selling way.

It's pretty straightforward to set up your web analytics tools to segment the visitors arriving from social media sites and then analyze if their behavior or conversion rates are different from other visitors.

The problem here is that not all marketing is direct and if you don't have financial goals on your website, there's no direct R or return on investment.

These vague goals mean that you need to consider indirect metrics like leads from website, sales volume over campaign period and other tactics that may also be influenced by other marketing channels besides social media.

If your website's goal is a lead then **you need to analyze which leads convert to sales and what were the referring channels.**

2. Sentiment, Share of Voice

One indirect method to estimate social media marketing ROI is to measure brand metrics. The number of mentions, sentiment, the share of voice are a few indicators that can be measured quantitatively. Then you can correlate these numbers with sales figures.

If sales and social brand metrics move in unison, then there's a causal relationship.

You can test that hypothesis by changing your social media marketing activities and measuring resulting changes in sales.

3. Isolated Campaigns

Another simple solution would be to run social media test campaigns when there are no other marketing activities in the target market. If you see lift in results the you can attribute all that to your social media campaign.

Isolating social media campaigns might not be possible so here are some other options to see the connection between social media marketing and financial results.

To do that you might want to start from the other end of the sales funnel. Look at the people who have already purchased your products or services and try to determine how much social media channels influenced their decision.

4. Segmenting existing customers

Segmenting your customers by different marketing touch-points will give you insights into the effect that your social media marketing activities have on your business. For example, we get a lot of feedback from new clients that they started to consider us after reading our blog posts that led to [joining our email list](#) and eventually becoming a paying customer.

Look for ways to find out what channels influenced the purchasing decision and compare social media results with other channels.

5. Connect Loyalty Programs, CRM and Social Media

To reach the master level **make connecting through social media a part of the loyalty programs.** This way you can see how people who have indicated their social media connection behave differently from other groups. Create incentives for people to indicate their social media presence and connect with your brand.

Email Marketing

[Email marketing](#) is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services. It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts. It can also play a pivotal role in your [marketing strategy](#) with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.

Email marketing types and examples

There are many different types of email marketing. Each one serves a different purpose and takes a different avenue to engage with your audience. We are going to look at some of the many different types, so you can create the best email marketing campaign for your company.

Welcome emails

This type of email welcomes customers and encourages them to learn more about your product or service. They often offer a trial or other bonus. It is used to introduce a potential new customer to the business.

Newsletter emails

Newsletter emails are very popular, and they often highlight new products and services. They may also include articles, blogs, and customer reviews. Usually, there will be a call to action to move the reader to do something, whether that is reading a new blog post or checking out a new product.

Lead nurturing emails

This type of email targets a specific audience through a series of emails in the hope of eventually converting them. Typically, [lead nurturing](#) emails focus on a group that is interested in a specific product or service and then build their interest through more emails that offer additional information or relevant promotions. The goal is to push users from the consideration stage to the purchasing stage.

Confirmation emails

Those that have recently signed up for emails or newsletters, or have purchased an item online for the first time may get a confirmation email. This ensures the prospect that the information has been received and they are on the list to receive additional information. These are also a way to let users know that their purchase has been received or that their sign-up was successful and can include more actions for them to take.

Dedicated emails

If you want to reach out to only a portion of your email list, this is called a dedicated email. Its list may be based on recent purchases, inactive clients, new members, and other specific types of criteria.

Invite emails

These types of emails often announce upcoming events, new product launches, and seminars. Most companies use these types of emails when there is something special going on to gain attention and increase awareness about special events.

Promotional emails

These types of marketing emails are very common and tend to be generic and go out to a large audience. They are usually used to maintain awareness and may tease new products and services.

Survey email

[Feedback from customers](#) is one of the best tools for a business. Sending out these emails communicates to your customers that you value their opinion and want to create an experience, product, or whatever you're offering that they'll enjoy. Businesses can also take the feedback from these surveys and apply them to their offerings, creating what is hopefully a better product.

