

Module **1**

Digital Marketing and its Significance

1

Digital Marketing and its Significance

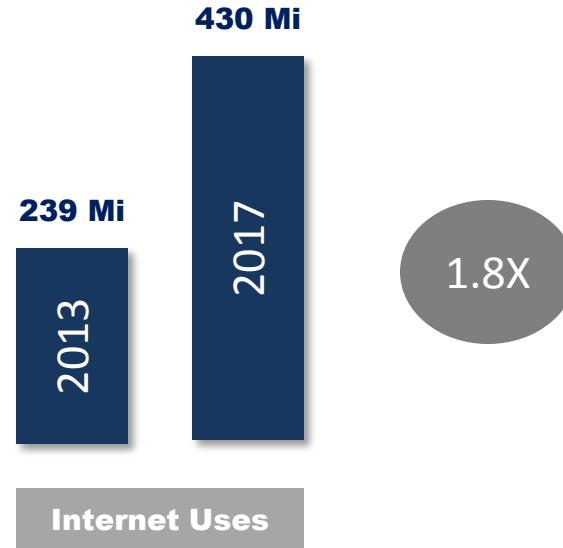
Learning Objectives

1. To discuss the digital marketing scenario in India
2. To explain the concept of Digital Marketing
3. To understand the domain of Digital Marketing
4. To discuss the significance of Digital Marketing

Internet and Mobile Phones



Digital India has Taken off Dramatically



BCG and Google
2018

Number of Internet Users

2nd
Largest Country in the world

Source:www.internetworkworldstats.com

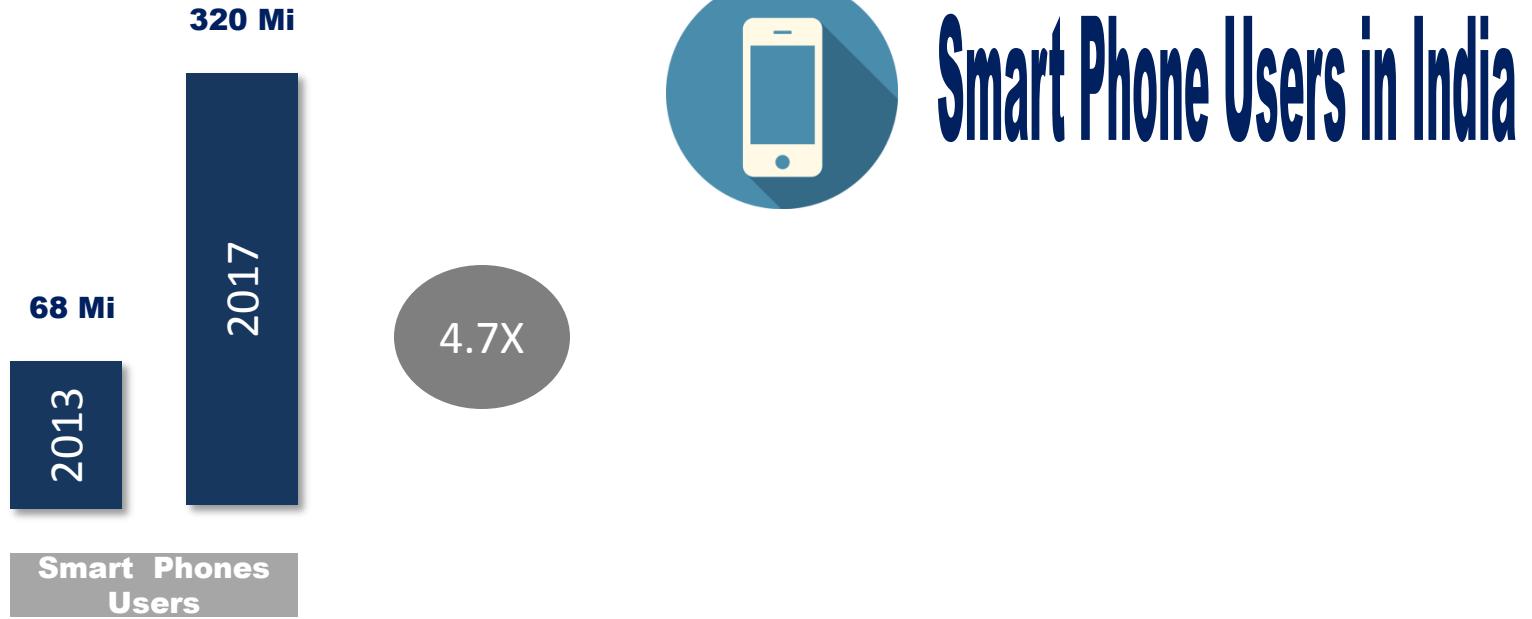
Digital India has Taken off Dramatically

59%

Indian Population will be
using internet by 2021

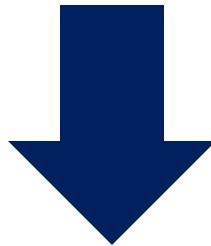
Cisco Visual Networking Index

Digital India has taken off dramatically



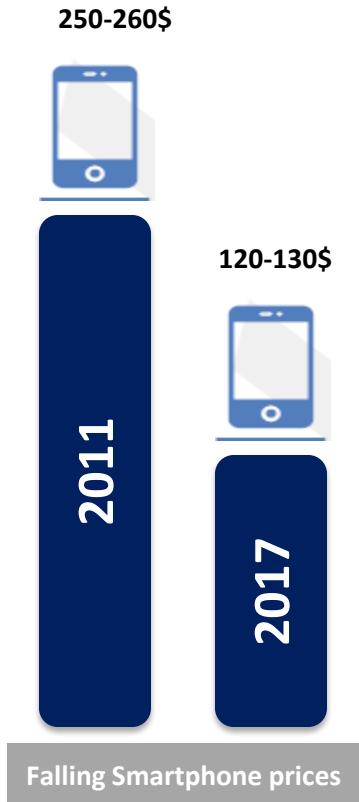


High Growth of Smart Phone users in India



Many Factors

Huge data unlock is along the way



Declining Prices of Mobile Phones



Mobile Phones are

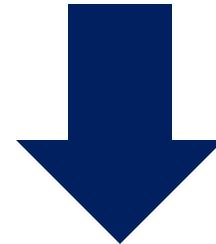
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Preference of Internet Access



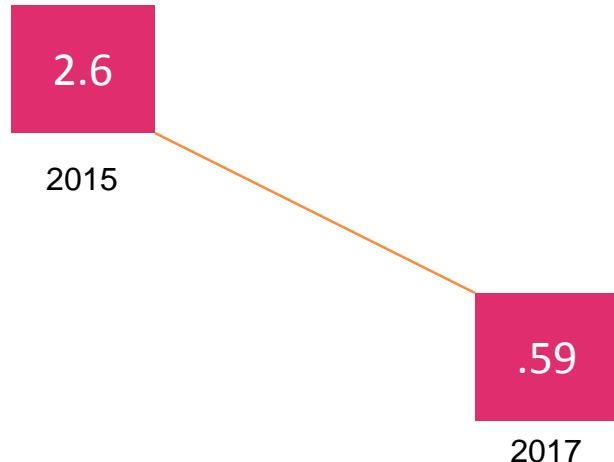


Huge Data Unlock

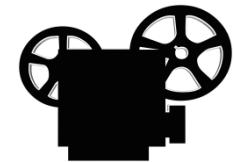
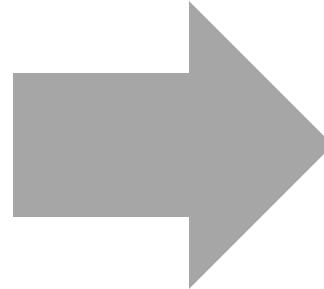
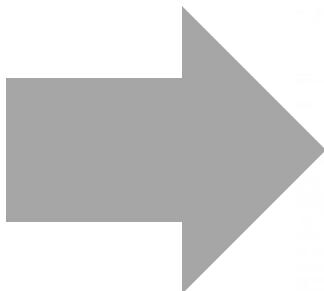
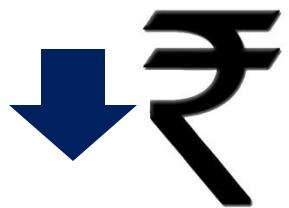


Data Consumption Increased

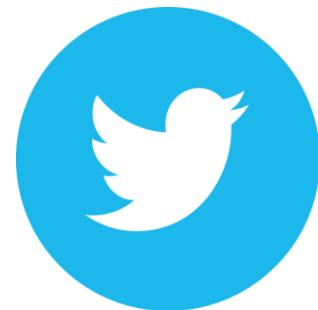
Huge data unlock is along the way



Tariffs per GB of data as a % of GNI per capita

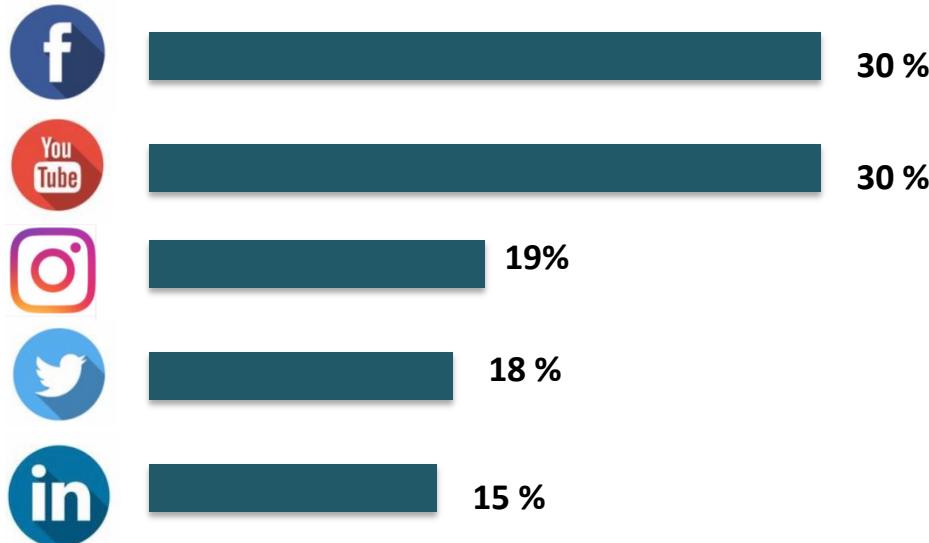


Social Media Platforms



We are also becoming Social

Social Media penetration (3rd Quarter 2017)



Statista, 2017

Module **1**

Digital Marketing and its Significance

(Part: II)

Internet and mobile phones have impacted the Traditional Marketing in a Big Way

Digital Marketing

What is Digital Marketing ?

“Digital marketing is the practice of promoting products and services using digital distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner”

(Reitzin, 2007)

Digital Marketing is the process of **MARKETING** of
Products and services by using internet and digital devices
like computers, tablets, mobile phones etc

Digital Marketing is the process of MARKETING of Products and services by using internet and digital devices like computers, tablets, mobile phones etc

What is Marketing



Marketing is a process of identifying customers' needs and satisfying those needs by delivering the products or services by creating the value for customers as well as for the business

Key Points

- Identification of needs
- Satisfaction of needs
- Delivering Products or Services
- Creating value for customers
- Creating value for customers

Example

Developing a MOOC course on Digital Marketing

Companies/Businesses → Needs of Customers → Satisfaction of Needs

Pricing

Product

Promotion

And Many
More...

Marketing

Example

Developing a MOOC course on Digital Marketing

Pricing

Product

Promotion

And Many
More...



Digital Marketing

Example

Developing a MOOC course on Digital Marketing

Pricing

Product

Promotion

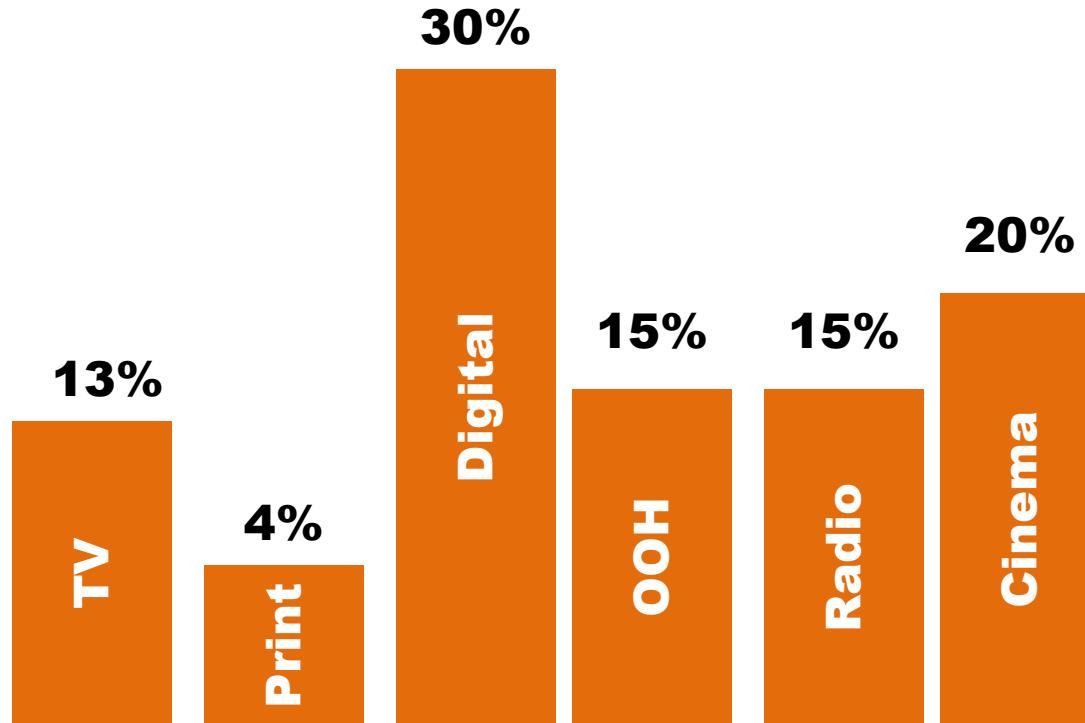
And Many
More...

Google



Digital Marketing

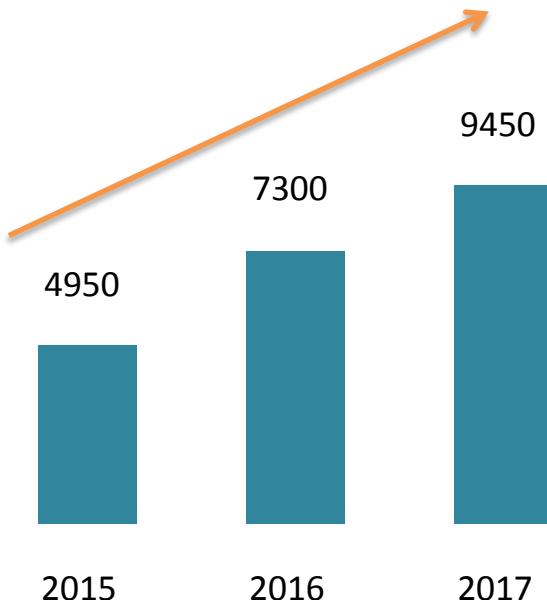
India's Digital AdSpend Rising in 2018



Projected Change in % from 2017-18

Source :Group M5

India's Digital AdSpend Rising in 2018



90%
Indian brands spend up to
15%
of their annual marketing budget
on social media

EY,2018

Digital Advertising Expenditure in Rs.Cr.

GroupM,2016

Module 1

Digital Marketing and its Significance

(Part: I)

Points Discussed so far in Module -I

Recent Development in the Digital Era

Growth of Internet users

Growth of Smart Phone Users

Penetration of Social Media

Concept of Digital Marketing

Recent trend in Digital Ad Expenditures

Domain of Digital Marketing



All the Activities which are performed as a part of digital marketing process

Domain of Digital Marketing

Domain of Digital Marketing

Website
Planning and
Development

Search Engine
Optimization
(SEO)

Search Engine
Marketing

Display
Advertising

Social Media
Marketing

Email-
Marketing

Content
Marketing

Mobile
Marketing

Affiliate
Marketing

WEB Analytics

Online
Reputation
Management

Digital
Marketing
Strategy



Website Planning and Development







- X** Don't know about HTML
- X** Don't Know about Computer
- X** No Knowledge of Coding

Add
clip

Website Planning and Development

**Developing a website is very important as
we will learn all digital marketing
techniques through our website e**

Website Planning and Development

Website is the backbone of digital marketing and it plays a very significant role in all digital marketing activities.

CMS: Content Management System





Search Engine Optimization

What is Search Engine Optimization (SEO)



SERP
Search Engine Result Page

SERP: Search Engine Result Page

A screenshot of a Google search results page for the query "MBA Admission". The search bar at the top contains "MBA Admission". Below the search bar are navigation links for "All", "News", "Images", "Maps", "Videos", "More", "Settings", and "Tools". A status message indicates "About 28,70,00,000 results (0.45 seconds)". The results are divided into two main sections: "In -Organic Results" and "Organic Results".

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Ad mba.sjtu.edu.cn ▾

ranked 77th in Financial Times, 1st in salary increase
International Exchange · Overseas Study Tour · Dual Degree Programs

In -Organic Results

MBA Admissions 2018: Last Date to apply | MBAUniverse.com

www.mbauniverse.com/mba-admissions-2018 ▾

Apr 16, 2018 - **MBA Admission** 2018 is open in almost all the well-known MBA colleges in India located in preferred MBA destinations like Delhi, Bangalore, ...

MBA admission 2018 in Delhi NCR: Top 10 MBA colleges with ...

www.mbauniverse.com/article/id/10641/mba-admission-2018-in-delhi-ncr ▾

Feb 7, 2018 - **MBA admission** 2018 in number of top MBA colleges in Delhi NCR is still open although FMS, MDI, IMI, IMT, IIT, LBSIM have closed their MBA ...

MBA Admission in Delhi 2018: List of Top Colleges where Admission ...

www.mbauniverse.com/article/id/10697/mba-admission-in-delhi-2018 ▾

Mar 28, 2018 - Only CAT/XAT accepting colleges closed **MBA admission**. **MBA admission** process in such MBA colleges in Delhi NCR who accept only CAT or ...

Direct MBA Admission Without Entrance Exam | MBAUniverse.com

www.mbauniverse.com/direct-mba-admission-without-entrance-exam ▾

Direct **MBA admission** without entrance exam can be offered by many good MBA colleges without entrance score requirement. However it is not possible to get ...

Top MBA Colleges Admission 2018: Last Date extended ...

www.mbauniverse.com/article/id/10645/top-mba-colleges-admission-2018 ▾

Feb 14, 2018 - Delay in declaration of CMAT 2018 and XAT 2018 result has provided an extended **MBA**

Organic Results

[All](#) [News](#) [Images](#) [Maps](#) [Videos](#) [More](#)[Settings](#) [Tools](#)

Page 2 of about 24,10,00,000 results (0.49 seconds)

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ranked 77th in Financial Times, 1st in salary increase. Overseas Study Tour.

[MBA Admissions | TopMBA.com](#)

<https://www.topmba.com/admissions> ▾

MBA admissions information and advice for every part of the application process: essays, interviews, the GMAT and more.

[UBS MBA Admissions - 2018 - Panjab University Online Admission](#)

ubsadmissions.puchd.ac.in/ ▾

Mar 28, 2018 - UBS MBA Admissions - 2018, M.Ed., MBA, CET, UBS MBA, PCM, PCB, Law, UILS, University Business School, Official Website of Panjab ...



[MBA Admissions Open for 2018, Select Course & Apply Now - UPES](#)

<https://www.upes.ac.in/upes-programs/mba.php> ▾

★★★★★ Rating: 88% - 20 votes

UPES University is one of the top business schools in India that offers best management courses like MBA in Human Resources Management, Oil & Gas, Power, ...

[MBA Admission in Maharashtra 2018, Selection & Admission Procedure](#)

<https://www.sarvgyan.com/articles/mba-admission-in-maharashtra-2018> ▾

Check details for MBA Admission in Maharashtra 2018. Get latest updates about selection & admission procedure. Also check entrance exams & top MBA ...

[MBA Admission in Pune 2018, Dates and Selection Procedure](#)

<https://www.sarvgyan.com/articles/mba-admission-in-pune-2018> ▾

[All](#)[News](#)[Images](#)[Maps](#)[Videos](#)[More](#)[Settings](#)[Tools](#)

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[\[Ad\]](#) [mba.sjtu.edu.cn/](#) ▾

leading business, with world-class teachers. International Exchange. Overseas Study Tour.

[Admission Process - The NUS MBA](#)

[mba.nus.edu/en/admissions/admission-process/](#) ▾

Admittance into the double degree programmes is conditional on the applicant getting an **admission** offer from both NUS and the partner university. Applicants ...

[Admissions Process | MBA Program | IESE Business School](#)

[https://mba.iese.edu/admissions-fees/](#) ▾

By following our step-by-step **admissions** guide, we'll find out more about you while you decide if the **IESE MBA** fits your goals.

[NIIT University MBA Admissions | Comprehensive MBA Programme](#)

[https://www.niituniversity.in/admissions/mba/](#) ▾

NU MBA is an innovative programme designed to create leaders of the knowledge economy who are capable of providing distinctive contribution to their ...

[NIBM Online MBA Admission Procedure | How to Apply? - NIBM Global](#)

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Application form can be downloaded and sent to the Institutes Chennai office along with photo copy of relevant certificates and DD (towards the fee drawn in ...

Page 4 of about 24,10,00,000 results (0.49 seconds)

[Distance Education Admission| MBA, BBA, BCA, MCA, MSC IT, BSC ...](#)

<https://smude.edu.in/smude/admission.html> ▾

SMU-DE offers **MBA**, BBA, B.Sc. ... (IT), MCA, BCA courses. ... All **admissions** continue to take place directly at Directorate of Distance Education, Sikkim Manipal University, Gangtok.

[Global MBA - MBA - ESSEC Business School](#)

www.essec.edu/en/program/mbas/global-mba/mba_admissions/ ▾

Fast track your career with a one-year **MBA**. ... **Admission** rounds. Online application closing date, Reference form due, Anticipated **admissions** results. Round 1 ...

[Admissions Open | SVKM's NMIMS](#)

www.nmims.edu/admissions/ ▾

Post NMAT Handout (**MBA** / **MBA HR** / **PGDM**) - 2018 · Post NMAT Handout (**MBA** Pharma.) - 2018 · Information Handout (**MBA** / **MBA HR** / **PGDM**) - 2018.



[MBA Admission through CAT Score - IMNU - Nirma University](#)

www.nirmauni.ac.in/IMNU/AdmissiondetailsFT ▾

Get **admission** in **MBA** course through CAT (Common **Entrance** Test) score. Find more details regarding **admission** at IMNU.

[How to Apply - MBA Admissions 2018 | Amrita Vishwa Vidyapeetham](#)

<https://www.amrita.edu/admissions/asb-2018/how-to-apply> ▾

MBA Admissions Open for the Academic Year 2018 - 2020 at Amrita School of Business (ASB). Read the instructions carefully before filling up the online ...

How to Bring Website to the first page of Google SERP





MBA Admission



All News Images Maps Videos More

Settings Tools

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Feb 14, 2018 - Delay in declaration of CMAT 2018 and XAT 2018 result has provided an extended MBA

**Application of various SEO tools and techniques
helps a website to appear on the First page of
SERP against the search query**

Search Engine Optimization (SEO)



Search Engine Marketing

Search Engine Marketing

A screenshot of a Google search results page. The search query in the bar is "hotel booking in chandigarh". Below the search bar are navigation links: All (underlined), Images, News, Maps, Videos, More, Settings, and Tools. The main content area shows search results starting with an ad from Amazon.in followed by an ad from trivago.in.

About 1,77,00,000 results (0.80 seconds)

Lodge at Amazon.in | Low Prices on Popular Products

Ad www.amazon.in/Lodge ▾

Explore vast selection of products from Top Brands. Pay on Delivery.

Easy Returns · Cash on Delivery · 100% Purchase Protection · Huge Selection · Free Shipping*

Types: Appliances, Books, Clothing & Accessories, Electronics, Furniture, Groceries, Health & Person...

Kindle · Computers & Accessories · Books · Big Savings - Electronics · Movies & TV Shows · Tablets

Book a Hotel in Chandigarh | 976 Hotels from ₹830 | trivago.in

Ad www.trivago.in/Book-Hotels/Chandigarh ▾

Find Your Ideal Hotel in Chandigarh - Compare over 200 Booking Sites Worldwide!

Compare 1,800,000+ Hotels · Ideal Hotels at Best Rate · Best Hotels in Top Cities

Types: Hotels, B&Bs, Guesthouses, Resort

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Last Minute Deals - up to ₹ 3,000.00/day - Top Discounts · More ▾



How does Google Decide that an Ad will be visible in Search Results

Deciding Factors

Quality of Ads

Amount willing to pay

Selection of Key Words

Amount Competitor ready to pay

Search Engine Marketing



Display Advertising

progressing with each new smartphone. With all of these in mind, there are a lot of options to go through. Here, we give you a list of the best Android phones to buy in India, in 2018. These smartphones offer the right mix of performance and features. Click on each of the recommended top 10 smartphones to read their detailed reviews, and get more information on the best android smartphones in India.

advertisements

IFFALCON

Up To Rs. 8,000/- Off on Exchange
Sale On 25th May, 12 PM #OnlyOnFlipkart

Online Cell Phone 4G Phone Price Mobile Online Shopping

Samsung Galaxy S9+

The Samsung Galaxy S9+ is an extremely powerful smartphone, but unlike the S9, this one's meant for big screen lovers. It has a 6.2 inch QHD display and Samsung's AMOLED panels look as good as ever. It carries the same design as the Galaxy S8 and is the most ergonomic big screen smartphone today. To make a long story short, the Samsung Galaxy S9+ is the smartphone to buy if big screen and attractive looks are your priorities. All this makes the Samsung Galaxy S9+, the best among all the Android mobile phone in India.

Display Advertising

↳ Best Amazon Mobile Phones

↳ Best Flipkart Mobile Phones

↳ Best looking smartphones to buy in India right now

↳ Best phones with IR Blaster

KNOW MORE READ REVIEW

msi GE Raider RGB > Buy Now

Honor View 10

LYRICS MUSIC

onlinemapfinder™

3 Easy Steps:

- 1. Click "Start Now"
- 2. Download on our website
- 3. Enjoy free directions

START NOW

▶ ▶ ⏴ 0:22 / 5:43

HD ☰

Display
Advertising

Designing of display ads and targeting of the right audience

Display Advertising



Social Media Marketing

Social Media Marketing



How to Design and Target the Right Audience on Social media Platforms



Social Media Marketing



Email-Marketing

Email marketing refers to target your potential customers through mail

Email-Marketing

The image shows a screenshot of an email inbox with several messages from different email marketing services:

- MailChimp:** Features a cartoon monkey logo and a deal for "Deals as irresistible as doughnuts!"
- Drip:** Features a cartoon character and a promotion for "Get up to 50% off" member-only deals.
- AWeber:** Features a blue logo with a signal icon.
- GetResponse:** Features a blue smiley face icon.

Below the inbox, there are two small images: one of the Taj Mahal in India and one of a traditional building in Thailand.



Content Marketing

Content Marketing

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action”

Content Marketing Institute, 2018

Digital Marketing is not possible without content. Content marketing is part of

- Social Media Marketing
- SEO
- PPC- Display Advertising
- SEM



**Digital Marketing is not possible without content.
Content marketing is part of**

- Social Media Marketing
- SEO
- PPC- Display Advertising
- SEM

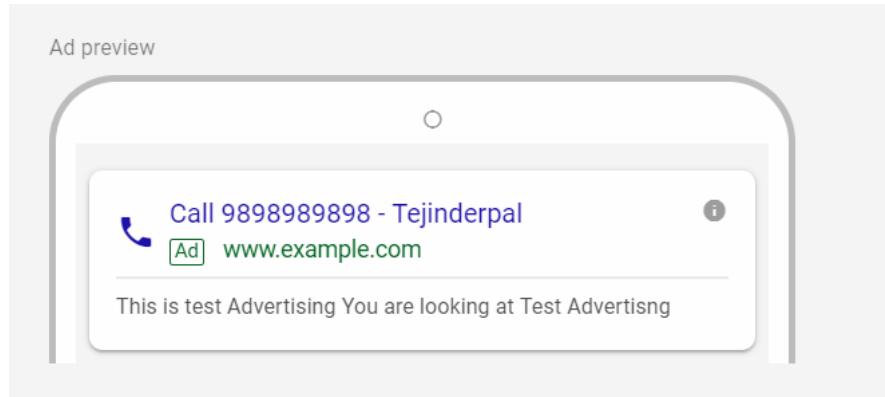


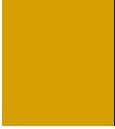
Mobile Marketing

Mobile Marketing

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.

Marketo, 2018





Affiliate Marketing

Affiliate Marketing

Affiliate marketing is the process of promoting the others business' and in return getting the commission . This promotion done usually through blogs, websites , emails or social media pages





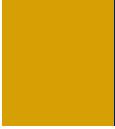
WEB Analytics

Web Analytics

Measuring and tracking the performance of marketing efforts is very important part of digital marketing process



Google Analytics



Online Reputation Management

Online Reputation Management

- Online reputation management (ORM) is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the Internet.
- It helps drive public opinion about a business and its products and services.

Techopedia,2018



4.0 out of 5.0 Stars



Digital Marketing Strategy

Website Planning and Development

Search Engine Optimization

Search Engine Marketing

Display Advertising

Social Media Marketing

Email-Marketing

Content Marketing

Mobile Marketing

Affiliate Marketing

WEB Analytics

Online Reputation Management

Digital Marketing Strategy

Module 1: Digital Marketing and its Significance

Presenter:

Dr. Tejinderpal Singh

Associate Professor

University Business School

Panjab University Chandigarh

**Learning Objectives:**

- To discuss the significance of Digital marketing
- To discuss the digital marketing scenario in India
- To explain the concept of Digital Marketing
- To understand the domain of Digital Marketing

Digital Marketing and its Significance:

With the world now shifting to the digital side of things, businesses around the world have recognized the need and importance of changing the way they market their products. Marketing now has transformed into Digital Marketing which has enhanced its scope. In simple words, digital marketing can be defined as the marketing or promotion of products or brands using various forms of digital media or in other words, electronic channels. There is a common notion that digital marketing is all about marketing using the internet. But this is not true. Though the internet is one of the most important media of digital marketing, it's not the only one. In the modern world where the customer is the king and marketing is the tool that aids the business to satisfy the needs of the king, digital marketing plays a very crucial role in the success of an organization.

Various points highlighting the significance of digital marketing are discussed below:

Affordable:

One of the main benefits of digital marketing is that it's super affordable. Marketing digitally costs much lesser than traditional marketing. Businesses have the option to invest according to their budget and still get the desired results. This typically helps small businesses to grow and cater to more people without having to go over their budget. Digital marketing has provided a level field to smaller organizations.

Ease of Monitoring:

Another important aspect of marketing through the digital medium is that the responses, reactions and results can be tracked and monitored easily. It helps the organization in saving the cost and time of conducting expensive customer research. It

also provides real-time data which helps the businesses in quickly adapting to changing consumer behaviours and in deciding the future course of action.

Widens Reach:

With more and more people now consuming content digitally, it has become very essential for businesses to have a strong digital presence. With a strong digital marketing game, organizations can take their products and services to places which would've been otherwise inaccessible. This widens the reach of the product or service as more people can now access information about the product easily using electronic media.

Greater Conversation Rates:

It has been observed in many research studies that businesses using digital marketing have a higher conversion rate than those using other mediums. Digital marketing can be used as a very effective tool to create new customers or converting non-buyers or prospective buyers into actual consumers. This is possible because digital marketing provides the option of customization to the organization. Marketing can be customized based on customers liking, preferences and needs in order to attract more customers.

Building Brand Loyalty:

Digital Marketing enables organizations to solve customer grievances, hear and respond to customer queries and suggestions in a fast and more effective manner. This helps in ensuring that the customer is not only satisfied with the product but also with other aspects relating to the organization. In this way businesses can use an effective digital marketing strategy to build brand loyalty and hence avoid the risk of losing customers as in today's era of cut-throat competition, the organizations focus more on retaining the existing customers.

Digital India – The Power to Empower Initiative

The digital transformation in India started with the campaign well known as “Digital India”.

Digital India is a campaign that was launched by the Government of India for the citizens to ensure the country and the citizens are technologically empowered, with high-speed Internet and the availability of Government services on the Internet.

The campaign consists of three components:

Development of secure and stable digital infrastructure,

Delivering government services digitally, and

Universal digital literacy.

Prime Minister Narendra Modi, launched the campaign on 1st July 2015.

There are nine ‘Pillars of the Digital India’ which targeted specifically by the Government of India.

Broadband Highway

Universal Access to mobile connectivity

Public Internet Access Programs

E-Governance, reforming Government through Technology

E-Kranti, the electronic delivery of services

Information for all

Electronics manufacturing

IT for jobs

Early Harvest Programs

The campaign received a huge amount of appreciation from the leaders of Silicon Valley. Mark Zuckerberg, CEO of Facebook, changed his profile picture to support the Digital India program and also promised to WiFi hotspots in rural areas in India.

The program being live for 5 years has brought in a lot of changes in the country.

Smart cities are being built to save the environment and use the existing technology and bring in more new technology into the country. The linkage of AADHAR to every service related to government document issued is the progress towards India being transformed digitally.

Since the birth of the program, the internet subscribers in India have increased to 500 million till April 2017.

Growth of Digital India

Usage of internet

As discussed, the growth of Digital India has been magnificent. The power to empower initiative has made many Indians to enable the facility of using their phones and increased the usage of internet, breaking the barrier of being physically present at a place to conduct any business, allowing them the accessibility at their fingertips. We noticed that there has been an increase of 1.8X since the initiation of the program, notifying us that there is a scope of growth.

The Government of India has taken all measures to bring in connectivity in the rural areas. Currently, there are around 800 million users of mobile devices in India, and about 430 have access to the internet, which is a third of India’s population. As

quoted by Ridham Desai, Head of India Research “ We believe Internet access will double in the next 10 years and we estimate that 915 million Indians will be on the Internet by 2026”.

Increase in smartphone users

India has the highest population of young people. It has the largest and fast-paced growing population of Internet users in the world. India has the second internet population in the world, after China.

As stated above there is an increase of 1.8X in the use of the internet. The usage of internet in rural areas has touched 210 million by 2018.

The young crowd of India will account to 54 per cent of the total number of citizens by 2018, up from 40 per cent in 2013. Rural areas will have an increase of 40-50 per cent by 2018 when compared to 2013.

Smartphone internet users are likely to constitute to 70-80 per cent of the total online population by 2019, as compared to 60-70 per cent in 2013. The advantage we miss here is that most of the rural areas access the internet through their smartphones.

Demonetization has brought in increasing usage of smartphones due to digital wallets, making cashless transactions easier and at the fingertips.

The decrease in Smartphone Prices

How is the price drop in smartphones, related to digitalization? This is because, as India move towards the journey of digital transformation, there is an increase in the demand of smartphones.

Generally, an increase in demand leads to an increase in supply and causes a price increase. But in the market of smartphones, when the demand and supply chain work the same way, the competition plays a major role. As there is competition in the market, this leads to a fall in prices, to be competitive in price range, offering the best features at the lowest value and making a profit form the product.

As the market grows there will be a reduction in prices, due to an increase in demand and supply and increase in competitors.

Tariffs per GB of data

There might be an increased use in of smartphones, but a smartphone today is useless without an internet connection. Though the prices of the smartphone might drop, there is an increase in the want of an internet connection.

India as a country lacks internet connectivity. This is because we don't have enough internet gateways in India. There are only 4 gateways: Chennai, Mumbai, Agartala,

and Kochi. The public demands the internet, but there is still a lack of public demand. The public demands high-speed internet at a cheaper rate, the cost of 100Mbps in India which is similar to that of US rate - \$100 per month. But the public doesn't want to pay for high rates for high-speed internet.

Thus, as we notice, there is an increase in demand and the tariff per GB will increase due to the monopoly in the market. We lack NIXI (National Internet Exchange of India). The internet in India is received through data centres in Singapore through submarine cables, which is exceptionally high. Unless the rate of transit doesn't lower the rate of the internet in India will not decrease.

Social Media Penetration – India

The graph presents social media penetration in India. It showcases the third quarter in India 2017; this was the most popular social media network were YouTube and Facebook having a 30 per cent penetration each. India ranks second when compared to other countries with the most amount of users on Facebook, in April 2017.

Social media is the easiest way to reach out to customers. From SMB's to huge enterprise firm are working on their social media awareness, for creating noise and building awareness.

When one thinks of going digital, the first instinct is starting a Facebook/LinkedIn /Twitter page.

The celebrities in India have also started believing in going social and being constantly active on them. Blog posts are being handled to create more relatable content. India is advancing in the place of social media platforms.

Internet and mobile phones have impacted Traditional Marketing in a Big Way

We have been talking about how the increase in demand for smartphones has led to an increase in demand for the internet.

Understanding this concept, we realize that mobile phones and the internet have changed the whole ballpark of traditional marketing.

Traditional marketing consists of advertisements running on television, radio, newspapers, magazines, etc. These mediums of advertising have not been entirely replaced, but have dropped their visibility due to the advancement in digital marketing.

Mobile phones have made it easier for everything to be available at one click.

The availability of the internet has made it effortless to reach out to the target audience, with the right set of advertisements.

Thus, challenging traditional marketing methods. Where the advertisement is showcased to the general public and is also very high on the pocket.

The rise in Digital Ad Spend – India, 2018

As per the statistical graph, we can see that digital ads are at 30 per cent, which is the highest. From this, we can derive that digital ads have picked up more relevance when compared to print and TV.

As discussed in the above topic, digital marketing has taken over traditional marketing.

Digital ads are ads that create awareness over the internet. The trend of digital marketing is working on the number of clicks and the ad being viewed, by the audience. The digital ads allow the businesses to bring in the right audience and target the correct set of audience. The digital ads not only help huge enterprises but also help small business units to create awareness about their services/products. Eg: homemakers can showcase their work through various social media platforms and put up advertisements to create awareness, start-ups can track the number of people visiting their sites using analytics tool and Google ad words. As shown in the graph, 90 per cent of the Indian brands spend 15 per cent of their annual marketing budget on social media. Businesses today know the impact of social media on their brand.

The domain of Digital Marketing

The different domains of digital marketing are:

- Website Planning and Development
- Search Engine Optimization
- Search Engine Marketing
- Display Advertising
- Social Media Marketing
- E-mail Marketing
- Content Marketing
- Online Reputation Management
- Affiliate Marketing
- Marketing Analytics
- Digital Marketing Strategy

Website Planning and Development

Website planning is the most crucial aspect of digital marketing. When a business is set up, the first thing that is inquired is whether you have a website, to showcase the range of products/services that you have to offer.

Website planning includes a process. Below are the steps for website planning

Information Gathering

Planning

Design

Development

Testing and Delivery

Maintenance

Search Engine Optimization (SEO)

It is the process of maximizing the number of visitors to the website by ensuring that the website is seen at the top of the list given by the search engine.

SEO is important in today's competitive market. The first place to search for anything and gather information is a 'search engine'.

Eg: when you type for a search in Google (or any other search engine) a set of algorithms is run in the background, which in return displays the first place, second place, etc of the websites.

There are two types of SEO:

On-site

Off-site

Search Engine Marketing

This marketing is the kind of marketing where one pays for the advertisement that appears on search engine results. The keywords on the site are set for bidding on services like Google or Bing, they might enter few keywords, that are related to certain products or services, which gives the adviser an opportunity to showcase their advertisements for such query.

These kinds of ads are generally known as pay-per-click ads. Few of these are small, text-based ads, visual graphics.

The biggest strength of search engine marketing is that it offers advertisers an opportunity to showcase their ads in front of their customers to motivate them to make a purchase when they are ready.

Display Advertising

Display advertising is a type of advertising that comes in various forms, including banner ads, rich media and more. Unlike, script-based ads, display ads rely on elements such as images, audio and video to communicate an advertising message.

In order to identify unique anonymous buyers, websites nowadays use cookies to track these users. Using these cookies, they release if the buyer has brought a product or service, or else they have just surfed it. As the advertisers collect data from the users' online activity, they combine the information to create a picture of the users' interest to deliver to the target audience with targeted advertising. This kind of advertising is known as behavioural advertising.

The ways to measure display advertising are:

- Reach
- Click through Rate
- Bounce Rate
- Conversion Rate
- Return on Investment

Social Media Marketing

Like, Share, Subscribe or Like, Follow, Repost. These are one of the most common words used in social media to gain more attraction. We all know when it comes to social media marketing the first thought of the social media sites pop-up, like, Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.

The main agenda of social media marketing is to create awareness and gain an audience, create a voice in the market, obtain brand awareness and visibility.

Social Media Marketing can be done in two ways:

- Active SMM Promotion
- Passive SMM Promotion

Active consists of the following: This type consists of content that derived the audience towards the website and social media networks.

- Facebook
- Twitter
- Google+
- LinkedIn
- Instagram
- YouTube

Pinterest

Passive consists of being constantly active by updating the users and being interactive. By updating statuses, images, live sessions, videos, articles, etc.

By Passive promotion, one can understand the problems of the users and solve the dissatisfaction.

E-mail Marketing

Remember those days where we would be like yes I received an email. Now with the amount of emails we get, most of us hardly try to check our mails.

E-mail marketing has been one of the initial ways to do promotion through the internet. Where the email id was asked to keep the customer updated with a new catalogue of products or service.

E-mail marketing is done to keep the audience updated on the current offering the brand has to offer to them. It is by either sending out an email blast or making them aware or by personally sending an email to make it customized.

Being able to send an e-mail, is same being invited to someone's house. You can only send an e-mail, once you receive the e-mail id you can send the e-mail and only at the request and permission of the user you can send the e-mail out, same as when you can enter the house once asked to enter.

Mobile Marketing

Mobile marketing is the kind of marketing, where advertisements need to appeal to mobile device users. Mobile marketing provides potential customers using a smartphone with their own personalized convenient time at their own comfortable location, according to their choice, to browse through the options they are entitled to, on the go.

In today's world, if one does not have mobile marketing, they should that the era of mobile has already arrived and its been a while.

Strategies of Mobile Marketing

App-based Marketing

In-game Marketing

QR Codes

Location-based Marketing

Mobile search ads

Mobile Image ads

SMS

Best Practices for Mobile Marketing

- Be clear and concise
- Optimize for Local
- Consider your Audience
- Experiment with Different Strategies
- Benchmark Your Results

Content Marketing

Content marketing is not just blog posts on social media, it is all about storytelling, to gather attention and bring in curiosity and interest.

There is a reason why few things pick up so well in the market because the content is well picked up and chosen to market very well.

This is a long-term strategy that focused on long-term relationships with the target audience by providing them with good quality content, which is relevant to them.

The 3-D model of content is:

- Mapping to pain Point
- Mapping appropriate content
- Mapping to buy cycle

Online Reputation Management

It is the process of controlling what the user looks at when they are online.

This includes negative feed, risky comments, anything that brings in bad name to the brand. Online Reputation Management helps us manage all of the above

ORM is important, because:

When one searches about the product/service of a particular brand, the users tend to make decisions based on what they see

No one is held accountable for false accusations

Everything online is protected and recorded. Which in term warns us to be aware as well. Having good content makes most people with knowledge.

Affiliate Marketing

It is the type of marketing where you promote other peoples products if you like it and for every sale, you make on the product, you receive a promotion.

There are three parties involved in this:

- Advertiser
- Publisher
- Consumer

Eg: Amazon is a host sit, which sells another product.

Digital Marketing Strategies

This is a series of actions that will help one grow using online marketing is called digital marketing strategies.

Steps to build a comprehensive digital strategy

Build your buyer personas

Identify your goals and the digital marketing tools you will need

Evaluate your existing digital marketing channels and assets

Audit and plan your own media

Audit and plan earned media

Audit and plan your paid media

Bring it all together

Case Studies of Digital Marketing In India

The last few years have been very energizing in terms of activity in the Indian social media scene. More brands small and big alike are adapting to the latest trends in digital marketing and most of them are reaping rich rewards.

Gionee

The fast-growing mobile brand launched its Gionee E7 model at the Buddha International Circuit with the theme of racing corresponding to its speed and efficiency. The hashtags, #RaceWithGionee and #MadeForShooting managed to create an overwhelming response while providing an opportunity for participants to be a part of the launch event at one of India's most iconic destinations.

Housing.com

The brand created a lot of optimism and a new wave of identity with its launch of the “Look Up” campaign bolstered by the usage of a logo which projected the same meaning. Many people shared their #lookupmoments and as a result, the brand generated a lot of interest and audience connect.

Vogue India

Vogue roped in one of the most famous faces in the Bollywood fraternity, DeepikaPadukone. #MyChoice became extremely popular with the launch of the video by DeepikaPadukone citing the need and choice for equality for women. It received appreciation and recognition from the rest of Bollywood including Amitabh Bachchan.

Star Sports

If you are a cricket fan, you would have surely come across the ‘MaukaMauka’ song launched at the time of the ICC Cricket World Cup 2015. The advertisement wittingly takes on every opposition India potentially faces in the World Cup. Although it brought some controversy, the song gave a boost to Star Sport’s TRP during the mega event.

Tata Motors

The hatchback model of Tata Bolt was launched in a very distinctive way of gathering social media influencers and making them to compete in a real event. These influencers had to acquire a digital key of the Bolt car to their glass cubicles by creating the most social media buzz and matter. The winner obviously, won the car and many other prizes.

Fevikwik

This controversial but smart ad was launched at the time when the emotions of Indians and Pakistanis were at a high during an India – Pakistan match. The #TodoNahiJodo campaign generated a lot of buzz during this period although it was not marketed extensively.

Paytm

Much of what Paytm is today is thanks to its digital campaigns such as #PaytmKaro and the ‘Seal of Trust’. It changed the scene of money transactions in India and they coupled it with strong and efficient customer support and service which had a great role to play in boosting their brand especially around the period of the demonetization.

ICICI

ICICI launched its own mascot called the Cashvenger who would go around teaching young people the benefits of going cashless and using debit and credit cards. The campaign #LiveWithoutCash also contained a series of creative images which generated a lot of interest among the youth and helped them garner more interest in going cashless.

Kingfisher Beer

What could be better for a beer lover if he/she is offered the drink free of cost? The #KFBeerup is held in a variety of cities where the first 50 – 80 Twitterati who register are given free beer with unlimited refills! It is easy to guess that this campaign went viral.

Conclusion

Digital Market is fast being adopted by small and large businesses alike in India. With the extensive support offered by the Government along with numerous successful campaigns springing up every now and then, it is tempting to start the next social media campaign really fast! But to gather most of its benefits, it is crucial to follow certain rules and tips. It is necessary to understand in depth the process which governs it and what makes it different in its diverse forms. Lastly, it is important to continually analyze any undertaken campaign to make it better and more impactful the next time it is executed.

- E-content: Module 3: Digital Marketing Process (unit?unit=4&lesson=19)
- Additional Readings/ Videos : Module 3: Digital Marketing Process (unit?unit=4&lesson=20)
- Quiz: Quiz-M3 (JAN-2024) (assessment?name=436)
- Summary of Week 1 (unit?unit=4&lesson=21)

Week:2 ()

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-1-M1 (JAN-2024)

Assignment submitted on 2024-01-25, 20:08 IST

Due date: 2024-04-30, 23:59 IST.

- 1) Which of the following country has maximum number of Internet users (2023) ?

1 point

- China
- India
- United States
- Brazil

2) According to Statista report, which of the following social media platform has highest **1 point** penetration in India ?

- Facebook
- Youtube
- Both a & b
- Instagram

3) Digital marketing aims to **1 point**

- Identify customer needs
- Targeting niche audience
- Use internet and digital devices
- Track the marketing efforts
- All of the above

4) India's digital ad spent is rising **1 point**

- True
- False

5) SERP stand for **1 point**

- Search engine result page
- Search engine rating page
- Search engine result programme
- Search engine repository page

6) Which of the following is a correct match ? **1 point**

- Search engine optimization -> In-organic results
- Search engine marketing -> Organic results
- Display Advertising -> banner and video ads
- Email marketing -> Fan Page

7) Ads are shown as a part of search results on any given SERP. It is **1 point**

- Search engine optimization
- Search engine marketing
- Display advertising
- Social media marketing

8) Which of the following is not an email automation platform ? **1 point**

- Mailchimp
- AWeber
- Getresponce
- Wordpress

9) Which of the following content management system is used for website development ? **1 point**

- Mailchimp
- AWeber
- Getresponce
- Wordpress

10) Google analytics is helpful in **1 point**

- Sending bulk emails
- Measuring Web traffic
- Developing Website
- Social media marketing

11) Which of the following is true **1 point**

- Display advertising is showing advertisement in google search results
- Search engine optimization brings website to the top in search engine results
- If you don't know HTML, you can't develop a website
- Social media marketing is all about showing ads on websites

You were allowed to submit this assignment only once.

Module 2

Digital Marketing Vs Traditional Marketing

Learning Outcome

To differentiate the digital marketing from traditional marketing by understanding the significance of digital marketing

What is Digital Marketing



Digital Marketing is the process of **MARKETING** of Products and services by using internet and digital devices like computers, tablets, mobile phones etc



What is traditional marketing?

From of advertising or marketing used by companies for years

Print	Newspapers, Magazines, Brochure, Newsletters
Broadcast	Radio, Television, on-screen
Direct mail	Fliers, postcards, brochures, letters, catalogs
Telemarketing	Calling and cold calling

Traditional Marketing



Digital Marketing



Type of Products

Resources

Skills

Type of Audience

Digital Marketing Vs Traditional Marketing

- | | |
|------------------------------|----------|
| 1. Wide Reach | Part-I |
| 2. Niche Marketing | |
| 3. Cost Effective | Part-II |
| 4. Measurement and Tracking | |
| 5. Generates Potential Leads | |
| 6. Performance Oriented | |
| 7. Real Time Results | |
| 8. Audience Control | Part-III |
| 9. Interactivity | |
| 10. Fair Play/Equity | |

1

Wide Reach



Limited Reach



Internet is Ubiquitous

50% World Population
Internet Users

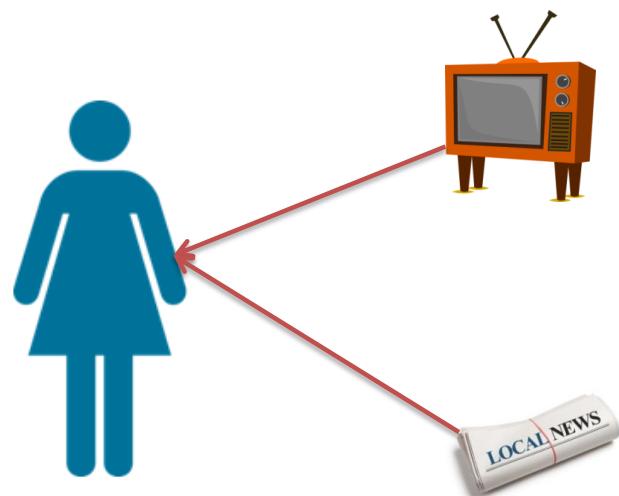
Source: Internet World Stats, 2018

Internet is used as Platform for digital Marketing Activities

Ignoring Digital Marketing is like opening a business but not telling anyone

2

Niche Marketing



Traditional media doesn't offer such control to the advertisers

Demographic	Age, Gender, Education
Location	Local, National, Inter-N.
Interest	Shoppers, Entertainment
Behavior	Remarketing, in-marketing

No

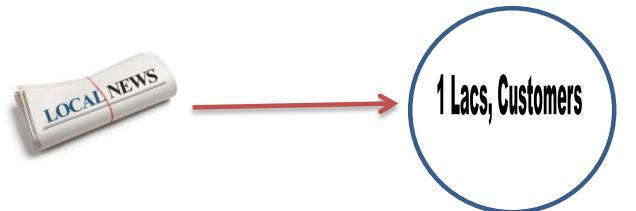
Retargeting of Customers



3

Cost Effectiveness

Digital marketing is cost effective as compared to the traditional marketing



**Now can you ask newspaper that you
should be charged for 30000 Customers
instead of 100000 Customers**



No

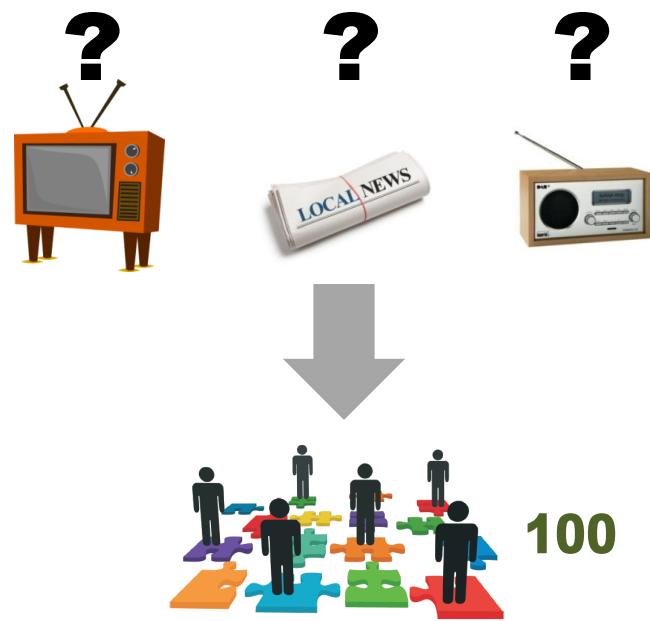
Model of Internet Advertising



Pay-Per-Click (PPC)

4

Measurement and Tracking



Traditional Marketing



It's nearly impossible

Digital Marketing



Measuring and Tracking Tools



Digital Marketing



5

Generates Potential Leads

Lead Generation

Initiation of customers' interest or inquiry in the product or services



Quick Lead generation Using Digital Platforms

Landing Pages

Sign-Up Forms

Call-to-Action

Call/ Missed Call

What is a Landing Page ?

Landing Page

A page of the website where customer lands after clicking on online advertisement or a link

Lead Form

Website Page

Product Page

What is a Signup Form?

Signup Form

An online form through which a user may supply the information to the businesses, if interested

Name

Mail ID

Mobile
Number

Any other
information

What is Call to Action (CTA)?

Call to Action

An Image or line of text usually appears on advertisement and prompts the customer to take the action

Subscribe
Now

Call Now

Learn More

Visit Website

6

Performance Oriented

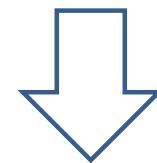
Digital Marketing



Return on Investment



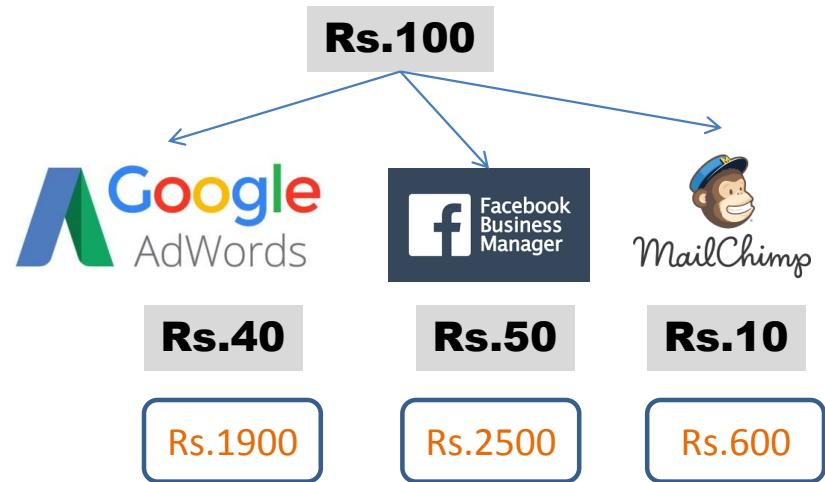
Traditional Marketing



Return on Investment



Possible to measure the return on investment



7

Real Time Results

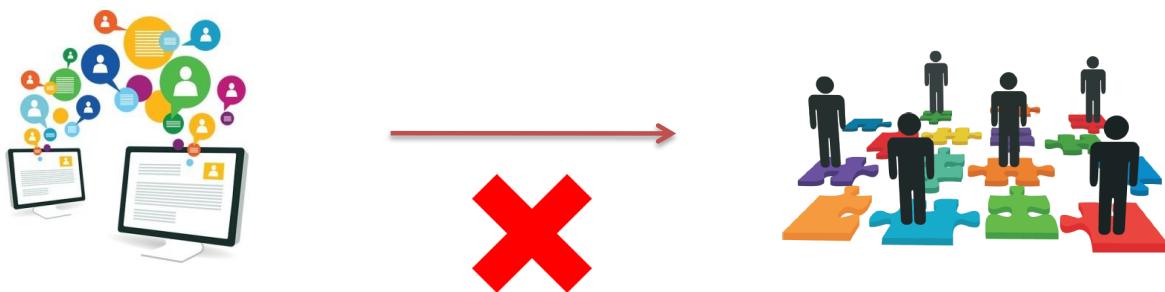
- How many visitors are there on website
- From which country they are
- What are their interests
- What is their Age



Google clip

8

Audience Control





When

Where

How



Website
Blog
Search
Social Media
Emails
Advertisements

Skip Ad ►

Opt-Out

Unsubscribe

Stop pop -ups

9

Interactivity

What is a Interactivity ?

Interactivity

Companies can interact with potential customers or vice versa *in real time by using various Modes*

Face Book
Page

Blog
Comments

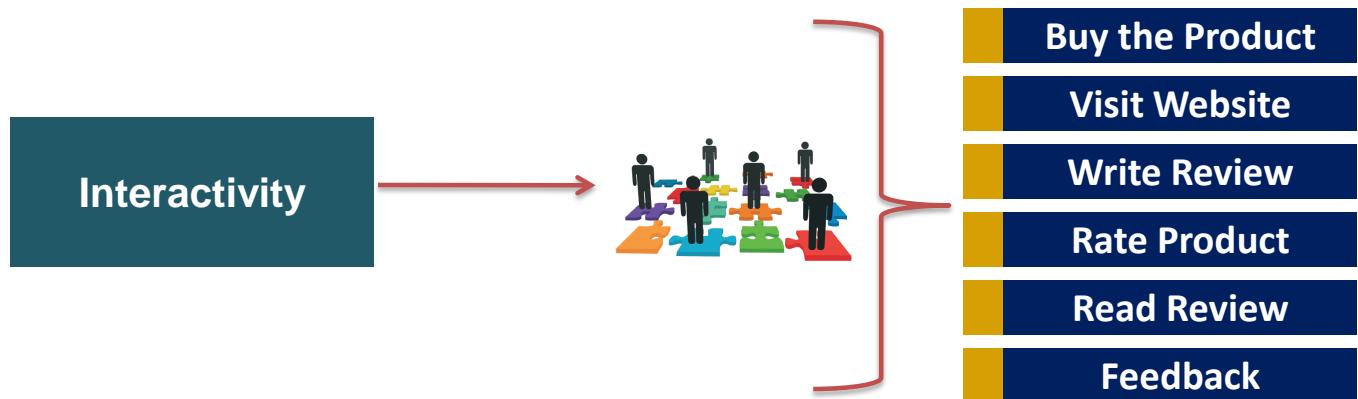
Online
Reviews

Live Chat

You Tube
Channel

Many more





Facebook Page

Blog Comments

Review

Live Chat

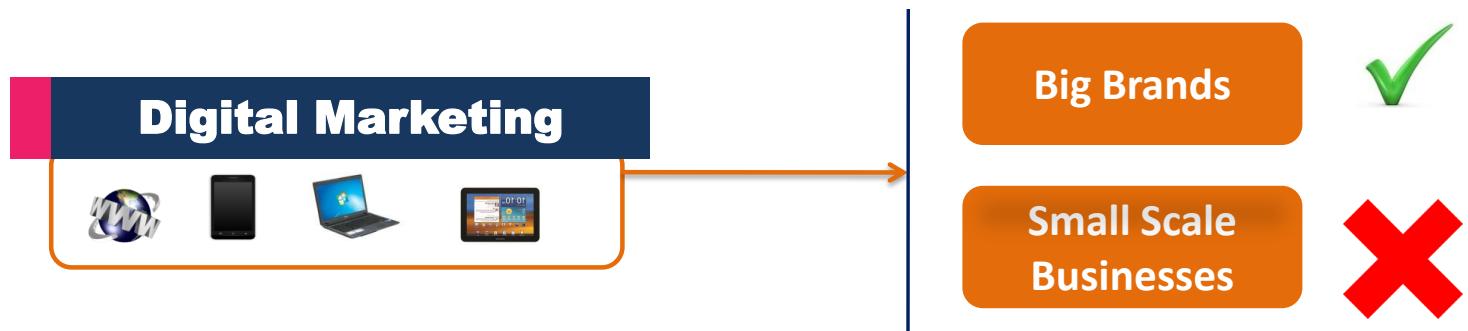
YouTube Channel

Many More

10

Fair Play/ Equity

Misconception



Any business can contend with their competitor irrespective of the size with sound digital marketing strategy and skills of digital marketing

Module 2: Digital Marketing Vs Traditional Marketing.

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Learning Objectives

1. **To differentiate digital marketing from traditional marketing by understanding the significance of digital marketing**

To begin with, let us first discuss the two concepts or ways of marketing, i.e., digital marketing and traditional marketing.

Traditional marketing refers to the strategy where a business organization uses conventional tools of marketing such as promotion and advertisement in magazines, newspapers, billboards, flyers, posters, radio, television etc., to achieve their desired objective. The traditional concept of marketing mainly comprises of 4 key elements (also known as marketing mix), popularly known as the 4 Ps of marketing. They are:

- I. Product:** The product which is a bundle of utilities constitutes the most important element of the marketing mix. The product mix is built up through the integration of a few product groups.
- II. Price:** The exchange value of goods and services in terms of money at any level of marketing is called price. It is the amount a customer pays for the product.
- III. Promotion:** Promotion implies that such type of activities on the part of producer or sales personnel that makes it possible to increase the sales volume. It has four distinct elements: advertising, public relations, personal selling and sales promotion.
- IV. Place:** Place represents the location where a product can be purchased. It is often referred as the distribution channel. It includes any physical store as well as virtual stores on the internet.

This makes it evident that the traditional concept of marketing mainly focuses on the needs of the seller i.e., it is seller-oriented. But with the passage of time, this seller-oriented approach had become redundant and gave way to the development of the Modern Concept of Marketing,

which takes into account the needs of the consumers and hence is a more consumer-oriented approach towards marketing. The consumer is regarded as the "king" in the modern concept of marketing.

In line with the more consumer-oriented approach, Robert F. Lauterborn proposed a 4 C's model in 1990, as an alternative to the 4 P's model. The 4 C's are as follows:

- a. **Consumer:** The product part of the Four P's Model is replaced by Consumer, shifting focus to satisfying consumer needs.
- b. **Cost:** Price is replaced by Cost, reflecting the total cost of ownership. Many factors affect cost.
- c. **Communication:** Promotions feature is replaced by Communication which represents a broader focus than simply promotion. Communication can include advertising, public relations, personal selling, viral advertising, emails, and any form of communication between the organization and the consumer.
- d. **Convenience:** Place or distribution is replaced by Convenience. With the rise of internet and hybrid models of purchasing, the place is becoming less relevant. Convenience takes into account the ease of buying the product, finding the product, gathering information about the product and several other factors.

With the world now shifting to the digital side of things, businesses around the world have recognized the need and importance of changing the way they market their products. Marketing now has transformed into Digital Marketing which has enhanced its scope. In simple words, digital marketing can be defined as the marketing or promotion of products or brands using various forms of digital media or in other words, through electronic channels.

The developments in digital marketing have totally transformed the marketing landscape. Digital marketing comprises of various methods like— content marketing, search engine optimization (SEO), influencer marketing, emails, social media marketing, campaign marketing, data-driven marketing, e-commerce marketing etc.

There is a common notion that digital marketing is all about marketing using the internet. But, in fact, this is not true. Though the internet is one of the most important mediums of digital

marketing, it's not the only one. Digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones, callback, and on-hold mobile ring tones.

The battle of digital marketing vs traditional marketing is a though and interesting one. Though both have their own advantages and disadvantages, it is fair to say that, in this technologically oriented world, digital marketing has an edge over traditional marketing strategies. Following is an in-depth comparison between the two:

Reach or Exposure:

One of the inherent limitations of traditional marketing strategies is that they are somewhat restrictive in nature. Traditional forms of marketing strategies, like newspapers, radios, billboards, television, can only cover a certain area or population. Whereas, digital marketing strategies, like social media marketing, search engine optimization, emails, have the ability to reach out to a widespread population. One of the most important advantages of digital marketing strategies is that it enhances the reach of the organization opening it up to new markets which were otherwise not possible to tap into. With the correct digital marketing strategy, one can take his or her business to every nook and corner of the world. This opens the door for endless opportunities for the business to grow. Digital forms of marketing have no doubt played a pivotal role in turning the world into a global village, a one big market place, where big companies, as well as start-ups, can take advantage of the global exposure by applying the suitable marketing technique. In spite of this massive advantage that digital marketing offers to its users, it was revealed in Smart Insights, Managing Digital Marketing Research Report, 2017 that an astonishing 49% of organizations do not have a clearly defined digital marketing strategy.

Cost-Effective:

Marketing is one of the most expensive functions undertaken by a business organization. The traditional tools of marketing such as newspapers, television advertisements involve huge expenditure and often form a financial burden on the organization. Though big organization are able to manage this burden and still achieve desired results, the small organizations often succumb to such burden and it hampers the efficiency of their day to day operations. This is where digital marketing steps in and comes to the rescue of small businesses. The tools used in digital marketing are way cheaper in comparison to traditional marketing tools. This saves small

organizations from the financial burden of maintaining a traditional marketing program. It's not only the small organizations that are benefited from digital marketing, but it also helps the big corporate houses in reducing cost and thereby increasing the profit margins. The digital marketing tools can be used to create the same, if not more impact, by spending a much lower amount compared to traditional tools of marketing. Hence, digital marketing offers a more affordable alternative to traditional marketing. As the cost of marketing via a digital medium is cheaper it encourages more and more people to invest in their marketing program. This eventually leads to the growth of marketing as a sector or industry. For example: businesses can now advertise about their products and services on popular social media platforms such as Facebook and Instagram at a cost as low as \$1. In this way even small start-ups founded by college going students can do effective marketing about their products or services, even out of their savings. Not to forget, marketing is one of the biggest employment providing sectors. Increase in investment in the marketing industry will mean the generation of new jobs in the economy. This not only implies that the rate of unemployment will reduce but it would also lead to an increase in the standard of living of the people and economic growth and development in the long run. As per a survey conducted by Statista, a leading research and survey organization, the global digital marketing share is projected to grow to 46.30% in 2020, from 31.50% in 2015. The global digital ad spend is also expected to reach 335.5 billion U.S. dollars in 2020. In conclusion, we can say that the low cost of digital marketing helps in expanding the scope of marketing across the boundaries of finance.

Measurement of Results

Measurement or tracking is one of the most crucial aspects of marketing. It is very important for a business organization to have an effective tracking mechanism in place which provides real-time and reliable information about the results of the marketing activities conducted by the organization. It is equally important for a new organization as well as a well-established one to be able to track their marketing activities. For new organizations, tracking helps them to decide which tool or medium of marketing is working for them and which one is not. On the other hand, tracking enables large businesses to evaluate whether the tools adopted by them are giving the expected return or do they need some modification. This helps the businesses to learn and

simultaneously adapt to various changes taking place in the marketing and business environment. It is very difficult for organizations adopting traditional marketing strategies to measure their Return On Investment (ROI) or to know how much the business has profited from the traditional tools. For example, it is extremely difficult for a business organization to know that how many people watched their advertisement on the television or read it in the newspaper and actually went on to purchase their product or book their services. Whereas, digital marketing has much more precise measuring tools which use a lot of consumer-related data, indicators and scientific methodologies to give the organization real-time results of their marketing operations. This makes it relatively easier for the organizations adopting digital marketing strategies to calculate their Rate On Investment (ROI). The information provided by such measuring tools is scientific and highly reliable and can be effectively used for formulating future plans for the organization. For example: HubSpot is a tool which provides all in one digital marketing solutions ranging from tracking the number of visitors, their level of engagement, comparing the organization's performance with that of the competitors to providing simple Search Engine Optimization (SEO) tools which help the organizations to monitor their rankings on popular search engines. Whereas, Google Analytics is a free tool which makes it incredibly easy to monitor and report on the basic metrics i.e., bounce rates, page views, conversions etc. It helps the organization to understand whether its digital marketing activities are thriving or running out of steam. Digital marketing tools make the organizations feel confident about their strategy by enabling them to calculate their ROI. As per HubSpot, 72% of the organizations that calculate ROI say that their marketing strategies are effective. Clearly, an organization employing digital marketing strategies can understand its marketing policy and program better than an organization using the traditional channel. This implies that such an organization is likely to have a higher increase in ROI compared to other organizations not using digital tools.

Niche Marketing

According to the Economic Times, niche marketing is defined as channelling all marketing efforts towards one well-defined segment of the population. It is further said that niche does not exist naturally, but is created by smart marketing techniques and identifying the needs, choices, tastes and preferences of the consumers. Niche marketing involves targeting consumers based on

various characteristics, such as demographics, gender, location, hobbies, interests etc. So, it is also known as target marketing as it is deployed to target a specific market segment which is unique. It has often been seen that niche marketing focuses on market segments which are poorly targeted or not targeted at all. By tapping into untapped markets businesses get the first-mover advantage and also the advantage of having almost no competitor in that particular market segment. Businesses often enjoy price monopoly due to this. In order to create a well-defined niche market, the organization needs to have the ability to create a very personalized campaign with greater appeal and proper execution. A niche market by no way means a small market, but it involves a specific target audience with a specialized offering. Niche marketing also helps in removing the barrier of entry that may exist in some market segments. It is often argued that traditional marketing is a better option when it comes to targeting a specific audience. This is only partially true because traditional marketing can only work in case of targeting an audience locally, but to target an international audience or segment the organization needs to adopt a digital marketing strategy. In other words, traditional marketing is only useful while doing basic segmentation, but when it comes to advanced segmentation; it is only digital marketing that can be used. Traditional marketing fails to find a way to transcend beyond its restrictive nature and help the organization to target a specific market segment globally. Though it is still very effective when it comes to targeting a local market segment. With an effective digital targeting strategy, an organization can easily become the market leader in that particular segment. Further, as the organization operates within a specific segment it helps in creating a strong relationship between the organization and the consumer. Niche businesses are often high margin business. Customers within the niche do not mind paying more for the goods or services used by them. Digital marketing allows a business to establish a strong niche market which results in more profitability and eventually to the growth of business at a rate higher than that of the competitors.

Equity or Level Playing Field

Traditionally it was the big corporate houses and businesses which got the most benefit out of marketing and the comparatively smaller businesses often missed out. The big organizations made all the profit and continue to grow whereas the smaller organizations even struggled to break even. But this scenario has now changed thanks to the rapid development in technology.

The traditional strategies of marketing inherently favoured big cash-rich organizations. But, the digital techniques of marketing don't have this kind of inherent bias. The reach and effectiveness of traditional marketing campaigns depend heavily on the number of investments made, on the other hand, the reach and effectiveness of digital marketing strategies do not depend on the budget of the organization. The digital tools and technique gives a small business an equal chance to thrive and makes no distinction between small and large organizations. It gives a relatively smaller organization the chance of broadening its reach by providing quality content that can go viral, at no extra expense. Any business can compete with any competitor irrespective of the size with a solid and well-crafted digital marketing policy. With digital marketing strategies being so affordable, competing with big organizations has become easier than ever. Even small organizations with limited budgets and 20-30 employees can gather consumer-related information, establish long-distance strategic partnerships, advertise anywhere in the world using electronic means such as the World Wide Web, e-mail, social media platforms etc. The cost of entry in digital marketing is low and it has the ability to reach both near and far distances equally. Digital marketing also levels the playing field when it comes to presentation. Smaller businesses may not be able to afford expensive graphics and other designing materials as compared with cash-rich organizations but digital marketing tools and techniques enable them to easily create a clean and attractive website that enhances customer experience and helps the organization to grow. Therefore we can conclude that digital marketing strategies have created a level playing field for small organizations, and especially for start-ups.

Interactivity And Control

No marketing strategy can yield the desired results without interacting with the consumers. If marketing is the heart of an organization then the interaction is the heartbeat. With traditional marketing, the organization cannot really interact with the target audience. A lot of time is wasted in waiting for responses to come so that the next step can be planned. This makes marketing a long and tedious process. Whereas, digital marketing allows the organization to engage with the targeted market in real-time using various platforms. With the development of modern communication technology organizations can now engage using social media platforms like Facebook or Instagram by opening a page or profile dedicated to their business or by

creating a channel on YouTube fully dedicated to the promotion of its products. By using these mediums organizations can get real-time feedback on their activities and it becomes faster for them to plan the future course of action. Another revolutionary change that digital marketing has brought into the arena of marketing is that it has given the consumer the power to choose what they want to see. Unlike traditional marketing which is often accused to be intrusive, digital marketing puts the choices and preferences of the consumer first. For example, people buying newspapers or magazines do not buy them to read about advertisements. Similarly, people watching television do not like to be disturbed frequently by commercials. So it is fair to say that, to an extent, traditional marketing strategies end up annoying people. With digital advertising on the other hand the consumers have the choice to whether watch a certain advertisement or a YouTube video or not. Consumers have the choice to subscribe to newsletters or emails of a specific organization and also have the option to unsubscribe later if they do not find it productive or appealing enough. This transfer of power from the organization into the hands of the consumer goes a long way in satisfying the needs of the consumer. This also helps in building a better brand image as it has been quite evidently seen that organizations which tend to be less intrusive garner more customer support and loyalty. Hence in the battle of digital marketing vs traditional marketing, it is safe to conclude that, digital marketing provides the power to the customer and speeds up the whole process of marketing by providing quick interaction with the consumer. Whereas, traditional marketing often ends up annoying the consumers and also delays the decision-making process in the organization as responses take time to reach through the traditional channel.

In a nutshell: How Digital Marketing Is Better? With Real-Time Examples

Having compared the two forms of marketing, let us now analyze to see which one is better and under what situations can they be successfully implemented to generate better leads.

Marketing a product or a business often needs days and even months of brainstorming sessions. The arrival of new technologies and the support they provide have changed the scene in marketing bringing forth an emerging trend where companies regardless of their nature adopt digital marketing strategies over the traditional ones. But the question yields, is the implementation worth it?

Lower Costs

Marketing is one of the most expensive sectors of investment in a company's financial budget. It is possible for a big company to shell out money for putting up large banners or promoting traditionally through newspapers and magazines but for small businesses and startups, the cost of these might even be bigger than their overall budget! Digital marketing offers a wide variety of affordable alternatives and the impact they create is comparable and in some cases, even greater than the traditional marketing methods.

For instance, a startup just starting out its social media handles can immediately start promoting its handle on Facebook and Instagram by using their in-website paid apps options. These advertisements start as low as INR 40 and can go all the way up to lakhs. They can be tuned according to any budget and you have all the control to decide how many days it should run and to what kind of customers it should be shown to. As a result, it provides flexibility and more control for companies depending upon their ever-changing financial terrains.

High Return on Investment

The biggest goal for any business is to gather the expected return on every investment it makes and in the advertising domain, this return is even more crucial. Digital Marketing methods are customizable to fit the size of the company's budget and they are relatively cheaper while reaching out to a larger audience on the Internet. As a result, the exposure gained per ad post is much greater and provides greater engagement than publishing the ad in a newspaper for example.

If you are familiar with using Facebook or Instagram Ads, every advertisement is accompanied by Analytics which offer engagement and click statistics. For an average advertisement which is even moderately framed, the click cost can vary anywhere from INR 4 – INR 8 which is still much cheaper than printing and publishing banners. Also, a click ensures that the customer has fully engaged with the advertisement and is exposed to the product. So there lies the reliability.

Measurable

With traditional methods, one would have to wait for weeks or even months to receive reports on the performance of the advertisement campaigns and analyze whether it was worth the money or not. But, this scene has been changed by digital marketing methods which now provide real-time

analysis and all the essential data in your mobile screens while the advertisement is being executed.

For instance, an email marketing campaign immediately sends the performance of emails sent to its recipients and provides real-time numbers of how many times they have been clicked and how much time have the readers spent engaging with the mail. With the advent of Google Analytics, it is now easier than ever to measure specific goals to be achieved with a website or a blog.

Brand Enhancement

The digital world is no less than a universe in its own with almost the entire world engaging with it in one form of an activity or another. Websites and social media handles are the first things people see of the company and if they are beautifully designed and are highly interactive with good customer service, it can boost the brand of the company by miles.

According to a survey by Espresso Digital, 91% of the customers have visited a store because of their online presence and clear information to the customers about the service and products they provide.

Improved Share-ability

Any online product or piece of information can be shared with people in their circles who would also be interested. As a result, the repeated sharing creates a multiplier effect which tremendously and automatically exponentiates the exposure and sales curve of the business. As more followers or customers follow the brand, the greater will be the multiplier effect and the sales would further boost.

Fashion retail outlets like Max, Splash and Landmark India repeatedly share beautiful photographs of their new launch products on platforms like Instagram and tempt the customers to share it with their friends/relatives who would love that piece of clothing. Because of this, the customers are even socially encouraged to go out for shopping the product and in that process explore the other collections of the store as well.

Deep Focus

The approach of traditional marketing can be compared to spray and paint where the ad is shown to thousands of people at once with the hope that a few will like, follow and convert that into a

lead. In this process, extra money is shelled out for people who did not show interest in the product. But with the case of digital marketing, it is possible to tune ads to a specific audience filtered on the basis of their interests, the locality they are based in and even their following and liking trait on Social Media. If one has in-depth knowledge about customer demographics for their product, implementing social media strategies is a piece of cake.

A social media handle of a popular and higher-end café would only be interested to show its new launch of drinks to people who like their page, who live around the places where its branches lie and to those who are in the youth age group. As a result, they concentrate their budget only to those customers who are most likely to consume their product. If you ever scroll through your social media, you are most likely to find advertisements and sponsored ads of products/brands you are using or have used. This is made possible by the extremely smart algorithms of social media and the accuracy with which they provide data to the businesses.

Some Numbers To Crunch: Digital Marketing Statistics

- According to eMarketer, the budget for advertisement on mobiles will account for 72% of the digital advertisement budget (overall) by 2019.
- Venture Beat says that the mean ROI on CRO is a whopping 223% as on 2017.
- Video Advertisements fare even better than plain textual content, with 4.8% conversion rate there compared to the 2.9% of textual content as quoted by Adelie Studios.
- Marketing Profs has revealed that 72% of marketers worldwide consider the right content to be the most effective SEO strategy.
- According to Demand Metric, Marketing through content is 62% cheaper than traditional marketing and generates approximately thrice the amount of leads.

Conclusion

Digital Marketing is way ahead of its game as compared to traditional marketing. It is essential to evolve businesses around the ever-changing and tricky strategies of digital marketing to make the best use of the online space.

- E-content: Module 3: Digital Marketing Process (unit?unit=4&lesson=19)
- Additional Readings/ Videos : Module 3: Digital Marketing Process (unit?unit=4&lesson=20)
- Quiz: Quiz-M3 (JAN-2024) (assessment?name=436)
- Summary of Week 1 (unit?unit=4&lesson=21)

Week:2 ()

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M2 (JAN-2024)

Assignment submitted on 2024-01-25, 20:15 IST

Due date: 2024-04-30, 23:59 IST.

1) In a given situation, which of the following platform has the highest reach ?

1 point

- Television
- Radio
- Internet
- Newspaper

2) Which of the following is not true ?

1 point

- Digital marketing helps you to target your niche audience
- Digital marketing is cost effective
- You can measure result of your digital marketing efforts
- Digital marketing is non-interactive

3) Re-targeting of customers is possible through

1 point

- Newspaper
- Television
- Google Adwords
- Radio

4) Which of the following is not a correct match ?

1 point

- Print media- traditional marketing
- Pay per click- Internet advertising model
- Generating leads- landing pages
- Real time results- television advertising

5) Which of the following are advantage(s) of digital marketing over traditional marketing ? **1 point**

- Digital marketing is performance oriented
- Targeting of audience on the basis of user's interest is possible in digital marketing
- Digital marketing offers customer inter activity
- All of the above

6) What are the demographics on the basis of which you target your audience in digital marketing ?

1 point

- Age
- Gender
- Education
- All of the above

7) Which of the following is not a platform for generating sales leads ? **1 point**

- Landing pages
- Sign up forms
- Call to action
- Online reviews

8) A landing page is **1 point**

- Home page of a website
- The first page on which users land, after clicking an online ad
- Page from where user exit the website after visiting more than one page
- A page on which a user spent the maximum time

9) Which of the following is not a tool of measuring and tracking audience ? **1 point**

- Google analytics
- Facebook pixels
- Google Adwords
- Wordpress

10) PPC in online advertising stands for **1 point**

- Pay per click
- Pay pal commission
- Pay per cost
- Pay per citation

11) In a given situation, if advertising budget is allocated across search engine marketing, display advertising and email marketing equally, it is possible to calculate the return on investment (ROI) each platform (search engine marketing, display advertising and email marketing) **1 point**

- True
- False

12) We can assess quickly under digital marketing whether your marketing efforts are successful **1 point**

- True
- False

13) Customer interactivity is possible through

1 point

- Live chat
- Reviews
- Blog comments
- All of the above

14) Facebook page is an example of

1 point

- Earned visibility
- Paid visibility
- Owned visibility
- None of the above

You were allowed to submit this assignment only once.

Module 3

Digital Marketing Process

Digital Marketing Process

Digital marketing process is a comprehensive way to promote the business online using various digital marketing tools and to expand its wings across the world



Digital Marketing Process

Steps in Digital Marketing Process

Developing Digital Marketing Strategy
Creating Visibility of your Brand
Generating Traffic to your Business
Engaging the Traffic
Traffic Conversion into Leads
Lead Conversion
Measurement and Tracking
Retention

STEP 1

Developing Digital Marketing Strategy

45 %

Adversely affect the Success of
Digital Marketing

**Business Don't have
Cleary defined Strategy**

| *Source : Smart Insight*

What is Digital Marketing Strategy



Digital Marketing Strategy is a **series of actions** that a company takes to achieve its **marketing goals** by carefully selecting and planning for **Digital Marketing tools**

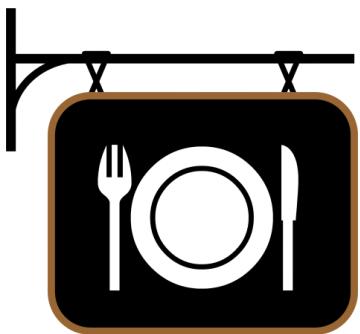
Right Questions at the right time

1. What are your short term and long term goals?
2. What challenges are you facing now ?
3. What challenges are you expected to face in future?
4. Who are your prospects and how to attract them?
5. Who are your competitors?
6. How much you should invest in marketing programme?
7. What is your expected Return on Investment ROI ?



STEP 2

**Creating Visibility of
your Brand**



?



Visibility

?

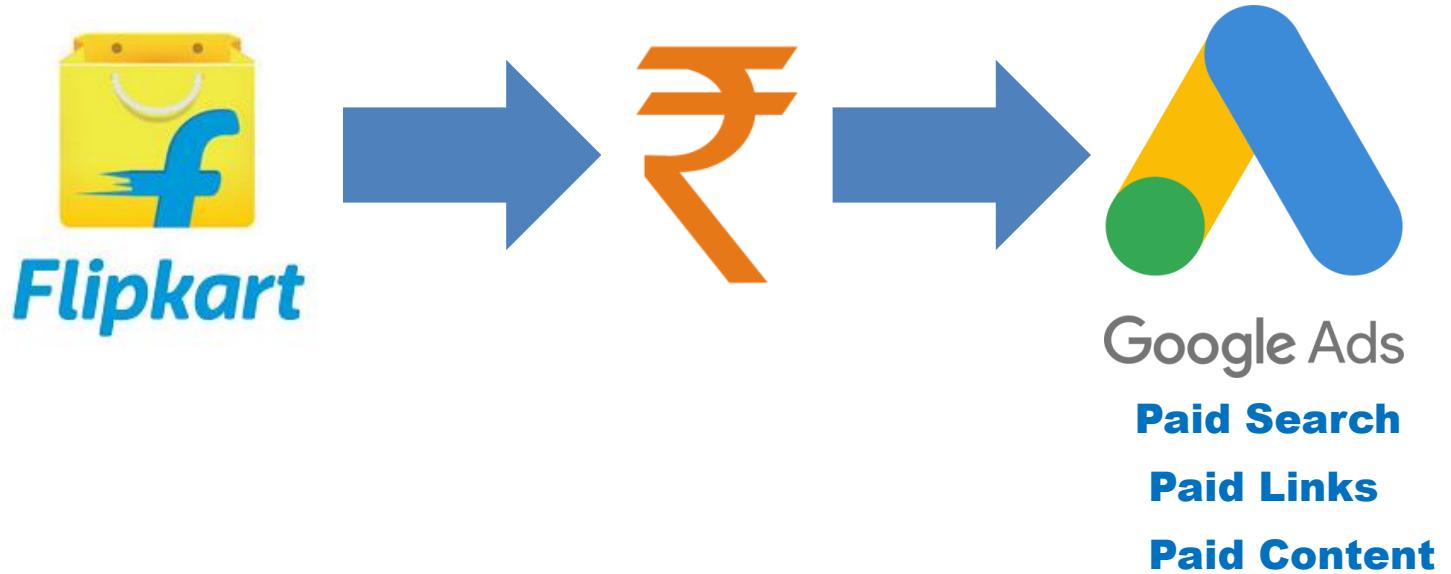
Visibility

Visibility is reaching out to your **potential customers** and telling the potential customers that you are on the internet

Forms of Visibility**1 Owned Visibility****2 Paid Visibility****3 Earned Visibility**

1. The platform is owned by the business
2. Business has full rights to edit and delete the platform content

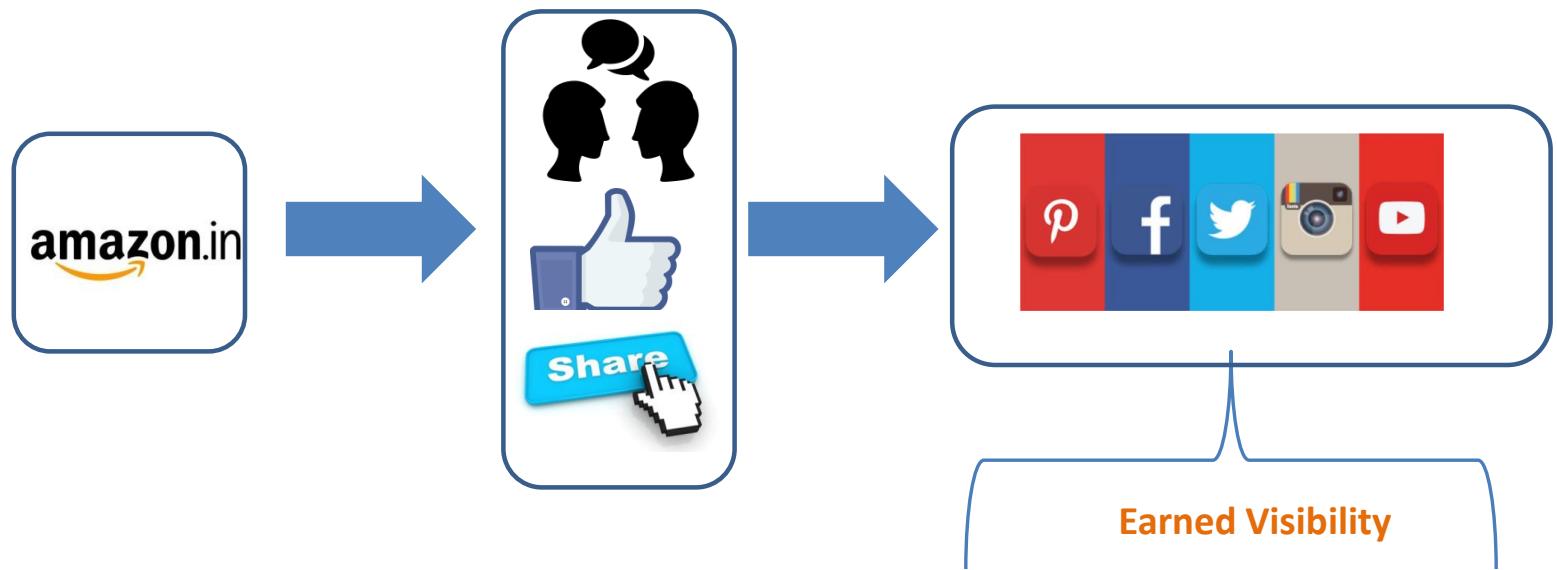
2 Paid Visibility



A

Video

3 Earned Visibility



Free of Cost

1 Owned Visibility

Websites, Blogs, Videos, Social Profile (FB, L,T)...

2 Paid Visibility

Paid Ads, Paid Search, Paid Links, Paid Content.

3 Earned Visibility

WOM, SERP Ranking, Viral Marketing ...

Which approach to create visibility one
should choose?

STEP 3

Generating Traffic to your Business

Bring Quality Traffic to your website increases the chances of turning the visitors into leads and final conversions

- Blogs
- Social Media Optimization
- Search Engine Optimization
- Pay Per Click Ads

Blogs

Bring **42 %** more traffic!

**300% more indexed pages are produced by
blogging**

Source: emarkable.ie

A blog is an informational website, displaying information in the reverse chronological order with latest posts appearing first. At this platform information is shared by individuals or groups of individuals on a specific theme

Most of the reputed brand have their own blogs

Social Media Optimization

Nearly **3/4 internet** users regularly use a social network

Businesses see **63% increase** in marketing effectiveness when using social media.

Source: emarkable.ie

Search Engine Optimization

46% of daily searches are for info on products or services

20% of monthly Google searches are for local business

Source: emarkable.ie

Pay Per Click

**Pay per Click Campaigns drive additional traffic
Optimization of Pay Per Click Advertisement**

Source: emarkable.ie

STEP 4

Engaging the Traffic

“The Rule of 59 Seconds”

Most of the users stick around the web site

Less than 59 Seconds

If interest is not generated they are going to leave your website

Nielsen Norman Group

**Instead of pushing them for sale you
have to engage them**



What is online engagement ?

Engagement is making your visitor to do some activities on your website

Download PFD book, Signup for newsletter, free case study, Browsing of web Information etc.

STEP 5

Traffic Conversion into Leads

Convert the traffic to potential leads by creating appealing offers and Call to Action

A sales lead refers to a person or business who may eventually become your customer in the near future

1. Building of Landing Page
2. CRM integration
3. Placing “Call to Action”

What is Call to Action?

What exactly do you want that a visitor should do while she is on your landing page



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STEP 6

Lead Conversion

A conversion is an activity on your site that is important to the success of your business

Micro Conversion

Macro Conversion

Micro Conversion

Micro conversions are activities that users frequently engage in before purchasing. Sites commonly have several kinds of micro conversions which include

- ✓ **Email signup**
- ✓ **Created account**
- ✓ **Browsed site extensively**
- ✓ **PDF Download**

Macro Conversion

Macro conversions are primarily attributed to main product/ service of the website the

Example: Sales transactions

STEP 7

Measurement and Tracking

Tracking and measuring the performance of marketing efforts

100%



What to Measure

What to Measure ?

- ➔ Traffic Behavior
- ➔ Return on Investment
- ➔ SEO Success
- ➔ Social Media Campaign Performance
- ➔ PPC Campaign Success

STEP 8

Retention

Retaining of visitors and Customers for the future business

Vertical Retention

Horizontal Retention

Module 3: Digital Marketing Process

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Learning Objectives

Understanding, how digital marketing process operates under a given ecosystem

Digital culture is trending nowadays. But digital marketing is a tedious process. This process could facilitate businesses to enjoy benefits from digital storytelling using various social tools available. Integration of a good digital marketing plan could act as a bridge between traditional resources and digital media and bring out.

In this technologically motivated environment, organizations cannot simply make profits by adopting digital marketing strategies for the products and services offered by them. In order to have a fully functional and effective marketing program, it is very important for any organization to have a clearly designed marketing plan. The relationship between a marketing plan and marketing program is that between oxygen and fire. Just as without oxygen it is impossible to lit fire, in the same way without a clear-cut marketing plan it is impossible for an organization to set the market on fire, obviously by its performance.

Therefore, developing an actionable digital marketing plan is critical to the success of the business. Businesses with a good digital marketing plan have 2x the revenues per employee. They are also 2x more likely to be growing. The real challenge with digital marketing is gaining expertise in the field. But an organization should at no cost ignore this very significant function.

Few points that can help a business develop an effective digital marketing plan:

Thinking Beyond The Website: It's time that businesses think beyond the basic website. Organizations should look to focus more on developing a digital marketing system, which has a wider scope than the website. A website should merely be a part of a larger digital marketing system. Various metrics can be used to develop an effective digital marketing system:

Traffic: It is very important for a website to measure the amount of traffic on the website on a real-time basis. Traffic can be effectively monitored using Google Analytics. It has a free as well as a paid feature.

Contacts: Merely ensuring traffic on the website doesn't guarantee the success of the organization. What's most essential is converting traffic into contacts.

Customers: This metric can be effectively traced using the organization's accounting system and customer relationship management.

Steps in the digital marketing process flow as follows:

- Making the digital strategy
- Creating the visibility of the brand
- Bringing the traffic to websites and social media platforms
- Converting traffic into the potential leads
- Lead Conversion
- Measuring and tracking
- Retention

Step 1 - Making the digital marketing strategy:

If you don't know where we are heading, we will never reach, that's why a good strategy for digital marketing decisions developing, integrating and balancing the digital marketing strategies is the first step of the digital marketing process. An ideal digital strategy aligns with the vision of the business or any other entity dealt with.

The key determinants for making a digital marketing strategy are:

- 1) Long term and short term goals
- 2) Challenges being faced currently
- 3) Challenges which are likely to arise in future
- 4) Futuristic prospects and mechanism to attract those prospects
- 5) Competitors and policies used by them
- 6) The budget for the digital marketing program
- 7) Expected ROI (Return on Investment)

Step 2 - Creating the visibility of the brand:

Visibility can be defined as the degree to which something has attracted attention or prominently seen. Being noticed by the audience is the motive behind the application of digital marketing tools. Brand awareness is very necessary for the success of any business or blog. Develop the content in such a manner that the brand visibility of a brand is enhanced.

We can let masses know or see us by:

1. Websites
2. Mobile Apps(Android and Ios)
3. YouTube channels
4. Blogs
5. Accounts or pages on various social media handles like Facebook, Instagram, Twitter, LinkedIn and others
6. Emails

Note that the websites should not only have great content on desktop version but must be fully compatible with mobile devices. The audience expects consistent and coherent data along with smooth accessibility.

The paid, owned and earned media has to be selected according to specific needs.

- Owned Visibility: Websites, Blogs, Videos, Social media profiles(Facebook, Twitter, Instagram, LinkedIn etc.)
- Paid Visibility: Paid Ads, paid search, paid content, paid links
- Earned Visibility: Viral marketing, SERP(Search Engine Results Page), Word of Mouth

But the choice must be very judiciously. One study found that 18-34-year-olds mostly ignore online banner and digital ads. As per estimates, 54% of internet users are most likely don't click on banner ads as they don't trust them (eMarketer, 2014)

"When building a brand online, too many people rush to buy ads and acquire traffic to drive revenues by brute force. Small efficiency improvements in conversion rates, email capture and retargeting can pay huge dividends-tighten up the mouse trap first, then buy eyeballs. You'll acquire and retain customers more cost-efficiently and keep money in your coffers for higher-risk marketing strategies." Tony Delmercado, co-founder and COO of Hawke Media

Step 3 - Bringing traffic to your business's websites and social media platforms:

Digital marketing could only be used to fullest when we could use the strategies towards getting traffic. Check what drives traffic for you and whatnot. Quality traffic could be further converted to leads and final conversions. Some crucial tools for this are:

- *Display Advertising:* Display advertisements are definitely an eye-catching mechanism for getting prospective customers. Display Ads are two types: 1) Retargeted Ads 2) Informative Ads
- *Pay Per Click Advertising:* Pay Per Click Advertising is a good mechanism to generate traffic. Pay Per Click advertisements should be optimized. Be on top of the minds.
- *Email Marketing:* Emails work better than mobile notifications as they are free of cost for consumer class and some mobiles have space constraints for text messages. Rates of
- The number of email users worldwide is forecasted to rise to [2.9 billion by 2019](#) (Word Stream,2018). Businesses should expand and refine their email distribution to reach out audience on a larger level.
- *Search Engine Optimization:* SEO (Search Engine Optimization) is has a tremendous effect on the reach of the targeted audience. On a monthly basis, 20% of Google searches are for local business and 46% are for products or services. Industry experts state that Google updates its algorithm,500 times a year. It is very important to check for keywords which gain or lose traction in search engine operations. Keep updating and auditing SEO regularly to stay searchable and discoverable consistently.
- *Social Media Optimization:* Most excellent venue to reach masses is social media. People are more responsive when others like or comment positively on your businesses. Out of every 4, 3 are active users of social media platforms. Edelman Trust Barometer (2018) found that 63% of businesses' marketing improved with help of social media. 67% of people use social media for customer service inquiries (JD Power, 2015). So we can say that social media is the best way for online presence. Facebook is good for B2C businesses and Twitter is a great platform to share ideas and giving new content. It is always advisable to schedule your posts according to best times reflected in insights to engage more people.
- *Blogging:* Blogging gives a marketing standing to the brand. In other words, blogging gives a voice to the brand it is associated with. 91% of masses said that they are likely to

purchase from a brand with authenticity rather than a generic one. Blogs are estimated to attract 42% more of what normal traffic a website has. 300% more indexed pages are produced as an outcome of blogging.

- High-quality webinars and live events: Working on a bigger picture, webinars and live events play an advantageous role.

Source for estimates: emarkable.ie

Step 4 - Engaging the audience:

After identifying the target audience, the next step is to engage the audience. Use the data got from the business houses, social media platforms, websites and other sources in targeting audience in the digital marketing campaigns. According to Nielsen Norman Group, the majority of the people who visit any website, stick only if their interest gets generated in the first 59 seconds. In simple words, online engagement is when the audience does any desired activity, buy a product, download a PDF or any other media file, browse information, sign up for membership or newsletter, read a free case study and various other actions. Engagement is not only crucial for current customers but also past customers so that they could be retained.

Step 5 - Converting the traffic into leads:

Converting traffic into potential needs is a basic requirement of companies targeting a large customer base. We need to use digital to make customers search, review, engage, buy and do other desired actions. The transition of traffic to leads could be done by incorporating the appropriate call to action and appealing offers.

Call to Action is the activity which we desire from our visitor or audience when a person visits the landing page.

- 1)Building of landing page
- 2)CRM Integration
- 3)Placing "Call to Action"

Step 6 - Lead Conversion:

Lead conversion is of two kinds:

- Micro Conversion
- Macro Conversion

Micro Conversion: Micro conversions refers to various activities through which the audience engages before the final purchase of any goods or services. Examples of micro-conversions are PDF download, subscription of any newsletter, signup for membership or email, browsing extensive information or creation of an account.

Macro Conversion: Macro conversions are primarily ascribed to the product or service of the website. Example sales transactions

Step 7 - **Measuring and tracking:**

The next step is to design measurement and analytics. There are tools and testings available for measurement of the effectiveness of the digital marketing strategies to achieve the goals. Improvisation is impossible unless the performance is tracked and reviewed.

Key factors to be tested and measured are:

- Behaviour of traffic
- SEO Success
- Social Media campaign performance
- Pay Per Click (PPC) campaign performance
- Return on investment

Traditionally, this was a challenge. But nowadays but now there are various tools to gather data and measure the impact of the initiatives taken while the digital marketing process.

Google Analytics gives all the information from the number of visitors, time spent, the source of arrival on the landing page, demographic details and other data relevant for evaluating the results of strategies used.

Step 8- **Retention:**

Retention can only make sure that digital marketing stays fruitful to your businesses. If customers or visitors leave, all step by step efforts of digital marketing strategy will go in vain.

Retention is of two basic types:

- **Horizontal Retention:** When a consumer goes up and down the range of products for purchases, it is called horizontal retention.
- **Vertical Retention:** When a consumer purchases the same chain of goods and services offered, it is called vertical retention.

Research showed that a 5% increase in customers retained, could generate up to 125% of profits. According to Bain and Co. (a global management consultancy), the cost of attracting new

customers amounts 7 times of what it costs to retain the old ones. Therefore, if a retention plan is set well in digital marketing or digital communications process, revenues will increase leading to the long-term profitability of the business. Also, referral marketing strategy is not just relevant to the scope of new business, but every business.

Now let's have a look at the case of Cisco's digital marketing funnel for better understanding.

"It's no longer digital marketing, it's marketing in a digital world," says Joseph Puthussery, vice president, digital marketing at Cisco. "The world has transformed, and every marketer has to think about how expectations have changed."

This comment comes at a time when Cisco is in the middle of a digital transformation. Puthussery further stresses the changing environment how this change is disrupting various business models, by citing examples of the hotel and taxi industry.

"The best customer experience anywhere sets the bar for customer experience everywhere," says Puthussery, speaking at the ANA's Masters of B2B Marketing conference in Chicago. It is quite clear that the global giant is taking the process of digitizing its marketing program very seriously and rightly so.

Next week, the company is going to host 30,000 people at Cisco Live. But, as Puthussery notes, he has 30,000 people visiting Cisco.com every day. "We might have 30,000 people in the room [in Orlando], but we might have more than 100,000 online at any given time watching the keynotes, and we need to make that experience come together."

Puthussery has further outlined 5 pillars of digital transformation for Cisco:

Customer Experience: Puthussery highlights the importance of connecting with the customer at every touchpoint and not only through the website. Social, advertising and digital all have to work together with live events. "We need to combine data and keep the journey going in an omnichannel experience," he says.

Content Marketing: With the change in both business and marketing environment the job of content writers has also evolved. Rather than concentrating on 30-page white papers, writers should be focused on content that will create a social conversation and create engagement. "You need to identify personas and create the content that will take the customer on the desired journey," he says.

Analytics and Insights: “We have 30 billion records of data,” he says. It should be noted that there is no point to having huge amounts of data unless it cannot be used. It has been one of the biggest investments of Cisco to be able to connect every single touchpoint back to data to understand the overall customer experience.

Performance Marketing: “We’re good at looking at the bottom of the funnel—it’s easy to look at pipeline and bookings, but the real question is what do you do at the top of the funnel,” Puthusser notes. Cisco is aiming to study harder metrics to improve its marketing operations through an engagement score that takes different touchpoints into account to score each customer interaction.

Automation: Cisco has built a strong technological foundation comprising of systems to manage the video, search and other marketing strategies. The company is also focusing heavily on machine learning. “We’ll augment as we go,” Puthusser added.

Some essentials to keep in mind while creating a digital marketing process in 2018:

Targeting the Right Customers with the Right Option: This is the first step in process of development of an effective marketing plan. The marketing plan should focus on the target audience. The organization should look to deliver more value to this target group of consumers. There are a number of ways by which an organization can select their target audience:

Segmentation: This is the most popular way of selecting the target group of customers, in order to achieve the desired results. Factors like a number of competitors, the average profitability of the segment should be considered before selecting a segment. The market (consumers) can be divided into segments on the basis of behaviour, demographics, company-specific information, psychology, and geography.

Personas: Personas somewhat aim at creating a fictional picture of the target consumer by identifying how they act, their goals, skills, attitudes and environment. This helps the organization to engage with the consumers at a more personal level.

Jobs or Work To Be Done: This method of dividing the consumers not only helps the organization is assessing their needs and preferences but also helps them to know which job is hardest and most important.

Ensuring that it is Easier for the Customers to Find the Business: All the marketing efforts of the organization shall reap no result unless the consumer is able to find and reach the business easily. It is the responsibility of the organization to ensure that prospective consumers don't find

any difficulty in reaching the business. In order to connect well with the customers, the business needs to be a part of their world. This can be done in many ways by using techniques like influencer marketing, social media marketing, retargeting, advertising etc.

Using Right Technology: It is very crucial for the organization to select the right technology. This selection depends on the maturity of the marketing program of the organization. For a new organization that is just getting started, it is logical to use simple and low-cost tools like Squarespace, whereas large and more established organizations having a higher budget can opt for a more integrated platform like HubSpot.

Digital Storytelling: The Next Big Thing?

A story is the most interesting thing that one person can say to the other provided it is worth hearing. It can be told in a variety of ways and it is up to the brands to create the story so that people can interpret it the way they want to. Roping in a traditional storyline for promoting a brand with the conventional sequence of introduction, rising action and climax is going to be inefficient because the people online have much shorter attention spans. Any video which says a story must grab the attention of the audience within three seconds else it is a fail. It may be noted that the channel or medium through which you say the story also plays a role in grabbing the interest of the audience. It is much different to view a video on YouTube as compared to one on Instagram. More time must be devoted to developing the essential elements of video storytelling that grab the different senses of people. Interestingly, an effective story is a collective effort on developing each of the following elements to its mature maximum:

Humour

Humour is as contagious as it can get. Most of the viral videos nowadays are content which is funny, and thus are shared amongst friends and peers. If a dark matter is brought to light through humour, it plays a greater impact to create a positive image of the brand on the viewer. Essentially, an effective story must combine humour, a great social message and explain how the brand is influencing it; all these with the greatest executional skills.

Morals

Arguably, connecting with the audience by plugging in with their emotions and morals is the best thing ever a brand can do. Developing common feels of issues, odds facing against you, a sense of un-fulfilment and making it relatable with the audience can actually make them ‘become friends’ with your brand. This in turn results in deeper reach and more leads.

Food for thought

Another dimension in which a good story operates is providing something for the audience to think about, discuss about and perhaps even debate about. The best brands play with your mindsets and make you alter the way you have been thinking about something. Storytelling is the art of grabbing the common pulse of thought amongst the viewers and synthesizing them for a thought which can ultimately force them to connect with your brand.

What's the right amount for the companies to spend on Digital Marketing?

Finding published data about company budgets for digital marketing is not a big task with the advent of the Internet. But it is essential to know in a nutshell the patterns of investment by companies so as to predict the areas of digital marketing a future company will need to invest in. Note that the following information is specifically for B2B marketing.

Clearly, digital marketing is fast becoming the major sector in the overall pie of digital marketing expenditure. In fact, it is predicted by eMarketer that, digital marketing spending will account for 45% of the total amount spent on marketing strategies.

In digital marketing, according to Hanapin Marketing, Adwords and Mobile is a key area in which businesses want to increase their budgets. Out of the number of companies interviewed, the stats revealed that 75% of them wanted to amp up their budget on Adwords and Mobile thanks to the every sustaining power of Google and the increasing consumption of portable media on the go. Also, a CMO survey has reported that spending on mobile digital marketing will increase by 118% in the period of the next three years. As of today, the mobile may not really be the dominating source of traffic but the rate at which it is growing, it is set to surpass any desktop and web traffic within the next half a decade.

Another CMO Survey has reported that companies (B2B) spend on an average 6% - 9% of their annual budgeting on marketing. Service providing businesses usually form the lower regions of that scale whereas companies inclined to produce products dominate the higher ends of that scale.

The biggest issue though, that B2B companies face is garnering the expected ROI from the marketing expenses. After reviewing hundreds of companies worldwide, the issues which stem this are two-fold

One, companies fail to ensure that the marketing staff is strong and efficient. They often do not stress on goals and deadlines making marketing a more flexible undertaking than what is necessary.

Two, companies fail to allocate the right amount of money towards marketing. This can arise from having incomplete data and skilled personnel on board who fail to either understand the necessity of marketing or have simply no clue on how to handle any amount of budget allocated. In short, for any B2B business to work, it has to seamlessly move from the traditional methods of marketing by getting the right power onboard to guide through the different strategies and tricks involved in digital marketing.

How is Digital Marketing Evolving as a Culture?

Digital Marketing is all about riding the wave at the right time. Companies, who catch it at the perfect time and the perfect spot, reap rich rewards. But here are the major drivers for digital marketing which are continually shaping it every single day:

- Companies have got more exposure to real-time data. Earlier, they had to wait for months to get an estimate of the revenues, the sell-in and targeted analysis results corresponding to a marketing trend. But companies now have more number of parameters and greater data available at hand. Having the right skill set to make sense of the data is one thing which all companies tirelessly look for in its hires.
- Marketing is no longer a one-time relationship. Brands nowadays have started to connect morally with its consumers and aim to provide benefits for a lifetime to them in return for staying loyal with their brand. For instance, purchasing a pizza through the Domino's store will entitle you to receive discounts and other offers, sometimes personalized all for years together.
- Marketing processes are quick. It is now easier for companies to implement the A/B strategy while marketing since it has become incredibly simple to create digital products for the same. Also, the route to implementation of them has become extremely user-friendly and companies now no longer have to wait for days to have their ad or poster printed on a newspaper or telecasted on the TV.

Digital Marketing: Another Case Study

A simple loyalty program helped a brewing brand connect better with customers. A global brewing company through its smartphone app launched a loyalty program wherein any customer that purchases a beer is given credits which can be utilized at bars, pubs and even restaurants.

The benefits of this turned out to be two-fold. One, the company knows its most loyal customers, their behaviours and methods of spending and redeeming and now the company can create consumer-specific marketing plans. Two, it also knows the outlets which now accept their credits; as a result, they can target location-specific for promoting their brand.

Using the continuous amount of data supplied to them and testing and retesting the marketing strategies, the company finally adopted the near-perfect parameters to ensure the maximum leads. Through this, the company managed to cut – off the 20% customer drop off through the application and overall reduce the ratio of consumer inactiveness.

Conclusion

The process of Digital Marketing is a complex one and it is certainly not something that works on a trial and error principle. Although, this error can be undertaken if the proper amounts of data are available at the disposal. Every company who aspires to excel in marketing has to follow a systematic series of steps to first identify the parameters essential to creating the right plan and must ensure a near-perfect team to execute that.

- E-content: Module 3: Digital Marketing Process (unit?unit=4&lesson=19)
- Additional Readings/ Videos : Module 3: Digital Marketing Process (unit?unit=4&lesson=20)
- Quiz: Quiz-M3 (JAN-2024) (assessment?name=436)
- Summary of Week 1 (unit?unit=4&lesson=21)

Week:2 ()

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M3 (JAN-2024)

Assignment submitted on 2024-01-26, 19:24 IST

Due date: 2024-04-30, 23:59 IST.

1) Which of the following is an example of owned visibility

1 point

Website

Online review

Paid ads

Viral marketing

2) Earned visibility is

1 point

Paid ads

Free of cost

Paid search

Paid reviews

3) Which of the following is not an example of paid visibility?

1 point

Google ads

Facebook ads

Facebook page

Youtube ads

4) Which of the following technique will help you to bring the quality traffic to your website?

1 point

Search engine optimization

Social media optimization

Pay per clicks

All of the above

5) CTA stands for

1 point

Call to action

Call to ad

Call to amount

Come to action

6) Which of the following is micro conversion

1 point

A sign up form was filled

PDF book was downloaded

A newsletter was subscribed

All of the above

7) Which of the following is not a correct match? **1 point**

- Retention- vertical
- Earned visibility- Word of mouth
- Macro conversion- Sales
- Paid visibility- search engine optimization

8) What helps in making a visitor to do some activities on your website? **1 point**

- Search engine optimization
- Engagement
- Retention
- Conversion

9) What are the activities that users frequently engage in before purchasing? **1 point**

- Macro conversions
- Micro conversions
- Engagements
- Sale leads

10) Which of the following is an example of macro conversion? **1 point**

- Sales
- Downloading catalogue
- Subscribing to newsletter
- Downloading brochure

11) A single approach to have visibility always works **1 point**

- True
- False

12) What exactly do you want that a visitor should do while he is on your landing page? **1 point**

- CTA
- PPC
- SEO
- SEM

13) Sponsored link is an example of

1 point

- Earned visibility
- Paid visibility
- Owned visibility
- None of the above

14) Facebook page is an example of

1 point

- Earned visibility
- Paid visibility
- Owned visibility
- None of the above

You were allowed to submit this assignment only once.

Website Planning and Development

Types of Websites



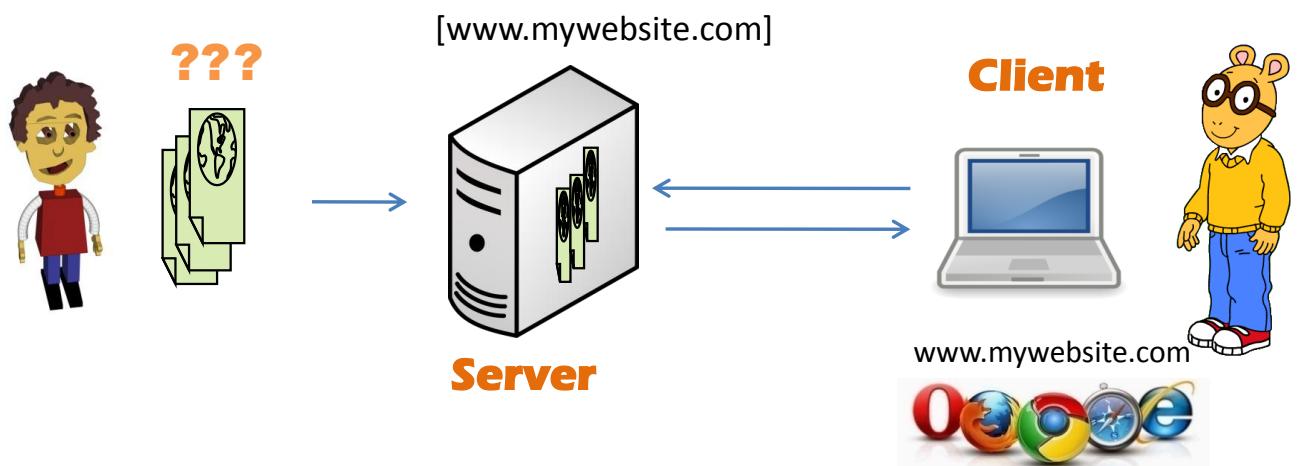
Learning Objectives

- To understand various types of websites from digital marketing point of view
- To learn about various phases of website planning and development process

What is a Website and Does it works ?



A website is a collection of WebPages stored on a web server and these web pages are accessible on a request to the user through web browser installed on various devices like desktop, laptop, tabs and mobile phones.



Types of Websites

- Performance Based
- Purpose Based



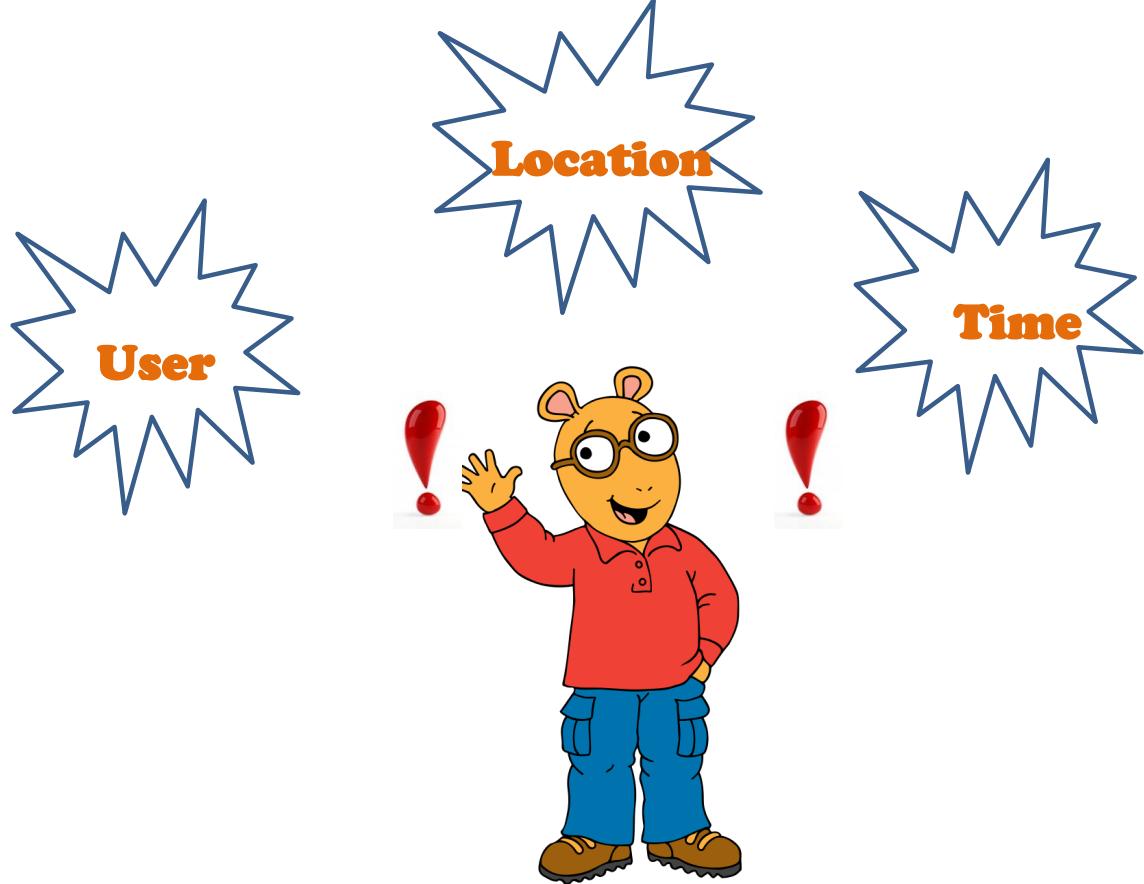
Performance Based Websites



How websites are designed and presented

- Static websites
- Dynamic websites
- Mobile websites
- Responsive websites

- Very basic form of website and **easy to create**
- It is designed using **HTML and CSS , no scripting**
- The content of the website is **fixed** unless manually changed by webmaster
- The content of the website **remains same** for every visit



Dynamic Websites (CMS)

- Information on web page is **not fixed**
- **Information changes** according to user, time of day, country and other factors
- It contain **client-side scripting** or **server-side scripting** to generate the changing content, or a combination of both scripting types

Mobile Websites



There was often mismatch in the content on two different websites



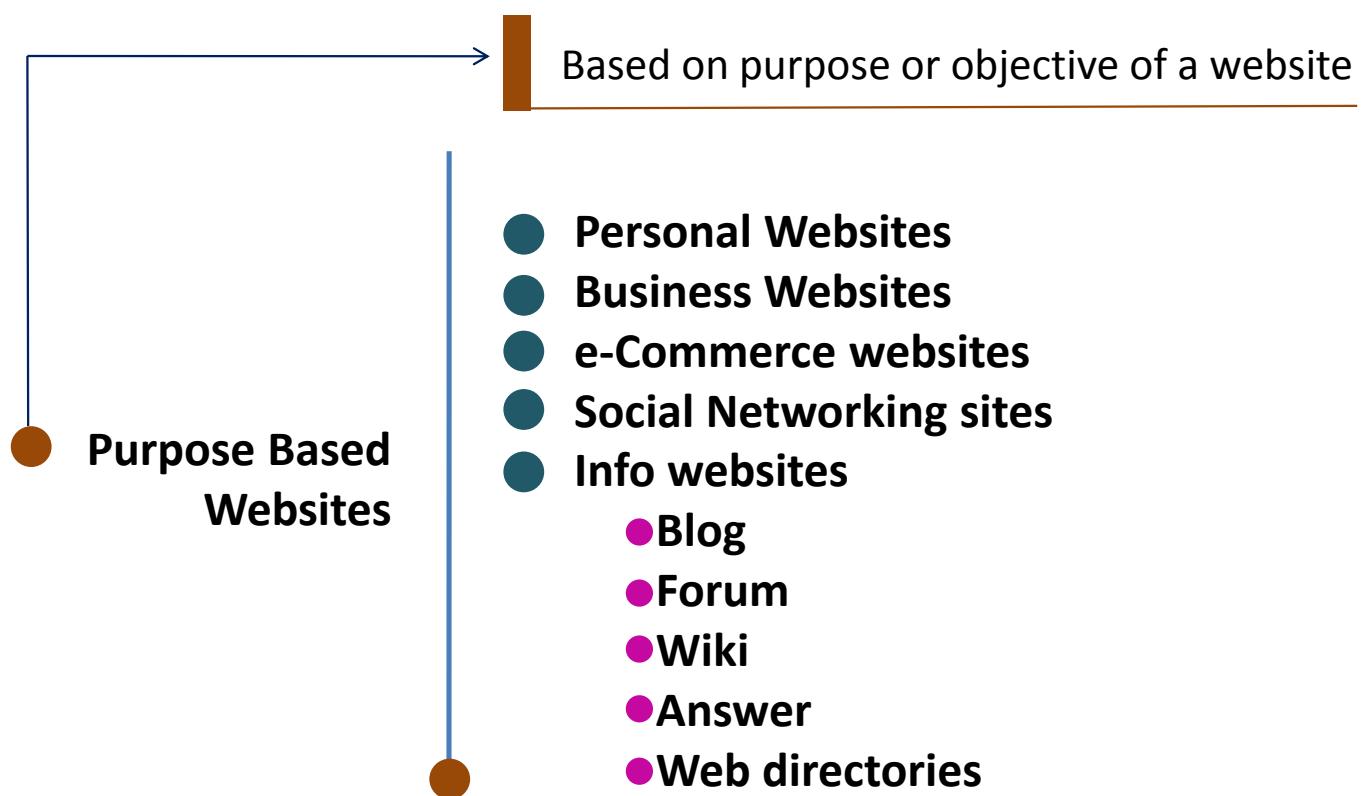
Responsive Websites

Responsive website responds to or resizes itself depending on the type of device it is being seen through



Single Domain Name





Personal Websites



Personal Information
Personal Content
Career Marketing
Express Personal Views
Creative Endeavor



Business Websites

Any website that is designed to show the information related to your business

Vision and mission
Products and Services
News
Career
Contact Information
Any other business related information

e-Commerce websites

What is ecommerce?

Ecommerce simply means selling or buying products/ service using electronic medium like internet



e-Commerce websites

- e-Commerce websites are designed to facilitate the transactions of goods and services online
An e-Commerce website helps in transfer of
- Information and payments over the internet website

e-Commerce Website

Social Networking Sites



Source: Hootsuite, 2019

Social Networking Sites

Social Networking site (SNS)?



A Social Networking Site is an online platform where user create a public profile and communicate or interact with other users of the site

Purpose of such websites is to share the information with users on variety of topics. Info websites can be a

- Blog**
- Forum**
- Wiki**
- Answer**
- Web directories**

Phases of Website Development

Phases of Website Development

1. Prerequisites
2. Defining website objectives
3. Understanding Target Audience
4. Selection of Keywords
5. Number of Website pages
6. Designing blueprint of web pages

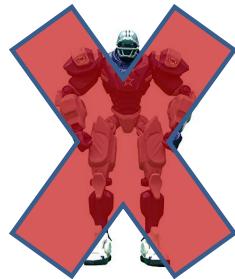
1 Prerequisites



Person

Creativity

Engagement



1 Prerequisites



Domain Name



www.mywebsite.com

Address of website



Domain Name

?

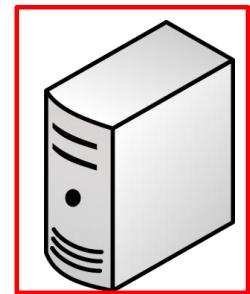
1 Prerequisites



Web Hosting



Where the website will be stored



Webhosting

?

Blogger

Seller

**Affiliate
Marketer**

? **Objectives**

2 Defining website objectives

Objectives

Micro Objectives
Macro Objectives

Micro objectives includes planning some activities for website that increases the chances of visitors to spend more time on the website

Macro objectives are the ultimate goals your website wants to achieve i.e. selling of products

Micro and Macro Objectives (Case Study Of Advertising Agency)

MICRO	MACRO
Information about services	Sales
e-book download	Queries
Case studies	Inbound Calls
Research Articles	Free Trials
Newsletter submission	Demo
Meet our Client	Brand Building
Testimonials	Engagement
Watch video	To build Trust
Plans and Pricing	Many more.....

3 Understanding Target Audience

Needs, Interest , Preferences

Call to Action



4 Selection of Keywords



Insert y key word clip here
with laptop

Audience search keywords

Key Words

?

5 Number of Website Pages

Counter Number

Content and Easy Navigation



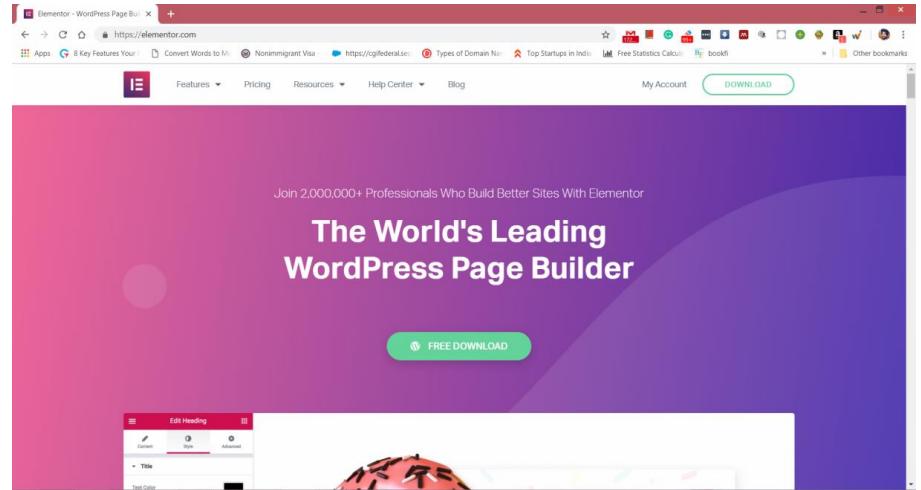
Site: yourwebsite.com



6 Designing blueprint of web pages

Home Page and Other Pages

Logo of business
Navigation
Headline
Call to action
Social profile
Photos
Text Content
Footer



Module: 4: Website Planning and Development: Types of Websites

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Learning Objectives:

- **Understanding various types of websites**

With the internet almost being everywhere and for everything, a website is a most basic and most crucial interface between the creator (of goods or services) and the consumer. Websites do not only act as bridges or as an interface between the seller/creator and the consumer, but they are also the identity of the respective business. Your websites represent you and your business to the world. So, it's very important to have the right kind of website in place in order to achieve your business goals.

Clearly, websites are one of the most crucial factors that contribute to the success of a business. That is precisely why they need to develop properly to fit the needs of the business. Following are the steps that lead to the formation of a good website:

- **Planning the Website:** Perhaps this is the most crucial phase or step in the entire website creation journey. With a well thought out plan, the whole process of putting up a website can be much more effective and stress-free. It's very important to determine in this stage itself the goals and objectives your websites would seek to fulfil. What is/are the purposes of your website? This needs to be clear because this clarity "of what you want from the website?" will always help you in making decisions from thereon. Another important thing that you must do in this stage is to identify and define your target market or audiences. A better understanding of your audience will automatically lead to the creation of a website that's more user friendly and effective. This can also be done by analyzing the websites of your competitors. This will help you in so many ways. It will enable you to create a website that's not only more effective in your line of business but also devoid of the possible shortcomings that your competitors' website may contain. Another thing that you must consider while planning for your website is SEO (Search Engine Optimization). It is a very important factor that directly affects the success of your venture online. With Google being the most popular and used search engines currently, it becomes

very important for you to know the Keywords that rank higher and incorporate them into the architecture of your website. Also, make sure that your website is mobile-friendly as Google ranks such websites higher. Proper SEO can have a big positive impact on your business and may just turn out to be the key factor in the success of your website. It is also very important to plan a sitemap and ‘wireframe’ which is basically a blueprint of your website in advance. It helps the designer to understand the basic look and vision of the website that you want to create for your business. In other words, it enhances clarity for both you and the designers that how will the final version of the website look. In all the planning phase is very important and must be taken very seriously for the success of the business. Without proper planning, you may still manage to have a website, but it may not be as effective as you would have wished to.

- **Designing:** The next step in the process of creation of your website is to design each page of the website. The sitemap and wireframe determined in the planning phase come to practical use in this phase. The designer clearly knows what he/she has to do as everything is pre-planned. The design of your website is critical to user experience so it is very important that the website is aesthetically alluring to the visitors. Small and minute details regarding your website such as the interplay of colours, shadow, font style etc., should be taken into consideration. As per research, it has been proved that different colours evoke different emotions, so you should design your site appropriately. For example, if your website is about gifts that can be given to loved ones, then having the colour red can certainly boost your website's performance. Recent research also reveals that consumers form judgements within 90 seconds of interactions on your website, and almost 60%-90% of it is based on colours.
- **Development:** It is in the development phase where after completing the design stage, the website is turned into a working website. It is basically the process where the website development team makes the website functional for use. Implementing payment gateways, choosing a content management system etc, are the elements considered in this phase. HTML, CSS and JavaScript are the primary web development technologies that you will most commonly encounter and work with. HTML stands for ‘Hypertext Markup Language’, though it can be used to build an entire website but it is specifically used for layout and format of the webpage. HTML is basically a series of tags that defines the different components of a web page. On the other hand, CSS was created to overcome some of the major difficulties posed by

HTML, CSS or Cascading Style Sheets separate the content of a web page from its styling. To define the styling for a particular web page CSS can be linked to it. The CSS technology makes it easier to make changes in the styling of the web page, as it can be done simply by modifying the CSS file. Introduction of JavaScript has made a huge difference to the web pages and in the web development world. The structure of JavaScript enables it to interact directly with the DOM of a web page. By using this the entire structure and style of the web page can be changed. JavaScript not only allows manipulation of web pages and their content but also makes them more interactive. Therefore it can be reasonably concluded that JavaScript has a more central role in web development.

- **Website Testing and Deployment:** Before the website is launched or deployed, it's very important that tests are run on it in order to ensure its bug-free. Testing the website is very important as an improperly tested website may encounter issues and affect consumer engagement. This hampers not only the experience of the consumer but also turns out to an embarrassment for the company or organization. Performance test, compatibility test, usability test, functionality test etc., are performed in order to check the quality of the website. Normally a quality team performs such tests. It is ensured in this stage that the website runs smooth and that there are no glitches or issues with its functioning. For this purpose, internal links are verified, it is ensured that the website displays well on all devices and platforms, website codes are validated and many other such actions are performed. After running all the tests successfully and obtaining the approval of the owner of the website, the web design team uploads the website on the hosting server using a File Transfer Protocol (FTP).

Types of Websites:

British physicist Tim Berners-Lee, published the world's first website on August 6, 1991. With over 1.6 Billion websites existing out there on the World Wide Web as of 31st March 2019. But only 25% of all registered websites are active as of 31st March 2019. (Source: techjury)

The signs are of only further growth for the Internet. Internet penetration reaching over fifty per cent of the world's population, the net has simply become a part of people's lives. As per Internet World Stats, 56.1% of the world's population has access to the internet as of 31st March 2019 and a whopping 81% of the population in Developed Countries has access to the internet as of 31st March 2019.

Websites have played a crucial role in this and they continue to do so. Websites have gone through a great deal of transformation and evolution over the years. It all started from static HTML pages, but with growing demand and needs of the world, came up more dynamic web pages, though it still had some shortcomings it was a major advancement. The first generation of 'Web Designers' was born in this phase, as they developed better programming and designing skills. The next stage saw the creation of CMS- Content Management System. It is basically a software which can be used for managing, organizing, editing and publishing content. The biggest plus point of this software is that one need not necessarily be a programmer or a designer to use CMS. The CMS software keeps the content of the website separate from its styling (i.e., layout, colours, font style etc.). This helps in modifying the look of the website without re-doing the content again.

The next stage of evolution of websites belonged to the creation of Intranet, then the Read/Write web and ultimately the creation of Social Websites. As per definition, Intranet is a network which can be accessed only by a specific set of users. The read/write web is basically this intranet with the ability to read, write and manage content. This fusion of intranet and read/write web allowed them to connect with their friends, clients etc. This ultimately led to the development of the Social Web. The Social Web can be said to be the culmination of all Social Networks. The development of Social Web has revolutionized not only the virtual world but also the various aspects of real-world very significantly. The Social Web has helped take products, news, information and entertainment to places where it was not possible before. It has opened up the world in true sense.

Interestingly WordPress alone powers 32% of all the websites on the internet. (Source: www.websitehostingrating.com). Though classifying websites into different categories or types looks an easy task, it's not, mainly due to the complex nature of websites in the modern technological environment. Different types of websites serve different purposes, from selling products, providing information to the visitors to showcasing an individual portfolio. It is extremely crucial for one to select the right type of website for their respective purposes and according to the functionalities they want before one starts to design or redesign their website. The highest worldwide internet penetration was recorded at Falkland Islands and Iceland which was 99.3% and 99% respectively. (Source: www.websitehostingrating.com)

Websites can mainly be classified according to three main factors or into three categories: design/respondiveness and content.

Responsiveness:

As internet penetration and usage increases, optimization becomes one of the biggest factors for the success of any website. With more and more people now engaging with the internet through their smartphones websites should be designed in the way that they run effectively on all devices and operating systems. Even Google had announced that more mobile-friendly websites rank higher on the search engine as compared to less mobile-friendly websites. This clearly means optimization and responsiveness of the website are factors which influence the traffic on the website directly. Following are the different types of websites as per responsiveness:

- **Static Website:** Static websites are websites which are not optimized at all. They have a fixed layout and design which is generally meant for the personal computer. This means when one opens a static website on their phone, they have to zoom in order to use it. This type of website is inconvenient and extremely discomforting for the user. Though it has a greater loading speed, thanks to its simple design, but it is not recommended as more than 50% search requests now come from mobile and having a static website may end up taking visitors away.
- **Fluid Website:** A fluid website is more user friendly as the different components of the website are laid out in proportions. These proportions remaining the same irrespective of the device size on which it is opened. These websites are also known as Liquid Websites. In simple terms, it means that all the components of the website will take the same percentage of space whatever be the size of the screen. It is better than a fixed/static website as it can adjust to users set up.
- **Responsive Website:** A responsive website is the most user-friendly website. It has the highest level of adaptation and thus is well optimized for different devices and platforms. In other words, a responsive website will look different on different devices to better suit the size and operating system on which the device runs. Where a large portion of the targeted audience is inclined to use more devices such as mobiles and tablets as compared to personal computers, then it's very important and necessary to have a responsive website to generate higher engagement and ultimately achieve the desired results.

Content:

One of the most common ways to classify websites is on the basis of the content they comprise of. Content being the king in the modern era, where no field is untouched by

competition, it is very important to choose the right type of website as per one's content. A mismatch in this regard can be dangerous and embarrassing for the organization. Following are different types of websites classified on the basis of content:

- **Corporate Websites:** With the growing penetration of the internet, it has become for any successful business to have a presence and footprint online. A website is the most basic online infrastructure that a corporate body must-have in modern time. A corporate website not only serves as an information centre of the company online but also in many cases becomes directly responsible for the growth and success of the company. Where the objective of the website is just to provide information about the organization, the costs of creating and managing a corporate website are seen to be very low, in fact, as low can \$1 per month. These websites cost low but have a great impact on the perception outsiders may develop about an organization. The website should contain information relating to the company's or organization's goals, vision, philosophy and flow of work etc., along with testimonials, reviews and a list of achievements (if any). They help the organization to look more credible and professional.
- **E-Commerce Websites:** The new age business world is not about the customer/consumer reaching the business but the business reaching the doorstep or to put it more precisely the fingertips of the consumer. This is made possible thanks to the technological revolution called the Internet and its continued advancement. E-Commerce websites are basically those websites which are used to sell goods and services online. E-Commerce platforms or websites enable the consumer to buy, sell, compare whatever goods or services they want from a wide range of available goods and services at the time of their choosing. These websites can be accessed at any time of the day, making the business 24x7. E-Commerce websites have completely revolutionized the retail business world. Some major examples of E-Commerce giants being eBay, Ali Baba, Amazon and Flipkart. About 49% of all online sales and 5% of all retail sales in the United States Of America are done on Amazon. (Source: www.websitehostingrating.com)
- **Social Media Websites:** Apart from the E-Commerce Websites, the rise and growth of the Social Media Websites and platforms have really changed the lives of people across the globe. It has completely revolutionized the way people interact with each other. Even though it is virtual, but it has played a great role in bridging several gaps

and bringing people together. The main goal being communication, they help people, organizations, governments in many ways to reach the masses directly, very swiftly and quickly without the message getting diluted in transmission. Social Media websites enable people to connect with other people and share their thoughts, ideas, pictures and also things related to their lifestyle. It has opened up the world and made it into one big community. Though social media websites have their own challenges such as fake news and trolling, the advantages continue to outweigh the drawbacks. Twitter, Facebook, Instagram etc., are examples of some popular social media websites.

- **Crowdfunding Websites:** Crowdfunding is basically a process of raising capital in small amounts from a large number of individuals. This money can be used to finance a social, political campaign or a business venture. Crowdfunding websites connect the people with lack of funds with individuals who can make contributions voluntarily. Another plus point is that the amount of contribution can be decided by the individual contributors themselves, though a minimum amount is prescribed which in most cases is very nominal. These websites make it easier to access large groups of people spread throughout the globe through the Internet. Crowdfunding websites play a great role in the promotion of social awareness and entrepreneurship by making funds available through mediums other than the traditional channels. Crowdfunding is becoming a new and transparent source of raising funds for several new start-ups and social groups.
- **Blog or Personal Websites:** These websites are typically promoted by individuals or a small group of people who belong to a certain field of work and share their views, thoughts, research and knowledge by regularly updating these web pages. Normally these personal websites are run by writers, academicians, researchers, scientists, movie-book reviewers, technology geeks, self-help gurus and life coaches. These types of websites have increased massively in the few recent years. They can generally have content on any topic and are written mostly in an informal style. These websites are very useful for people who are just bursting upon the blogging scene like freelancers. It also allows them to have a source of income using these websites.
- **Educational Websites:** The internet or the web is nothing but a huge culmination of data and information. With people now being able to connect with each other irrespective of the physical, social and financial barriers, a rise of educational platforms and websites was inevitable. These websites have a huge variety of content

from online libraries, encyclopedias to online courses and professional guidance. The best thing about these websites is that much of it is free or a nominal fee is charged based on the topic you choose to study about. Such a nominal fee is usually less than the fee charged by teachers or institutions who teach offline. Another plus point of these websites is that the content can be accessed at any time.

- **News Websites:** The invention and growth of the internet have changed the world, and so it has also changed the way news used to reach to the public. Previously, the time between the happening of an event and the time when it reached the public was huge. But the internet has filled this time lag. This helps news agencies to deliver news to the public almost instantly- breaking news. News is not only delivered through the websites of the news agencies but also through the various social media channels. But one major flaw with this speed with which every agency wants to deliver news is the lack of background research and verification. This often leads to fake news. News websites are considered a more credible source for news as they belong to a genuine news agency.
- **Entertainment or Video Streaming Websites:** For the last couple of years or so, there has been seen a huge rise in entertainment streaming websites and platforms coming up throughout the globe. One of the main advantages of these platforms is that by using them, the content can be taken to places or virtually all around the globe. This was not possible before. This has opened up a whole new space for the entertainment industry. YouTube was one of the first video streaming websites, but since the rise of Netflix, Amazon Prime etc., even YouTube has evolved itself to compete with the new market players. These websites have truly revolutionized the t.v. experience especially for young people, though they have shown that cater to everyone.
- **Brochure Websites:** These type of websites are mainly used by small businesses for the purpose of maintaining their online presence. They don't have many pages. They simply contain the basic information about the organization, the area in which it works and contact details. It basically acts as an online visiting card for small businesses. This helps small businesses to put up a professional and corporate like feel.
- **Web Portals:** These are websites which comprise of various information that a user may need. It's like a one-stop shop for information which is otherwise not available at one place easily. Apart from providing information, they also provide other services

such as emails, forum and news. Yahoo, Orkut are one of the first portals. Google can also be an example of a portal even though it has diversified to venture into a lot of different things. Some portals are also exclusively for internal use of specific people. This is generally seen in colleges, university campuses, research institutes and other like institutions. The creation of these kinds of web portals, limited to a specific group of people is made possible through Intranet. Every day Google accounts for more than 5 million searches. (Source: www.websitehostingrating.com).

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- E-Content: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=55)
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- Additional Readings/ Videos: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=56)
- Activity: Buying of Domain Name and Webhosting (JAN 2024) (unit?unit=40&lesson=57)
- Summary of Week 2 (unit?unit=40&lesson=58)

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M4 (JAN 2024)

Assignment submitted on 2024-02-19, 21:10 IST

Due date: 2024-04-30, 23:59 IST.

- 1) Which of the following are the perquisites of a website ?



- Person
- Domain
- Hosting
- All of the above

2) Where all the websites are stored ?

1 point

- Server
- Desktop
- On Domain name
- All

3) Static websites are

1 point

- Same for everyone
- Vary from person to person
- Cannot be modified
- None of the above

4) Website that changes its view according to the screen size of a device on which it appears

1 point

- Dynamic site
- Responsive website
- Mobile website
- Static website

5) There are chances of mismatch of content between desktop version of a site and mobile version of a site

1 point

- True
- False

6) Website design for career purpose or resume purpose, are

1 point

- Personal websites
- Business websites
- Forum
- Wiki

7) Amazon is an example of

1 point



- Dynamic website (a)
- Static website (b)
- Responsive website (c)
- Both a and c

8) Which of the following is an example of info websites

1 point

- Blog
- Forum
- Wiki
- All of the above

9) Macro objectives are set for engagement purpose

1 point

- True
- False

10) How will you check number of web pages of your sites on google ?

1 point

- Site:www.yourdomainname.com
- Site//www.yourdomainname.com
- Site/www.yourdomainname.com
- Site-www.yourdomainname.com

You were allowed to submit this assignment only once.



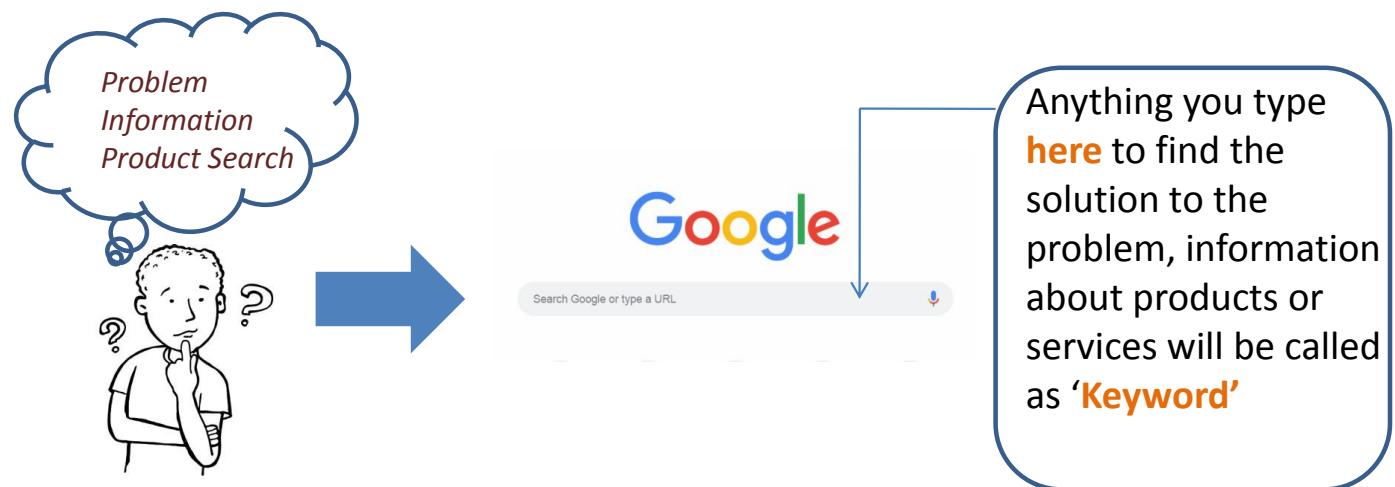
Website Planning and Development

Keywords Selection Process

Learning Objectives

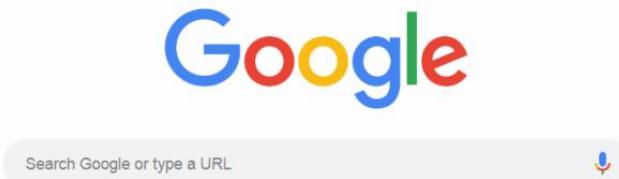
1. To discuss the significance of Keywords in Website Development
2. To understand various types of Keywords
3. To describe the process of identifying keywords

What is a Keyword ?



What is a Keyword ?

Keywords are the **words** and phrases in web content that facilitate the visitors to find website via search engines.



Types of Keyword

Primary Keywords

Sub- Primary Keywords

Secondary Keywords

Sub- Secondary Keywords



Primary Keywords

Primary keywords represent core business

Examples	Marketing Research Agency Marketing Research Company Marketing Research Services
-----------------	--

Sub-Primary Keywords

Sub-Primary Keywords are the extended versions of primary keywords words

Examples

- Best Marketing Research Agency
- Best Marketing Research Company
- Best Marketing Research Services

Secondary Keywords

Secondary Keywords represent your products/ services

Examples

- Questionnaire design services
- Survey building and hosting
- Data collection and reporting

Sub- Secondary Keywords

Sub -Secondary Keywords represent Sub categories of product and Services

Examples

- Quantitative data collection
- Qualitative data collection
- Survey Hosting



There is no Hard and fast Rule for Defining Key words

It depends on understanding of your business
and type of website

What are Sources of Key Words



1 | Your Business



Business Details

Name of the business
Name of the brand
Product Name

2 | Your Customer



Customers know better what words are they using while searching your business

Customers can provide better list of words



Listen to your customers
(Research)

Social Media
Survey



3 | Your Competitor

Your competitor is best source of keywords



www.yourcompetitor.com



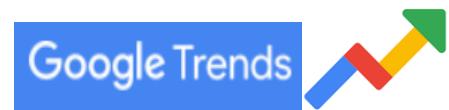
Scan the website for important keywords and make a list

Free tools to audit the website



4 | Suggestions

Free Keyword Suggestion Tools



5 | Expansion

Add details to the Selected Keywords to make it phrase

SEO

Search Engine Optimization

Search Engine Optimization in India

Search Engine Optimization in India, Chandigarh

Prepare a list of keywords

6 | Narrow Down

Selection of keywords from the Keyword List based
on some criteria

7 | Use of Keywords

Select each keyword and develop the content around that keyword

Module: 5: Website Planning and Development: A Keyword Selection Process

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Transcription: Video-1

Hello Learners!!

As promised, we are going to start with the **Module: 5** and the name of this module is **Website Planning and Development: A Keyword Selection Process**

The keyword selection process is a very significant part of the overall **Website Planning and Development Process** and we will discuss various aspects of the keyword selection process in detail.

Under this Module, you will learn

What is the meaning of Keywords in context of Website Development

What are various types of Keywords?

What is the process Keyword Selection?

Let us begin by understanding the meaning of a Keyword first

What is a Keyword?

Suppose, you are looking for some information or you want to know more about a specific product/ organization/ person/ brand or you have any specific problem and want a solution for that. From where will you get this information?

It is very obvious that most of us will prefer to visit a search engine like Google (<https://www.google.com/>) or Bing (<https://www.bing.com/>) for this purpose. Depending upon your query, you may type a word or couple of words or a very long-phrase and sometimes even a full question in the search bar of a search engine and hit the centre.

What is next?

The search engine will show you the most relevant results that match with your Keywords in the Search Engine Result Page in short called SERP. Here whatever you have typed in the search bar is known as a Keyword in internet terminology More precisely

Keywords are the **words** and phrases in web content that facilitate the visitors to find the website via search engines.

Let me show it.

Suppose, I am curious to pursue a course in digital photography.

I will simply search in Google to have more information about digital photography courses by using different keywords like ‘learn digital photography’ or ‘digital photography course’ or ‘digital photography course online’ and bla....bla.....

Google is so quick to show me the results.

Whatever results, Google is showing to me in the form of WebPages, have those keywords that I typed in the search engine to search for a website.

You can see here, all the results are having keywords that I typed though not in the same order.

Though it would be very early to say, but admit it at first instance that it is very important to include all the keywords in a website that visitors use to search for your website.

Types of Key Words

After understanding the meaning and role of keywords, let us discuss various types of keywords.

There are four types of keywords and I will explain these four types from a business website point of view. These four types of Keywords are.

Primary Keywords

Sub- Primary Keywords

Secondary Keywords

Sub- Secondary Keywords

Let us discuss them one by one

Primary Keywords

Primary keywords represent your core business that means words associated with your core business. Suppose, you are a company offering services in marketing research. Think about a few words that represent your core business. Think for a while. Ok, let me tell you. These words maybe

Marketing Research Agency

Marketing Research Company

Marketing Research Services and many more

These are very generic keywords and most of the other businesses might be using them.

Sub-Primary Keywords

Now we have 2nd type of keywords i.e. Sub Primary keywords

Sub-Primary Keywords are the extended versions of primary keywords words. Here you expand your primary keywords like

- Best Marketing Research Agency
- Best Marketing Research Company
- Best Marketing Research Services
- And so on

Secondary Keywords

Secondary keywords represent your product and services. To identify such keywords, make a list of the products or services of your company like in case of marketing research firms, secondary keywords may be

- Questionnaire design services
- Survey building and hosting
- Data collection and reporting

Sub-Secondary Keywords

Similarly, there can be sub secondary keywords. These keywords represent subcategories of the products or services like

- Quantitative data collection
- Qualitative data collection
- Survey Hosting, are sub-categories of data collection services

I tried to give you a brief idea about various types of keywords. The question is, do I always start with these categories of keywords while planning for a website

No !!!!

Actually, there is no hard and fast rule for defining Keywords. These four categories are just indicatives in nature. It depends more on understanding someone's business and a type of website. For example, if there are no sub-categories of product in any case then there is no need to identify the sub secondary keywords.

Transcription: Video-2

You must be wondering!!!! After all, what will you do with these keywords?

Let me tell you. Actually, you have to develop the content of your website around these keywords. In other words, you have to intentionally embed these keywords in the content of your website.

But, the question is why?

Because it will help the search engines to find your website when such keywords are typed in the search engine like Google.

Sources of Keywords

Now let us discuss what are the sources of keywords and how to shortlist the relevant keywords for your website.

You and Your business

The most important source of finding keywords is You and Your business. You know more about your business than anyone else. Just note down every detail of your business like

Name of the business

Name of the brands

Product Name

And so many other details of your business

After this exercise, you will find a good number of keywords.

Customers

The second source of keywords is ‘Customers’. Your customers know better, what keywords words are they using while searching for your business or products through search engines. Here you have to listen to your customers,

What are they talking about your brand?

What are they talking about your products or services on various social media platforms and internet?

Further, you may also organize informal discussions and talks with your customers to arrive at a list of important keywords.

You may also conduct a small survey, maybe on a payment basis, to know more about what words they associate with your business. Perhaps, it will give you more insight into your business for website development purpose.

Competitor

Another source of keywords is your competitor.

It is often said that your competitor is the best source of keywords, if it is there.

But the question is how can I know about the various keywords, my competitor is using

There are many tools available for this purpose. I will discuss these tools in **Module 10** of this course when we will discuss about **Search Engine Optimization**

Just to begin with, scan the website of your competitor and analyze it for keywords and prepare a list of these keywords. You may also use a few tools like screaming frog, siteanalyzer etc. for website audit purpose.

After preparing the list of important keywords suggested by these tools, make sure that your website must contain all these keywords, if not then get them in order.

You may also use a very sophisticated tool for keyword suggestions like

Google Keyword Planner (https://ads.google.com/intl/en_in/home/tools/keyword-planner/)

Google Trends (<https://trends.google.com/>)

Keyword Shitter (<https://keywordshitter.com/>)

Google Search Console (<https://search.google.com/search-console/about>)

Suggestion Keyword Finder(<https://tools.seochat.com/tools/related-keywords-tool/>)

Word Tracker Scouts (<https://tinyurl.com/y5qr9xh5>)

Let me tell briefly about these Tools

Google Keyword Planner

Google Keyword Planner is primarily used for Google Ads. However, this tool can also be used to identify keywords for website planning as well. The keyword planner is free tools by Google which show the average number of searches on a given keyword and suggest related keywords which users are actually using in search engine.

Google Trend

Google trend is a platform of Google that examines the popularity of search query in the Google search across various regions and languages.

Google Search Console

Search Console is issued for indexing of a website. It also offers analysis of keywords as well

Suggestion Keyword finder

Suggestion Keyword Finder is another very simple tool to get ideas about Keywords. It has three levels which help in finding the long-phrase.

Keyword Shitter Shitter

Keyword Shitter is a very simple tool to get keyword ideas in bulk on the seed keyword

Word Tracker Scouts

Word Tracker Scouts is a chrome extension and can be used to find important keywords from competitor's site and to check the relevancy of keywords.

I have just given an overview of these tools. How these tools actually work and can be used for keywords ideas, I will demonstrate it in **Module 10** in a very comprehensive way. I will advise you to start thinking about the theme of your website and prepare the list of keywords representing the theme of your website.

- Live Session Recording (2024) : How to buy Domain Name , Hosting and Name Server Updates (unit?unit=40&lesson=454)
- E-Content: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=55)
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Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M5 (JAN-2024)

Assignment submitted on 2024-02-13, 10:34 IST

Due date: 2024-04-30, 23:59 IST.

1) Which of the following is not an example of a keyword ?

1 point

- Mobile phone
- Buy mobile phone
- How to repair mobile phone
- All are examples of Keywords

2) Primary keywords represent

1 point

- Product and services
- Core business
- Categories of product and services
- None of these

3) How many types of keywords are there ?

1 point

- 4
- 5
- 6
- There is no hard and fast rule

4) Which of the following is not a source of keyword ?

1 point

- You
- Your customer
- Your competitor
- All are the sources of keywords

5) Google keyword planner tool is a part of

1 point

- Google Ads
- Google analytics
- Google webmaster
- Google search console

6) Key related to the core business are called

1 point

- Primary keywords
- Secondary keywords
- Sub primary keywords
- Sub secondary keywords

7) Which of the following is an example of sub primary keyword ?

1 point

- Advertising agency
- Advertising company
- Advertising firm
- Best advertising firm

8) Is it possible to scan the website of your competitor to search for keywords idea?

1 point

- Yes
- No

9) Word tracker scouts is

1 point

- Software
- Application
- Chrome extension
- A website

10) Which of the following technique is useful for getting keyword ideas from your customers?

1 point

- Follow them on social media
- Conduct information discussions with them
- Conduct survey
- All of these

You were allowed to submit this assignment only once.

Module 6

Understanding Domain Name and Webhosting

What will you Learn?

1. What is the meaning of Domain Name and Webhosting?
2. What is the Process of Buying a Domain Name and Webhosting?
3. What is the Process of buying a Webhosting for your website
4. How to change the Domain Name Servers

■ You Know



Domain Name
Webhosting



Let us discuss

What is domain Name?

Domain name is the address or name of any website which you want to access

More Features

Domain name is typed in address bar of the browser
Domain name is unique to every website
Domain names are managed through DNS (Domain Name System)

Examples

1. www.puchd.ac.in
2. www.amazon.in
3. www.flipkart.com

Types of Domain Name?

Generic Top-Level Domains (gTLD)

**Country code top-level
domains (ccTLD)**

.com

.net

.org

.mil

.edu

.in

.au

.uk

.pk

.us

Generic Top-Level Domains (gTLD)

The Generic Top-Level Domains (gTLD) domain name represent the highest level in the Domain Name System hierarchy

The Internet Assigned Numbers Authority (IANA) in the year 1985

6 21

Top Level Domains

.com

.net

.org

.mil

.edu

Country code top-level domains (ccTLD)



Two letter domains
Associated with countries

.in

.au

.uk

.pk

.us

Select Domain Name Carefully



It helps to

- Create first impression
- Define your brand
- Optimize the Search Engine Optimization (SEO)

How and from where to buy a Domain Name?

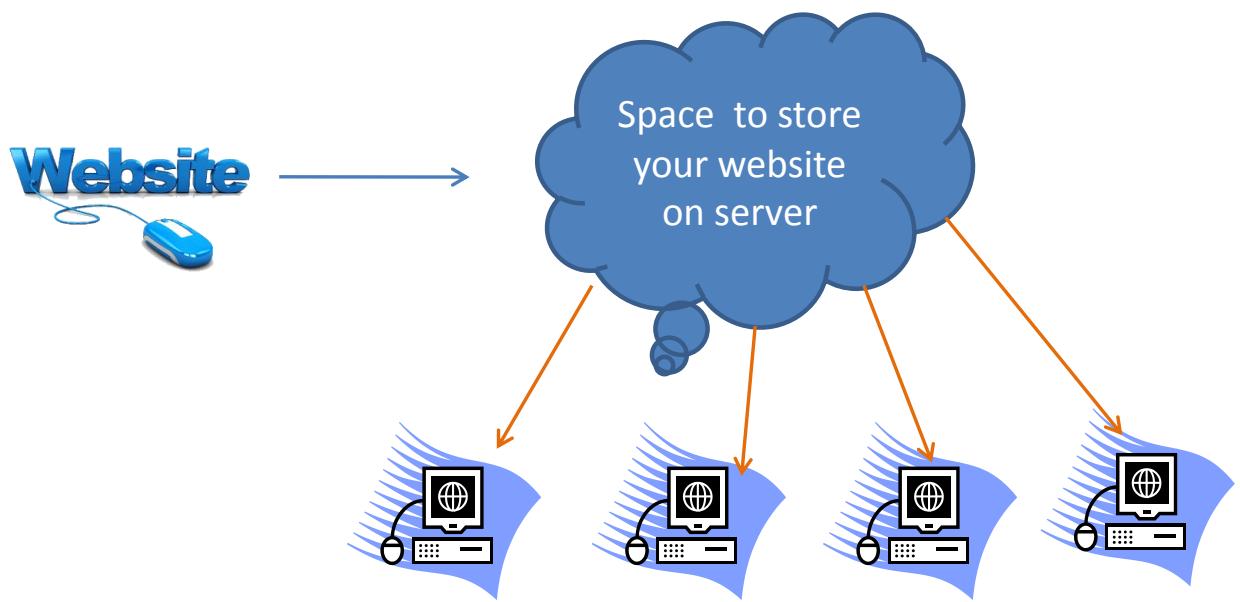


Domain Registrars

	https://in.godaddy.com
	https://www.domain.com
	www.bluehost.com
	https://www.namecheap.com



What is Webhosting ?



How and from where to buy a Webhosting?

Webhosting Service Providers

 HostGator

<https://www.hostgator.in/>

 **BIGROCK**
Domains, Websites and more...

<https://www.bigrock.in/>

 GoDaddy^{India}

<https://in.godaddy.com>

 bluehost

www.bluehost.com

Module 6: Understanding Domain Name and Webhosting

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Transcription: Video-1

Hello learners!!

Now we will inch one step more towards the development of our website. Once the list of your keywords is final, now it is time to buy the **Domain Name and Webhosting** for your website that you are planning to develop during this course.

In this background, we are going to start with our next **Module i.e Understanding Domain Names and Webhosting**.

Under this Module, you will learn

What is the meaning of Doman Name and Webhosting?

What is the Process of Buying a Domon Name?

What is the process of buying a Webhosting for your website?

How to change the Domain name servers?

Let us begin.

What is a Domain Name?

In simple words, a domain name is the address or name of any website which you want to access

There are few unique features of a domain name like

- It is typed in the address bar of a browser to access the website.
- The domain name is unique to every website, means there can not be two websites on a single domain name
- Domain names are managed through DNS (Domain Name System) to avoid the duplicity of domain names.

Here are few examples of domain name like

1. www.puchd.ac.in
2. www.amazon.in

3. www.flipkart.com

Types of Domain Names

There are different types of DomainNames like

Generic Top-Level Domains (gTLD)

Country code top-level domains (ccTLD)

Generic Top-Level Domains (gTLD)

The Generic Top-Level Domains (gTLD) domain name represents the highest level in the Domain Name System hierarchy. The Internet Assigned Numbers Authority (IANA) in the year 1985 released six top-level domain names, however, at present, the number is 21. Few of popular top-level domains are.

.com

.net

.org

.mil

.edu

Country Code Top-Level Domains (ccTLD)

With a purpose to distinguish one country from another, two-letter domains were established and became associated with countries or geographical locations. These are called Country Code Top-Level Domains (ccTLD)

Few Example of Country Code Top-Level Domains (ccTLD) are

.in

.au

.uk

.pk

.us

As you have to buy the domain name for your website, you should be very careful while selecting a domain name as it helps to

Leave the first impression of your business

Defines your brand

Improves search engine optimization

Now the question is, from where to buy the domain name?

There are so many domain registrars in the market. Like

Godaddy.com (<https://in.godaddy.com/>)

Domain .com (<https://www.domain.com/>)

Bluehost.com (<https://www.bluehost.com/>)

Namecheap.com (<https://www.namecheap.com/>)

and so on from where you can buy the domain name.

Before making the final decision, compare their pricing plans, services and customer care feedback

With this, I have explained the meaning of **Domain names** and apprise you about the importance of the selection of the right domain name for your business. Now let us move further

Transcription: Video-2

As we have to buy the **Domain Name** for our website. So, it is very important to understand the process of buying a domain name with no step skipped. There are many domain registrars offering **Domain Name Services**. But, I personally prefer Godaddy.com (<https://in.godaddy.com/>). I will also suggest to you to buy your domain name from Godaddy.com only so that we all are on the same platform while developing our websites.

Let us begin

Process of Buying Domain Name

To buy it, Go to <https://in.godaddy.com/>

As I mentioned earlier, domain names are unique that means there can exist only one domain name. Therefore, first of all, you have to check the availability of the domain name that you are looking for your website.

Start the search in the search bar with keywords representing your business or brand or any name you want to have a domain name.

For example, I want to buy a domain name on ***digital marketing***

Let us check it whether it is available or not by clicking-> ***Search Domain***

Ohh,

it says that ***digitalmarketing.in*** is taken away. That simply means I can't buy this domain name. However, Godaddy will suggest you other domains similar to your searched keywords here with different extensions.

If you are interested you may click add to cart, otherwise, change your query.

While finalizing the **Domain Name**, I advise you to buy the domain name with the extension **.com** or **.in** because these extensions are good when it comes to **Search Engine Optimization** of your website.

I will explain to it **why** at the appropriate time

Another thing, don't go for very costly **Domain Name** as of now as we are going to use this domain name for learning purpose only in this course. Once you are expert in digital marketing, then you can think about premium domain names.

As I am not satisfied with suggestions, let me change my search query

Let me search on “dmmooc” means *Digital Marketing Mooc Course*

Yes!!!

This domain is available. Buy it before someone else does.

And this domain is available with 149 RS with a two-year registration.

It means I have to buy this domain at least for two years to avail this offer. For the first year, the price will be 149 RS and for the second year, it will be 599.

If you want to buy a cheaper one then explore the suggested options as well.

Once you finalize your decision, click on **ADD TO CART**. Don't click on any other option. The domain is added to your cart. Click '**Continue to Cart**' for check out options

Godaddy will try to sell other products as well. I advise you not to buy any additional product at this stage and click on **No thanks**.

Here the total price is Rs.860 for two years i.e Rs.149 for the first year and Rs. 599 for the second year. However, if you want to buy it for one year only or for a longer period then change it from here. I am going to buy it for one year only for which I will pay Rs. 516

These are just pricing strategies of Godaddy.com

As you are the first time users so before making payments you have to click here to create your account. If already have then click on **sign in**

To create a new account click here and fill the required details

I already have an account with Godaddy.com, so I will sign in with my login details.

Now I will check out by making the payment.

Many payment options are available like Credit Card, Net Banking, Debit Card etc. You may use option as per your convenience. Make sure that the correct **Country or Region** is selected

I am using my **Net Banking**

Once everything is in order click "**Complete**" purchase.

Here, once again you have to enter select your banking details and make the payment

Yes!!! You have purchased the domain name. The confirmation will also be sent on your mail ID.

Let us check it. Yes, it is there. It is confirmed now that you have purchased the domain name

You may also again login to Godaddy account and check under my products your domain name is listed

Congratulations!!!!

Hope it was interesting. I explained the process of buying **Domain Name** in a very simple way.

Over a period of time there may be few changes in this process. But I think it is a very simple process. You can buy the domain name easily. Thanks

Transcription: Video-3

Hello learners !!!

Welcome back. After purchasing the Doman Name, there is a need to buy the Webhosting. In this video, I will explain what is Webhosting and how to buy the Webhosting from reputed hosting service providers. Let us begin

What is Webhosting?

As, you know, you need a space to store your website somewhere on the **server** that is called **Hosting**.

From where to buy it the answer is **Webhosting Service Provider**.

Similar, to the **Doman Name Service Providers**, there are a large number of Webhosting service providers from where you can buy the space on the server to store your website like

Hostgator (hostgator.in)

Bigrock (<https://www.bigrock.in/>)

Godaddy (<https://in.godaddy.com/>)

Bluehost (<https://www.bluehost.com/>)

and so many other

Let us understand the process of buying it

As earlier discussed, there are many **Web Hosting Service Providers**. But based on my personal experience, I will prefer and suggest you to buy it from Hostgator ([Click Here](#)), one of the trusted service providers. Without wasting time let us begin with the process

Go the site (Hostgator) or [click on the link](#) given in the description.

Click on GET STARTED NOW

On this page, the very first thing you have to do is to select the server location. You have to select India not USA. You will see here that there are four different plans like

- Starter
- Hatchling
- Baby and
- Business

Each plan has different features and accordingly the price has been set. Like under **Starter and Hatchling** plan you can host only one domain name whereas under **Baby and Business** plan you can host unlimited domains on a single hosting.

At this stage, we are going to host one domain only, so I advise you to go for the **Starter Plan**

This plan includes:

Single Domain

- 10 GB Disk Space
- 100 GB Transfer
- 5 Email Account(s) and
- Free SSL Certificate

That is more than sufficient for the purpose of learning.

Now you have to select the tenure of Webhosting from this dropdown menu. It is clear that longer duration plans are cost-effective. But as per the course requirements, we need our website active for a minimum of three months. So, go for **THREE months plan**. Rest it is up to you. If you want to buy it for a longer duration you can buy it. Let us go for three months plan

Next, it asks.

Do you already have a domain for your hosting plan?

Yes, we have. We have already purchased it from Godaddy. Click **yes** and enter your domain name here. In my case it was dmmooc.in

Now the very important point

We are not going to buy any additional service at this stage so uncheck all the options and **CONTINUE**

This is the summary of your order. Make sure everything is as per your selection. If things are ok then click **Continue**.

Now you have to log in to your account and there are multiple options to log-in like Google, Facebook or you can create your own account. As I already have my account with Hostgator I will Sign in with my credentials.

Here again, you have multiple options for payment and depending upon your convenience you may select the relevant option and complete the payment process.

Congratulation!!!!

You have successfully placed the order. Within a few seconds, you will receive the confirmation mail.

Yes. It is here with the subject

Completed: addition of Single Domain Linux Hosting (India) for dmmooc.in

This mail is very important for future use. So save the copy of it somewhere else also as we have to refer to this mail again and again in the future. Please do save all your password of Godaddy and Hostgator at a safe place for future reference

SO this was the process of buying a domain name and hosting

Congratulation!!!,

You have purchased the Webhosting as well. Hope you found this process simple. Remember you have purchased the domain name and Webhosting from two different service providers. Therefore, let us move to the next challenge.

Transcription: Video-4

There is a challenge, as we have purchased our **Domain Name and Hosting** from different service providers. Hostgator does not know that you have purchased the domain name from Godaddy and Godaddy does not know that you have purchased the hosting from Hostgator.

So, there is a need to establish the connection between Domain Name Provider and Webhosting Provider. This will be done by replacing the name server of Godaddy with Hostgator.

Let us start

Login to your Godaddy account (<https://in.godaddy.com/>) using your credentials

Under my products, you look for the domain name for which you have purchased the Webhosting. In my case, it is dmmooc.in

Now click on DNS

On this page, look for nameservers. These are nameservers of GoDaddy, but we have to replace it with the nameservers of Hostgator. To do this click **Change** and then on **Custom**

Now you have to enter two new name server here

Where are the new name servers?

Let me tell you

When you purchased the Webhosting from Hostgator, you received a confirmation mail open that mail

Make sure, you have to open the mail with the title

Completed: addition of Single Domain Linux Hosting (India) for dmmooc.in

Here, under **Accessing your website**

You see two name servers. Now we have to copy them one by one and past in Godaddy name server. Make sure that no blank space before and after the name servicer is copied

Once both are copied click on **Save**

Name servers will be updated within 24 hours.

Once the name servers are updated, you will receive a confirmation mail from Godaddy with the subject:

Your name server has changed. It also confirms your domain name. Like, in this case, it is DMMOOC.in that is my domain name

The second way to check it, type your domain name in browser /cpanel (like dmmooc.in/cpanel)

If you are able to see this page, it is confirmed that nameservers are updated

You are doing great. We have successfully changed our nameservers.

With this, we have completed our Module on **Understanding Domain Names and Webhosting**.

- Live Session Recording (2024) : How to buy Domain Name , Hosting and Name Server Updates (unit?unit=40&lesson=454)
 - E-Content: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=55)
 - Quiz: Quiz-M6 (JAN-2024) (assessment?name=61)
-
- Additional Readings/ Videos: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=56)
 - Activity: Buying of Domain Name and Webhosting (JAN 2024) (unit?unit=40&lesson=57)
 - Summary of Week 2 (unit?unit=40&lesson=58)
-

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M6 (JAN-2024)

Assignment submitted on 2024-02-13, 10:36 IST

Due date: 2024-04-30, 23:59 IST.

- 1) In layman's language the address of a website is known as



- Web hosting
- Domain name
- Name Servers
- None of these

2) How many generic top level domains (gTLD) were released in the year 1985? **1 point**

- 7
- 8
- 6
- 9

3) Which of the following is an example of generic top level domains (gTLD)? **1 point**

- .com (a)
- .mil (b)
- .in (c)
- Both a and b

4) Which of the following is an example of country code top level domains (ccTLD)? **1 point**

- .in
- .us
- .au
- All of these

5) There can be more than one website on a single domain **1 point**

- True
- False

6) The process of buying a space on the server for your website is called **1 point**

- Web hosting
- Domain name
- Web setup
- Server setup

7) If you buy a domain name and web hosting from 2 different service providers, there is a need to change the name servers.



True

False

8) You can host more than one domain on a single hosting

1 point

True

False

9) Which of the following is web hosting service provider?

1 point

Hostgator

Godaddy

Bluehost

All

10) How will you confirm that name servers have been updated?

1 point

From confirmation mail (a)

By opening Cpanel/Hpanel (b)

Both a and b

None of these

You were allowed to submit this assignment only once.



Module 7

Building Website using WordPress

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh

What will you Learn?

- What is WordPress and What is the significance it in website development?
- How to install the WordPress and understand its interface
- How to use WordPress to Design Various Post and pages
- ??
- Editor

What is WordPress?

Word Press is a powerful Content Management System (CMS) used for developing attractive and beautiful websites.

It is very simple tool to learn and by using it website can be developed without any specific programmable language like HTML , Java , Php

	% All Websites	% CMS Market
	33.6	60.5
 Joomla!®	2.90	5.2
 Drupal™	1.19	3.4
 SQUARESPACE	1.50	2.7
	1.10	1.9

Source : mW3Techs

WordPress is Free

A large, bold, orange word "FREE" is positioned on the right side of the slide, partially overlapping a vertical blue line.

To Use
To Download
To Install
To Customize

All types of websites can be developed
using WordPress

It is easy to customize using Themes and Plug-ins



Customize

Color, Font ,Background

ADD

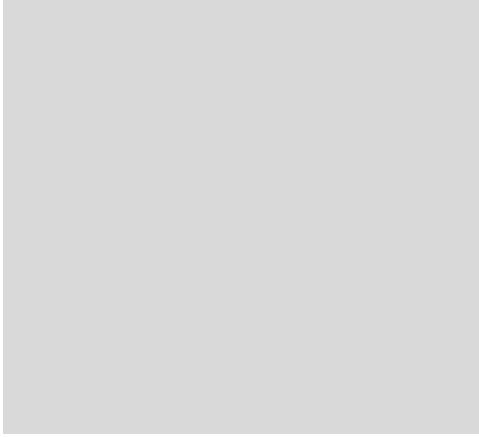
Sliders, Logo, Contact Forms,
Images , Videos or anything else
can dream of

It is easy to customize using Themes and Plug-ins



WordPress Plugins are just like small apps and by using them you can add advance features to your website

WordPress is Easy To Manage



You can easily use it , mange it and update it.

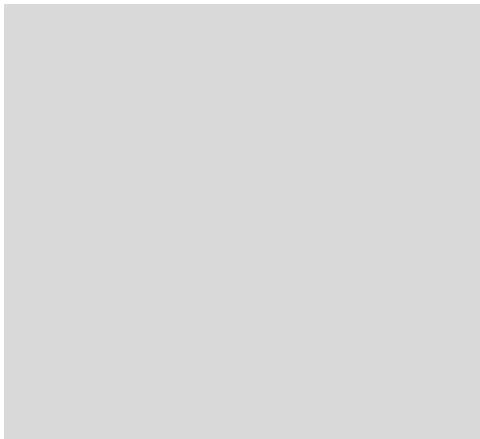
You can also keep backup of WordPress websites.

WordPress is Safe and Secure

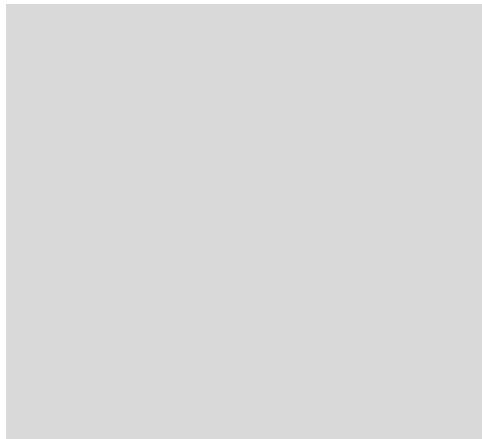
**There is no Compromise on Security. All data
of WordPress sites is safe and Secure**



WordPress is compatible to different media types



WordPress is SEO Friendly



High Ranking in Google search results

SEO Tools

There are updates available for the following plugins: [Elementor](#), [Ocean Extra](#) and [WPForms](#).[Begin updating plugins](#) | [Dismiss this notice](#)

WordPress Themes

15 [Featured](#) [Popular](#) [Latest](#) [Favorites](#) [Feature Filter](#)

Search themes...

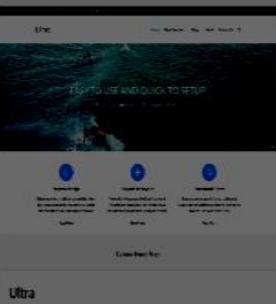
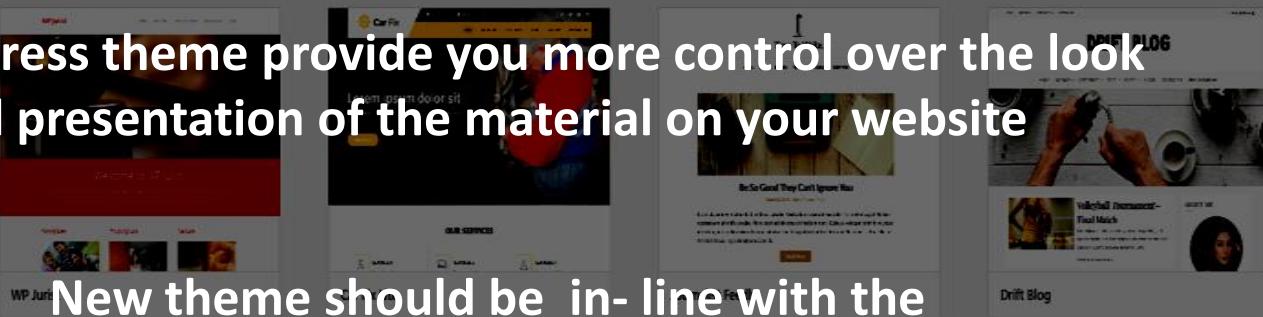
✓ Installed

A WordPress theme provide you more control over the look and presentation of the material on your website

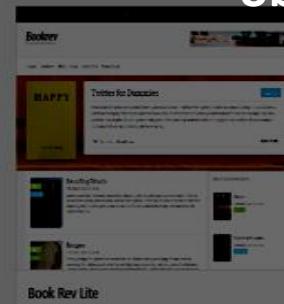
Welcome

Digital strategy for unique small businesses

Twenty Nineteen



Ultra



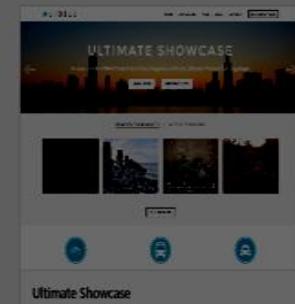
Book Rev Lite



Corporate Fotografie



Best Simple



Ultimate Showcase



Themes for Ecommerce Website

Envo eCommerce
Just another WooCommerce theme

HOME SHOP SALE ADULTS CONTACT BLOG PRODUCTS

Shop

Show me all 12 result

Sort by name ▾

FILTER BY PRICE

CART

- Single shirt 2 × \$12.00
- Black pants 1 × \$16.00
- Blue shirt 1 × \$12.00
- Evening dresses 1 × \$25.00

Subtotal: \$55.00

Buy now View product Add to cart Add to save

Search Checkout

Envo eCommerce

LOREM IPSUM IS SIMPLY DUMMY TEXT

VW ECOMMERCE STORE

CATEGORIES

HOME ABOUT SHOP PLANS MONTHLY WEEKLY TEMPLATES CONTACT ID

LOREM IPSUM IS SIMPLY DUMMY

LOREM IPSUM IS SIMPLY dummy test of the printing

SHOP NOW

OUR BEST SELLER

Product Title 1 Product Title 2 Product Title 3 Product Title 4

Product Title 1 Product Title 2 Product Title 3 Product Title 4

VW Ecommerce Store

Difference in Post and Page

Post

- Dynamic in nature and have published or updated date
- Mostly used for blog types websites
- Can be classified into Categories

Pages

- Static in nature and don't have published and updated dates
- Can't be classified into Categories

Module 7: Building Website Using WordPress

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Transcription: Video 1

Hello everyone,

Hope you are doing well. Finally, the time has come to learn something very excited as promised by me.

Yes!!! You have rightly guessed. Today we are going to begin with **Module 7** and the name the is "**Building Website using WordPress**"

In this module, you will specifically learn,

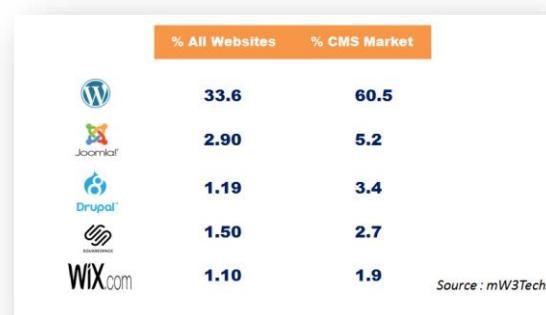
- What is WordPress and what is the significance it in website development?
- How to install WordPress and understand its interface?
- How to use WordPress to Design various Post and pages?

Now let us Begin

What is WordPress?

WordPress is a powerful Content Management System (CMS) used for developing attractive and beautiful websites. It is a very simple tool to learn and by using it, a website can be developed without any knowledge of specific programmable language like HTML , Java , PHP

You can understand the popularity of WordPress



in website development from the fact that According to W3Techs , WordPress powers 33.6% of

all the websites on the Internet. Further top brands or organization like TechCrunch, New Yorker, BBC America , Bloomberg Professionals, Sony Music , MTV etc are using WordPress to manage their websites.

In the market, there are many Content Management Systems available like Joomla, Drupal, Wix and of course WordPress too. However, WordPress is the leader among them. You can see the statistics, in CMS market WordPress is having 60.5 % share followed by Joomla, Drupal, Squarespace and Wix

Therefore, in this course we will learn and use WordPress to develop our own websites being the widely used CMS.

Now let's briefly discuss, why one should use WordPress for website development.

1. WordPress is free

WordPress is free to use, you can download, install and customize according to your requirements without any cost. Further, use can use WordPress to develop all types of websites without any limitation like

Blogs

E-commerce website

Business websites

Affiliate marketing

Forums

Social networks sites

Membership sites

And other forms you can dream of

The Second Point is,

2. It is easy to customize using Themes and Plug-ins

WordPress is mostly used by the people who are beginners in website development and have not any experience and knowledge of coding. But, it does not mean at all that you cannot customize your website much.

WordPress sites are fully customizable with thousands of themes available. You can customize colour, font, background and add sliders, logo, contact forms, images, videos or anything else that

you want to add to your websites. There is no restriction at all. Just imagine something creative and apply it to your website with the power of WordPress in hands

You can also enhance the functionality and productivity, of a website by using lakhs of WordPress Plug-ins available free of cost.

WordPress Plug-ins are just like small apps and by using them you can add advance features to your websites like contact us form, sliders, analytics, social icons and many more

How to install themes and Plug-ins, I will discuss in a while

3. WordPress is easy to manage

As I mentioned, WordPress is very easy to use and manage. After installing WordPress, you can easily use it, manage it and update it. You will get an update notification from time to time and with one click you can easily update your WordPress. You can also keep back-up of WordPress websites easily in case something wrong happens to your website.

4. WordPress is Safe and Secure

One question is always asked, whether WordPress websites are secured and safe. The answer is Yes. When it comes to privacy and security, there is no compromise on it. WordPress websites are fully safe and secure. Even to add more security, numbers of Plug-ins are available with WordPress itself.

5. WordPress is compatible to different media types

WordPress can handle different type of media along with the text. You may easily upload images, videos, audio, animation, tables and graphs to the WordPress site with one click without any problem. Further, you can embed links or URLs of multimedia files from other sources like YouTube video links, Social Media links, images links and so on.

6. Lastly, WordPress is SEO friendly

As I discussed in one the video, SEO is to get your website ranked high in the search engines. WordPress sites usually tend to rank high in the search engine if properly combined with SEO tools, More about it, will be discussed in the Search engine optimization module.

In this video, we have understood the power of WordPress from various perspectives. How to install it and use let us discuss in the next video. Be ready with your domain name, Webhosting and various mails and passwords in this regard.

Transcription: Video 2

Hello, I am back with an aim to explain how to install WordPress. After learning about various features of WordPress, now let us see how to install it on your domain name. In fact, that will be the first step towards developing a website using wardress practically. Let us begin and follow me To install WordPress, we have to open the CPanel interface also called control panel. To open the Cpanel interface

Type your “domain name /cpanel” in the browser (Example: www.dmmooc.in/cpanel)

Now it is asking for login details.

Where are my log-in details?

For this purpose please refer to the mail received from the Hostgator, your Webhosting service provider.

Open the mail with the subject line: **Completed: addition of Single Domain Linux Hosting (India) for dmmooc.in**

A little bit down in the mail, look for **Managing Your Web Site**

And here you will see your username and passwords.

This password is very complex. Don worry you may change it later on once login to panel or save it in word file for future reference.

I have entered my login details

This is a Cpanel or Control Panel interface. There are so many things in Cpanel, but, at this time, we need this one that is **Softaculous App Installer**. Softaculous App installer is used to install various apps on your domain name. But we have to install WordPress only
Click here

Here is WordPress, install it

Here you have to makes some changes.

First in Software Setup

It says to choose the version you want to install. Select the latest version of WordPress, I am selecting 5.2 as on date this is the latest one.

Choose the protocol: Select http://www. (Later on, we will convert it to https)

Choose the domain: Your domain will automatically appear here if name servers are updated.

Select your domain.

Next is In directory: delete it. Don't write anything in it. The reason I am deleting it. There is a catch, if I install WordPress on wp directory then every time I have to type my domain name /wp to open the website. That will be irritating to your visitors. So better is to delete it.

Now Site Settings

Site Name: If you have already decided the name of your site then write it here or let it be as it is. We can change it later on. I am keeping it as it is

Site Description can also be changed later on. Let it be as it is

Enable Multisite (WPMU) leave it unchecked

Now a few settings with respect to

Admin Account.

In future, whenever you will log in to your site to modify it, you will use these login credentials, that is why these are very important.

Admin User: you want to have a new user name change it or let it be an admin

Password: Keep the strong password

Please make sure you remember this password as we are going to use this password again and again

Admin email: Give your mail ID here or let it be default ID

Now, Language: Let it be English

Don't select anything here

Enter your preferred mail ID. The confirmation will be sent to this mail ID

Once everything is ok

Click Install

It will take a few minutes to install WordPress on your domain name and after successful installation, you see the confirmation messages

Congratulations: WordPress has been installed successfully

There is also a link to visit and edit your website

Don't click on this link to visit the site right now.

Log-out from Cpanel

You can also check WordPress installation confirmation mail in your inbox.

Happy to see, that you have installed the WordPress successfully. This was a very easy and simple process. Isn't it so? Now in the next video, we will learn more about WordPress

Transcription: Video 3

In this video, we will learn about how to work with WordPress while developing a website. Before, I begin let's have a quick warp up of what we have done so far in connection with website development.

1. We have Purchased the domain Name
2. We have Purchased the web hosting
3. We Changed the Name servers and
4. We have installed the WordPress using Cpanel

In this video, we learnt how to install and customize the theme in WordPress. Let us begin

HOW TO INSTALL WORDPRESS THEME

First of all, you have to log in to WordPress.

For this purpose, type your domain name /wp-admin. I typed my domain name

(Example: dmoooc.in /wp-admin)

Now, here enter your login credentials

Be very careful here, you have to enter the user name and password that you created at the time of WordPress installation

Press login

Here is the interface of your WordPress.

Very clean and clear. It has tabs like Dashboard, Media, Pages, Comments, Appearance, and Plugins etc. We will make use of all the tabs during the process of website development.

One of the important features of WordPress is that you can see the live preview of your website by clicking on “Visit website”

Let me see, how does my website look like. Here it is,

Oops , it is not impressive, no content, no menu ...

Is it really a my website?

Don't worry within few minutes you will see something different here.

Actually, it is based on the default theme and we have to change that theme according to our requirements and preferences, there are thousands of beautiful themes available free of cost with WordPress.

And the very first thing is to change the theme of WordPress.

A WordPress theme provides you with more control over the look and presentation of the material on your website.

Before changing the theme, make sure the new theme is in-line with the objectives of your website. For example, if you want to develop an e-commerce website they select e-commerce related theme if yours is a photographic website choose the theme best for photography from the available options.

HOW TO CHANGE THE THEME

Go to “Appearance” and then to “Theme”

Here are few themes, on the top of one theme you can see “Customize” and on other two themes it is “Activate” it means where it is “ customize” that theme is currently being used by the WordPress. Where it is ‘activate’ that theme is installed but not used by WordPress and by clicking “Activate” you can replace the current theme.

The *Twenty Nineteen* theme is the current theme if you want to change it you can click either of these two themes

If I activate this theme

Now my website will have a new look. Let us see by clicking visit website

Yes !!! you can see, look of your website has been changed

This was my old theme and this is my new theme

If you want to explore more themes click this + Sign to add a new theme

This is the place where you can search from thousands of themes. Just to have the feel of a theme, you can also check details and preview of the theme here

You can look for popular themes, latest themes and set your favourites themes.

If not impressed with the theme, you can use the filter feature to narrow down your search

For example, you want to see only eCommerce themes you can check it

Or you can check photography themes from here.

Similarly, you can search themes based on feature and layout attributes

First thing first

Let us install a new theme.

Go to Appearance, Click on Themes and then Click on + sign to add new theme

Search for OceanWP theme which is my favourite. It is here. You may install the theme of your choice, but I will suggest you to install this theme only as of now so that we all are on the same

platform and it will be easy for you people to understand the things. Click on install and then activate.

Read this message “*This theme recommends the following Plug-ins: Elementor and Ocean Extra. Begin installing Plug-in / Dismiss this notice.*”

Click on begin installing Plug-in. . Don’t install Elementor. It is a very popular page builder. We will talk about this plug-in in a separate video.

As we are just learning basics, therefore, install “Ocean Extra” only by pressing the install button. Now, this Plug-in is installed and ready to use. (What are Plug-in? how to install them? we will discuss it in a separate module in detail)

To begin with

Just, assume that we are designing this website as a blog which consists of post and pages. So we have to offer the content to our audience through post and pages. I will explain in a while what the difference between post and a page is.

Before that look at the layout of our website.

To see our website live at any time during the process of website development, click on Visit Site. Open it in a new window. With any change in WordPress. Refresh this page to see the changes made by you in the website while using WordPress.

You can see the white space here. This is the Top Bar. This space is a Header and can be customized. Here, we can show our menu, logo, social icons, name of the website, links for all posts and pages in the header. The information shown in the header will not change and remain the same throughout all the pages of the website.

This is the name of my website which will be changed later on if required. This is the page title and can be customized. This is a sidebar, may contain useful information and widgets and will appear on all the pages until customized or removed. And this is the place where my post will appear. It has a title, who created the post, when was it created and so on by clicking on “***continue reading***” one can read the full blog and here we have space for comments too. Go back

And this bottom part is the footer of the website. Similar to the header any information shown in the footer will remain the same throughout all the pages of a website. This was the basic information about themes and layout of your website. Now let us proceed further

Transcription: Video 4

Let us continue with the next step of Website Designing. Start from, where we left in the last video

CREATING POST FOR WEBSITE

Let us go back to the dashboard and start creating posts.

What is a post?

In simple language, it is an article or a piece of information that may contain texts, images, links and videos. Every new post will appear on the first page at the top of old posts.

Starting from scratch, let us create our first post From WordPress dashboard, go to posts and click on Add New.

This is the editor of WordPress, called **GUTENBERG** available in WordPress version 5 onwards. Earlier, there was a classical editor and many developers are still using the same, even today. However, I will teach you the latest editor called **GUTENBERG** having more options and latest features.

Type here title of your post like [The future of marketing: A Digital Marketing]

Now to add anything to the Post Like, Text, Image, Audio, Video etc, you have to add a new **Block**. Actually, this editor works based on **Blocks** and a **Block** represent one section of your website page.

There are different ways of adding **Block**; you can use this + sign or this Plus sign.

The **Block** used to enter plain text is called “paragraph block” which is the default block.

Just type text in this block. If you want to edit the block content, there are settings available for every block. Select the block and settings will appear on the right-hand side and at the top of the block as well. On the top of **Block**, few settings are self-explanatory like to *bold* the text, make it *italic* and so on. You can change the font size from text settings. You can also customize the font size from here.

You can use the drop cap to make the first letter Large like this one. You can also change the background colour and text colour from colour settings like this.

Now to save the post, click publish you can also see the preview before publishing. Publishing means it is ‘live’ now and you or anyone else can see the post live on your website. Let us see the preview.

Once you are satisfied press publish and again publish.

Wow, your post is live now. Check it here.

Now let us add a few more blocks to our post.

HOW TO ADD IMAGE TO THE POST?

By putting the cursor at the end of text Press Enter, A space for new block will appear Click + sign and click the image. Now you have three options to select an image.

If it is on your desktop click “upload”

If you want you any previously used image click Media Library as WordPress saves all your previously used images,

You can also insert an image URL from any website. As we are using image first time Click Upload and select an appropriate image to insert in blog, Click open. Your image is added.

Just select the image you will see lot settings appears. Like, you may write the caption which is optional. You may resize the image from these blue dots. If you want to replace the image, use this edit button. You may also use alignment and width options.

HOW to ADD A BLOCK BETWEEN TWO BLOCKS

You can also insert a new block between two blocks as well. Like, I want to add heading here click this+ sign and click ‘heading’. Type your heading here in the space.

You can use 6 levels of headings from H1 To H6. Each level will change the size of heading. Let us centralize it

HOW TO INSERT GALLERY TO THE POST

What is a gallery?

The gallery consists of multiple images in a grid form. Here are a few examples of the gallery. A gallery in a post or page increases the engagement time of your visitor. Moreover, it provides a wonderful visual look to a webpage.

In a gallery, it is better to use your original images, however, if you want to download the royalty-free images from the net, there are free popular sites like Unsplash, Shutter Stock, Pixabay, from where you can download thousands of royalty-free images without any copyright issue. Let us first insert the heading.

Our heading is ready, Now let us add a gallery to the post

To inset gallery block, click + sign and click the gallery

Either from your desktop or from media gallery, select multiple images and click create a gallery and insert gallery.

The gallery is ready. Don't you think it is looking wonderful!!! Yes, it is looking awesome. Further, you can also increase the number of columns in your gallery and update it. If you want to add more images to the galley, later on, use this + sign. Any setting related to the gallery will be available on the right side of the block.

Let us review our page and update to save the changes.

INSERT SLIDE: HOW TO ADD VIDEO TO THE POST

Video is another great way of enhancing the quality of the post or a page.

According to Renderforest survey, 78% of website owners got more traffic to their website after using videos. And 71% of them claimed that because videos average time on their website has increased.

Therefore, one should use videos in the website by keeping in mind the target audience

Now let us see how to add a video to the post

Before you start the process of adding video to the post, please upload your video to any popular video site say YouTube and copy the URL of that video.

Suppose I want to add this video from YouTube, then add “YouTube block”, As it is not visible here just search for this block here typing YouTube. It is here click it.

The URL that you copied paste it here. Press Embed. Wow!!!! Your video is added here

To save it, click on “Update”. You can see these changes in your website.

Now let up add few more blocks

HOW TO INSERT QUOTES IN A WEB POST

When you want to use popular quotes or special sentences in the webpage and want that they should look different from the rest of the text then quotes block comes very handy for this purpose.

Let me show you, how to use it?

Add a quote block, enter some text and give a citation.

You can see the text is highlighted creatively. You can make some changes in the look and feel of the quote from here. This is the quote block.

HOW TO INSERT A LINK ON GIVEN WORDS?

We cannot explain everything in our post. Sometimes, we have to give the external links on important terms, phrases or terminology about which our reader may be interested to learn more.

You must have noticed in the case of Wikipedia where links are provided for important terms. But, how to insert them. It is very simple.

There is no separate block for it. You can also insert links on text, images or other elements of a webpage.

Select the text where you want to insert the link like the word barrier and click this icon

Enter the URL of any internal or external page.

If you want to link should be opened in a new window click the gear icon and select the option.

Press Enter

Link is created.

Let us test it in the preview section. Yes, it is working. The meaning of the word barrier is explained here in the new webpage for which we inserted the link.

HOW TO EMBED SOCIAL MEDIA LINKS

As we know Social media is playing an import role in our daily lives and has implication for marketer too. Sometimes, there is a need to embed a post from Social media profiles into the post to have better visibility and connect with the audience.

Let us see how to embed social media posts on a webpage.

First Facebook

Add a Facebook embed block or search for it

Select the Facebook post that you want to embed. From these three dots select embed, select advance settings, Copy this URL and paste it here and embed

It will not show the preview here,

To preview it press preview.

Yes, it is there. That is all!!!

Now let us see how to embed post from Instagram

Add a block for Instagram. From this + sign

Go to embed

And add Instagram. Now from Instagram, click three dots. Copy the link, the link is copied and insert here. Press 'embed'. That is done!!!!

The same way a tweet from Twitter can be embedded. Just follow me.

So we learnt so many new things like how to create a post by inserting various blocks like text, images, videos and social media posts. Amazing and very interesting. Wants to learn more!!! Let us move to the next video.

Transcription: Video 5

I have just explained the purpose of basic blocks in a post. You can add different types of blocks by following this procedure as per your requirements. When you will start adding block at your own, it will give you more confidence to develop a website.

Now let us discuss a few more functions of blocks

HOW TO MOVE THE BLOCK

During the process of website development, there may be a need to move the block up and down. You can move the block up and down at any time by using these arrows like, this is up, this is down. You can also use this option to drag and drop the block anywhere in a post. Drag it to the desired position when this blue line appears to drop it. It will be adjusted automatically.

HOW TO SEARCH FOR A BLOCK

There are large numbers of blocks and sometimes it becomes a challenge to find the appropriate block. Don't worry, we have the search option for this purpose. For example, I want to insert a table in a post, just search for Table block. It is there. You can use it. Similarly, I want to embed video in a post from a site other than YouTube. Just search for Video Block. Video related blocks are listed here like YouTube, Vimeo etc. This way you can search for other blocks as well

OTHER BLOCK OPTIONS

These three dots give you additional options of a block like

You can duplicate a block

You may insert a new block before or after this block.

You may remove the block. If you want to change the block click here you can change the block

You can undo your changes using this undo or redo button here.

With this, we learnt the basic working of blocks. Now let us move further

This was the basic functioning of blocks. Play around various settings and try to explore more.

Now we will learn about blog categories.

MAKING CATEGORIES OF BLOG

When you will start adding more posts to your blogs, you need to organize the post into different Categories. A category represents a set of posts grouped together on the basis of some similarities.

Like here you can see categories. Each category is having various posts. It helps the readers to search for the posts of his interest quickly.

Let me add some more posts into the website by following the same procedure because I need five to six more posts to make the category.

Ok, I have added few more posts to the website

Now, let us see how to organize the posts into different categories

Here, these are all my posts

Go to Posts, click categories

This is a place where first, you will create categories and you can see we don't have any category yet. The only uncategorized section is here that means all of your posts are here in this category.

Let us create our first category.

Give any name to the category like *Digital Marketing Basics*. Leave slug and parent category blank

If you want you can give a brief description of the category or leave it blank.

To save this category, click on add new category

You will see that your saved category has appeared here with zero count as we have not added any post to this category yet.

By following the same process create a few more categories

We have created categories.

You will see that all categories have appeared on the website. Look here. But these categories are empty because we have not added any post to these categories. As of now, all posts are "Uncategorized"

Now let us add post to the respective categories

Go to Posts and All posts. Hover the cursor to the post and click Quick Edit. Here is the category column you see all categories. Select the category to which it belongs and Uncheck uncategorized Update

Similarly, or the second post, click quick edit and select the appropriate category. If post belongs to more than one category, then you can also select more categories from here. Follow the same process for the rest of the posts

If you want to change the name or other information related to categories Go to categories and use these options.

Once the categories are created, they will start appearing in the sidebar of your website, let us see

Yes, here are the categories. By clicking any category you can see all posts within that category. But, why “Uncategorized” is appearing. It does not look good. Actually, even if one post is uncategorized, this category will appear. Let us see which post is uncategorized. Go to all posts from the WordPress dashboard. Let me check.

Yes, this post is uncategorized. Just delete this post as this is the sample post and is not required more. Now let us check it again. Yes, now uncategorized disappeared.

Further Next time, when you create a new post. You need not to repeat this whole process. You can assign the category to it from the editor only. Let me show you

I am creating a new post. Before publishing, from document settings select the category from here. If post belongs to more than one category, then you can also select more than one category from here.

You may also change the position of these categories like these can be shown in the menu bar as well. I will explain in a while.

Ok, once the categories are created, let us beautify our web site more by changing the name of the site, inserting logos, inserting Header image and Menu etc.

CHANGING NAME OF WEBSITE AND INSERTING LOGO

Let us change the name of the Website and logo of it.

We can do it by customizing the theme. Go to appearance, click on customize. Here you can see there are a bunch of settings. These settings are specific to this theme only and will vary from theme to theme. You can customize the font, colour, layout and so many other things using these settings. Let us discuss few of them

First is the Site Identity

Here you can change the name of your website like DMMOOC

You can also insert tagline here

This is very important to insert a site icon

What is a site icon?

Look here very tiny icons are representing website. You can create your own icon with these dimensions or download it from this website. Search for site icons for WordPress. Visit this site icons8.com

Search for the icon which may represent your website like digital. Save it to desktop

To insert it to your website click here select icon, upload file, select file, again select, skip cropping. That is done. You can see the icon is added to the site. To save it click on publish

Now let us add an image to the header. I want to add background image here

Go to the header section.

Here, you can add a video or video URL or you can add a Header image. The size of the image be 2000X1200. Click add a new image. Select the image from the gallery or from the desktop.

Your image is added. Change the size to Cover and Publish

If you want to increase the size of the header, go to General and change the size from here

To save it click publish.

Now we will insert the logo

Go to logo,

Select image and inset it as logo your logo is here. You may change height and width from here.

Once satisfied, publish it .

With this, we have created customized our website more by learning how to work with block, how to insert categories, How to insert logos, header images etc. Now wait for the next video to add more features to your website

Transcription: Video 6

Welcome back, we are developing our website with the help of WordPress. Now, let us move further to add a few more important features to the website like Menu, Social icons, pages and customizing the sidebar.

HOW TO INSERT MENU TO THE HEADER

Now the very important thing is to insert the menu like here

Let us insert it

Go to appearance, customize

Click on the menu and create a menu. Give any name to the menu like primary menu

Now select the location Where you want to show the menu.

If you select Top menu it will be shown here

If you select, Main it will be shown here

If you select footer, the menu will be shown here.

Select main and footer

Click next

Now you can add items to the menus.

Select the items you want to add to the menu. It can be any Link, Pages, Posts, and Categories. As we don't have pages as of now let us add Home and "Post categories" to the menu by clicking + sign

You can reorder the categories simply drag and drop. You can see the menu is added to the header. Click on Publish to save it. We will edit this menu in due course.

You can also create the submenu by slightly shifting the menu item to the right like this.

See, the change has happened here as well. You can go back to the original menu by reversing the process like this.

If you want to change the color effect of the menu, go to the header section again and menu

You can use these settings to change the colour like this one. Play around the rest of the settings

HOW TO SOCIAL ICONS ADDING SOCIAL ICONS

You can see there are few social icons are there on your website. This can be your Facebook Page, Insta page, YouTube channel, or other pages

Let us see how to add them

Click on header

Social menu

Enable social menu

Here, paste the link of your social platforms like the Facebook page, Instagram page, YouTube channel, etc. How to design these pages, we will discuss in coming modules

Publish

Here you can see your Social icons have appeared

You can change the style of icons from here like this one

You can increase or decrease the size of icons from here

If you want to increase space between icons use this margin option. Like this.

There are other options as well you can play around them.

To save it publish it

Let us have a look at our website. Looks bit better!!!

INSERTING PAGES IN WEBSITE

Now let's learn how to insert pages in the website

But before that let us understand what is the difference between a page and post

Posts are dynamic in nature and have published or updated date mostly used for blog types websites. You can categories the post and others write a comment on your post.

Pages are static in nature and don't have published and updated dates. Examples of pages are about us page contact us page, services page etc. You cannot make categories of pages.

Let me show you

Here you can see the title of the post, published date and comment section etc it is post

This is a page, no published date, no comment section. The content is fixed in nature and not being frequently updated.

If your website is a blog you make frequent use of posts, if it is a business site or personal site, then pages are used frequently

Let us insert pages

From the WordPress Dashboard, go to pages. Click add new. Enter the title of the page.

You can insert different blocks in a page like images, text, video etc. as we did it in posts

Like this one

Add a few more pages

These are our all Pages.

Now how to make the pages visible in a website? This is tricky

You can show them in the menu bar or in sidebar or in footer.

To do it

From dashboard, select appearance and customize

Here, click on menu, select your primary menu that you have already created and clicks add items.

Under pages, you will see all your pages you have just designed

Use + sign to add pages to the menu and arrange them properly

See, your pages are added to menu bar.

Here, this is the sample page. Delete it by going to all pages. Use trash. Now it is gone.

Trash mean, if you want to use this page /post again. You can still restore it as it is not permanently deleted.

MAKING CHANGES IN SLIDE BAR

Now let us discuss this side bar.

You can see few `unnecessary thing here like Recent Comments, Archives, Meta etc. I want to remove them from the sidebar.

From the appearance, go to widgets. This is the default sidebar, these widgets are available in sidebar. Suppose, I want to remove recent comments

Click this drop-down and press delete. Similarly, remove other unnecessary widgets.

Let us see our website now

In our website, these have been removed.

These are the available widgets that can be added to the sidebars. Suppose I want to add a video to the sidebar. Then drag and drop video widget to the sidebar.

Give a title and enter URL copied from YouTube, Save It

It appears in our website

The same way you can add other widgets to the sidebars

No, let us have a final look at our website

All links are working

Not bad!! Good Enough,

I don't want these titles, how to remove them. From general option, Then page title, style, set the hidden

Page titles gone

Hello, we have learnt about the fundamentals of WordPress. Today we designed the basic website. But this is not an end. We can make this website more beautiful and provide more functionality by adding various Plug-ins. What are Plug-ins, how to install them and how to use them ? We will discuss in the next module. Till then practice on this website. Thanks.

1) Which of the following is a prerequisite of website development? **1 point**

- Person
- Domain name
- Webhosting
- All

2) Word press is a **1 point**

- Software
- Application
- Plugin
- Content management system(CMS)

3) Which of the following is not a feature of word press? **1 point**

- It supports multimedia
- It is paid
- It is easy customize
- It is safe and secure

4) How will you open Cpanel? **1 point**

- www.yourdomainname.com/panel
- www.yourdomainname.com/cpanel
- www.yourdomainname.com
- www.cpanel.com/yourdomainname

5) In Cpanel dashboard, wordpress is available in which of the sections? **1 point**

- Domains
- Files
- Softaculous app installer
- Mails

6) One should always install wordpress in default directory that is wp **1 point**

- True
- False

7) Which of the following is a correct way to open the word press dashboard? **1 point**



- www.yourdomainname.com/wp-admin
- www.yourdomainname.com/wpadmin
- www.yourdomainname.com/wp
- www.yourdomainname.com/wordpress

8) Which of the following is name of new editor of word press?

1 point

- Gutenberg editor
- Yoast
- Tiny MC
- Elementor

9) Block in word press editor represent

1 point

- A section
- Page
- Post
- Sub post

10) What are the ways of uploading a picture to a web page?

1 point

- URLs of image
- From desktop
- From media gallery
- All of these

11) Which of the following block will be used to highlight differently from rest of the text in a **1 point** web page/post?

- Paragraph block
- Heading block
- Quote block
- Title block

12) What is the role of categories in blog?

1 point

- Organize the post on the basis of different themes
- Organize the pages on the basis of different themes
- Adding menu to the website
- Adding footer to the website



13) Where can the menu of a site be added?

1 point

- In the header
- In the footer
- In the sidebar
- Both a and b

14) Sidebar cannot be customized

1 point

- True
- False

15) You need social profile to add social icons to the website

1 point

- True
- False

You were allowed to submit this assignment only once.



Module: 8: Using WordPress Plug-ins

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Video-1

Hi, hope you are doing well!

In the last module, we have prepared a draft of our website. But we have to admit that our website is not looking that great as it should be. Many important features are missing in our website such as contact form, sliders, security features as so on..... Actually, to add additional features, we have to learn about Plug-ins and their functionality. Therefore, in this module, we will learn about Plug-ins in detail.

Specifically, in this module, you will learn

1. What is a WordPress Plug-in?
2. How to install and use various Plug-ins in a WordPress site?
3. How to work with **Elementor** Page builder plug-in?

Let us begin

The obvious question in mind is what are Plug-ins?

According to WPBeginner “A plugin is a piece of software, containing a group of functions that can be added to a WordPress website. Plug-ins can extend functionality or add new features to a WordPress website.

There are two types of Plug-ins i.e. *Free and Premium Plug-ins*

In this module, just for learning purpose, we will discuss a few free Plug-ins. Once you become an expert in digital marketing, you may think to upgrade the free versions to the premium versions of Plug-ins.

HOW TO INSTALL PLUG-INS

The process of installing the WordPress plug-in is very simple.

Go to ‘**Plug-ins**’ from the WordPress dashboard, click on ‘**Add new**’

Here is the list of Plug-ins

You may filter the Plug-ins based on features, popularity and recommendations. You may also set your favourite Plug-ins for future use

You may also use the ‘*Search*’ option to select an appropriate Plug-in out of the millions of Plug-ins waiting for you to be used.

Plug-ins are very versatile in nature. Just think about any additional feature or anything else you want to do with your website, the plug-in will be there for you. Type one or two keywords in the search bar and a long list of Plug-ins will be shown

Suppose, I want to add a contact form to my website to enable my visitors to submit their queries or comments online. Just search for the ‘contact form’ in the search bar. It will show you many Plug-ins for this purpose. My favourite is ‘**Contact form 7**’. You can check the popularity of any Plug-ins based on a number of active installations and the ratings. Want to learn more about this Plug-in click ‘**more details**’.

Let us install it by clicking ‘**install now**’. Once installed, click ‘**Activate**’. You may see the list of all the plug-ins just by clicking installed Plug-ins. Make sure your installed plug-in is visible in this list.

Let us create a ‘contact page’ first.

Go pages, **add new** page.

Give a suitable title like *contact us, ask us, contact me* and so on..

Write something specific if you want, like if you have any query write to us here

Now click on **add block**

Here we have to use the *shortcode*.

Select shortcode. If it is not visible, then search for shortcode

You have to enter the shortcode here.

Where is the shortcode?

Go to Contacts and click contact form

Here you will see the shortcode, Select and copy it.

Go back to all pages.

This is the page that you have just created. Click edit and paste this code here. Your contact form is ready. Let us preview it.

You can see important fields like name, mail, subject, and message all are automatically created. Once you will publish it, it will be visible to your visitors or customers.

But where is it on my website?

It will not be visible until you link this page to something else on the website. One way is: We can show it in the menu.

Follow the process of adding any item to the menu.

From **appearance** go to **customize**, click to **primary menus** and click + sign to add it to the menu.

Let us check it on Website.

Yes, it is there and is working.

There are few more popular Plug-ins for contact form like WP Form, Gravity form etc.

Just play around these Plug-ins.

That is all. You have learnt, how to add Plug-in.

HOW TO ADD SLIDERS TO HOME OR ANY PAGE OF YOUR WEBSITE

What is a Slider?

Sliders are slide show added to a webpage mostly with images and sometimes videos too.

Look here this is an example of the slider. You can move the slide one by one or automatically.

Seems very attractive, and catchy (<https://smartslider3.com/gradient-slider/>)

It will improve the aesthetic look of your website.

Let us see how to add it.

For this purpose, you have to add Plug-In **Smart Slider 3**

Follow the same process to install the Plug-in

Plug-in, add new

Search for **Smart Slider 3**. It is here four 4 lakh + installations.

Install and Activate

You will see Smart Slider 3 is here.

This is the dashboard of the smart slider

You can create the slider from scratch or use the template library

Let us create from scratch.

Give a name to the slider. Use full width and create

Now you have to add images here.

You may simply drag and drop images here or

Click **Add slide**, images and select from media. If images are not in media then you have to upload the images first to the library. Then use it. ok

Our 4 images are added to the slider. Here are a bunch of settings to customize the slide slider.

Just play around these settings.

Now, let us add it to the page first.

Copy this code and save the slider. Remember the name

Create a new page or you may add the slider to the exiting page also

Add a shortcode block using + sign.

Check the preview before you publish it

You can also use this to design beautiful sliders.

Import the template

Edit the slides as per your requirements

From slider, copy the code and paste it here.

Your slider is here.

I hope these two plug-ins have given you a fair idea about what plug-ins are? and how their power can be leveraged to make our sites beautiful. In the next video, I will discuss few more plug-ins

Video-2

In continuation of the previous video, we will discuss a few more WordPress Plug-ins in this video like **Social share** and **Under Construction** plug-in. Let us start.

HOW TO ADD SOCIAL SHARE PLUG-IN

As we all know, Social Media is emerging as a new tool of marketing and it is expected that your content should be shared on social media to the maximum level. For this purpose, we have to provide an option to the readers of your content to share it immediately on various social media platforms like Facebook, Twitter, Instagram etc.

Like this one (<https://bloggingwizard.com/top-WordPress-social-sharing-Plug-ins-2014/>)

For this purpose, install and activate the Plug-in, Social Snap Lite

Now to use it, go to **Social Snap Lite settings**. Here on the left-hand side, you can see the settings and on the right-hand side, you will see the live preview that will help you to take an appropriate decision.

We will work on social share settings.

First, manage networks

Here is the list of default and popular social media icons. These will be visible on your website. If you want to add more icons, use this add network option and out of the available options again use this + sign to add them. You can also remove by clicking the 'X' sign. This is how it will look like.

By using these settings, you may ;

Change the position left or right

Change the button shape of icons

Increase or decrease the button size

This is important where you want to show the icons. I selected the **only post**.

Then we have the button spacing

Total count

Share count

Once you will make these settings

Click Save changes

Let us see it on our website

Open any post of your website

Yes, it is there

Let us see, are they working?

First is Facebook,

Yes, I can share it on my Facebook

Twitter:

Yes, I can share it on twitter

Yes, it is working

Any other icon: yes, it is working

You can also enable inline buttons. Your icons will be shown in a horizontal view. You may change the setting according to your preference and save changes. Let us see it

Yes, it is there

I will suggest you, use either **sidebar** or **inline icons**. Use of both will clutter your website

You may also enable the **on-line media**. User can share it on **Pinterest** as well

HOW TO USE UNDER CONSTRUCTION WEBSITE PLUG-INS

You must have noticed that everything goes live during the process of website development.

The half-cooked website is visible to your audience and it may have a very bad impression to them because things are not finalized yet.

Now, what I want, during the development process my website should not be visible and it should show the message “under construction” or any other customized message until the website development process is completed.

For this purpose, install the Plug-in **Under Construction**

Now to create beautiful under construction page

Go to the **plug-in setting** from installed Plug-ins.

Enable **under construction mode** and select the design and save changes

Now open your website in incognito window. Yes, it is working

Now you can finish your work calmly

Once the work of the website is completed, then go back to under construction Plug-in Setting and **off** the **under-construction** mode and save changes. Let us check it. Yes, we are back.

Now the important point, if you are logged into WordPress, you will be able to view your website live even if under construction mode is activated but not others.

So, this was the basic introduction to various Plug-ins. Try to experiments with few more Plug-ins to understand their role in the website development.

Video-3

PAGE BUILDER PLUG-INS: THE ELEMENTOR

Hi, in this video I am going to discuss with you one the most powerful Plug-in of WordPress for website designing and the name of this plug-in is '**Elementor**'. This is an amazing page builder, it will completely transform the way you are designing the websites. It very impressive, even you will not believe that the website designed using **Elementor** is designed by yourself. There is no limit to it, just think about anything creative, **Elementor** will do it for you. Once you will understand the working of **Elementor**, believe me, you can start offering professional website development services to your clients as well.

Look at this website,

It is beautiful and it has been designed with the help of **Elementor** Plug-in.

It has a logo, header, full-screen background image, fancy headline with changing keywords and a button

When scrolling down you can see the parallax effect

Here, we have three different sections with heading, content and images

Next, we have a **process**, entering with animations. Four different sections are there with logo, heading and text

Here is the “**team**” have one image heading and content

Wow, a beautiful counter is there. This looks beautiful!!!

This is the portfolio section having a beautiful slider

Lastly, we have ‘**Contact us**’ and ‘**Map**’.

You can also notice that when we click any menu item it takes us to the respected section like this.

It is just a demonstration; there are immense possibilities of **Elementor** to make your web site a professional-looking website.

Now we are going to design a similar website using various features of **Elementor**. Don't be afraid, accept the challenge

Now guess what will I do!! Yes, you have rightly guessed. I will install the plug-in, **Elementor**

By this time, you know how to install Plug-in. Just install the Plug-in **Elementor**

Your Plug-ins is installed

Let us create first, the home page

Here we need background image, this headline and this button

Make sure you are working under **OceanWP** theme and you have installed **Ocean WP extra** plug-in,

Let us see the preview first. It shows me side-bar that I don't want. I need a full-width page.

Let us change a few settings

From OceanWP Settings, Main, content layout, change it to 100 % full width. Let us see the preview now. Yes, the sidebar has gone. Now edit this page with **Elementor**

A new window with a new interface will be opened

Now this is the place where the magic will happen

In this area, you will see the live preview of your website. You may divide this page into different sections each section may contain different elements.

On the left side, we have elements. We can use them by simply dragging and dropping them.

HOW TO INSERT A SECTION

What is a section?

A section is like a **block** in Gutenberg editor. Each section has its own properties and it may host multiple elements like images, text, videos, headings etc.

This is one section, this is another section. You can create multiple sections in a given web page.

To create a section, click + sign, Choose the structure or how many columns you want. As I need a full screen so I will select this one.

You can see your section is created, notice new settings have appeared for this section in the left-hand side pan.

We have to place an image in the background like this

Now from the edit section click style

And select the background

We have three option, classic, gradient and video

We will use the classic and select the image

Select an image from media gallery

The image is not properly visible

Change the size to cover and from the layout section

From layout - Content width to full

And height fit to screen

Wow !!!!

A beautiful image is added

And stretch the section

If you think the image contrast is high or glittering, Form layout, you may use background overlay.

From Classic

Set the colour to black

Click CSS filter

And use opacity to increase or decrease the overlay transparency

Once satisfied click **update**.

Use this arrow to preview your website

Now it looks better

HOW TO INSERT LOGO

Inserting Logo

Now let us enter this type of logo

Select element from here, use this image element, drag to preview section, once fat blue line appears, drop it. Set the image size to custom and set 200X200 pixels and select the image

You can also change the alignment

If you further want to increase or decrease the size of this image, Use style and adjust it from the width

Update it

Our logo is added, now enter this headline

By using this button, you can go back to the elements

Now, we will use the text heading button

Drag it to this section; once this fat blue line appears, drop it

Element is added, no let us customize.

Notice every element has three sections, **Content, Style and Advance**

Let us customize the content

Type: '*We design your space*'

Make the content centre aligned

Now to change the font, font size and colour, we will use the “style” section of this element

First text colour, make it white or adjust according to colour combination

Use the typography to change font settings

Change the font from family

Increase the size by sliding it left or right

Weight is how much bold text you want like on 100 and on 600 it will look like. Set it to 300

Transform to upper cases

Letter spacing is important

Adjust the space within Characters

How to make it animated with different words, I will explain it in a while

Now let use insert this button

From the element section, drag and drop once blue line appears.

First, make it centralized

Let us make it more beautiful

Go to style and typography, Change font, font size or colour from here. Change the background colour

You can also change the hover effects, means, how should it react when I take my cursor on it

You can change the text colour

Background colour

Hover animation, just see it

You can see there is space between the button and headline

How to increase or decrease it

Click on advance and go to margin **unlink** value

Now you can increase the margin; top, right, bottom, left separately otherwise it will change all the value in one go

Let us increase the top margin.

Yes, it is fine

Click update

I have done some cosmetic change here; you can do the same thing by revisiting style, advance and content section of each element. Just have some practice.

Lastly, we have to enter some text here... ‘OUR PORTFOLIO ‘

You can see there is a heading on this page, which looks very odd. Let us remove it.

Exit to WordPress dashboard, From **Ocean WP Settings**, Go to the title, **Display page title**,

Click **disable**. Update,

Edit with **Elementor**

Yes, the title has disappeared now.

We have just started working on Elementor Plug-in,

Now we know

How to insert a section and change the background?

How to insert Logo?

How to insert heading? and

How to insert button elements in a website?

Video-4

Let us continue to learn more features of **Elementor** plug-in. Now we will design a few more sections of our website by using various elements like Image, Icon Box and counters and so on..

Before we move to the next section, let us change one important section of **Elementor**.

See here, when I click here, settings are not appearing, I have to right-click to make the setting appear. There is an easy way. You need to change one ‘setting’ from **Elementor**

Let us exit to WordPress dashboard.

Go to **Elementor** settings, Go to advance then “Show Editing Handles”.

Let us see whether it is working or not. Go to the page that we are designing from all pages and edit and edit with **Elementor**. Yes, now with the click of a mouse it shows the settings.

Now let us move to the next section

This section is about “**What We Do**”.

We want to make this section something like this

It is a combination of text, headings and images

Let us add one section here. First, Change the background colour.

Remember one thing here, Section is customized from this button and elements settings are changed from this button.

To change the background colour, click this one and from edit section click style, select background colour and adjust transparency

Now insert the heading element from elements.

Centralize it AND Type your text

From style use the typography to customize the text

To change the text colour to white, change the font to Helvetica.

Set the size to 35 and reduce the boldness to 300. Now we want some space between first and second section

Go to advance, unlink values together and increase the top margin

Let us move further

Add a new section and change the background colour

As we need different columns, insert the inner section from element

Insert heading element

Change the colour to white

Once again insert heading element

Insert some text, change the size of colour and weight to 300, and increase the line height to make it shooting to the eyes

Now insert image element and select picture from the gallery

Now create two duplicate columns, and remove this one

Change the content of two columns

If you want to put the hue effect, Edit this image, goto style, from CSS filter change hue.

Width of the Picture can be changed from here if required

It is better to have the same size pics for better symmetry

Let us put some space here

From section settings

Advance unlink values, increase or decrease the bottom padding

Let us insert some entry animations

From edit column, go to advance, then motion effect and select the entrance animation

First slide left, then slide up, then slide right.

You can also change the speed of the animation from here

Yes, animations are working

HOW TO INSERTING ICON BOX

Now let us design this section, in this section, some icons animate on hovering, titles, and the text.

Let us create this heading, insert a new section, and let us change the background first.

From layout, make content width to full width and height fit to screen, stretch section on,

From style, select classic background type and select image, change size to cover.

If you want to dim this image, use the background overlay, from classic select the black colour, and change the opacity to 75 %

Now our background is ready

Let us put the title

From element insert text heading

Insert inner section.

Now from element select, insert icon box

Let us customize it

Change the icon, change the title and description

From Style, change the primary colour

Adjust the spacing between title and icon

Make the size to 55

Let us make some modifications in titles and description

First let us change the colour of title

Use the same colour code of icon

From icon, colour copy this code

Go to the content, paste this code in colour

Change the colour of description from description to white

Let us change the view of this icon

Go back to content, from view change it to frame

Change the hover effect from style

And hover animation to pulse grow

Once things are final

Now, create 3 duplicate columns and remove the extra one

And change the icon and content

HOW TO INSERT IMAGE AND TEXT SECTION

Now let us design this section,

First a new section and change the background colour

Now insert **heading**

Now insert inner sections. Inner sections are nothing but columns

In the first section, insert image element and insert an image from media gallery, Resize the first Column.

In the second column insert three text heading

Change colour to white, adjust font, size, weight, line height, and letter spacing accordingly

Put some space in the top of heading

Lastly, put some entrance animations

HOW TO INSERT COUNTERS

Here are some counters showing achievements of an organization, they are informative, engaging and are offering a good look to your website. Let us see, how to add them

Insert new section, change the background colour. Change content width to Full. Adjust the height from minimum Height

Now from element, insert counter

Now let us make some modifications

Change the ending number to any odd number

Number suffix is +

Then change the title

From style, change the text colour

And from the title, change the text colour

Now create two duplicate columns

And make the changes accordingly

Update it

Now, I hope you can easily use various elements in your website. But still there are many things to learn. Let us continue

Video-5

We are in the process of designing our website using **Elementor**. Let us learn to use a few more elements for website development.

HOW TO INSERT IMAGE GALLERY?

Now let us create our work section.

In this section, you can show your projects and works with images and text or simply images

There are different ways. Here your creativity will work. Let me show you the different ways

Inserting Only Images

Insert new section and title. Follow me (fast Mode)

Now image gallery element

Add images from the media gallery, Set image size to 300

From Style, change space to custom and adjust it

Let us open the images. Yes it is working

Using Image Box

There is another way to show it and you can give a brief description of your project

Duplicate the section and delete image gallery element

Insert inner section and inset image box element

Here you can enter the image, title and 'heading'

Make some cosmetic changes in the pictures

And duplicate the columns and modify columns accordingly

Using Carousel

There is another way to show your works i.e is through image Carousel

Drag and drop Image carousel element

Add images from the gallery. Let them fully load.

Let us see few settings

Image size: Custom .let it be 300x 300 or 250 X 250

Slide to show: How many slides want to show in carousel say 4

How many slides you want to scroll: let it be the default

Image stretch: yes

Additional Options

Let animation speed to 5000

Few settings from style

From image put some space from custom space.

If you want to make it full width, from the section, Change the content width to full width and adjust the height. If you want

That is all.

Update it.

HOW TO INSERT VIDEO ELEMENT

You can add a video to your page easily

Drag the video element

Copy the link from YouTube and paste it here

Your video is here

If you want to make it, full width, go to section setting and, Make the content width to full.

HOW TO INSERT CONTACT FORM

Now let us add contact us form here

Create a new section and change the background

Insert text heading and font settings

From element section, insert inner section

Now from element section drag and drop shortcode here.

In CONTACT US section we have to use the shortcode

Go back to the WordPress dashboard, go to the contact form and copy this shortcode

In Elementor editor, Paste the code

Your contact us form is ready.

Resize the section into 60 /40 ratio

You may try another contact us Plug-ins too to make it more attractive

To add the address attributes

Insert icon list, and customize the text and icon

There are few settings in the style

Increase the space between icons

Make the divider on to put a line between icons

Change the icon colour and size

Change the colour of the text.

Rest of the setting are the same just play around them.

LINKING IN ELEMENTOR

Linking is an important feature of Elementor; you may link various elements of your website to other pages of your website, or pages outside your website, or link to the section on the same page.

How to insert External Links

To link the element to other pages click on any element.

The link option is available under the content section. Paste the URL of another page here and from settings check open in a new window.

Yes, you are able to open the link in new window

How to link the section on the same page

Suppose, I click this button, it is not taking me anywhere. But I want, when I click it, it should take me to this section. Like this.

How to link it? Let us see.

Click on **edit** of the source element, enter your customized link separated by “-“

Move to the section where you want to give the link and click edit section

Go to advance type the paste the link here without “#”

Let us see whether it is working or not

Click the button

Wow !!!! it is working

I also want, when I click menu items, it should take the respective section. Like this

For this purpose, follow me

First, give a customized link to the section that you want to keep in the menu.

I want this section on the menu. Go to setting, Advance, Under CSS Class, type custom link separated by “-“ and copy it.

Exit to WordPress dashboard, Go to appearance and menu

Create New menu, give any name and press create menu.

Now, let us create menu items.

Go to custom links

In URL type “#”, it is must to create a custom link.

Past the ‘section link’ here that you created on this page here. Make sure there should not be any space before and after while copy-paste. Give the link text. This is the text that will appear in the menu section, you may give any text here.

Click add to menu. You can see, the item is added to the menu.

Let us create a few more custom links by following the same process.

With this, we have created the menu.

Let us add a few more items to the menu and rearrange them and don’t forget to update

Update Elementor

Now select the display location and save the menu.

Now let us see whether these are links are working or not.

Wow, they are perfectly working.

There are so many other elements which you can add to the website. It is not possible to explain all the elements here. They are self-explanatory, just explore them.

Let me show you, how to add **Google map** by showing the exact location of your business

From element section insert Google map

Search for your location

Set the zoom level

Increase or decrease the height of the map

Notice there is blank space on both side of the map how to remove it

Go to section settings,

Content width full width and update it.

Now, I hope you have a fair idea about how to use element Plug-in. Just practice on rest of the elements and try to understand their functions. I assure you that will learn them easily.

This was the free version of **Elementor**. Once you are expert in it, you may also go for the pro version for additional features

However, few free add on are also available to Elementor plug-in, that I will discuss in the next video

Video-6

If you don’t want to buy a premium version, then free add on are available for Elementor.

These add on are just Plug-ins and can be used with **Elementor** without any problem. Many add-on plugins are available like:

[Essential Addons for Elementor](#)

[Premium Addons for Elementor](#)

Livemesh Addons for Elementor

Elementor Addon Elements

HT Mega –Absolute Addons for Elementor Page Builder

Let us install Essential Addons for Elementor, my favourite one

Once you install it, enable all and save the settings

Go back to all pages and home page on which we are working

You will see now there are essential add-ons

These addons are very useful, make use of them

Let us make our headline like this

Use fancy text element for this purpose

First Change the prefix text, Then Enter fancy Keywords 3 to 4 words using fancy text settings

Enter Sufix text

From style change the colour and typography settings

First for prefix text,

Then for fancy text

And lastly for suffix text

That is all for fancy text

Before I move to the last section, let me make some important changes in the header section.

Just notice, when I scroll down, the menu disappears,

But, here it does not disappear, this is called a sticky header.

If I want to use the menu every time I need to go to the top.

Let us make our header sticky

Install the plug-in Ocean WP Sticky header

Refresh the page and scroll down it

Yes, our header is sticky now

Congratulations!!!

HOW To MAKE CHANGES FOR RESPONSIVE VIEW

Now the most important features of Elementor plug-in

You can see the responsive view of your website that means how it will look in a mobile phone or a tablet

You can also make an adjustment according to the device.

Let us see how our website will look on a mobile phone

From responsive mode, select mobile preview

This is the mobile preview.

I want to make a headline in a single row, so let use decrease the text size for mobile phone using typography.

Now it looks fine. These changes will be applicable only to the mobile phone not to other versions

This is how it will look in the tablet. You can adjust it. This is the menu for tablet and mobile phone.

Now, let us have a final look at our website

Opps !!! What is this?

It not displaying the page that we have just developed with the help of **Elementor**

Don't worry!!! Actually, we have to set our home page as a static page.

Go to appearance, customization,

Select static page

Which page?

The page that you have designed with **Elementor**. Yes, it is there

Now publish it

Refresh the home page

Thumbs up!!!

Great your website is ready.

With this, we have completed Module 8 and learnt how significant plug-ins are in any website development process. I can't explain all the Plug-ins here. Think some creative and search for appropriate Plug-in. Your dream will come true

We will discuss relevant Plug-ins during the entire course at relevant points. Take your own time and pace. Practice on these Plug-ins.

Knowledge is of no value unless you put it to practice.

1) What is the role of plugins?

1 point

- Provide additional functionality to the website
- Increase productivity of a website
- Helps in improving the aesthetic look of a website
- All

2) All plugins are free of cost

1 point

- True
- False

3) Which of the following is the last step of plugin installation?

1 point

- Search
- Activate
- Install
- Setup

4) Which of the following is a plugin we used to insert contact form?

1 point

- Contact form 7
- Contact form 8
- Contact form 9
- Contact form 6

5) The purpose of smart slider 3 plugin is

1 point

- To add video
- To add multiple images as a slideshow
- To add multiple pages
- To add multiple post

6) What is the purpose of installing under construction plugin?

1 point

- Your website will show the customized message of under construction
- It helps you in design the website
- Once activated, you cannot see your website live
- None of these

7) Elementor is

1 point



A plugin

Slider

CMS

Website

8) What type of responsive websites are available in elementor?

1 point

Desktop

Mobile

Tablet

All of these

9) Which of the following element is not available in basic and free version?

1 point

Image

Imagebox

Heading

Fancy text

10) Can you link menu items to various sections of page under Elementor plug-in?

1 point

Yes

No

You were allowed to submit this assignment only once.



Module 9

Introduction to Search Engine Optimization

Video 1

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh

What will you learn ?

- What is the meaning of Search Engine optimization?
- How does Google Work
- Why Search Engine Optimization is important for every webmaster?
- What are types of Search Engine Optimization.?

It matters !

Gooooooooogle >
1 2 3 4 5 6 7 8 9 10 Next

- On an average **91.5 %** of traffic to the websites comes from first search result page i.e. organic results

Search Engine Journal

- 75%** of Internet users never scroll past the first page of search results? Remaining users either go to the second page of Google results or Change their keywords.

HUBSPOT



**Internet users usually find the relevant information on
the very first page itself**



- 93% of all online experiences begin with a search engine.
[\(www.imforza.com\)](http://www.imforza.com)
- **3.8 million** searches happen per minute
[\(Search Engine Land\)](http://Search Engine Land)
- **4 in 5** consumers use search engines to find local information.
[\(Google/Ipsos MediaCT/Purchased\)](http://Google/Ipsos MediaCT/Purchased)

[Buy Graphic tablet](#)



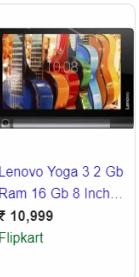
All Shopping Videos Images News More Settings Tools

About 22,80,00,000 results (0.50 seconds)

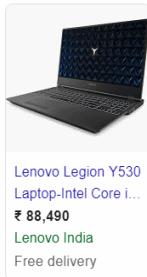
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Wacom One by
CTL-472/K0-CX...
₹ 3,740
Amazon India



Lenovo Yoga 3 2 Gb
Ram 16 Gb 8 Inch...
₹ 10,999
Flipkart



Lenovo Legion Y530
Laptop-Intel Core i...
₹ 88,490
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₹ 6,368
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Graphic Tablets: Buy Graphic Tablets Online at Low Prices in India ...

<https://www.amazon.in/Graphic-Tablets/b?ie=UTF8&node=1375416031>

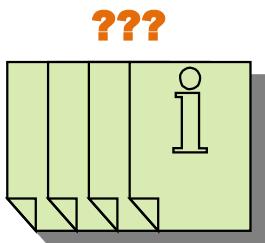
Shop Graphic Tablets from popular brands such as Genius, Wacom, Huion ... **Shop 2 Ekart Lcd Writing Screen Tablet Drawing Board** for Kids/ Adults, 8.5 Inch.

[Buy Wacom CTL 471/K0-CX Graphic Pen Tablet \(6in x 3.7 ... - Amazon.in](#)

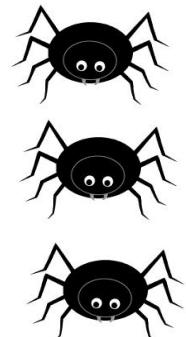
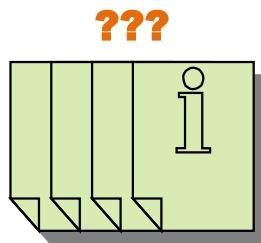


How Does Google Work?

1. Organization of Web Content (Indexing of Pages)

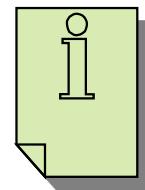
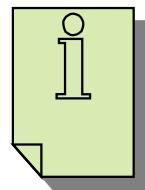
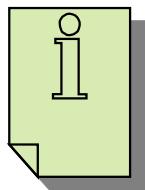
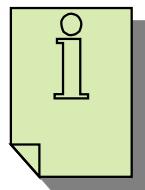


Google



How Does Google Work?

Google Server



Welcome to Google Search Cons. + Paused

https://search.google.com/search-console/welcome?utm_source=about-page

Apps Swayam Central 8 Key Features Your... Assessments – Goo... 15 Best Off Page SE... List of Measurable... HTML Headings Ch... Dashboard < DMMo... On-Site SEO | SEO L... Other bookmarks

Google Search Console

Full-screen Help ? U

Welcome to Google Search Console

To start, select property type

Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

example.com
Enter domain or subdomain

URL prefix

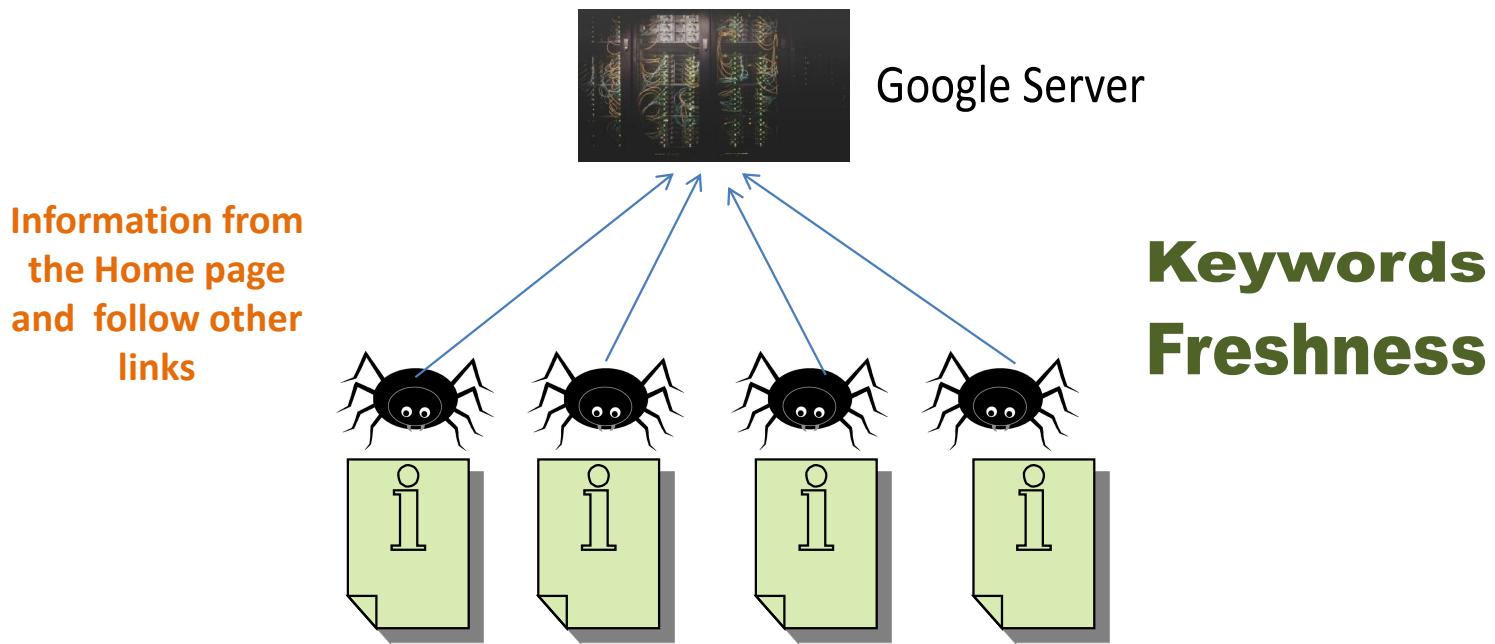
- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.example.com
Enter URL

CONTINUE CONTINUE

1:26 PM
01-Jul-19

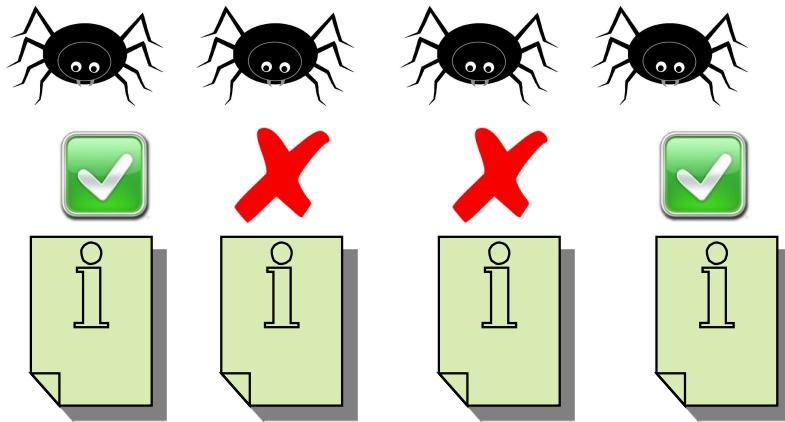
How Does Google Work?

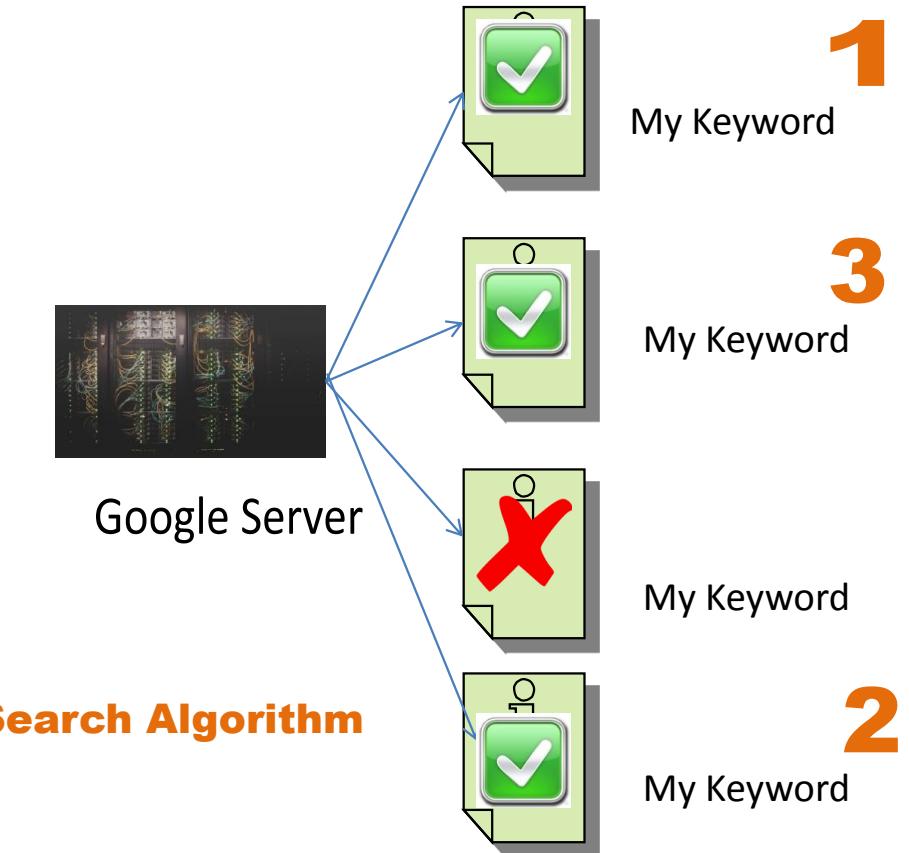


How Does Google Work?



**Computer
Programme**





Search Algorithm

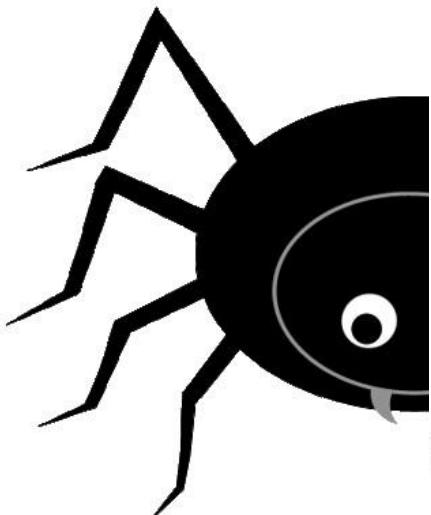
Keyword of your query
Relevance and usability of pages
Quality of web-pages through page rank,
Expertise of sources,
Your location and settings

Nature of Query

Freshness of Content



Web Content
(of Pages)



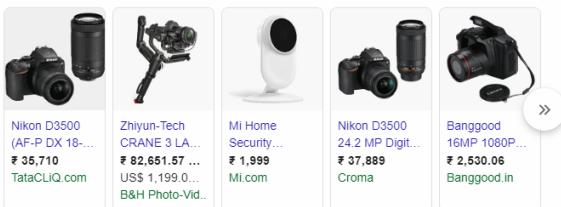
Full screen Screenshot

[All](#) [Shopping](#) [Images](#) [News](#) [Maps](#) [More](#)

Settings Tools

About 10,40,00,000 results (0.75 seconds)

See buy DSLR Camera



DSLR Camera: Buy DSLR Camera online at best prices in ...

<https://www.amazon.in/digital-slr-cameras/b?ie=UTF8&node...> ▾

Results 1 - 24 of 432 - Shop for Digital SLRs from top brands such as Nikon, Canon, Sony, Pentax among other brands. ... Canon EOS 1500D **Digital SLR Camera** ... Canon EOS 200D II 24.1MP **Digital SLR**...
Canon EOS 1500D 24.1MP ... · Canon EOS 1300D 18MP · Nikon D5300 **Digital SLR**

FIRST RESULT

DSLR Camera - Buy DSLR Cameras Online at Best Prices In ...

<https://www.flipkart.com/cameras/dslr-mirrorless/pr?sid...> ▾

From Canon, Nikon, Sony, FujiFilm to Pentax, Flipkart is home to the finest when it comes to cameras and photography equipment. ... Canon EOS 1300D **DSLR Camera** Body with Single Lens: EF-S 18-55 IS II (16 GB SD Card + Carry Case) ... Nikon D5300 **DSLR Camera** Body with Dual Lens: AF-P DX ...

SECOND RESULT

Buy DSLR Camera Online at Best Price in India - Reliance ...

<https://www.reliancedigital.in/dslr-cameras/c/S101110> ▾

Shop **DSLR cameras** online for beginners & professionals from top brands like Nikon, Sony, Canon etc at great offers only at Reliance Digital. Order NOW!

THIRD RESULT

A search bar is located at the top, with a microphone icon on the right side.

Google Search

I'm Feeling Lucky

Google is not accepting any money at all to place your website on very first page of results.

???



How will it happen ?

???



Is it possible to do Something with the Website



Yes, it is possible

How?



Search Engine Optimization

What is Search Engine optimization ?

Search Engine optimization is the process of maximizing the number of quality visitors to a website by ensuring the high rank in the list of organic results returned by a search engine.

There two types of Google results



About 20,80,00,000 results (0.59 seconds)

See buy graphic tablet



Wacom Cintiq
16 Creative P...
₹ 44,831.11 ...
US\$ 649.95 ...
B&H Photo-Vid...



Lanix 8.5 Inch
Digital...
₹ 507
Snapdeal



Banggood
Huion 420 4" ...
₹ 3,243.98
Banggood.in



ASUS 10.1" Transformer...
₹ 19,592.70 ...
US\$ 284.05 ...
B&H Photo-Vid...



Wacom Intuos Bluetooth...
₹ 5,514.65 + ...
US\$ 79.95 + ...
B&H Photo-Vid...

Sponsored



Graphic Tablets: Buy Graphic Tablets Online at Low Prices in ...

<https://www.amazon.in/Graphic-Tablets/b?ie=UTF8&node=1375416031>

Shop Graphic Tablets from popular brands such as Genius, Wacom, Huion ... Shop 2 Ekart Lcd Writing Screen Tablet Drawing Board for Kids/ Adults, 8.5 Inch.

Buy Wacom CTL 471/K0-CX Graphic Pen Tablet ... - Amazon.in

<https://www.amazon.in/Wacom-CTL-471-Graphic-Tablet/.../B00FRIOMA...>

★★★★★ Rating: 4.4 - 635 reviews

Wacom One by CTL-472/K0-CX Small 6-inch x 3.5-inch Graphic Tablet (Red/Black) ... XP-Pen StarG640 Ultra-thin Graphic Drawing Tablet (6" x 4", 8192 levels of pressure sensitivity,... ...
Case Soft Durable Pouch for One by Wacom CTL-471/K0-CX Graphic Pen Tablet (Red)

In-ORGANIC RESULTS



Search Engine Optimization

ORGANIC RESULTS

Types of Search Engine optimization



- █ On-Page Search Engine optimization
- █ Off-Page Search Engine optimization

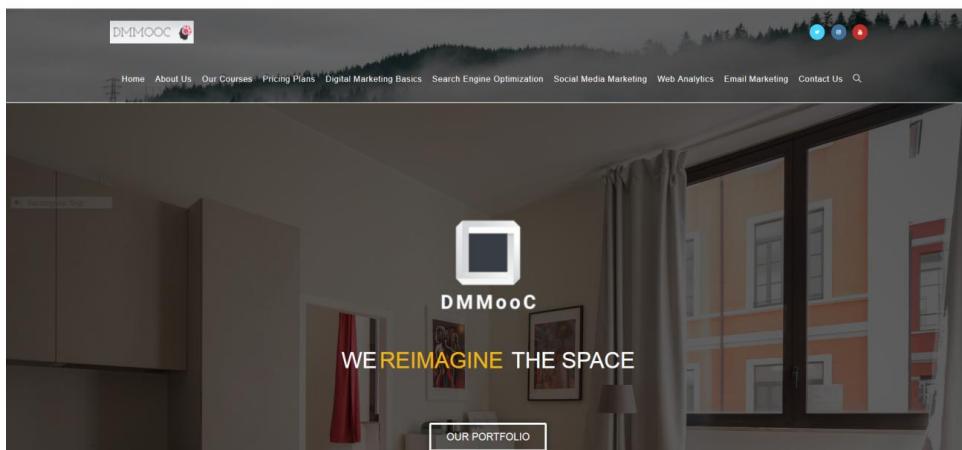
On-Page Search Engine optimization

On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more and relevant traffic to your website from the organic results of search engines

(MOZ)

Content and HTML source code of a page

Modification in WebPages



You can also format text directly by using the other controls on the Home tab. Most controls offer a choice of using the look from the current theme or using a format that you specify directly. To **HAPPY** the overall look of your document, choose new Theme elements on the Page Layout tab. To change the looks available in the Quick Style gallery, use the Change Current Quick Style Set command. Both the Themes gallery and the Quick Styles gallery provide reset **LIFE** so that you can always restore the look of your document to the original contained in your current template. On the Insert tab, the galleries include items that are designed to coordinate with the overall look of your document. **HAPPY LIFE** use these galleries to insert tables, headers, footers, lists, cover pages, and other document building blocks. When you create pictures, charts, or diagrams, they also coordinate with **HAPPY IN A LIFE** look. You can easily change the formatting of selected text in the document text by choosing a look



How to be Happy in a Life

Google Search I'm Feeling Lucky

On-Page Search Engine optimization

WHAT WE DO

COMMERCIAL DESIGNS

Unmatched concepts that can give you a unique edge in the market. Set yourself apart with designs that speak louder than words. Khomy is dedicated to experimenting with the unusual, delivering results that have managed to impress customers. Nothing is impossible, and sky is the limit!



OFFICE DESIGNS

Unmatched concepts that can give you a unique edge in the market. Set yourself apart with designs that speak louder than words. Khomy is dedicated to experimenting with the unusual, delivering results that have managed to impress customers. Nothing is impossible, and sky is the limit!



RESIDENTIAL DESIGNS

Unmatched concepts that can give you a unique edge in the market. Set yourself apart with designs that speak louder than words. Khomy is dedicated to experimenting with the unusual, delivering results that have managed to impress customers. Nothing is impossible, and sky is the limit!



Richness of Content

On-Page Search Engine optimization



Techniques of Search Engine Optimization

Off –Page Search Engine optimization

Off page SEO refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs). It is often called back-link building process but not restricted to that only.

Back-Link building process but not restricted to that only.



ABOUT PU

- Chancellor
- Vice Chancellor
- Dean of University Instruction
- Administration
- Registrar
- Vigilance Cell
- Senate, Syndicate
- Deans and Secretaries of Faculties
- Profile
- PU: Oral History
- Calendars / Budget / Documents / Anthem

STUDENTS

- Admissions
- Examination
- Results
- Hostels
- Campus Student
- Central Placement Cell
- Fee Through Bank
- Syllabi
- SC/ST Cell
- EOC-PWD

Get the Flash Player to see this rotator.

NEWS & UPDATES

[Read more news](#)

QUICK FACTS

- Established in 1882 as University of Punjab at Lahore (now in Pakistan).
- Panjab University has been Accredited with a CGPA of 3.35 on a four point scale at A Grade valid for a period of 5 years from 25/06/2015.
- 1st among Universities of India and 38th in Asia, Times Higher Education Asian University rankings 2015.
- Ranked number one University in India and in the bracket 276-300 internationally in the Times Higher Education World University Rankings, 2014-2015 powered by Thomson Reuters.
- Ranked 39th by the Times Higher Education among BRICS & Emerging Economies.
- University campus is spread over an area of 550 acres (2.2 km²) in sectors 14 and 25 of the city of Chandigarh.
- University has 78 teaching and research departments and 15 Centers/Chairs for teaching and research at the main campus located at Chandigarh.
- University has 188 affiliated colleges spread over Punjab and having one rural Regional Centre at Kauni, and 3 Regional Centres at Muktsar, Ludhiana and Hoshiarpur.
- University has 6 Constituent Colleges located at Sirkhawa (Sri Muktsar Sahib), Balachaur (SBS Nagar), Nihalsingh Wala (Moga), Dharamkot (Moga), Mokham Khan Wala (Ferozepur) and Guru Harsahai (Ferozepur).
- Panjab University Community Radio Station - Jyotirgamaya: 91.2 MHz

MISSION OF THE UNIVERSITY



"The University has been incorporated for the purpose, among others, of making provision for imparting education in Arts, Letters, Science and the learned professions and of furthering advancement of learning, the prosecution of original research, with power to appoint University Professors, Readers and Lecturers, to hold and manage educational endowments, to erect, equip and maintain University colleges, libraries, laboratories and museums, to make regulations relating to the residence and conduct of students and to do all such

Backlink profile for www.puchd.ac.in

Domain with all its subdomains

Referring page	DR	UR	Domains	Traffic	Anchor and backlink
Welcome to Mehr Chand Mahajan DAV College for Women, Chandigarh www.mcmdavcw-chd.edu/	25	32	79	1,779	http://www.puchd.ac.in/www.puchd.ac.in/
Чандигарх — Википедия ru.wikipedia.org/wiki/Чандигарх	92	28	140	93	http://www.puchd.ac.in/www.puchd.ac.in/
<small>RU WIKIS</small>					
Signatory Universities — Observatory Magna Charta Universitatum www.magna-charta.org/magna-charta-universitatum/signatory-universities	51	26	38	3.0	http://www.puchd.ac.in/www.puchd.ac.in/
<small>EN</small>					
A.S. College, Khanna www.asckhn.com/acskhn/aspwpages/Index/HomePage.aspx	6	24	25	0.00	http://www.puchd.ac.in/www.puchd.ac.in/
<small>EN</small>					
Education websites in India - List of Indian University, College Websites in india career.webindia123.com/career/website.htm	75	24	44	43	http://www.puchd.ac.in/www.puchd.ac.in/
<small>EN</small>					
List of IAU members - IAU www.iau-aiu.net/List-of-IAU-members	66	23	23	385	http://www.puchd.ac.in/www.puchd.ac.in/
<small>EN</small>					
MTS College for Women www.mtsmldh.com/	0	21	23	27	https://www.puchd.ac.in/syllabus.php www.puchd.ac.in/syllabus.php
<small>EN</small>					

Significance of Search Engine optimization

Being Top in the Search Results Matters

Google search results for "buy graphic tablet".

About 20,80,00,000 results (0.59 seconds)

In-ORGANIC RESULTS

See buy graphic tablet

- Wacom Cintiq 16 Creative Pen... ₹ 44,831.11 ... US\$ 649.95 ... B&H Photo-Vid...
- Lanix 8.5 Inch Digital... ₹ 507 Snapdeal
- Banggood Huion 420 4" ... ₹ 3,243.98 Banggood.in
- ASUS 10.1" Transformer... ₹ 19,592.70 ... US\$ 284.05 ... B&H Photo-Vid...
- Wacom Intuos Bluetooth... ₹ 5,514.65 + ... US\$ 79.95 + ... B&H Photo-Vid...

ORGANIC RESULTS

Graphic Tablets: Buy Graphic Tablets Online at Low Prices in ...
<https://www.amazon.in/Graphic-Tablets/b?ie=UTF8&node=1375416031> ▾
Shop Graphic Tablets from popular brands such as Genius, Wacom, Huion ... Shop 2 Ekart Lcd Writing Screen Tablet Drawing Board for Kids/ Adults, 8.5 Inch.

Buy Wacom CTL 471/K0-CX Graphic Pen Tablet ... - Amazon.in
<https://www.amazon.in/Wacom-CTL-471-Graphic-Tablet.../B00FRIOMA...> ▾
★★★★★ Rating: 4.4 - 635 reviews
Wacom One by CTL-472/K0-CX Small 6-inch x 3.5-Inch Graphic Tablet (Red/Black) ... XP-Pen StarG640 Ultra-thin Graphic Drawing Tablet (6"x4", 8192 levels of pressure sensitivity,... ...
See Soft Durable Pouch for One by Wacom CTL-471/K0-CX Graphic Pen Tablet (Red)

Users are most likely to click on one of the top five pages shown in SERP.

Source: reliablesoft.net

Search Engine Optimization



Difficult to Measure



Return on Investment

Quantify the results of our efforts
such as



Where we were

Where we are and

Where will we move

Search engine results

SEO is Not Ranking Only

Misconception : Search Engine Optimization →

Ranking



Improves the user experience

Organize the Content | Insert proper Link | Develop Variety of Content

Build Trust and Credibility

Google YAHOO!

Yandex AOL. Ask.com

Baidu 百度 Bing

Google search results for "buy graphic tablet".

Search bar: buy graphic tablet

Navigation: All, Shopping, Videos, Images, News, More, Settings, Tools

About 20,80,00,000 results (0.59 seconds)

In-ORGANIC RESULTS (pink border):

See buy graphic tablet

- Wacom Cintiq 16 Creative P... ₹ 44,831.11 ... US\$ 649.95 ... B&H Photo-Vid..
- Lanix 8.5 Inch Digital... ₹ 507 Snapdeal
- Banggood Huion 420 4" ... ₹ 3,243.98 Banggood.in
- ASUS 10.1" Transformer... ₹ 19,592.70 ... US\$ 284.05 ... B&H Photo-Vid..
- Wacom Intuos Bluetooth... ₹ 5,514.65 + ... US\$ 79.95 + ... B&H Photo-Vid..

Organic Results (green border):

Graphic Tablets: Buy Graphic Tablets Online at Low Prices in ...
<https://www.amazon.in/Graphic-Tablets/b?ie=UTF8&node=1375416031> ▾
Shop Graphic Tablets from popular brands such as Genius, Wacom, Huion ... Shop 2 Ekart Lcd Writing Screen Tablet Drawing Board for Kids/ Adults, 8.5 Inch.

Buy Wacom CTL 471/K0-CX Graphic Pen Tablet ... - Amazon.in
<https://www.amazon.in/Wacom-CTL-471-Graphic-Tablet/.../B00FRIOMA...> ▾
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Case Soft Durable Pouch for One by Wacom CTL 471/K0-CX Graphic Pen Tablet (Red)

May help in Social Promotion



Visibility of Brand

Relevance

Trustworthiness

Reputation

Helps to Beat the Completion

Ahead in the Completion

Store 1



Optimized Website



Store 2



Optimized Website



Module 9: Introduction to Search Engine Optimization

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Transcription: Video-1

Welcome to the First module of this week and we are going to start this week with a Module: **Introduction to Search Engine Optimization.**

In this Module, you will specifically learn

What is the meaning of Search Engine optimization?

How does Google Work?

Why Search Engine Optimization is important for every webmaster?

What are the types of Search Engine Optimization?

Let us begin with a few practical examples

In one of the sessions, we discussed that visibility is the first and the most important step of the digital marketing process. There are many ways to create the visibility of your brand such as **Owned Visibility, Paid Visibility and Earned Visibility**. The most important way of owned visibility was to have your own website.

Do you think, just by designing a website, the visibility for your brand will be created? Before you answer look at this example

Suppose, you are new to the market and developed a very good-looking website for your business and want your prospects to visit the site

Now tell me.

Will your prospects type your domain name in the browser to open your site?

Thinks for a while

Yes, they can. But only, if you are a very popular brand and people remember your domain name and they are looking for a very specific product, service or information and are sure about it that the required product, service or information will be available on your site.

In this case, you are the lucky one

But, in the practical world, the reality is different. You will agree with me that people are not directly going to the websites rather they search for the **solution to their problems or seek information on a wide range of topics or search for products or services**.

In this case, it matters a lot on which page of ‘Google results’, your website will be shown against the keyword used by user.

Because according to **Search Engine Journal**, on an average 91.5 % of traffic to the websites comes from the first search result page i.e. organic results and

According to **HUBSPOT**, 75% of Internet users never scroll past the first page of search results? Remaining users either go to the second page of Google results or change their keywords. That means internet users usually find the relevant information on the very first page itself.

All these things have significant implications for your website and business because there are high chances that your potential customer is on Google or any other search engine and is searching for you, not by your brand name but through few keywords.

Now, look at a few interesting facts that will help you to understand the significance of search engines and of course to be on the first page of SERP

- 93% of all online experiences begin with a search engine. (www.imforza.com)
- **3.8 million** searches happen per minute ([Search Engine Land](#))
- **4 in 5** consumers use search engines to find local information. ([Google/Ipsos MediaCT/Purchased](#))

It means every business will prefer to be included in the Google results and more precisely to be on the first page. After realizing the power of Google Search Engine. Let us understand more about Google results.

When we search for anything on Google, there are two types of results.

One is **Organic Results** and other **Inorganic Results**.

Like here you can see.

If I search for Cheap Flights, then in SERP,

There are two types of results,

The first category of results is **Inorganic results**; these are usually advertisement and sponsored content. You have to pay to Google to get your advertisements placed here. However, just paying some amount to Google does not guarantee that your ad will be placed. There may be many more factors in this regard. We will discuss these factor in the Module on **Google Ads**

The second type of results is organic results. You can see it here.

Now an important question

Do I need to pay something to Google to list my website here??

To your surprise !!!

No, not at all. Google has its own algorithm to decide whether your site will be shown in organic results or not

If it will be shown, then on which page; first, second or last page. And even on the page itself, will it be the first results or the last result

But one thing is clear that Google will not charge anything from you to show your website in Google results or to show it on the first page or any page.

It all depends on Google's search algorithm.

But the question is, how my website will be included in the first page and will be sufficiently ranked high on that page so that visitor will click on it to reach my website

Before I answer this question, first let us understand, how does Google Search Engine work, in layman's language

When we search anything in Google, there may be millions of web pages that may have useful information related to your search query.

How Google decides which page to show, start long before even you type your keyword. The key steps of the entire Google Search Process are

Organization of Web Content (Indexing of Pages)

All WebPages information is organized in the Search Index by Google. The index is similar to the library index. But the question is how Google collects information about millions of webpage?

The answer is **Web Crawlers**.

Actually, the crawling process begins when a website address is submitted to Google by the website owners through specially design platform by Google for this purpose called '**Google Search Console**'

Even in our case, you have to submit your site to Google for crawling purpose.

How?

Just wait for it.

When crawlers visit websites, they collect relevant information from the home page and follow other links provided on the home page to collect more information about your website and bring data about these pages back to the Google Server which is very huge where data of all the websites is stored.

Further, It was all decided by a computer programme which site to crawl, how often and how many pages to fetch from each site.

Once a crawler visit website, it renders the content of a WebPages back. Key signals of a webpage such as keywords, freshness etc. are recorded for each page in the **Search index**.

Google Search Index contains hundreds of billions of WebPages Appx 100, million Gigabyte data

Let us see, what happens at the back end when, when we type your query

First, Google looks the presence of our keywords into index pages in a fraction of seconds and shortlist various pages

Then, the sorting & ranking of the WebPages is handled by the Search Algorithm to find the most relevant and useful results.

Actually, when it comes to the ranking of the websites, Search algorithms look at many factors, including the words of your query, relevance and usability of pages, quality of WebPages through page rank, the expertise of sources, and your location and settings. Then the weight is assigned to each factor to arrive at the final ranking

The weight applied to each factor varies depending on the nature of your query for example; the freshness of the content plays a bigger role in answering queries about current news topics than it does about dictionary definitions.

Once the sorting is done results are sent back to the users in SERP.

In this video, I have just highlighted the significance and working of Google search engine. Hope, now you have a fair idea about the working of Google that we used many times in a day. Actually, it is very important to understand these basic concepts before we jump to the Search engine optimization fundamentals. In the next video, I will discuss with you, what is Search Engine Optimization and what are the types of SEO.

Transcription: Video-2

Hello friend, welcome back. We are discussing Introduction to Search Engine Optimization.

By the time we know that

1. Your potential customers do not visit your websites directly rather they come through search engines.
2. Google organic results are free of cost. You need not to pay anything to Google
3. Lastly, Google has its own search algorithm to rank the websites by applying the weights to various factors.

Now let's try to understand what is **Search Engine Optimization**

It is always said that your websites should appear on the first page of Google's natural results and even more it should be listed in the top 3 to 4 results.

But the relevant question is, when Google is not accepting any money at all to place your website on the very first page of results, how will it happen?

Is it possible for me to do something with my website to get it ranked high in the Google natural results?

Yes, it is possible. How?

The answer is **Search Engine Optimization**

What is Search Engine Optimization?

Search Engine Optimization is the process of maximizing the number of quality visitors to a website by ensuring the high rank in the list of organic results returned by a search engine.

Now let me reiterate it.

As we discussed, there two types of Google results. What are those?

Yes

Organic and Inorganic

Search Engine Optimization is all about organic results, mean what practices, strategies or tactics, we used to get our website ranked high in the organic search results so that maximum visitors can land on my website.

It has nothing to do with Inorganic results or paid advisements. Now let us discuss various types of SEO

There are two types of Search Engine Optimization.

1. The first is: On-Page –SEO
2. And the second is OFF-Page SEO

Let us try to understand the difference in both

On-Page SEO

According to MOZ,

On-page SEO is the practice of optimizing individual **web pages** to get them ranked higher and earn more and relevant traffic to your website from the organic results of search engines.

Further, it refers to both the content and HTML source code of a page that can be optimized

Let me simplify it.

As the name suggests, it is '**On-Page**' that means whatever we will do with our webpage pages so that Google thinks that it is relevant and a quality website for the visitors to visit, will be part of On-Page SEO. Let me give you one example.

Example

You would like to insert relevant keywords into your WebPages, that your prospects or customers usually type in the search engine to find your website.

It is an example of On-page SEO.

Similarly, you would like to insert a few images and videos into WebPages with an aim to increase the richness of content. It will be on-page SEO, because you are doing something with the WebPages.

Actually, there are many techniques of On-Page SEO by using them you can achieve the high rank of your website in the search results. We will discuss all those techniques in the next Module in detail.

You must be thinking, is there any way to improve the ranking of the website without doing anything with the WebPages?

Yes, the answer is Off-Page SEO

What is OFF page SEO?

According to MOZ, Off-page SEO refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs). It is often called a back-link building process but not restricted to that only.

Let me explain with the help of an example:

To determine the relevance of web sites, Google assigns more weightage to how many other reputed websites have given the link of your website on their WebPages. Therefore, if your website can secure a back-link from reputed and trustworthy websites, it will be the part of Off-Page SEO.

For this purpose, you have to enhance the relevance, trustworthiness and reputation of your own website as well so that others can link you.

Again, there are so many techniques of off-page SEO that we will discuss in a separate module.

Let us discuss, why SEO is Important for every website

Being top in the search results matters

We have already discussed, most of the traffic to website comes from the first page of SERP. And according to *reliablesoft.net* users are most likely to click on one of the top five pages shown in SERP. Therefore, it becomes very important that your site should appear in the top results of SERP to attract traffic to the website. Here, SEO plays a very significant role

SEO is Cost-effective

No doubt, SEO cost to you as you have to hire the experts and buy some tools for SEO purpose. But it is relatively considered cheaper when compared with other internet marketing platforms.

Moreover, it is not a marketing cost rather it is an investment where you will see the results of SEO efforts in the future

SEO is Measurable

We cannot measure the ROI of SEO as in case of paid search. But we can certainly quantify the results of our efforts such as where we were, where we are and where will we move in search engine results. You can simply track the traffic coming from organic results and see how much conversion has happened through such traffic, be it a micro-conversion or macro conversion.

SEO is Not Ranking Only

There is a misconception that SEO is always related to the ranking of websites. However, good SEO practices applied to the website improve the user experience on your website as SEO encourages to organize the content, insert the proper link, develop varieties of content etc.

Build trust and credibility

We trust search engines, of course, their results too. When our website is ranked high in the search results, it increases the trust of users in our website, because they start considering our website a quality website when it appears most of the times in search results

May help in Social promotion

There is a general tendency when people find our website on Google results and like it, they tend to share it on social platforms like on Facebook, Twitter, Instagram or any other Social media platform. It ultimately increases the visibility of your site to attract more traffic from other platforms

Helps to Beat the Competition

SEO helps you to be ahead in the Competition. For example, two similar online stores are selling almost the same products. Then, the fully optimized website of the online store has more chances to attract traffic in comparison to its counterpart.

With this, we have understood the meaning of Search Engine Optimization and various types of SEO along with its significance. In the coming Modules we talk more about SEO and SEO techniques, Thank you.



- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-1
- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-2
- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-3
- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-4
- E-Content: Module 11: On Page SEO Techniques-Indexing and KeyWord Placement
- Quiz: Quiz-M11 (JAN 2024)
- Additional Readings / Videos : Module 11:On Page SEO Techniques-Indexing and Key Word Placement
- Summary of Week 4

Week:5

Week:6

Week:7

Week: 8

Week: 9

Week:10

Week:11

Week:12

Week:13

Week:14

Week-15

Quiz-M9 (JAN 2024)

Assignment submitted on 2024-02-19, 21:18 IST

Due date: 2024-04-30, 23:59 IST.

- 1) What is the purpose of Search Engine Optimization? 1 point
 - To increase the traffic to website from natural results
 - To get the website ranked high in natural results of Google
 - Both a and b (a and b is the order in which options appear)
 - None of these

- 2) SERP stands for 1 point
 - Search Engine Result Page
 - Search Engine Result Performance
 - Search Engine Receiving Page
 - Search Engine Result Parts

- 3) Organic results are 1 point
 - natural results and you need not to pay anything to search engine to get high rank in the SERP
 - paid results
 - cannot be optimized
 - least clickable by the users

- 4) To optimize the web pages by making some changes in HTML code is 1 point
 - Off-page SEO
 - On-page SEO
 - Both (On-page SEO AND Off-page SEO)
 - None

- 5) Off- page SEO is all about back-links 1 point
 - True
 - False

You were allowed to submit this assignment only once.



**Module
10****Keyword Planner Tools**

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh

Learning Objectives ?

- What are keyword Planner tools?
- What are various keyword planner tools in the market
- How to use Keyword Planner tools to get ideas about relevant keywords.

What are keyword Planner Tools?



Keyword planner tools help the SEO masters to find out the relevant keywords for **products**, **business website development** and for **ads**

Free Tools

Premium Tools

Google Keyword Planner,
Google Trends
Keyword Shitter
Google Search Console
Suggestion Keyword Finder
Word Tracker Scouts

Google Keyword Planner (GKP)

A **Google Keyword Planner** is primarily used for Google Ads. However, this tool can also be used to identify various keywords for search engine optimization

Your account isn't active - Your ads aren't running because your account has been canceled.

[REACTIVATE](#) [LEARN MORE](#)

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Locations

Locations: India Language: English Search networks: Google and search partners

Last 12 months Jun 2018 – May 2019

SEED KEYWORD[DOWNLOAD KEYWORD IDEAS](#)

Places to visit in Chandigarh

 Show broadly related ideas; Exclude adult ideas [View all](#) ADD FILTER 806 keyword ideas available

COLUMNS

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
---	-----------------------	-------------	---------------------	-----------------------------	------------------------------	----------------

Keywords you provided

<input type="checkbox"/> places to visit in chandigarh	10K – 100K	Low	–	₹0.83	₹14.55	
--	------------	-----	---	-------	--------	--

Keyword ideas

<input type="checkbox"/> places to visit near chandigarh	1K – 10K	Low	–	₹0.83	₹17.94	
<input type="checkbox"/> tourist places in chandigarh	10K – 100K	Low	–	₹2.45	₹3.86	
<input type="checkbox"/> chandigarh india points of interest	100 – 1K	Low	–	–	–	
<input type="checkbox"/> tourist places near chandigarh	1K – 10K	Low	–	₹0.83	₹6.40	
<input type="checkbox"/> nearbuy chandigarh	100 – 1K	Low	–	₹3.20	₹32.22	
<input type="checkbox"/> hill station near chandigarh	1K – 10K	Low	–	₹0.83	₹8.66	
<input type="checkbox"/> chandigarh points of interest	100 – 1K	Low	–	₹3.83	₹7.92	

Artificial Intelligence Course

30000 times in particular year

Average Monthly Searchers

$$30000/12 = 2500.$$

Google Round off this value and show it to you in

Average Monthly Searches

What is Google trends?



Google trends is platform of Google that examines the popularity of search query in the Google Search across various regions and languages

Interest Over Time

The scale represent search interest relative to the highest point on the chart for the given region and time.

100 the peak popularity for the term

50 term is half as popular.

0 there was not enough data for this term”

Time Period	Jan-2019	Feb-2019	March-2019
Average Monthly Searches on Google worldwide	10,000,000,000	10,000,000,000	11,000,000,000
Average monthly search volume for term "Big Data"	90,000,000	80,000,000	80,000,000
Relative Popularity of the word "Big Data"	.009	.008	.007
Scaled to Graph	100	89 (100/.009*.008)	78 (100/.009*.007)

Module 10: Keyword Planner Tools

Presenter:

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University Business School
Panjab University Chandigarh



Transcription: Video-1

Hello Learners. After understanding the meaning and types of Search Engine Optimization, it is a time to learn about various techniques of Search Engine Optimization, both, On-page and Off-Page SEO techniques. But we are not going to start directly with the SEO Techniques I have intentionally, devoted one full Module to **Keyword planner Tools** as key Keywords play a very significant role in the entire SEO planning.

Though we have discussed keywords and their types in one of the **Modules: KeyWord Selection Process**, but in this Module, we will exclusively discuss the Keyword Planner Tools. Under this Module, you will specifically learn

What are keyword Planner tools?

What are various keyword planner tools in the market?

How to use Keyword Planner tools to get ideas about relevant keywords?

If you are ready, let us begin

What are the ‘Keyword Planner Tools’?

Keyword planner tools help the SEO masters to find out the relevant keywords for products, business, website developments and for ads

Most of the keyword planners suggest keyword ideas based on what keywords people are searching in **Google Search Engine** to find you, your product, or your service.

To use the Keyword planner, you have to enter, a keyword or couple of keywords representing your business or domain of your website and Keyword planner tools render you back a list of suggested keywords along with metrics.

The word or couple of words entered by you in Keyword planner terminology is called a “SEED KEYWORD”

There are free as well as premium Keyword Planners tools in the market, But, in this module, I will discuss a few free tools with you.

These keyword planner tools may help you in finding the relevant keyword for your website and SEO like

Google Keyword Planner

Google Trends

Keyword Shitter

Google Search Console

Suggestion Keyword Finder

Word Tracker Scouts

And Many More

Let us discuss them by one

First, we have,

Google Keyword Planner

A **Google keyword planner** is primarily used for **Google Ads**. However, this tool can also be used to identify various keywords for search engine optimization

The keyword planner is free tools by the Google which shows the average monthly searches for the **seed keyword** and suggest related keywords which users are actually using in the search engine in a particular location and time with several other metrics such as the volume of keywords, keyword competition etc.

To use the Google Keyword Planner tool

Go to Google and search for Keyword Planner

Go the Second, Results “Key Word Planner-Google Ads.

As I said, keyword planner is a sub-part of Google Ads and is primarily used to target the keywords for advertisement purpose. However, we are going to use this tool for getting keywords ideas for the purpose of Search Engine Optimization. Therefore, I will discuss very limited features of this tool which are helpful for Search Engine Optimization.

Go to keyword planner, Sign in with your gmail.ID

As our purpose is not to use, Google Ads, so just skip this guide setup.

Here enter the basic details, like your mail Id, Country, time Zone and currency

Save and Continue.

This is the Google Ads interface.

But, in your case, there can be few more steps prior to this as you are using Google Ads for the first time. Just skip those phases.

You have to ultimately reach to this page of Google Ads.

To access the Keyword Planner, go to tools

And under planning, select Keyword Planner

Google has recently added a few more features to GKP (Google Keyword Planner) to make Keyword Planning better; I will also discuss those features as well.

Just go to Keyword Planner.

If something is different here in your case, don't worry, it may slightly change from user to user.

Here, you have two options

Discover New Keywords and Get Search Volume and forecast

As our purpose is to get new keyword ideas, let us select this one

In the pop-up window

There are two options

Either you can enter URL OR a Keyword about the topic for which you want keyword ideas.

Let us start with Keyword first

According to the new feature added by Google, you can also add up to 10 Keywords in one go for which you want keyword ideas.

It is a good feature as you need not to repeat the procedure again and again for each keyword

Let us get ideas on the words “**Data analysis Services**”

Press Get Started

Here is the list of suggested words for “**Data Analysis Services**”

These words are closely matching with our seed keyword i.e. “**Data analysis Services**” and are actually being searched by the users in the Google search engine during the period of last one year.

This list of keywords is very important as we can further narrow down it in the context of our website.

Let us try to understand more features of Keyword planner tool. There are few default filters of the Planner and can be edited accordingly.

The first is the location: it is set to India that means following suggested words are based on Searches conducted in India only.

Similarly, we have *Language and Search Networks* that is set to Google. I will explain the second option as well i.e. *Google and search partners* in a while.

Now related to this keyword, this option is very important. It is the time frame for which results are being shown, by default, it is last 12 months. That means these are the suggested words based on what people have searched for in the last 12 months, related to your seed keyword.

You can change this window depending upon your needs. Notice that results also change with the change in the time frame

You can also drag these highlighted circles to fully customize the time frame up to any desired level.

Now let us understand the result section

This is the long list of suggested keywords containing 575 keywords ideas.

The first Column shows our Seed keyword, and list of keyword ideas and you can see that the suggested keywords are quite similar to our Seed keyword i.e. **Data analysis Services**

The second column is about *Average Monthly Searchers*

This is an indication of how popular a keyword is.

It means that on an average in a given month how many times this keyword has been searched for.

It is calculated on a yearly basis.

Suppose a keyword “Artificial Intelligence Course” has been searched for 30000 times in a particular year. Then Average Monthly Searchers will be 30000/12= 2500. Google Round off this value and show it to you in Average Monthly Searches.

For example, this *data analysis* keyword has been searched between 1000 to 10000 thousand monthly last year, the time frame set by you. Similarly, you can see the popularity of other suggested keyword as well.

Therefore, it is good idea to include this keyword in our website because the average search for this word is very high. The same way you can make a list of popular keywords.

Next few columns like Competition, Ad Impression, Top of paid bid (Low Range) Top of the top bid (High Range), are relevant for Google Ads. We will see the importance of these columns in the Google Ads modules.

Now, let us work with the standard Keyword Planner filters.

First, we have the location that means flowing results are about the selected location. It also gives the estimate of people using the internet in the location. If you want to add a new location to it, simply enter the location like the USA. Now, once I will save it, see, results of suggested keyword list are changed. Now it suggests and shows results in both the countries taken together. This option is useful when you have, your target customers are at different locations and you want to shortlist the keywords for a combination of locations. Let us come back to India

Similarly, you can change the language, but let it be English

Now this one is important, Search Network

There are two options, the first one in Google and the second one Google and Search Partners. Let me explain, how are they different.

If you select only Google, Then this planner will suggest you the keyword ideas based on searches taking place in Google search engine only.

But this is not the only place where we search; we also search in maps, YouTube, Google Images etc

If you will select this option, Keyword planner will include searches from these platforms in suggested keyword list.

There are few more filters

Set the broadly related ideas. There are parameters and you can filter the results. But they are more relevant to Google Ads.

Now the next feature, for your convenience, you can download the list of keywords in excel file and do some research it, like this

As I said in the beginning, because of new added feature, you can get ideas for more than one word, in one go. Let me add one more keyword. And get results.

Now following are the suggested words, that people search in Google. You can also notice that total suggested keywords have increased to 1360 ideas which is obvious

You can also get keyword ideas on the basis of URLs as well. This URL may be of your Website or your competitor's website. Simply, type the URL and select whether you want the ideas on the basis of *Entire site, this page only, or as a keyword*. Select the entire site and get results.

And here is the list of suggested keywords.

This option is very useful, when you have already designed your website and wants to do on-page SEO on the basis of keywords.

So, this was all about Google Keyword Planner tool from the Google. We have just discussed the feature of this tool from SEO point of view. But there are many more features that are relevant to Google Ads. I will discuss those features in the respective module. I advise you to work on Keyword Planner and get keyword ideas for your website and also play around the features and filter of GKP.

Transcription: Video-2

Hello everyone, in the last video, we have discussed very powerful tool to find out the keyword ideas for the purpose of Search Engine Optimization. The name of that tool was Google Keyword Planner from the Google

There is another tool from the Google in this regards and the name of that tool is Google Trends.

Let us talk more about **Google Trends**

What is ‘Google Trends’?

Google Trend is a platform of Google that examines the popularity of search query in the Google search across various regions and languages. Let us see how to work in Google Trends. Search in Google for Google Trends. Visit the site, trend.google.com. This is the simple interface of Google Trends.

Here, you can search for any terms or topic. Let us search for the terms ‘Big Data’.

You can search it as a **search term**, as **topics** or few more ways. Let us search it as search term. Here are the results for search term **Big Data**. Presently, it shows the popularity of this word in USA; Let me change it to the Worldwide or any other location. Accordingly, results have been changed. You can see, there is a trend line which represents the interest over time i.e. popularity which ranges from the scale 0-100. Where 100 means maximum interest and 0 means no interest. You can see on this date the popularity of this word is maximum during this period and is changing over time. It is very important to understand the term “**Interest Over Time**”

In Google trends, the popularity is measured on the basis of scale rather than in absolute terms like in Google Keyword Planner.

According to Google “The scale represents search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term”

Let me explain with the help of an example, how popularity score is calculated

Look at this sample data.

Table:1: Calculation of Popularity Scores

Time Period	Jan-2019	Feb-2019	March-2019
Average Monthly Searches on Google worldwide	10,000,000,000	10,000,000,000	11,000,000,000
Average monthly search volume for term “ Big Data”	90,000,000	80,000,000	80,000,000
Relative Popularity of the word “ Big Data”	.009	.008	.007
Scaled to Graph	100	89 (100/.009*.008)	78 (100/.009*007)

Suppose (Table: 1) Average Monthly Searches on Google worldwide are 10,000,000,000; 10,000,000,000 and 11,000,000,000 for the months of Jan, Feb and March 2019

And Average monthly searches for term “Big Data” are 90,000,000; 80,000,000 and 80,000,000. The relative popularity of the word “Big Data” will be .009, 008, and .007 when calculated in comparison to all searches.

Now take the highest relative value to 100 and re-calculate the value of remaining period in the scale of 100. These values represent interest over time.

Hope you got the idea how these score are calculated.

Further, you may check the popularity of search terms by region, this term had the peak popularity in China, followed by Helena, Malaysia, Singapore and so on up to 70 regions. Further you can see the related topics, and related search queries to the search term

You can also apply various filters like time frame ranging from Hours to Days to Years. You may also customize the time frame as well. If you want a year-wise date, you can select the full year to know the popularity of the search term or topic. You can see results for the year 2019 are here. Similarly, popularity can be checked across various categories. This filter is very important; you can see the popularity of search terms on various platforms like Web Search, Image Search, News Search, or YouTube Search

You can also compare the results of one search term with another one; let us compare the results of **Big Data** with **Artificial Intelligent**. You can see the average popularity is same for both of

the search words i.e. Big Data and Artificial Intelligence over a given time period and location. You can also see the region-wise comparison both the search words.

So, this was the demonstration how **Google Trends** works. This is a very useful tool especially for bloggers who write on current affairs or latest topics as you can search for the trending and popular topics on various themes across different regions. Inserting popular keywords in the website will surely rank your website higher in the search results. In the next video, we will talk about other Keyword Tools

Transcription: Video-3

Hi!!! Welcome back. Let us learn few more keyword planner tools. In this video, I will discuss and demonstrate the working of **Keyword Shitter**, **Suggestion Keyword finder**, **Word tracker Scouts** etc.

Keyword Shitter (<https://keywordshitter.com/>)

Search for **Keyword Shitter** in the Google and go to **Keyword Shitter-Bulk Keyword Tool**. Keyword Shitter is very simple tool to get keyword ideas in bulk on a seed keyword. Let us see how does it work.

Type any seed keyword here like *Digital Marketing* and hit the *Shit Keywords*. It will start the work immediately and it will show the results in an auto-complete form that means the first word will be your seed word and next few words will be suggested by the tool to make a complete phrase. It will keep on working until you stop it.

Let us stop the job. We have list of thousands of suggested keywords converted into long phrases

You can also download the list of keywords to some research on suggested keywords.

When the list is so long, we want to focus on few selected keyword. Then these filters will be very useful. Let us see how to use them.

Let me again enter my seed word i.e. digital marketing, we have very long list. Let us use filters. First we have a positive filter: It means the word you type here should be in the suggested phrase rest all phrases will disappear. Let us say my aim is to look for those phrases containing the word “course”. It is case sensitive so be careful. You can see results are narrowed down. We are left only those phrases having the keyword course.

Similarly, you can use the negative filter to further narrow down the results. When you enter any word in negative filter then this tool will show you all phrases and phrases containing the negative word will disappear.

Here, I don't want 'distance' in the results. See phrase containing the word distance disappeared

This is a very simple and effective tool for beginners. Just make use of it in the website planning and Search Engine Optimization.

Suggestion Keyword finder: (<https://tools.seochat.com/tools/related-keywords-tool/>)

Now let us discuss the next tool for keyword suggestions. And name of that tool is **Suggestion Keyword finder**. Let understand its working

Suggestion Keyword Finder is another very simple tool to get ideas about Keywords. It has three levels which help in finding the long phrases.

At level one, it will give you ten best results keywords or sub keywords. Like, I want results for digital marketing.

Press Submit.

It has suggested me ten best sub-keywords for the main keyword digital marketing like digital marketing agency, digital marketing job and so on at Level 1.

At Level 2, it will pick each phrase or words from level one and suggest 10 more keywords for that phrase. See first it picked the "digital marketing agency" and suggested 10 more words and then it picked digital marketing jobs and suggested 10 more keywords. It will repeat the process for every keyword appeared on the first level and in this, you will get 100 new keywords.

Now at level three, it will expand the list of words further. Now it will take the each word from level two will expand it further. Like it picked the first word '**digital marketing agency Los Angeles**' and suggested two new keywords. And similarly, it will picked the second keyword and suggested one more keyword similar to that and this way the process will continue and you will be having a good number of keywords, starting from a single word.

Hope you will find it useful.

Now, I will discuss the last tool i.e. Word tracker Scouts.

Actual, it is a Chrome extension and can be used to find important keywords from competitor's site to check the relevancy of keywords

You can also apply various filters to find out the long-tail keywords.

Let us see how to use it

To install this extension, Chrome web store and search for Word tracker Scouts extension. Add it to chrome, click add extension

Word tracker Scouts has been added to chrome and a small icon will appear in the bar

To see the functioning of it, let me open one webpage usually the page of your competitor. Let us analyse this page for important keywords. Click on the icon of **Word tracker Scouts** and it

will gather the data from this page. It will present the data in the form of WordCloud where keywords bigger in the font size are more relevant to this page based on Word tracker Scouts's algorithm.

You can see words like Business, Panjab University, School; University seems to be more relevant.

What is relevance score? It indicates how important to the page of the publisher the keyword is and high relevance score represent the high relevancy of the keywords to page. You can modify the word cloud on the bases of high to low relevance score by sliding this point in each direction. The number 54 represent number of keyword at given point and so on. If you are interested in very few and high relevant keywords, slide it to the high side.

Now let us talk about number of keywords.

Here “1” represents one-word keywords, and if you unselect it, all one-word keywords will disappear. To bring them back again press “1” and so on. You can see in the last, we have only these long keywords having five words.

These filters will help you to focus on important keywords to include them in your website.

The second tab is “insights” which shows details of all keywords.

In the first column, we have all keywords on that page staring from one word to 5 words given in second columns. The last column is relevance score of each word showing the relevancy of keywords. You may select the keywords on the basis of this score.

Lastly, we have the keyword tab, which represent number of searches for each keyword. Higher number of searches is another indication of the popularity of the keywords. But here we have to make the judgment in a given context.

Lastly, you can copy and save the data in a different file

With this, we have completed our module on Keyword planner tools.

I hope that the demonstration of various keyword planner tools will really help you to find the good keywords for your website planning and search engine optimization purpose.

I will discuss Google Search Console in another video. After having the knowledge of working of these keywords, now we are ready to begin with Search Engine optimization techniques.

Join me in the next Module.



Quiz -M10 (JAN 2024)

Assignment submitted on 2024-03-21, 12:52 IST

Due date: 2024-04-30, 23:59 IST.

- 1) A Keyword may be 1 point
 A single word
 Couple of words
 A phrase
 All of these
- 2) In Suggestion Keyword Finder, how many results will you get at level one ? 1 point
 10
 15
 20
 No limit
- 3) Which of the following is a free Keyword Planner Tool ? 1 point
 Google Keyword Planner Tool
 Google Trends
 Google Search Console
 All of these
- 4) Google Keyword Planner is 1 point
 Free tool
 Premium Tool
 Free upto some extent
 Open source
- 5) To get keyword suggestions, in Google Keyword Planner 1 point
 You can enter search term
 URL
 Both a and b (a and b is the order of options)
 None of these
- 6) Google Keyword Planner shows 1 point
 Average two week searches
 Average weekly searches
 Monthly searches
 Average monthly searches
- 7) The popularity index in Google Trends varies between 1 point
 0-100
 -1 to +1
 -100 to +100
 1 to 100
- 8) In Keyword Shitter, positive filter means 'Show all results having the word entered in positive filter' 1 point
 True
 False
- 9) You can scan your competitor's website with Word Tracker Scout. 1 point
 True
 False
- 10) To use the Google Keyword Planner, you have to Sign-in to 1 point
 Google Search Console
 Google Ads
 Google Webmaster
 Google Trends

You were allowed to submit this assignment only once.



**Module
11****On Page SEO Techniques-Indexing and Key
Word Placement**

Dr. Tejinderpal Singh

Associate Professor

University Business School

Panjab University Chandigarh

What will you Specifically Learn

- How to submit your site to Google Search Console?
- What is a Site map and how to create a Site Map?
- How to submit sitemap to Google Search Console?
- How to place Keywords in Meta Tags, **Heading (H1toH6)** and **Text**?
- What are the other places to embed Keywords?

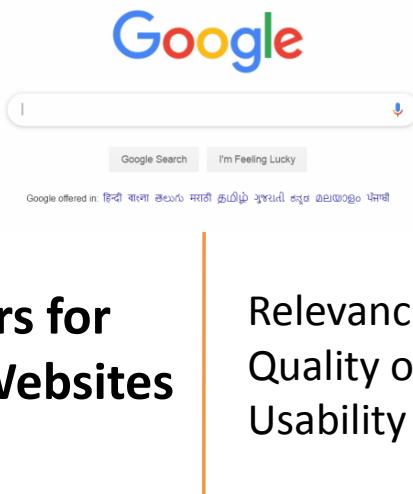
What is On Page Search Engine Optimization?

On-Page Search Engine Optimization is a strategy to apply some techniques to the website so that it gets ranked high in natural search results of Google

Search Algorithms

Secret and dynamic in nature

What is On Page Search Engine Optimization?



Key Factors for Ranking of Websites

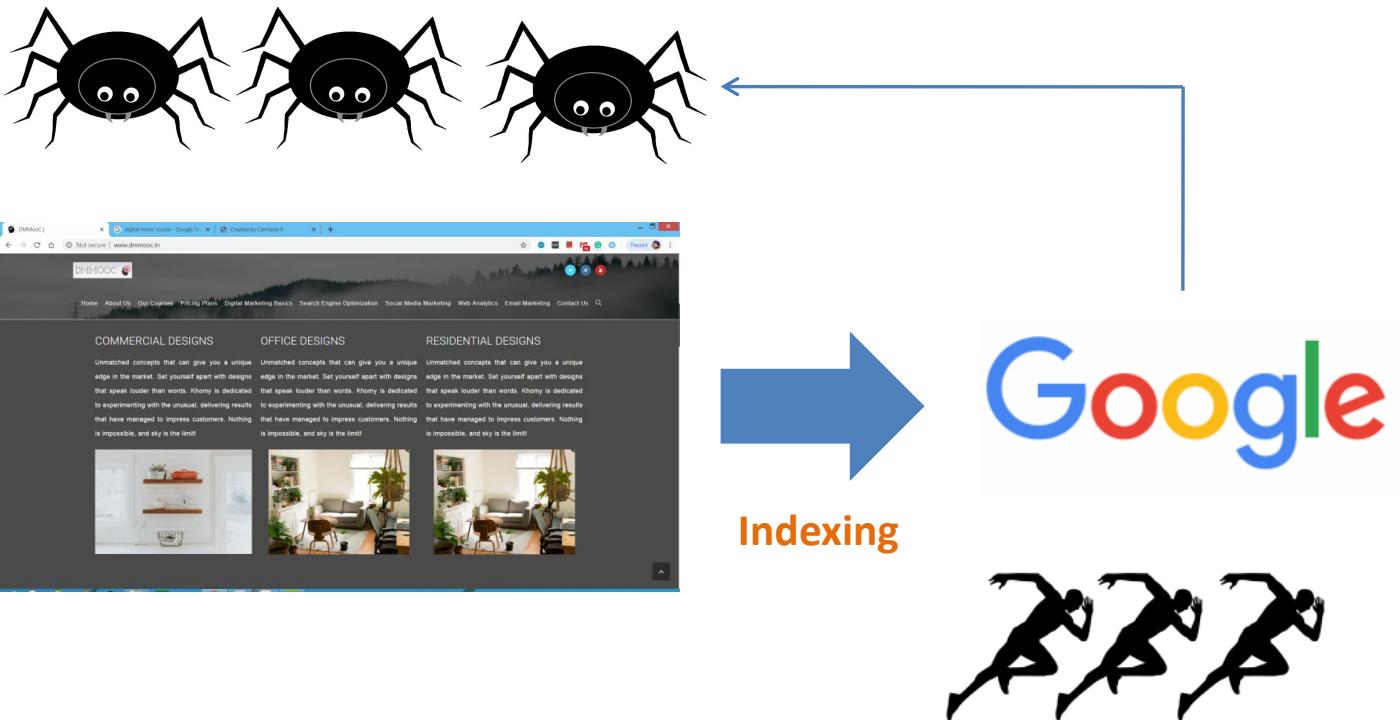
Relevance of Web Pages
Quality on Contents
Usability of Web Pages

On- Page SEO Techniques

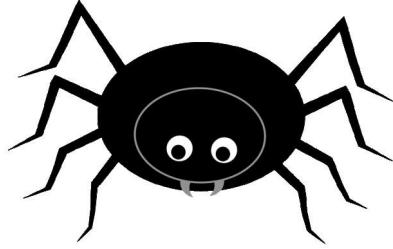
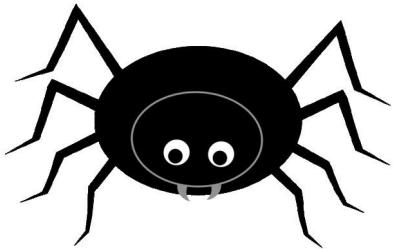
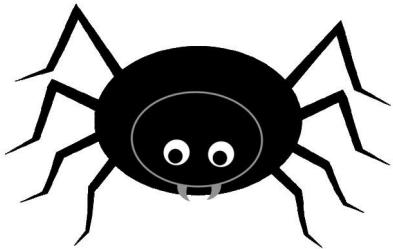
On-Page SEO Techniques

- Indexing of WebPages
- Creation of Site Map
- Keyword Placement
- Content Optimization
- And many others

NO



Crawlers



?

Google search console is a free tool by the
Google to Webmasters

Indexing status, Optimizes Page Visibility

Goggle Webmaster, May 2015

Submitting XML Site Map

What is a Site Map?

XML Site Map

List of web pages in your website to submit to the Google or other search engines to give an ideas about how the content of a site has been organized



XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org

This XML Sitemap Index file contains 5 sitemaps.

Sitemap	Last Modified
http://www.dmmoooc.in/post-sitemap.xml	2019-06-19 03:46 +00:00
http://www.dmmoooc.in/page-sitemap.xml	2019-06-18 06:20 +00:00
http://www.dmmoooc.in/oceanwp_library-sitemap.xml	
http://www.dmmoooc.in/category-sitemap.xml	2019-06-19 03:46 +00:00
http://www.dmmoooc.in/author-sitemap.xml	2019-07-03 09:53 +00:00

How to Create a Site Map?

Keyword Placement

Keyword Placement Places

Meta Tags
Heading (H1toH6)
Text
Domain Name
URL optimizer
Alt Text

What are meta tags?

- **Meta Tags** are snippets of text that describe a page's content
- **Meta tags** are the words that are hidden in your code
- Legal way of hiding words in your WebPages for search engines

Tags are written in HTML Language with a specific format

Title tags are used by search engine to identify the subject of a Page.

<title> Best tools for digital Marketing</title>

Title Tag



digital marketing



All Images News Books Videos More Settings Tools

About 2,92,00,00,000 results (0.72 seconds)

MICA Digital Marketing Course | 6.5 Month Online Course

[Ad] www.upgrad.com/ 091679 21916

Learn from MICA faculty and industry experts through case studies and live projects. Apply now! Download Brochure. Apply Online. Sign Up Online. Courses: Foundations of Digital, Search Engine Marketing, SEO, Social Media Marketing, Display Advertising, Content Marketing....

Title Tag

What Is Digital Marketing? - HubSpot Blog

<https://blog.hubspot.com/marketing/what-is-digital-marketing> ▾

May 1, 2019 - Find out what digital marketing is today, the tactics involved, the types of content you can create, and the purpose digital marketing serves to ...

[What is digital marketing? · Digital Marketing Examples · What is the role of digital ...](#)

People also ask

What are the types of digital marketing? ▾

What is a career in digital marketing? ▾

What's involved in digital marketing? ▾

What is covered under Digital Marketing? ▾

Feedback



It is very simple

Description Tag

Meta description tag is short paragraph about the webpage written in HTML language.

Digital Marketing Made Simple: A Step-by-Step Guide

[https://neilpatel.com/what-is-digital-marketing/ ▾](https://neilpatel.com/what-is-digital-marketing/)

Digital marketing. Just another one of those new, fancy buzzwords you should use to sound smart in meetings or is it the real deal? Maybe a better question is: ...

What is Digital Marketing? Overview & Resources - Marketo

[https://www.marketo.com/digital-marketing/ ▾](https://www.marketo.com/digital-marketing/)

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps.

Description Tag

Description Tag

Digital Marketing Made Simple: A Step-by-Step Guide

<https://neilpatel.com/what-is-digital-marketing/> ▾



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What is Digital Marketing? Overview & Resources - Marketo

<https://www.marketo.com/digital-marketing/> ▾



At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps.

```
<meta name="description" content="The description of my page ">
```

Keywords tag is usually used to include 8-9 important Keywords describing your webpage



<meta name="keywords" content="My first Keyword, My Second Keyword, My third " />

Heading (H1 to H6)

Search Engine Optimization

- Relevant Keywords in the Headings intentionally
- Keywords should be relevant to the context

How to add keywords in the heading?

How many levels of headings, you want to use
in the content



Text

It may be a simple article about any topic or
It may be the product page explaining various features of the products or
It may be any page, in a given context of your website

Blend the content in such a way that important keywords are included in the text

Mention Keyword Once Only

Keyword Density

Repeat Keywords

It should look Natural in the context

Keyword Density

Keyword Density

It is the percentage of the number of times a **keyword** appears on a page divided by the total number of words in that page

What is keyword density?

University Business School

ABOUT UNIVERSITY BUSINESS SCHOOL

University Business School (formerly, Department of Commerce and Business Management) has been imparting effective managers, researchers and teachers for four decades. The rechristening of the Department of Commerce in 1995 by the Panjab University, symbolizes the recognition of completeness and maturity of the Department as a Department to a school has given it a distinct identity as a 'School of Thought'. The philosophy of the management is to motivate by duty bound work ethics, human approach and scientific temper. The philosophy of the school is to instill in the students a view to produce effective managers, researchers and teachers. Modern attitude, practical wisdom, research and analysis skills are the hallmarks of the school.

Digital Marketing

The school uses rigorous multifaceted pedagogy with an effective interface with the industry to translate the theoretical knowledge into practice. The school helps the students to understand the economic, social and political environment to broaden their horizon not only to adjust to the changing scenario but also to conceptualize, decide and communicate.

Digital Marketing **Digital Marketing**

The faculty of the UBS trained in India and abroad, has earned international recognition in the industry and academic world of business. The school has been recognized by the University Grants Commission under Special Category Scheme for Management, Accounting and Business Finance-Social Responsibility and Human Resources Accounting (HRA) and reference to corporate social responsibility and HRA. The University Grant Commission has also covered the University under the category of Deemed to be University.

UBS has consistently been among the top Business Schools of India. A number of top business associates of the school have been involved in the process.

Digital Marketing

Total Words= 500

Digital Marketing= 20 times

Keyword Density

20/500= 4%



Keyword Domains

A Keyword Domain refers to the domain that is having keywords about your business, products or services

websitesetup.org

How to Create a Website

An easy, step-by-step guide for beginners

Mentioned on:

Forbes

wikiHow

Entrepreneur

MOZ



NICK SCHÄFERHOFF

Editor in Chief

Last updated: Apr 25, 2019.



2.7K



13.0K

Have you always wanted to create a website but don't know how? Or maybe you always thought it was too hard? That would need to know programming and learn design?

Then this step-by-step tutorial is for you. It shows a fast and a simple way to create a website without having to learn HTML/CSS coding, or read long, boring tutorials.

Level of expertise needed:
Beginner

Time needed to setup a website:
20-30 minutes

What you will get:
Full website, your own domain

URL

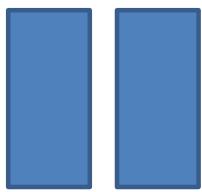
URL stands for Uniform resource locator and is
the address of your webpage

AltText

AltText or Alternative text is primarily used to describe the images for those who can't see it

Helps the search engines to properly understand the description and context of an image

How to calculate Keyword Density?



Relevant Keywords in the Headings intentionally

Module 11: On Page SEO Techniques-Indexing and Key Word Placement

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Transcription: Video-1

Hello learners, after learning about various Keyword Planner tools, this is the time to start with *On-Page Search Engine Optimization* techniques. In this module, we will focus on two major techniques of SEO techniques.

The first one is ***Indexing*** and the second One is ***Keyword placement***

Under this Module, you will specifically learn

How to Submit your site to Google Search Console?

What is a Site map and How to Create a Sitemap?

How to submit a sitemap to Google Search Console?

How to Place Keywords in Meta Tags, Heading (H1toH6) and Text? And lastly

What are the other Places to embed Keywords?

Let us begin

In one of the previous modules, I discussed with you the meaning of *On-Page Search Engine Optimization*.

Just at the cost of repetition, let me re-explain it.

On-Page Search Engine Optimization is a strategy to apply some techniques to the website so that it gets ranked high in natural search results of Google. These techniques are usually applied by keeping in mind the search algorithms of search engines. Although these algorithms are secret and dynamic, still based on experience, Search Engine Optimization masters have suggested various techniques based on the key factors used by Google to rank the WebPages. According to Google, factors like Relevance of WebPages, Quality on Content, Usability of WebPages etc. are assigned more weightage to rank the pages.

Here is the comprehensive list of on-page SEO Techniques though not limited to these

1. Indexing of WebPages

2. Creation of Site Map

3. Keyword Placement

4. Content Optimization

and many others.....

Let us begin with

Indexing of WebPages

Before I explain this technique

Look at this simple case:

You have recently developed a website using WordPress and included many posts and pages in it. Anyone can view your website by using your Domain name. But the question is, will your website start appearing in the Google search results in response to some keywords, maybe at 100th or 500th or at 1000th page of the Google SERP

It is a very relevant question here?

Let me tell you

The answer is **NO**

Your website will not appear on any page of the Google results until it is indexed by Google.

Therefore, the very first step in SEO is to submit your site to the search engine, so that **crawlers or spiders** start visiting your website.

It is just like a competition, if you want to win the competition, first you have participated in it. Only then, you can think about winning the completion.

The same thing is happening here,

To submit the site to Google for indexing purpose is the same as participating in the competition where thousands of other websites are competing with you for the top position

I hope you know what crawlers are? And what are their functions

If not then revisit my previous videos on *Introduction To Search Engine Optimization* then come back and rejoin this Module.

Now, I will demonstrate, how to submit your site to the Google for indexing purpose

Let us begin.

Go to [Google Search Console](#)

Google Search Console is a free tool by Google to Webmasters. Primarily, it is used for submitting sites to Google for indexing of the website. It also measures the indexing status, optimizes page visibility of the site by fixing various issues.

The earlier brand of Google, Google Webmaster was rebranded as **Google Search Console** in May 2015.

Click on Start

Log in with your Gmail Id.

Welcome to **Google Search Console**.

The very first thing which Google wants, is to verify your site that you are the real owner of a website.

Here, we have two methods to submit our domain or site for verification purpose. The first is **Domain** and the second is **URL prefix**. We will use the second one. Your website will be called **Property** here

Write the full name of Your site starting with `http://` yourdomainname (with .in/ .com/ .else)

I have put the full address of my website, i.e. dmmoc.in. **prefixed by http://**

It will not accept your site without prefix which may be **http or https**.

Continue

There are four methods to verify the ownership

The first one is, download the **HTML file** and upload it to your site.

The second one is **HTML Tag**

And other methods are

Google Analytics

Google Tag Manager

and **Domain Name Provider**.

But, out of all these five methods, **HTML Tag** is the easy one. You have to copy and paste this tag in the header section of your body.

It seems technical. Don't worry.

Just copy the code. Please Don't click on verify. We will come back to it shortly

Go to the WordPress dashboard of your site and install Plug-in **AMS Google Webmaster** tools by searching Google webmaster. I have already installed this plug-in.

To use it, go to installed plug-ins and click settings.

Here we have a blank space. Past the code here that you have just copied from Google Search Console

And save the changes.

Setting saved.

Go back to the Google Search Console and click verify. It will take a few moments.

Congratulations!!!

Your ownership has been verified with **HTML tag**

Click Done.

To visit your property, just select your property from the list and here are the details of your property or website. It will start rendering the data after a few days. We will discuss all these things in a due course.

Submitting Sitemap

The next important step in the site indexing is to submit the **sitemap** to Google Search Console

What is a Sitemap?

A sitemap in the context of SEO is often referred to XML Site Map. In simple terms, it is a list of web pages in your website to submit to the Google or other search engines to give an idea about how the content of a site is organized. Search Engine **Spiders or Crawlers** read this map or file to crawl your site for the collection of relevant information.

Therefore, every webmaster should prepare the site map and should submit to the Google through Google Search Console

How to create a Site Map?

There are many third-party online platforms available to create XML sitemap. However, I will use one WordPress Plug-in here.

Search for Google **XML Sitemap**

The very first Plug-in is Google XML Sitemap

Just Install and Activate it

Plug-in is installed. To generate the Sitemap, go to settings and XML site Map

There are a bunch of settings, Let them as it is.

Here is, what you want to include in the sitemap. If you want additional things just check them like, I also want to include categories in the site map. If anything, you want to exclude then use this option.

Here is, how frequently you want to update the site map like daily for home page, monthly for posts, weekly for static pages and so on.

You can select the options depending upon the nature of your website

Let the priorities be the default and update the options

Your site map is ready. Click this URL to visit the site map

Here are sub URLs and the main URL of the site map.

To submit it to Google Search Console

Open Google Search Console and click *site map*

Here, it is asking the add new site map by adding sitemap URL

Go back and copy the last portion of this URL and paste it here and submit.

XML site map is successfully submitted and the status is a **success**.

Now, it will start showing the information about indexed pages after sometime
But, as of now, no page has been discovered.

I visited the console after some time. It has discovered 20 pages of my site

In this video, I demonstrated how to submit your site to Google Search Console for indexing purpose. Similarly, we also discussed what a site map is and how to submit to the Google Search Console. Before we jump to the next video, submit your website and XML site map to the Google Search Console. Thank you

Transcription: Video-2

Hello, welcome to the next video on Search optimization techniques. The second technique of **On-Page SEO is Keyword Placement**

We have already discussed keywords at length and at this stage we are comfortable to make a list of good keywords for our website.

But one question is always asked, where to put these keywords in the website.

Obviously, you will say in the content of a website.

Yes!! You are right,

But content is not the only place where you will put your keywords. We have to learn about other places as well where we can place the keywords

Now let us see, what are the other places where keywords are placed. These are

- **Meta Tags**
- **Heading (H1toH6)**
- **Text**
- **Domain Name**
- **URL optimizer**
- **Alt Text**

Let us discuss them one by one

First is

Meta Tags

What are **Meta Tags**?

In non-technical language, **Meta Tags** are snippets of text that describe a page's content. Further, **Meta tags** are the words that are hidden in your code. People browsing your site will not be able to see them. It is a legal way of hiding words in your WebPages for search engines.

Meta tags help Crawlers to understand your page better and they collect very important information with the help of **Meta tags**. Therefore, it is must to include **Meta tags** in your WebPages and include relevant keywords in these tags.

Tags are written in HTML Language with a specific format.

Let us discuss various types of Meta tags important from SEO point of view.

1. **Title Tag**

These tags are used by the search engines to identify the subject of a Page. It means, we should carefully select the words for the title of our webpage and place relevant keywords in the title.

The HTML format of the Title head is

`<title> Best tools for digital Marketing</title>`

The title tags play another significant role. When it comes to the selection of your website by the user from various results, the title plays an important role as your title is displayed in the search results.

That means it is not just putting the keywords in the title, you should also look for very attractive title for your webpage. But don't stuff your title tag with so many keywords. It should look like a natural title

Let me show you what do I mean?

Just search for the phrase "How to be happy in a life" in Google.

We have few results in the SERP with some titles.

Like '*How to Be Happy: 23 Ways to Be Happier / Psychology Today*'

'*How to be happy with your life 15 steps*' and so on.

All titles are shown here because these websites have used **Title Tags** in HTML code.

Let me show you on this website. To check it, we have to go to 'view page source'. Right-click anywhere in the site and select view page source. This is the code of a website and under the Header section, you see the title tag is here. Exactly, the same that is appearing in Google search results.

Now the question is, how to insert the Title-Tag.

It is very simple.

You need not to do anything in the first instant, whatever will be the title of your page/post in the WordPress that will be automatically converted to Title Tag.

Let me show you

Go to WordPress dashboards

Add new Page

Here is the space for the title. Enter any title like, ***what is a Title-Tag***. Let me show you the title tag now.

Yes!!! it has been converted to the title tag here.

What should I do, if I want to customize the title tags? I will use one plug-in for this purpose.

Just wait for that.

2. **Description tag**

Next, we have a **Description Tag**

Meta description tag is a short paragraph about the webpage written in HTML language.

It usually appears next to the title in search results as a snippet. It plays a very significant role when it comes to the selection of your page by the users from search results because before clicking of results, we quickly read the description or snippet of that result. Therefore, it is important to include a description tag in a webpage and appropriate keywords should be used. As a rule, the description should be very crisp, highlighting main features or points discussed in a webpage.

Let me show you

I have just searched for “**Buy smart TV online**”. Various results appeared in the result page.

For this very result, this is a snippet and has been created with the help of the description title.

Let us check it in the Page source. Yes, it is there under description title.

This is the HTML version of the Description tag

`<meta name="description" content="The description of my page ">`

How to create Description Tags, I will discuss with the help of a Plug-in

3. **Keyword Meta Tag**

The third important tag is ‘Keyword Meta Tag’

The ‘**Keywords Tag**’ is usually used to include 8-9 important keywords describing your webpage.

The role of Keywords in SEO ranking is debatable; however, it is always good to have

Keywords Tag in your webpage.e

The HTML Version of Meta Keyword Tag is

`<meta name="keywords" content="My first Keyword, My Second Keyword, My third " />`

Therefore, from the SEO point of view, include important keywords in The **Meta Keyword Tag**

Let me show you how to identify **Keyword Tag** in any website or in the site of your competitors.

Open any website,

Go to the page Source and search for Keyword.

For this website, you can see this is the keyword tag and here are various keywords, like official website of Panjab university India, Chandigarh University, Panjab University and so on. Again we will use one plug-in to include keyword tag

We have discussed three important Meta tags, The Title tag, the Meta description and the Meta keywords. These three tags are important from the point of Keywords Placement.

However, there are many other Meta tags which are used for SEO Purpose. We will discuss them in a while.

You must be wondering that you don't know HTML Language then, how can you use these Meta tags.

Relax, nothing is impossible. I will explain in Module 13 how to add Meta Tags in a website, even if you don't know HTML with the help of one popular Plug-in.

Transcription: Video-3

The Second important place to place the Keywords is the

Heading.

There are six levels of Heading in HTML

In non-technical language, these level represent the size of the heading, **H1** being the Highest Level and **H6** is the lowest level.

Let me show you on this website

Here you can see, it is **H1**

Go down, you will find **H2**

And one more **H2** Heading

If you are not sure what is the level these headings,

Copy this URL

And open this website (<https://www.seoreviewtools.com/html-headings-checker/>)

And paste the URL.

Check this button and perform the check

Within seconds your report will be ready and it says that

There is One H1 Heading

And '51' H2 headings

Let us confirm it

Is this there in the website? Yes, it is there

The H2 heading, yes, it is there. Similarly, you can check other heading as well

From SEO point of view, you should include the relevant keywords in Headings intentionally but those keywords should be relevant to the context. It will help the search engines to understand the relevance of the content of a website.

How to add keywords in the heading?

It is very simple

First plan how many levels of headings, you want to use in the content. Then, accordingly, use various levels of headings from here in the WordPress editor.

In this post, I am explaining **On-page SEO Techniques**

My first Heading will be

10 best On-page SEO Techniques

Indexing

Placement of keywords

Meta Tags

Headings

Text

And so on.

So, strategically, insert your keywords in these headings.

Text

The next place to put your keywords is the actual text of the post or a page.

It may be a simple article about any topic or

It may be the product page explaining various features of the products or

It may be any page, in a given context of your website.

In this case, you have to blend the content in such a way that important keywords are included in the text

You need to mention the keyword once only. However, you may repeat it if it looks natural.

While writing the content of a webpage, keep in mind the keyword density.

What is keyword density?

Keyword density is the percentage of the number of times a **keyword** appears on a page divided by the total number of words in that page.

For examples, if there are 500 words in a page and it includes the word “Digital Marketing” 20 times”, and then the keyword density is 4 % which seems to be very high

Now the question is, what the ideal level of **Keywords density** and how to find it easily.

There are many tools and extensions available to check the keyword density of a given page.

Let me demonstrate this one

The name of this small but effective tool is **Keyword Density Checker** and is available on this URL (<https://www.seoreviewtools.com/keyword-density-checker/>)

There are two options to use it. Either you can enter the URL of a page for which you want to check the keyword density here or you can simply paste the text here.

I want to check the keyword density on this page. Just copy the URL and paste it here. This tool will show you the results of top keywords not for all the words. If you want to calculate the density for any specific reason, then add that words here otherwise leave it blank.

Let it be checked

And finally, click **Check Keyword density**.

Here are your results

It took around one minute. This is your URL, and there are 300 words on a page for which we are checking the density.

It has prepared the word cloud for you to show you keywords.

This is the actual report

In the first part, it shows you, Top keywords on that page like Business School, University Business School with frequency 8 for the first keyword. It also indicates whether that word is present in the title tag, description tag, and Heading of the page.

Very interesting!!!

Next is the **Keyword Density**.

It shows you the density for one word, two words, three words and four words.

In the case of one word, keyword density for the one word is 7.18 %.

Means this word has been used maximum times in the content.

But usually, one-word keyword density does not signify much. We should check the density for a couple of words or for the long-phrase

Like, for two words, Keyword density for **business school** is here

And this is for four words

In this case, you can see, we have very long, phrases and the ‘density’ is under 1.

The question is still there. What is the optimal level of Keyword Density? Actually, there is no official version from Google on the level of keyword density and debate is going on among the SEO masters, regarding the optimal level of keyword density.

However, Google has the policy to penalize the keyword stuffing and treating your content as spam.

Therefore, when you develop the content, be natural. Don’t unnecessary try to repeat the keywords in your content.

Transcription: Video-4

Now let us discuss a few more places, where we can embed the keywords such as Domain name, URL optimizer, Alt text etc.

Domain Name

In the continuation, the next place is **Domain Name**.

If it is possible, use keyword domains.

What are keyword domains?

A keyword domain refers to the domain that is having keywords about your business, products or services.

Let us look at one example

There is one website having domain “websitesetup.org”

Let us see, where this website will be ranked if some search for a keyword “How to set up a website”

Search for “How to set up a website”

See, this website having domain websitesetup.org has been ranked at the very top because its domain has few keywords of the search query.

Similarly, let us search for “How to become a writer today”

See here, becomewritertoday.com has been ranked first as it has your keywords. Even the second result is from the same website.

URL Optimizer

The next technique is URL Optimizer

URL stands for **Uniform Resource Locator** and is the address of your webpage. Like here

In WordPress, URL is automatically created for any post or page. However, we have to optimize the URL too by placing relevant keywords which explain the meaning of a page or post to the search engines.

Let us see, how to optimize, the URL in WordPress.

There are a few default ways in WordPress to customize the URL.

To check it,

Go to WordPress Dashboard

From Settings, go to, **Permalinks**

Here you can see different ways to customize the URL, like presently, it is month and name that means the URL to be created automatically, first -year, then date and then the title of your post or page. Similarly, we have other options but it is usually suggested to keep Month and name.

If you want to customize the structure of URL by adding few more options here, such as the name of the category, post id, day or name of the authors and you can use these options, save the changes

But the problem here is, you cannot add a few more words of your choice from your side like, I want to add a keyword '**social media marketing**' here.

How to do it?

Go to all posts

Select edit the post in which you want to add a few more keywords.

Go the Document setting of that page and them permalinks

In URL slug, you can add any word you want

Like '**social media marketing**' with a hyphen (-) in each word

And also notice, in the ULR preview, it has been added.

Now update it,

And refresh the page. See, it has been added to the URL.

So, in this way you can fully customize the URL by inserting any keyword which you think is the best for that page or post.

AltText

Next Point is **AltText**

AltText or Alternative text is primarily used to describe the images for those who can't see it. such as visually impaired.

However, it has great significance in Search Engine Optimization as it helps the search engines to properly understand the description and context of an image and helps them to index the site properly.

Let me show you, how to add **AltText** to images?

When you are inserting any Image in a post or page from the media library, then an option to add **AltText** appears on the right side of the window, like here. Add text to describe the image.

Your **AltText** is added. Here, try to include important keywords in the **AltText**. Further, include keywords in caption and description.

If you are adding the image directly from the desktop, then add the **AltText** from the image block by going to image settings.

With this, we have completed our first Module on SEO techniques. Try to apply these SEO techniques to your website. But don't be under this impression that your website will come to the top in a single day. SEO is a continuous process. It will take some time to get the desired results.

- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-3 (unit?unit=122&lesson=133)
 - Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-4 (unit?unit=122&lesson=134)
 - E-Content: Module 11: On Page SEO Techniques-Indexing and KeyWord Placement (unit?unit=122&lesson=135)
 - Quiz: Quiz-M11 (JAN 2024) (assessment?name=140)
- Additional Readings / Videos : Module 11:On Page SEO Techniques-Indexing and Key Word Placement (unit?unit=122&lesson=136)
- Summary of Week 4 (unit?unit=122&lesson=137)

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M11 (JAN 2024)

Assignment submitted on 2024-04-11, 20:32 IST

Due date: 2024-04-30, 23:59 IST.

1) Which of the following is re-branded as Google Search Console? **1 point**

- Google Trends
- Google Webmaster

Google Keyword Planner

Google Analytics

2) How many methods are there to verify the domain ownership in Google Search Console **1 point**? ?

4

5

3

6

3) HTML tag is one of the methods to verify the domain ownership

1 point

True

False

4) Which of the following is true

1 point

Your web pages start appearing in search results once indexed

You will pay to Google to get your pages indexed

Crawlers visit homepage only

You cannot see how many pages of your website have been indexed

5) What are Meta Tags ?

1 point

Visible to visitors

Helps crawler to understand your website better

Written in HTML language

Both b and c (b and c is the order of the options)

6) AltText is used for

1 point

Images

Links

Text

None of these

7) 'Keyword Density' is measured: (Total words in the text/ Keyword appeared in the text) X **1 point**
100

True

False

8) If you include important keyword in the domain, it is called

1 point

- Hash domain
- Keyword domain
- Popular domain
- Key domain

9) This is a title tab <title> best tools for digital marketing </title>

1 point

- True
- False

10) In Google results, the brief snippet next to a result is called

1 point

- Title Tag
- Meta description
- Keyword description
- None of these

You were allowed to submit this assignment only once.

Course

Digital Marketing

Week 5

Introduction to Week 5

Learning Objectives

- Apply content optimization techniques to your websites
- Use Yoast SEO Plug-in for content optimization
- Apply various off page SEO techniques to the web pages

Module 12

**On Page SEO Techniques- Content
Optimization**

Video 1

What will you Specifically Learn ?

- What are various Content Optimization Techniques?
- How to ensure the Quality, Quantity and Variety of the content?
- What is role of Internal and External Links in Content Quality?

What is Content Optimization?

Content Optimization is a part of overall **Search Engine Optimization process** where content of WebPages is optimized to make the content more **relevant, attractive and actionable for the audience**

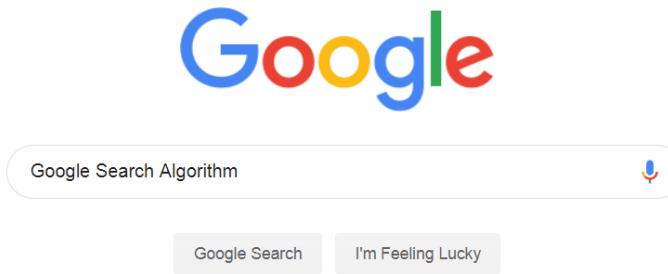
How to make the content

Relevant, Attractive and Actionable



- **Content Quality**
- **Content Quantity**
- **Content Variety**
- **Content readability**
- **Internal linking and Outbound Links**
- **Keyword Density**

Content Quality



Google Webmaster Guidelines

These quality guidelines cover the most common forms of **deceptive or manipulative behavior**, and Google may respond negatively to other misleading practices as well



Webmaster Guidelines

- The content should be the fresh and original one
- The focus of your pages should be on users not on search engines
Understand your user first, what are his requirements, what actually they wants
- Don't try to deceive the users by writing irrelevant content
- Think about what makes your website unique, valuable, or engaging
- Make your website stand out from others in your field



Webmaster Guidelines



- Automatically generated content
- Creating pages with little or no original content
- Abusing rich snippets markup
- Cloaking
- Hidden text and links and so many other things

A-Z PRINCIPLE

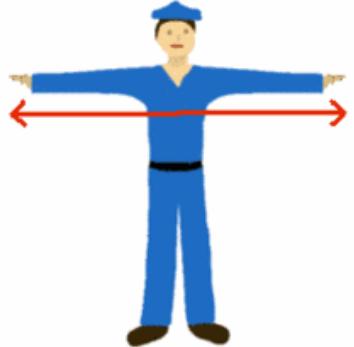
Understand the intent of the users



Content should be rich

Content Quantity

The length of the content depends on different factors like



Type of the Business
Complexity or Simplicity

Content Variety

- Text
- Images
- Videos
- Info Graphs
- Table



RICHNESS OF CONTENT

Google

Text is the integral part of the content.

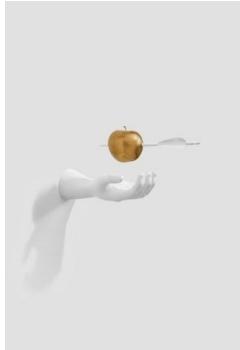
Natural Sentences



KeyWords



Image



Images make the users involved in the text, and they tend to remember the images for a longer period

Videos increases the engagement time for
the users



Infographics

Infographics are used for presentation of information using various element of design

- Increase the value of content
- Capable of showing the lot of information in a very precise and informative way

Tables

Table is used to present the numeric value in much formatted way



Content Readability

0 Shares
f 0
t 0
in 0
+

Facebook Marketing: Is it working ?

admin - ① June 5, 2019 - Social Media Marketing - 0 Comments

Quick Styles gallery on the Home tab. You can also format text directly by using the other controls on the Home tab. Most controls offer a choice of using the look from the current theme or using a format that you specify directly. To change the overall look of your document, choose new Theme elements on the Page Layout tab. To change the looks available in the Quick Style gallery, use the Change Current Quick Style Set command

Share via:

f Facebook t Twitter in LinkedIn + More



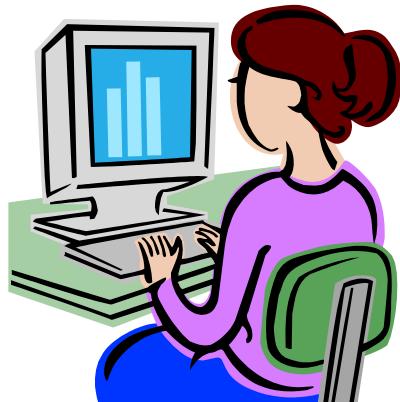
Content Readability

Content Readability

Content readability is the **level of ease to understand** a written text



Google X Readability Score



Techniques of Improving the Content Readability

Short and simple words are Key to the content

- Users come to our websites for information purpose not for English
- Using very heavy English words is just a show off which many people don't like.



Techniques of Improving the Content Readability

Use of short Sentences



Whenever there is a need, just break the sentences into parts and use contractions to shorten your sentences

Techniques of Improving the Content Readability

Use Conversational style

- It is just like you are talking to others
- The way you write differ from normal writing



Techniques of Improving the Content Readability

Typography



- Visual aspect of the content matters

Font
Font size
Line height
Line length

Techniques of Improving the Content Readability

Typography

FONT

The choice of correct font matters a lot in the visual look of the content

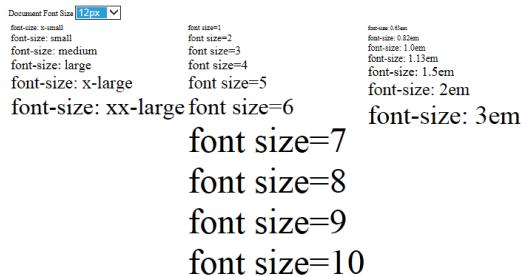
www.flyinghippo.com

<https://www.websitebuilderexpert.com>

<https://www.typewolf.com>

Techniques of Improving the Content Readability

Typography



FONT SIZE

- Ideal font size for web browsing is 16 pix
- Correct font size reduces the eye strain and improves the visibility

Techniques of Improving the Content Readability

Typography

LINE HEIGHT

- Line height refers to the space between lines
- Line height should be 150% of the font size.

14px
Font Size

21px
Line Height

Techniques of Improving the Content Readability

Typography

LINE LENGTH

- Line length refers to the space between words

9-12
Words

50-60
Characters

Techniques of Improving the Content Readability

Typography

HEADER AND SUB-HEADER

- Should be divided into heading and sub heading

H1 – H6

Internal Linking

Internal linking refers to linking any word, image, video or page to any other element within the website by putting hyper linking

An effective hyper linking is always considered good from SEO point of view.

Outbound Linking

Outbound linking is similar to internal linking with a difference that the target page is the any other page on the web except page of your website



Keyword Density

panjab university chandigarh
higher university panjab university chandigarh
panjab university panjab university
higher education teaching and research of panjab university panjab
website of panjab of panjab
university panjab university rankings official
constituent colleges website of panjab university
the times constituent and research
panjab university pm 00 pm
information of panjab university chandigarh india
university chandigarh times website the times higher education times higher
research teaching official website chandigarh the university
right to information to information education
official website of panjab university panjab colleges
the times higher university panjab india
university chandigarh india panjab university panjab
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Week Introduction

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh
Hello Learners,



Welcome to another exciting week of our course on digital marketing.

We are going, to begin with, Week 5 of this course. During this week we will continue our discussion on search optimization techniques and cover three modules namely

Module 12: On-Page SEO Techniques- Content Optimization

Module: 13: On-Page SEO: Yoast SEO Plug-in and

Module : 14: Off-Page SEO Techniques

After the successful completion of this week you will be able to

1. Apply content optimization techniques to your websites
2. Use Yoast SEO Plug-in for content optimization
3. Apply various off-page SEO techniques to the web pages

In this week, we will again focus on the practical aspect of SEO techniques. So, whatever, I will teach you to try to apply it to your website. Let begin this week with an aim to learn something new in digital marketing

Module12: On Page SEO Techniques- Content Optimization

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Video-1

Hello, Welcome to the next Module on ‘Search Engine Optimization Techniques’ and the name of this module is ‘On-Page SEO Techniques-Content Optimization’. Content is the king in digital marketing. Be it your post or page of social profile or even advertisements, we need content. Fully optimized content helps your website to be ranked high in the search engines.

Under this Module, you will specifically learn

1. **What are various Content Optimization Techniques?**
2. **How to ensure the Quality, Quantity and Variety of the content?**
3. **What is the role of Internal and External Links in Content Quality?**

If you are ready Let us begin

What is Content Optimization?

Content Optimization is a part of an overall search engine optimization process where the content of WebPages is optimized to make the content more relevant, attractive and actionable for the audience. The websites having relevant, attractive and actionable content have better chances to be ranked high in the search engines.

How to make the content relevant, attractive and actionable, we should focus on

1. **Content Quality**
2. **Content Quantity**
3. **Content Variety**
4. **Content readability**
5. **Internal linking and Outbound Links and**
6. **Keyword Density**

Let us discuss these points one by one

Content Quality

Google's search algorithm assigns a lot of weightage to the quality of the content when it comes to the ranking of websites. Google has already released detailed guidelines to improve the quality of your content to match the Google parameters. According to Google. These quality guidelines cover the most common forms of deceptive or manipulative behaviour, and Google may respond negatively to other misleading practices as well. There are a few basic principles of content quality as per Google and these are:

1. The content should be the fresh and original one. If the content is copied or plagiarized, it will be considered as spam.
2. The focus of your pages should be on the user not on search engines, that means, you should understand your user first. What are his requirements, what she wants, try to build the content around it by including the keywords which she might be using to find your content or website,
3. Don't try to deceive the users by writing irrelevant content.
4. Think about what makes your website unique, valuable, or engaging.
5. Make your website stand out from others in your field.

Google has put specific focus on that you should avoid

- Automatically generated content
- Creating pages with little or no original content
- Abusing rich snippets markup
- Cloaking
- Hidden text and links and so many other things

I have given the link in e-text for detail guidelines.

Content Quantity

The second way to optimized the content is Quantity

The quantity of the content also matters along with the quality.

In this case the Principle of 'A-Z' matters

Try to understand the intent of the users and then give him A-Z details on the topic by covering various aspects. Though there are no clear guidelines from Google regarding the word count. However, your content should be rich enough that user feels that for what purpose she landed on the page, she has achieved it by going through the content.

The length of the content depends on different factors like

Type of the business, like in business website companies need to explain their services, vision and mission of the company. On another side, an education website has to develop the content thoroughly with key details on various aspects.

Complexity or simplicity

As earlier discussed, make sure the content is thorough and deep. Few companies may prefer to just give the names of their products and services only. But it is always suggested that you describe every detail of the services which a customer expects to form your company.

Moreover, try to write the content in question form, wherever it is possible.

Because nowadays, most of the search happen with voice. Let us understand with an example. Instead of inserting the Keyword “Digital Marketing Tools”, Try to insert “What are various digital marketing tools?

We have discussed two very important techniques of On-page search engine optimization i.e. Content Quality and Content Quantity. These two techniques are the backbone of Content optimization. Google always aims to offer the best results to the user by providing quality information that is why Google has put lot focus on the quality and quantity of the content and has already issued guidelines in this regard.

Video:2

Welcome back, we are discussing search engine optimization with a focus on content optimization. Now, we will continue with the next techniques of Content optimization i.e Content Variety.

Our focus will be on to understand the various forms of content that can bring variety to the content. Let us discuss

Content Variety

Content variety means, include the different format of the content in your writeup such as

- **Text**
- **Images**
- **Videos**
- **Info Graphs**
- **Table etc.**

In your post or a Page, when you use a different format of content, it will help you to target the diversified audience as the different audience does not respond to the content in the same way. Moreover, it will increase the richness of your content which your user will like.

When you blend different form of content in a given webpage, the search engine also understands your content as rich content and chances are there to beat your competitor on this front.

Let us talk about these formats one by one :

Text :

Text is an integral part of the content. Try to write quality sentences in a natural way with the keywords that your prospects are using in the search engines.

Images

Images make the users involved in the text, and they tend to remember the images for a longer period. Try to insert high-quality images in the content.

As far as image SEO is concerned, it includes using correct alt text, image size, image dimensions, alignment, and to reduce the size of the image. (<http://www.imageoptimizer.net>) You can also use image sites, from where you can download royalty-free images like Shutter Stock, Unsplash, Pixabay etc.

{<https://www.shutterstock.com/>

<https://unsplash.com/>

<https://pixabay.com/>

Video

Videos are another form of content and should be used in the content as it increases the engagement time for the users. It is always advised that video should be hosted on a trusted platform first and then embed it in the content. There are many such platforms where a video can be hosted Like: Youtube, Vimeo, Dailymotion, Veoh.

We have already learnt how to add video in the post or a page in one of our Modules.

Info Graphs

Infographics are primarily used for the presentation of information using the various elements of design. The use of infographics in the content increases the value of content and infographics are capable of showing a lot of information in a very precise and informative way. I am showing you a few examples of infographics and you will get better ideas, what they are.

You can also use online tools to design infographics such as

Canva, Visme, easel.ly, Visualizeme

Tables

The table is another form of content and should be used to present the numeric value in a much-formatted way.

In WordPress, we have one block to add a table and can easily be used for this purpose. Let me show you how to add 'Table block' in post or page

Let us first add the Heading of the table, say Gender-wise income in Chandigarh. Now search for table block and add it.

Firstly, we have to decide on the number of columns and rows. Let it be 3 columns and two rows.

Your table is ready. If you want to increase, you can. Just insert a few headings. Make the fixed-width cell 'on' to freeze the width of the table. Let's add a few values in the table

Use this option to add more rows or columns.

Few table settings are available as you can change the colour and you can change the style also.

You can see the preview of your table. Once satisfied publish your post.

Content readability

The next technique is content readability

Just tell me, how many times you exit from the website after reading a few sentences of the post?

It happens many times, and one of the most important factors, in this case, is the content readability. Content readability is the level of ease to understand a written text.

There are many scientific ways to measure content readability. But we will not discuss those methods. We would discuss one plug-in that will measure the readability score of our content. Although search engines don't calculate readability score, however, they measure the human behaviour on a page. Therefore, it is important to improve the human behaviour on-page by increasing the content readability

There are many techniques for improving content readability.

Let us discuss them

1. **Short and simple words are key to the content.** Since our school days, we have been told to use simple and short words in the content. We should follow the same principle here as well as users come to our websites for information purpose, not for English. Using very heavy English words is just a show-off which many people don't like.
2. **Use of short Sentences:** Again this has been taught to us, don't use very long sentences. Whenever there is a need just break the sentences into parts and use contractions to shorten your sentence.
3. **Use Conversational style:** It is always suggested to use a conversational style while writing for blogs. It is just like you are talking to others. You find when you use conversation style the way you write differ from normal writing. Moreover, you tend to use simple and short sentences while using a conversational style.
4. **Typography:** There is no doubt that style of your writing, selection words, the syntax of the content matters, however, the visual aspect of the content also matters.

Typography also matters a lot in the content readability. Starting from the font, font size, line height, line length matter a lot.

5. **Font:** The choice of correct font matters a lot in the visual look of the content. There are thousands of fonts available to select but it becomes a very challenging job to select the right font for the website. I am suggesting you few websites for this purpose. Just visit them, have an idea about the top font for web designing. THESE WEB SITE ARE :www.flyinghippo.com, <https://www.websitebuilderexpert.com>, <https://www.typewolf.com>
6. **Font Size:** Make sure the font size is not too large, not too small. The ideal font size for web browsing is 16 pix. However, you may use 14px depending upon the font. Correct font size reduces the eye strain and improves the visibility
7. **Line height:** Line height refers to the space between lines. It is obvious that if the lines will be too close, or too away from each other, will affect the readability and make the content either congested or very wide. There is a simple rule that the line height should be 150% of the font size. Suppose, we are using 14px font then the line height should be 21px.
8. **Line Length:** The line length is space between words. If the words are too close to each other, definitely it will affect the readability. The good number of words in a line would be 9-12 words or between 50-60 characters.
9. **Header and Sub-Header:** For better readability, the content should be divided into heading and subheading. Instead of writing the text into long paragraphs, you organize the content into headings and subheadings. Here you can make use of headings H1- H6 as discussed earlier.
10. **Colour and background:** Besides font, font size, line length, the colour of the font, the background has a great impact on the readability and the psychology of a consumer. However, choosing the right colour of the font and background is really a big challenge.

The colour combination depends on the types of website that you have. For example, E-commerce website mostly keeps their background white and grey font colour as the main focus is on displaying the product information rather than making a very colourful website. Similarly, Business websites prefer to keep the colours in conjunction with their brand to enhance brand identity.

Now the important question.

Are these typography settings available in WordPress?

Actually, the basic editor of WordPress does not offer much typography settings. It has just basic font size, background colour and font colour settings in a very limited way. You may also change these settings from the theme customization.

You may install few plug-ins for typography in the WordPress like

Google Fonts Typography

Google Typography

Easy Typography etc. but in most of the plug-ins you will not be able to see the live preview of the change

But there is, one plug-in Elementor where you will be able to see the live preview of your font-related settings

Let me show you.

This is the Elementor interface; let us add text by dragging heading Element. As we know, there are a bunch of settings for each element like you can align the text. However, typography settings are available under the **style** section. Here you can change the **text colour** with any customized colour, and notice in right-hand side panel your changes will be live. Now let us see typography settings. You can change the font out of various alternatives.

The next is **size**, it is so simple that you can easily change it by sliding left and right and see live preview is there.

Weight is how bold text you want, you may set the desired level from here

Similarly, you can transform the text to upper or lower cases

Under style, you may change it to italics, oblique

You may also underline the text and use other options

Before I show you the next option, let me add one more line to the text

This is the line-height that I was talking about. See here, how easy it is to change the line-height by using this option.

Similarly, the letter-spacing can be customized from here, see how easy it is.

There are few more settings like text-shadow and blend mode. Just play with these settings

So, this was the live demos of typography settings of Elementor plug-in

So, we have done with content variety and readability. In future, whenever you will develop the content so remember and apply these points to your content. You must be thinking is there any plug-in of WordPress that can measure the readability score of content and suggest us a few modifications in the content.

Yes, it is there and very soon we are going to discuss that in the next module. Let us move further

Video 3

Welcome to the last video of this module.

Have you ever noticed that sometimes there are links or hyperlinks that are embedded in the content? While clicking on those links either they take you to the page within the website or sometimes outside the website

Are these links important for content optimization? Yes, they are very important from the search engine optimization point of view

Now we will discuss how?

Internal and Outbound linking

The next technique of content optimization is Internal and outbound linking.

First, let us understand what is internal linking and what is outbound linking?

Internal linking

Internal linking refers to linking any word, image, video or page to any other element within the website by putting hyperlinking. It makes the site more user-friendly and offers good navigation. An effective hyperlinking is always considered as good from an SEO point of view.

If you have watched my videos carefully on website development, then you must have an idea about how to link various elements of the website. But let me show you again.

Suppose I want to insert a hyperlink in this page here that if a user clicks here, it should take the user to this page of my website. Let us see how to do it.

Select a text on which you want to give a hyperlink and select this icon, a pop will appear to insert the link of your target page, where you want a user should be directed. Now go to your target page and from document settings copy this permalink and come back to the original page and paste it in the pop-up. Let it be unchecked to keep your user within the website and apply it. Your link is added, let us test it in the preview section. Click here. Yes, you are on the target page.

Similarly, you can add internal linking at various places in the website link in the menu section, images, buttons, sections. I have already discussed these points in the previous videos. Just refer to them.

Outbound Linking

Outbound linking is similar to internal linking with a difference that the target page is any another page on the web except page of your website.

Suppose from my website, I want to send the users to the website of SWAYAM that will be the external linking. Let me show it.

The procedure is the same; just select the source word on which you want to give the link and click the link option. In the popup window paste the link of the external website. Your outbound link is created.

As it is an outbound link, so open it in a new window and apply. Let us check it in the preview section. Click on the link, Yes it is working, Good.

So, to properly optimize the content, you should optimally make use of internal and outbound linking. It will offer more functionality to your website and enrich the users' experience on your website.

Keyword Density

Another technique of content optimization is keyword density.

What is keyword density? , How to measure it and optimize it?, I have already discussed in one of the previous modules. Here, I will discuss one more extension for the Chrome browser,

The name of this extension is SEO Quake, one of the favourite tool of SEO masters. Just install it to the chrome browser.

Let me show you

Search for SEO Quake, and add to the browser, as I have already installed it. Let us start working on it

Open any page where you want to check the keyword density and click SEO Quake. Here you will see thousands of metrics are available that is why it is my favourite one. We will make use of it from time to time. But as of now, we will make use of Density option. Click it and a new window will appear. Here we have density report of this page and you can check for

- 1 one-word keyword
- 2 one-word keyword
- 3 one-word keyword
- 4 one-word keyword

You can set a few filters here and

Also, check the word cloud.

And here is the keyword density, arrange it in ascending order or descending order.

Understand the keyword density report and try to optimize the content by repeating or reducing the repetition up to an optimal level which should look natural. Rest of the features of this extension will be covered in one of the next modules.

So with this, we have completed our module on content optimization. Hope it was a learning experience and you can think better to optimize the content of your website. I advise you just create one post of your interest and try to apply all the techniques to that post. Believe me, you will understand things better.

All the best and Thanks.

- E-Content:Module 13: On Page SEO -Yoast SEO Plug-in (unit?unit=156&lesson=165)
 - Quiz: Quiz-M13A JAN 2024 (assessment?name=174)
 - Quiz: Quiz-M13 B JAN 2024 (assessment?name=175)
 - Module:14: Off –Page SEO Techniques -Part-1 (unit?unit=156&lesson=166)
 - Module:14: Off –Page SEO Techniques -Part-2 (unit?unit=156&lesson=167)
 - Module:14: Off –Page SEO Techniques -Part-3 (unit?unit=156&lesson=168)
 - Module:14: Off –Page SEO Techniques -Part-4 (unit?unit=156&lesson=169)
 - E-Content: Module:14: Off –Page SEO Techniques (unit?unit=156&lesson=170)
 - Quiz: Quiz-M14 A JAN 2024 (assessment?name=176)
 - Quiz: Quiz-14B JAN 2024 (assessment?name=177)
- Summary Week:5 (unit?unit=156&lesson=171)

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M12 A JAN 2024

Assignment submitted on 2024-04-14, 20:30 IST

Due date: 2024-04-30, 23:59 IST.



1) As a thumb rule, line height should be _____. 1 point

- 100% of the font size
- 15% of the font size
- 200% of the font size
- 150% of the font size

2) Line length is _____. 1 point

- the space between lines
- the space between character
- the space between words
- the space between paragraphs

3) If you have given the link of a page of your website on any word of your website. It will 1 point be called _____.

- External linking
- Internal linking
- Outbound linking
- None

4) SEO Quake is a/an _____. 1 point

- Software
- Extension
- Website
- Mobile app

5) If you have given the link of a page of another website on any word (in your website). It 1 point will be called _____.

- External linking
- Internal linking
- Outbound linking
- SEO linking
- None

You were allowed to submit this assignment only once.



1) Primarily Content Optimization is part of _____. **1 point**

- Off-page SEO
- On-page SEO
- Both off-page and on-page SEO
- None

2) Google has not issued any guidelines related to the quality of the content. **1 point**

- True
- False

3) Which of the following is a part of content variety ? **1 point**

- Text
- Videos
- Images
- All

4) We should directly upload the video to our website rather than first uploading it to video **1 point** hosting programs.

- True
- False

5) Line height is _____. **1 point**

- the space between lines
- the space between characters
- the space between words
- the space between paragraphs

You were allowed to submit this assignment only once.



Module 13

On Page SEO : Yoast SEO Plug-in

Part 1

What will You Specifically Learn

- What are functions of Yoast SEO Plug-in
- How to make changes in the settings of Yoast SEO Plug-in
- How to use Yoast SEO Plug-in for Meta Tags
- How to use Yoast SEO Plug-in for content optimisation

What is Yoast SEO Plug-in



- Most Popular WordPress Plug-in- Own Website/ Client's Website
- Helpful in Search Engine Optimization
- Available in Free and Premium version



- Quiz- Quiz-M13 JAN 2024
- Quiz: Quiz-M13 B JAN 2024
- Module:14: Off -Page SEO Techniques -Part-1
- Module:14: Off -Page SEO Techniques -Part-2
- Module:14: Off -Page SEO Techniques -Part-3
- Module:14: Off -Page SEO Techniques -Part-4
- E-Content: Module:14: Off -Page SEO Techniques
- Quiz: Quiz-M14 A JAN 2024
- Quiz: Quiz-M14B JAN 2024
- Summary Week:5

Week : 6

Week : 7

Week: 8

Week:10

Week:11

Week:12

Week:13

Week:14

Week-15

Quiz-M13A JAN 2024

Assignment submitted on 2024-04-14, 20:45 IST

Due date: 2024-04-30, 23:59 IST.

1) What is optimal key phrase length?

1 point

- For languages with function word support, the optimum length for a key phrase is upto 4 content words.
- For languages with function word support, the optimum length for a key phrase is upto 5 content words.
- For languages with function word support, the optimum length for a key phrase is upto 6 content words.
- For languages with function word support, the optimum length for a key phrase is upto 7 content words.

2) Fleisch Reading score is measured on a scale

1 point

- 0-100
- 1-10
- 1-100
- 1-20

3) What is the optimal text length in Yoast SEO?

1 point

- Minimum of 300 words
- Minimum of 200 words
- Minimum of 100 words
- Minimum of 250 words

4) What is the ideal meta description length (character)?

1 point

- 120-156
- 100-156
- 120-160
- 150-200

5) Yoast SEO also reports on Image alt attributes.

1 point

- True
- False

You were allowed to submit this assignment only once.





- Quiz: Quiz-M13A JAN 2024
- Quiz: Quiz-M13 B JAN 2024
- Module:14: Off -Page SEO Techniques -Part-1
- Module:14: Off -Page SEO Techniques -Part-2
- Module:14: Off -Page SEO Techniques -Part-3
- Module:14: Off -Page SEO Techniques -Part-4
- E-Content: Module:14: Off -Page SEO Techniques
- Quiz: Quiz-M14 A JAN 2024
- Quiz: Quiz-14B JAN 2024

○ Summary Week:5

Week :6

Week:7

Week : 8

Week: 9

Week:10

Week :11

Week:12

Week:13

Week:14

Week-15

Quiz-M13 B JAN 2024

Assignment submitted on 2024-04-14, 20:53 IST

Due date: 2024-04-30, 23:59 IST.

1) Yoast SEO is _____

1 point

- Free plugin
- Premium plug-in
- It is free but additional features are premium

2) Yoast SEO can be used for _____

1 point

- Content optimization
- Readability analysis
- XML maps
- All of these

3) How many lights are there in Yoast SEO ?

1 point

- 2
- 3
- 4
- 1

4) What is the acceptable limit of passive voice in the text according to Yoast SEO ?

1 point

- Less than 15%
- Less than 25%
- Less than 35%
- Less than 45%

5) The Flesch Reading Ease checks if your copy is easy to read or not.

1 point

- True
- False

You were allowed to submit this assignment only once.



Module 14

Off –Page SEO Techniques

What will you specifically learn ?

- What is Off page SEO?
- What are various Techniques of Off Page SEO?
- What are various Tools available for off page SEO?

What is Off page SEO?

Off Page SEO has to do with promotion methods of website beyond website design for the purpose of ranking a website higher in the search results

What is Off page SEO?

Improve the position of a web site in the Search Engine Results Page (SERPs) by using some techniques outside the web pages

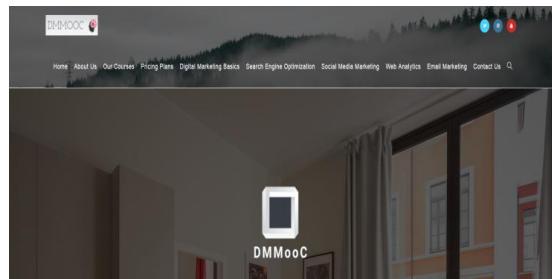
What is Off page SEO?

Off Page SEO is link building process or getting link
for your website

It is not limited to link building only

Dimensions of off page SEO





External Links

✓ote
✓ote
✓ote
✓ote
✓ote
✓ote
✓ote

Google dmmooc.in

Q All Images News Shopping Maps More Settings Tools

About 17,300 results (0.35 seconds)

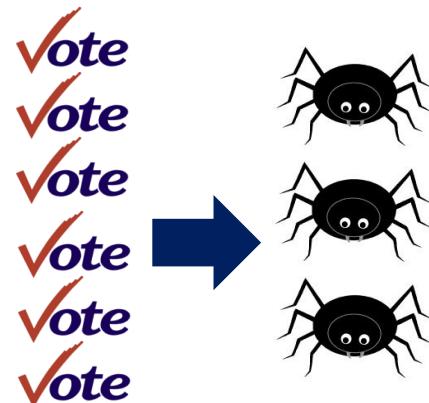
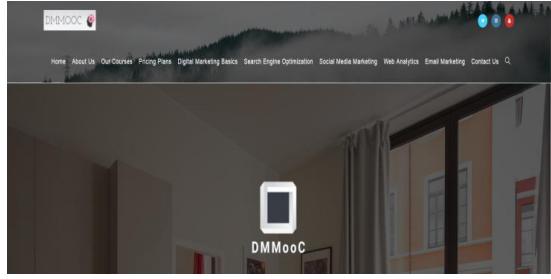
DMMooC | www.dmmoooc.in/ ▾
Contact Info. Address : 563, Chandigarh; Mail ID: demo@dmmoooc.in; Phone: 0000000000;
Facebook: lejinderfacebook ...

June 2019 – DMMooC
<https://www.dmmoooc.in/2019/> ▾
Themes gallery and the Quick Styles gallery provide reset commands so that you can always restore the look of your document to the original contained in your ...

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<https://www.dmmoooc.in/categories/social-media-marketing/> ▾
Themes gallery and the Quick Styles gallery provide reset commands so that you can always restore the look of your document to the original contained in your ...

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The MOOCs (Massive Open Online Courses) have significantly increased scale of online education, bringing great opportunities to understand learner ...

Web and Big Data - APWeb-WAIM 2018 International Workshops...
<https://www.springer.com/book/9783030012977> ▾



Your Website is Important

External Link

**An External Link refers to the link given
to your website by other websites**



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UGC



4:42 PM 15-Aug-19

External link from quality WebPages



Parameters to assess Quality of WebPages

- ▶ **Age of Domain Name**
- ▶ **Back Link Profile**
- ▶ **Domain Authority**
- ▶ **Page Authority**
- ▶ **Page Rank**
- ▶ **Follow Links and No-follow links**
- ▶ **Quality of Content**

Age of Domain Name

The time period since how long Domain is in Existence

SEO Masters should attempt to have back-link from the websites having old domain names

The first ever 20 domain names registered

Old Domain Name

- | | |
|-------------------------------|-------------------------------|
| 1. symbolics.com -15/03/1985 | 11. ibm.com - 19/03/1986 |
| 2. bbn.com - 24/04/1985 | 12. sun.com - 19/03/1986 |
| 3. think.com -24/05/1985 | 13. intel.com - 25/03/1986 |
| 4. mcc.com - 11/07/1985 | 14. ti.com - 25/03/1986 |
| 5. dec.com - 30/09/1985 | 15. att.com - 25/04/1986 |
| 6. northrop.com - 07/11/1985 | 16. gmr.com - 08/05/1986 |
| 7. xerox.com -09/01/1986 | 17. tek.com - 08/05/1986 |
| 8. sri.com - 17/01/1986 | 18. fmc.com - 10/07/1986 |
| 9. hp.com - 03/03/1986 | 19. ub.com - 10/07/1986 |
| 10. bellcore.com - 05/03/1986 | 20. bell-atl.com - 05/08/1986 |

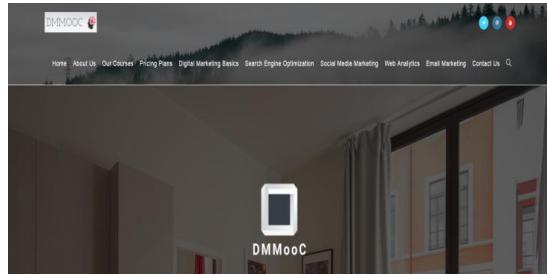
Back Link Profile

Link, a website gets from another website

Search Engine Optimization

Back Link Profile

Quality of
Back Links



Google

Module 14

Off –Page SEO Techniques

Part 2

Domain Authority

Domain Authority (DA) is a search engine ranking score developed by Moz. The score of domain authority predicts how well a website will rank on search engine result pages (SERPs)

Page Authority

Page Authority (PA) is a score developed by MOZ that predicts how well a **specific page** will rank on search engine result page (SERP)

1-100

Page Rank

Google PageRank (Google PR) is one of the methods Google uses to determine a page's relevance or importance.



Page Rank

Google Page rank is calculated on the basis of quality and quantity of back links. Important pages receive a higher Page Rank and are more likely to appear at the top of the search results

1-10

Follow link and No follow link

What are follow link?

Link Juice

The link juice flows through sites and into new sites through hyperlinks
The more reputable site, the bigger boost of link juice is transferred to the linked sites

Follow links are those links that are counted as link points and helps in boosting the ranking of sites in the SERPs

Follow link and No follow link

What are no-follow link?

A no follow link is a link that does not count as a link point in the page's favor. It does not boost PageRank, and doesn't help a page's placement in the SERPs

No follow link can be easily created using HTML links

Quality of content

**Quality of the content matters a lot in judging the quality
of a page**

Link Building Strategies

**Low Hanging
Fruits**

Content

Link Building Strategies

Low Hanging Fruits

- ▶ Directory Submission
- ▶ Video Submission
- ▶ Profile Creation
- ▶ Press release submission
- ▶ Article Submission
- ▶ Blog Submission
- ▶ E-book Directory Submission
- ▶ Blog Comment
- ▶ Info graphic Submission
- ▶ Press releases

Directory Submission

Submission of your site to web directories increases web presence and eventually earn the link for your website

Video Submission

Profile Creation

While creating profile, you have to submit the URL of your websites along with other information

Article Submission

Blog Submission

Blog directories or blog submission sites allow you to submit your blog and/or blog posts to such site

You may get few back links from these sites through your posts

E-book Directory Submission

Blog Comments

Comments are another way to secure back links by embedding link of website in the comment section



Infographic Submission

Infographics are primarily used for presentation of information using various element of design

While designing infographics, you may insert links of your websites in the infographics

What are press releases?

Press releases are ways of announcing events, products launch, news about business etc to the press

By embedding a link of your website, in the press release you may secure back link for your website

Content

Content is the king in digital marketing

Good content helps in promotion of your website and your audience like to share the content on other platforms like social media

Dimension 2

Social Media

Social media helps in promotion of your website and business

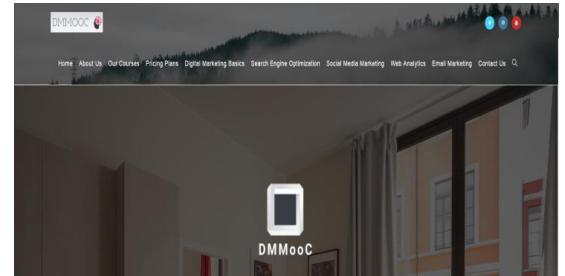
Profile Creation



Use of social media by the businesses has increased many times either in the form of advertising or presence on social media through business profiles

Content Promotion

You can promote your content
directly to your followers



Social Media Posts Rank high on Google

Social Media Posts Rank high on Google

Google treats social media platforms like Facebook and Twitter just like any other web page



Dimension 3

Social Bookmarking

Social bookmarking is a way to save the favorite WebPages online for future use

Dimension 3

Social Bookmarking

Social bookmarking will help you to get back link from social sites by submitting your sites to them by the way of posts, images, videos etc

Module14: Off –Page SEO Techniques

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Video -1

Hello Learners, welcome to the next and last module on Search Engine optimization i.e. Off-Page SEO Techniques. In the last few Modules, we have discussed the meaning and techniques of on-page search engine optimization.

I am sure that you are now well versed with the concept of search engine optimization and various On-page SEO techniques. Under this module, you will specifically learn

1. What is Off-page SEO?
2. What are various Techniques of Off-Page SEO and
3. What are various Tools available for Off-page SEO

With an aim to learn something new, let us start understanding the off-page SEO techniques

What is Off-page SEO?

As I already discussed,

Off-Page SEO has to do with promotion methods of the website beyond website design for the purpose of ranking a website higher in the search results.

In simple words, Off-page SEO refers to techniques that can be used to improve the position of a web site in the Search Engine Results Page (SERPs) by using some techniques outside the web pages.

Primarily, off-Page SEO is link building process or getting links for your website. But it is not limited to link building only. It is more than that. We will discuss various dimension of Off-Page SEO in a while.

Dimensions of off-page SEO

Off-page SEO has three dimensions and these dimensions are

1. Link Building
2. Social Media
3. Social bookmarking

Let us discuss the one by one

Link Building

Basically, by building external links to your website, you are trying to gather as many ‘votes’ as you can in favour of your website so that you can bypass your competitors and rank higher in the SERP. Actually, when you have a higher number of links from other websites, this is an indication to web crawlers that your website is important, that is why others are linking to your website.

What is an External link?

An External Link refers to the link given to your website by other websites

For example, if the link of my website is hosted on Swayam Website, it is an example of external linking.

And the entire focus of the link building process is on securing a link for your website from other websites. However, in the SEO process, only an external link from quality WebPages matters in the eyes of Google. Now the question is, how to check the quality of a web page so that you may genuinely start making efforts to secure the quality link.

Following parameters will help you to assess the quality of a website/ webpage:

- Age of Domain Name
- BackLink profile
- Domain Authority
- Page Authority
- Page rank
- Follow links and no-follow links
- Quality of Content

Let us discuss them one by one

Age of Domain,

In simple words “Domain Age” refers to the amount of time during which a domain name has existed. OR how old a domain name is.

It is always suggested that SEO Masters should attempt to have back-link from the websites having old domain names. In the case of old domains, there are high chances that they have built the reputation over time and have a better linking profile.

The age of a domain will also help you, in case you are planning to buy an existing domain name through auctions from domain registrars.

Now let me show you, how to check Age of any domain with other details

Go to <https://smallseotools.com/domain-age-checker/>. Link is given in the description

Here you can add up to 10 domains

Let us say, I want to check the age of ‘amazon.in’ domain name

Click on check domain age

Here are the results for your domain name. The date on which domain was created. The date on which domain was updated, the expiry date of the domain, and finally the age of a domain. The present domain is more than 14 years old. You may also check more information related to the domain if interested like IP address, Name servers, history of the domain and registrar etc.

Back Link profile

A backlink refers to a link; a website gets from another website. It is just an external link. Backlinks play a very important role in search engine optimization. The number of quality backlinks for any website represents the quality of a website and are assigned high weightage when it comes to the ranking of websites.

Therefore, backlink secured from a website having good backlink profile is always good for SEO purpose.

The question is how to check backlink of any website, like yours or your competitors?

There is an excellent tool, called /ahrefs.com. Let me show you

Go to the website ***https://ahrefs.com/backlink-checker***

Enter the domain or URL of a website of which you want to check back-links

I am checking for my university’s website

Click on check backlinks

Here is the backlink report of a website.

Let understand it one by one

First is the **domain rating**

According to aherfs, ‘Domain Rating’ shows the strength of a given website’s overall backlink profile. It's measured on a logarithmic scale from 1 to 100 where 100 mean the strongest.

This is the number of total back-links for this website.

Quite impressive!!!!

And here is the number of referring domains

You can further check the detail of all domains or URLs. In the free version, it shows the 10 back-links

This is the referring page where the link has been hosted. It also shows the domain rating and URL rating of the referring page. You can also check the other details like anchor text and top five anchor texts.

All these statistics will help you to identify the quality of a website.

You can also use this tool to check the backlink profile of your own website.

We have discussed two important parameters to judge the Quality of websites or webpages i.e. Age of the domain and Backlink profile of a website. From the off-page SEO point of view, these are very important parameters.

I have also discussed a few online tools in this regard. Make use of them and learn how to check the age of the domain and backlink profile. We will continue with the rest of the parameters in next the next video

Video2

Welcome back, I hope, you might have started understanding the importance of quality of WebPages from where we are trying to get the backlinks. This is very important. Let me explain the remaining parameters to judge the quality of web pages.

Domain Authority

Domain Authority (DA) is a search engine ranking score developed by Moz. The score of domain authority predicts how well a website will rank on search engine result pages (SERPs). The DA score ranges from 1-100, where greater score corresponding to a greater ability to be ranked. Domain authority is calculated by considering multiple factors. The score simply represents the ranking strength of a website.

Websites like Google, YouTube, Facebook is having very high domain Authority may be more than 90.

Let me show you how to check the domain authority of a given domain. Let us see how to check domain authority

1. Go to Chrome Webstore
2. Search for MOZ bar extension
3. The first result is MOZ bar
4. Click Add to Chrome
5. Extension is added

And the icon for MOZ bar will appear

To check the domain authority of any website, just open it in the browser/

I am opening Panjab University Site

Click on Moz bar icon

Log in to MOZ account, if you are first time user, you may create a new account.

I am logged in to MOZ.

Go back to the page that you opened earlier.

Here you can check the domain authority of this page which is 51

You can also check it from the drop-down menu

There are other features of MOZ bar as well. We will discuss those features in due course.

Page Authority

According to MOZ,

Page Authority (PA) is a score developed by MOZ that predicts how well a specific page will rank on search engine result page (SERP). Page Authority scores range from 1 to 100, with higher scores corresponding to a greater ability to rank

Domain Authority measures the predictive ranking strength of entire domains or subdomains,

Page Authority measures the strength of an individual page

The page authority can be checked for any page using MOZ Bar. The page authority of my university's home page is 52, for Facebook is 100, for Amazon, it is 69.

PageRank

Google PageRank (Google PR) is one of the methods that Google uses to determine a page's relevance or importance. It was invented by Google Founder Larry Page and Sergey Brin. Google Page rank is calculated on the basis of quality and quantity of backlinks. Important pages receive a higher Page Rank and are more likely to appear at the top of the search results. Google PageRank (PR) is measured from 0 - 10. Where higher the number represent high page rank

Now the question is how to check Page Rank?

Go to the site <https://checkpagerank.net/> .

Enter the URL of your any page for which you are interested to check the webpage. I am entering my university's page

Click Submit

And your results will be ready within seconds, just little bit scroll down the page and here is Google page rank. This way you may check the page rank of any webpage.

Follow links and no follow links.

In the backlink process, it is very important to understand the concept of ***Follow link and no follow link***

What are the 'follow links'?

We already know that a website gets a boost in SERP ranking if a link of the website has been given by other websites. If one link is the 'point', then more links mean more 'points' means high ranking

Google has a metric called **Page Rank** to count link points and these link points in SEO terminology is called **Link Juice**. The link juice flows through sites and into new sites through hyperlinks. The more reputable site, the bigger boost of link juice is transferred to the linked sites.

Therefore, ‘Follow links are those links that are counted as link points and help in boosting the ranking of sites in the SERPs.

So, *what are no-follow links?*

Very simple, A no-follow link is a link that does not count as a link point in the page’s favour.

It does not boost PageRank and doesn’t help in page’s placement in the SERPs.

No follow link can be easily created using HTML links

Therefore, it is very clear ‘No-follow links’ will not help in SEO and efforts should be made to secure follow links only. The concept of ‘no-follow link’ was introduced to avoid the spamming of links.

Lastly, we have the *quality of content*

Quality of the content matters a lot in judging the quality of a page. We have already discussed how to improve the quality of content in one of the previous modules.

With this, we have completed our discussion on various parameters that are essential to judge the quality of WebPages. Hope, now you are in a position to assess the quality of WebPages in the context of securing backlinks. When we start working on Off-page SEO, there is one obvious question, how to secure the link from various websites.

To know the answer, join me in the next video.

VIDEO 3

Welcome to part three of the ongoing module. As we discussed, backlinks play a very significant role in Off-page SEO. In this video, I will focus on various link building strategies.

Let us begin.

Link Building Strategies can be classified into two groups and these two groups are

1. Low hanging fruits
2. Content

Let us discuss them one by one

First, we have

Low Hanging Fruits

Low hanging techniques are very easy and simple to use. There is always debate on the issue, ‘Does Google gives any importance to such strategies. But my advice to you is, use these strategies in a natural way. Don’t try to deceive Google in this case

These are the ***Low Hanging Fruits strategies*** to earn a link from other sites or to show your online presence

1. Directory Submission
2. Video Submission
3. Profile Creation
4. Press release submission
5. Article Submission
6. Blog Submission
7. E-book Directory Submission
8. Blog Comment
9. Infographic Submission
10. Press releases

Let us discuss them one by one.

Directory Submission

Submission of your site to web directories increases web presence and eventually earn the link for your website.

There are many web directories available online for site submission like

IndiaMart, India Biz List, Dmoz, Zoom Info, Best of web, PR web directory.

Submission is very simple. You will find submission button on every web directory, Fill in the basic details like title

URL, Description, Meta keywords, Meta Description, Your name, Mail ID and other details

Press **continue**, your website will be submitted to the Directory

You may follow the same process for submission of your websites to other directories

Video Submission

You may create few videos relevant to the website and submit them to the popular video sites like you YouTube, Vimeo, DailyMotion and many other websites. Don’t forget to give a link of your website in the description section.

Let me show you, how to submit a video to YouTube. Log in YouTube with Gmail ID. I have already logged in

Click on profile and select YouTube studio Beta

Click on **upload** and select the video that you want to upload. The uploading process will begin

Go to the title and write a brief description of the video by inserting important keywords and link of your website. Click on **Publish** to publish the video. You may also select the thumbnail for your website and that will be visible when your video will be in still mode. Click **Publish**. Your video will be live.

And this way you have earned one link for your website

Next, we have, *Profile Creation*

Profile creation sites are very useful sites from an SEO point of view. On these sites, you can create the profile of your business or a blog. While creating a profile, you have to submit the URL of your websites along with other information. In a way, you are getting one backlink while submitting your site to such sites.

There are thousands of sites available where you can create the profile of your business like

Clippings.me, forums.adobe.com, bloggers etc.

For more such sites, you may refer to links given in the description

<https://www.seoaimpoint.com/top-high-pr-do-follow-profile-creation-sites-list.php>

Article Submission /Writing

Article Submission is the way to secure backlinks. If you are a creative writer then opportunities to have backlinks are immense. You may write an article/s on theme interested to you and somewhere in the article, you may intentionally embed the link of your website. Good articles help in bringing the traffic to the websites through the embedded links too.

There are many good sites where you can submit articles like

Ezinearticles.com, e-how, articlecity.com ,hubpages.com article cube

And here is the list of top article submission sites. Link is given in the description

<https://www.completeconnection.ca/article-submission-sites/>

Blog Submission

Blog directories or blog submission sites allow you to submit your blog and/or blog posts to such site. You may get few backlinks from these sites through your posts.like

<https://www.tumblr.com/>

<https://www.blogger.com>

<https://medium.com/>

<http://www.soup.io/>

E-book Directory Submission

E-book Directory Submission is an option to secure backlinks. There are many sites available for eBook submission. You may embed link of your website in the e-Book at different places and secure a backlink from the site where you will submit e-book.

Top e-book submission sites are;

www.getfreebooks.com

[ps://www.smashwords.com](http://www.smashwords.com)

<https://www.kobo.com/in/en/p/writinglife>

<https://www.freebooksy.com/editorial-submissions/>

<https://www.ebookstage.com/>

[Link of all websites are given in the description](#)

Blog Comment

We do write comments at various places while surfing internets. These comments are another way to secure backlinks by embedding link of website in the comment section, you may write a comment like in a blog, YouTube, e-commerce sites, review sites etc.

Infographic Submission

We have already discussed what infographics are in search engine optimization Module.

Infographics are primarily used for the presentation of information using various elements of design. While designing infographics, you may insert link of your websites in the infographics. It will help you to secure backlink for your website.

You can also use online tools to design infographics such as

Canva, Vismeasel.ly, Visualize me.

Press releases

Another very good way of securing the backlink is ‘press releases’.

What are press releases?

Press releases are ways of announcing events, products launch, news about business etc to the press. For an ordinary business, it is very difficult to find a place in the press. However, over the internet, there are many portals where you can submit press releases free of cost. By embedding a link of your website, in the press release, you may secure backlink for your website.

There are many free sites to host your press release like

<http://www.freepressrelease.com/>

<https://clickpress.com/releases/index.shtml>

<https://www.prlog.org/>

More detail <https://www.ereleases.com/pr-fuel/free-press-release-distribution/>

The second technique is Content

As already discussed, content is the king in digital marketing. Although, rich content plays a very significant role in on-page SEO, but has an important role in off-page SEO as well. Good

content helps in the promotion of your website and your audience like to share the content on other platforms like social media. Moreover, it will help your website to get links from other websites as they would like to host the link of your website as a good website even if you don't ask for it.

So, these were various link building strategies. It is clear from the discussion that all links secured by you will not contribute to a high ranking in Google SERP. As no-follow links are not transferring the link juice to your website. However, it does not mean that you should not go for no-follow links

I advise you to go for no-follow links as well because these will increase the presence and visibility of your websites across various platforms.

Thanks.

VIDEO4

Hello Everyone,

After completion of the First dimension of Off-page SEO, Now let us see, how social media can be leveraged in the favor of Off-Page SEO. Here we will discuss various ways of promotion of your website across various social media platforms. Let us begin.

Social Media and Off-Page SEO

Another dimension of off-page SEO is **Social Media**. Social media helps in the promotion of your website and business. There are many ways through which Social Media can help you in Off-page SEO. Let us discuss few of them.

Profile Creation

No doubt, on social media platforms like Facebook, Instagram, Twitter, and LinkedIn are primarily used to create personal profiles. However, in recent times, the use of social media by the businesses has increased many times either in the form of advertising or in the form of presence on social media through business profiles.

Let me show you a few examples of Social media profiles of big brands. Here you can see the business pages of big brands

Facebook page of Maruti Suzuki

Instapage of National Geographic and

Twitter account of IndiQube.

How to create such profiles? , we will discuss in Social Media Marketing Modules

Content Promotion

The most obvious benefit of Social media is that you can promote your content directly to your followers. After clicking the link from social media, the reader may land on your website.

There is a tip.

Create images or videos with quotes or snippets from your blog articles/ website and share them together with your link.

Social Media Posts Rank high on Google

Social media profiles also appear in search results, because Google treats social media platforms like Facebook and Twitter just like any other webpage. Therefore, through a social profile, your visitor may reach to your website

Social bookmarking

The last and third dimension of Off-page SEO is Social Bookmarking.

First, let us see what is Social Bookmarking?

Social bookmarking is a way to save the favourite WebPages online for future use.

To understand the concept of social bookmarking, let me show you first, what is a bookmarking.

Suppose, I am browsing this website and to want to visit this website again in the future and I want to save it. Now there are two ways, either you can remember the name of this website or note down the URL somewhere. But the problem is, this is not the only website to remember, there may be so many other websites which I want to save for future reference. It will be very difficult for me to either remember or note down all the websites. To solve this problem, there is an inbuilt option in every browser to bookmark any site. Like in chrome browser, you can click this star, save the site. It will be added to bookmark list you can see here ‘Dmmoooc’ is here. You want to visit this site again just click the link and site will get open. Similarly, you want to visit any other site from the bookmark list. just click the bookmark and site is here.

But in this case, all the bookmarks are personal to you. Only you can visit the respective sites. They are not open to the public.

Now the Social bookmarking is a similar concept, but this is online, anyone can bookmark the favourite site for his or her reference. but this bookmark will be open the public, anyone who is one the site, can visit the bookmarked site. There are many sites available for social bookmarking like StumbleUpon, Dribble, Digg, Pocket, Reddit.

There is another dimension of social bookmarking from SEO point of view. Social bookmarking will help you to get a backlink from social sites by submitting your sites to them by the way of posts, images, videos etc. Although these links are no-follow links, they help in

the visibility of the site. Let me show you how to get a backlink from a few popular social bookmarking sites.

Visit Tumblr site, create your account and sign in to it using your login credentials. Here you may insert post in the form of a simple text, photo, quote, link, etc.

Let us create a simple post using text. Give any suitable title and write something here as the content of your post. Now I want to get one backlink through this post, just select any word or couple of words on which you want to give the link of your website. By using this option, insert the link of your website. The link is created on this word and post it. Just to test it, click on the word. Yes, it is working. The same way you may insert images, quotes and other elements to create backlinks. It will give more visibility and interactivity to your websites as people can share and reply to your post.

You may also share the link of your website directly by using the link option. Just enter your domain or URL. It will automatically fetch the data from your website, If you want, you may add the description by writing something here. And post it. your post is live now. You have earned the backlink.

With, this we have completed our last Module of Search Engine Optimization. I hope now you understand the significance of off-Page SEO in the promotion of our website. I will again reiterate, off-page SEO is not a onetime process rather it is a continuous process and you have to wait for months to see the actual results of your efforts.

Another important point, whatever off-page SEO techniques and tools I have discussed here, it is just the beginning. There are many other tools especially the premium one, that can be used for off-page SEO process. To know more about such tools, refer to additional readings of this Module.

Thank you very much for being with me.

1) Off-page SEO is all about Link building process. **1 point**

True

False

2) _____is a search engine ranking score developed by MOZ. **1 point**

Domain Authority

Page Authority

Page Rank

Link juice

3) _____is a score developed by MOZ that predicts how well a specific page will rank on **1 point**
Search Engine Result Page (SERP)

Domain Authority

Page Authority

Page Rank

Link Juice

4) SEO masters should not use low hanging fruits strategies as these are no-follow links. **1 point**

True

False

5) _____refers to the link given to your website by other websites. **1 point**

Internal Link

External Link

Outbound Link

None

You were allowed to submit this assignment only once.



- Quiz: Quiz-M12 JAN 2024
- Quiz: Quiz-M13 B-JAN 2024
- Module:14: Off -Page SEO Techniques -Part-1
- Module:14: Off -Page SEO Techniques -Part-2
- Module:14: Off -Page SEO Techniques -Part-3
- Module:14: Off -Page SEO Techniques -Part-4
- E-Content: Module:14: Off -Page SEO Techniques
- Quiz: Quiz-M14 A JAN 2024
- Quiz: Quiz-M14B JAN 2024
- Summary Week:5

Week :6

Week :7

Week : 8

Week: 9

Week:10

Week:11

Week:12

Week:13

Week:14

Week-15

Quiz-M14 A JAN 2024

Assignment submitted on 2024-04-14, 20:59 IST

Due date: 2024-04-30, 23:59 IST.

- 1) _____is one of the methods that Google uses to determine a page's relevance or importance.

1 point

- Domain authority
- Page authority
- Page Rank
- Link juice

- 2) Google 'Page Rank' is calculated on a scale

1 point

- 1-10
- 1-100
- 0-10
- 1-1000

- 3) _____are those links that are counted as link points and helps in boosting the ranking of sites in the SERPs.

1 point

- Do follow links
- Back links
- No-follow links
- External links

- 4) The more reputable site, the bigger boost of link juice is transferred to the linked sites.

1 point

- True
- False

- 5) _____is a way to save the favorite Web Pages online for future use.

1 point

- Bookmarking
- Social marketing
- Social Bookmarking
- None of these

You were allowed to submit this assignment only once.



594

Course | Digital Marketing

Introduction

Module 15

Email Marketing- Introduction and Significance

Module 16

Mail Chimp: Building E-mail List and Signup Forms

Learning Objectives

1. Recognize the significance of email-marketing in the digital environment
2. Complete the Mail Chimp set up process along with various settings
3. Use the mail chimp for creating the audience and signup forms

Course | Digital Marketing

Module 15

**Email Marketing- Introduction and
Significance**

Part 1/2/3

What will you Specifically Learn ?

- What is email-marketing?
- What are various types of emails used in e-mail marketing
- How email marketing is impacting business's performance

What is email-marketing?

What is email-marketing?

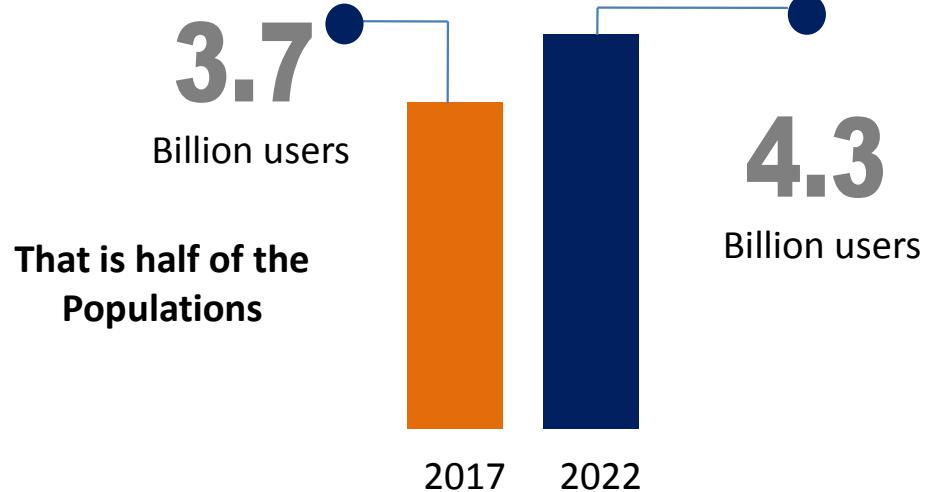
Promoting the products and services through email

Not limited to promotion of the products and services

Relationship with Customers

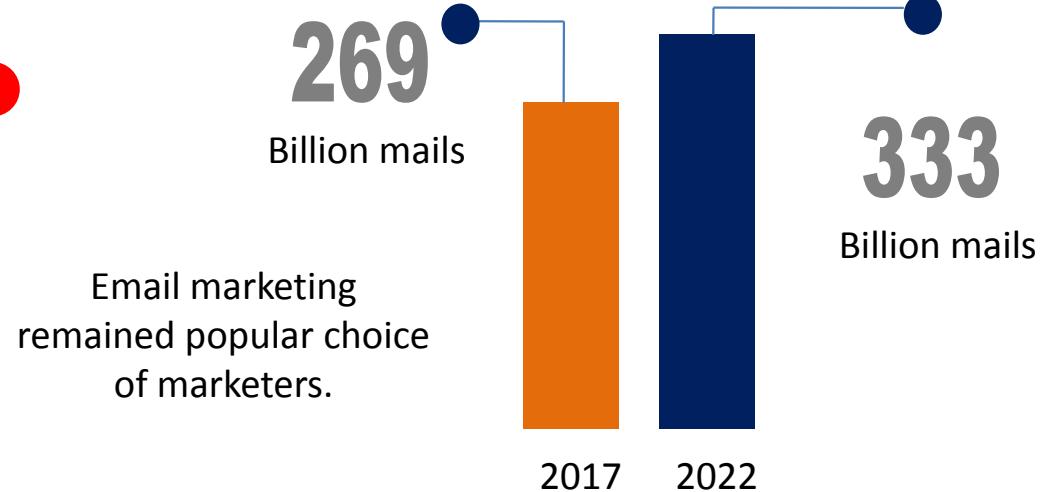
Informed about events and transaction

Extensive Use of emails



Statista, 2018

Large number of email sent on daily basis



Email marketing remained popular choice of marketers.

Statista, 2018

High return on investment

For Every \$1 Spent

\$32



DMA, 2018

Driver of business growth

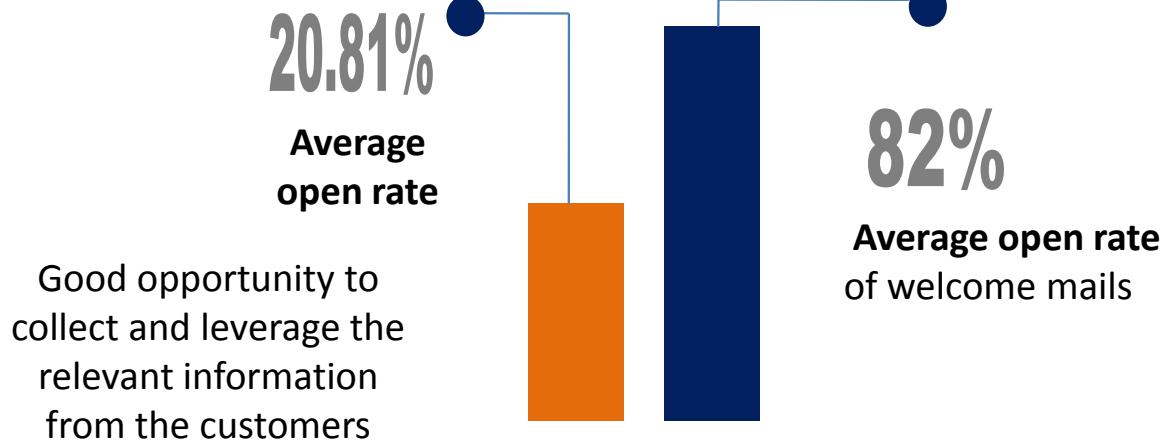
81%

of small business enterprises rely on email as their primary channel to acquire the customers.



Emarsys, (2018)

Open Rate of Welcome mails is very High



GetResponse, 2017

Personalization is the Key to email marketing



50%

**Email with personalized
subject line open rate**

Yes Lifecycle Marketing, (2017)

Abandoned Cart Emails can do wonder for you

An abandoned cart mail is a follow up mail sent to the someone who add items to carts and left the site without making purchases

A business can, regain the lost customers by sending them abandoned cart mails to them



69%

More orders than a single mail

Omnisend (2018)

Interactive Emails increase the engagement

Email sent to prospects or customers creates engagement by offering more interactive content in the mails

Sliders, Gifs, Collapsible Menus

300%

Adding video to the email can increase the click rate

Martech Advisor's 2017

Customers are eager to listen from brand

**Do our customers really want to
listen to us?**

YES

49%

like to receive
promotional mail
from their favorite
brands weekly

Statista, 2018

Mobile Audience is accessible through emails

Increased penetration of smart phones, marketers are always looking for ways to reach mobile users



49%

Opened using mobile phones

IBM (2018)

Types of Emails

Transactional

Relational

Promotional

Transactional Purposes

Transactional purposes are set to facilitate the transactions with the customers

Transactional Purposes

Order Confirmations Mails

Order confirmation e-mails are sent immediately after successful order placement

Open rate is very high

Assure customer that everything is according to the order that a customer has placed

Purchase Receipts

Purchased receipts emails are just like order confirmation mails. Such emails presents details of your orders

Transactional Purposes

Shipping Notices



These mails are sent when items are shipped to the customers

A customer can track the delivery status of the items by using tracking link embed in the mails

Transactional Purposes

Account Creation

These mails are sent when a new account registration or account is created for shopping purpose with login credentials of the customer

Transactional Purposes

Password Reminders/ Reset emails

Most of the password reset mail contains nothing but a link to resent password.

Transactional Purposes

Return Confirmation Mails

Return confirmation mails are sent, when a customer request to return the items purchased because of whatsoever reason

Offer discount, deals, and coupons to regain the customer

Transactional Purposes

Unsubscribe Confirmations

These mails are usually sent in an automated mode
when someone unsubscribe the services

Relational Purposes

Relational mails play a very significant role in engaging the customers and to build the long term relationship with them



Relational Purposes

Welcome mail

This type of email is sent immediately to the new contact automatically

This mail introduces the subscriber to the brand and explains the benefits of being in the contact list

Relational Purposes

Gated Content Delivery



Sending Newsletters/Blog Articles

Blog should receive the alert of new articles when it got published automatically

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Wed, Dec 27, 2017, 8:26 AM

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Posted: 26 Dec 2017 05:48 PM PST

Recruitment for Tradesman-B Vacancy in ECIL Electronics Corporation of India Limited (ECIL), a leading Public Sector Company with a turnover of .1500 Crores (A Unit of Department of Atomic Energy) is looking for dynamic, experienced and result oriented personnel for the posts of Tradesman-B [WG-III] for different Trades (Advt. No. 38/2017) : Vacancies Tradesman posts (UR-20,...

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Central Council for Research in Homeopathy (CCRH) Deptt. of AYUSH (Govt. of India) 61-65, Institutional Area, Opp. D-Block, Janakpuri, New Delhi - 110058 Central Council for Research in Homeopathy (CCRH), New Delhi invites applications in the prescribed format for the following posts of Research Officer (Homeopathy) on direct recruitment basis : Vacancies Research Officer (Homeopathy) (UR-20,...

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Relational Purposes

Confirmation of Webinar or Event Mail

This type of mail is usually sent to confirm the date and time of the event or webinars

Transactional

Confirm the date and time to enable the subscriber to make the schedule

Relational

They will opt for your services and will be with you in the future as well as your customer

Train the Trainer Session - The Update to ATLAS.ti Version 8.4 Confirmation ➤ Inbox

ATLAS.ti Training Center <customercare@gotowebinar.com>
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Mon, Apr 15, 6:35 PM

Dear Tejinderpal,

Thank you for registering for "Train the Trainer Session - The Update to ATLAS.ti Version 8.4".

We kindly invite you to participate in our next Train the Trainer session which will be taught by Dr. Susanne Friese. The main objectives of this session will be to introduce the newest features of ATLAS.ti 8.4 Windows & Mac. We sincerely hope you will be able to attend!

Please send your questions, comments and feedback to: eve.weiss@atlasti.com

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Relational Purposes

Survey

Review

Social Updates

Referral request

Promotional Purposes

Promotional mails are powerful tool to acquires the new customers

66%

Purchase online as a direct result of an email marketing message

Direct Marketing Statistics

Promotional Content

A promotional content may be defined as a content that is perceived as valuable to the audience and it generates sales for brands sending promotional content

Sale Announcement emails

Sales announcements are sent to the existing or potential customers from time to time by the brands

To improve the open rate, the subject line of sales announcement mails should be very catchy

Promotional Purposes

New Product Release

To take the new subscribers through the customer journey from the stranger to partner

Offering discounts, deals and first time buyer coupons

Promotional Purposes



Webinar Announcements
Event Announcements
Trial Offers
Upgrade Offer





GetResponse

Be great. Stay ahead.





Week Introduction: Week: 6

Hello Learners, welcome to another exciting week of our course on Digital Marketing. After understanding the basics of Search