Advantages of email marketing

- 1) Email has become such a popular marketing tool for businesses partly because it forces the user to take some kind of action; an email will sit in the inbox until it's read, deleted, or archived.
- 2) Email marketing can help you [build a relationship](#) with your audience while also [driving traffic](#) to your blog, [social media](#), or anywhere else you'd like folks to visit. You can even [segment your emails](#) and [target users by demographic](#) so you're only sending people the messages they want to see most.
- 3) Email marketing also allows you to run A/B tests of a subject line or call to action to identify the best performing message by using email marketing software that can also be configured to easily send out emails. Check out Mailchimp's [email templates](#) to see more of what you can do with email marketing.

Disadvantages of email marketing

.Here are some of the significant downsides to email marketing campaigns.

1) Spam

It seems like our inboxes are filled with worthless information. "Lose 25 pounds in two weeks," "Click here for a big discount." We all get them and nearly instantly hit delete. In addition, we never even see many of these emails because they end up in our junk or spam folders. Unless you are actively [avoiding spam filters](#), these are messages are often just a waste of time for the company that sent them.

2) Size

If your email is too large, it might take a long time to load—or even not load at all. In that time it takes to download, a potential customer has just lost interest, costing you business.

3) Competition

Disadvantages aside, email marketing is a popular form of marketing, which means that your email isn't going to be the only one flooding users' inboxes. This means that to stand out from competitors, you might need to invest in strong copywriters or offer additional promotions to capture your audience's attention.

4) Engagement

Frequently, a customer sees an ad and signs up for emails based on that 1 instance or offer. They may or may not use it. In any case, they are now in the clients' database, but that doesn't mean they will keep opening up your emails and clicking through to your site. You have to continuously find ways to engage your audience, or you might find yourself with high unopened rates or a lot of people unsubscribing.

5) Design

Today, you can access an email across a range of devices, such as phones, tablets, and computers. This means that unless you're designing an email for each platform, your customers might see a less than ideal version of your email.

Email marketers don't know what type of operating system the recipient is using. In many cases, what was once a visually appealing email, can have odd breaks, missing visuals, and logos. These are annoying to the recipient and are quickly deleted—especially if the recipient mistakes it for spam or a scam. These emails are hard to read in most cases and are of very little value.

6) Cost

While many email services purport to be free, many still charge fees for additional actions such as adding images or exceeding a word count. Make sure that you know exactly what the guidelines are for free emails or understand what additional charges you may incur. When you have someone design an email template, help build a database of relevant contacts, and the dissemination of the email may start stressing the budget.

DISPLAY MARKETING

Different types of display marketing

Display marketing is advertising on graphical screens on the internet. The advertising media used are images, videos or animations, as well as text links and moving images, which are delivered on various end devices such as desktop PCs or smart phones. Display displays are billed either via CPC or CPM. Conversion-based calculation of display advertising, such as in affiliate marketing, is also possible. The primary goal of display marketing is to increase brand awareness and reach.

Display marketing synonyms include display advertising, online advertising, banner advertising and internet advertising. At Google AdWords, displays are also called "picture ads".

At the beginning of a display marketing campaign, there is always an advertiser who is willing to convey the advertising message and a publisher who provides the necessary resources (website, [AdServer](#)). While the publisher requires a website through which the advertisement will be relayed, the advertiser must prepare promotional content. Display marketing works with numerous [advertising formats](#) that are placed on a publisher's website. For example:^[2]

- Banners in different sizes and with different functions (static, animated, interactive)
- Pop-ups, pop-under, layer ads
- Skyscrapers, rectangles, leader boards
- Content ads and sponsored content

- Verbal placements and text links
- Rich Media contents such as [inter- and superstitials](#), expandable ads
- Motion pictures such as flash videos, streaming video ads, or e-mercials

Different kinds of display Marketing

There are different concepts and strategies of display marketing.

- [Ad Network](#)
- [Affiliate marketing](#)
- Real-time bidding
- Performance marketing
- [Behavioral targeting](#)
- Contextual targeting
- Native advertising
- Programmatic Advertising
- Multi-display marketing: Basically comparable with multi-channel marketing but is based on the different graphical output media such as smartphones, tablets, phablets, and desktop PCs.

The objectives of display marketing are also different: On the one hand, sales, leads, and orders can be increased. On the other hand, campaigns can serve to promote the branding and image. As for the branding, reviewing the success in terms of performance marketing is, of course, more difficult.

DISPLAY MARKETING ECOSYSTEM

Open RTB Ecosystem According to IAB

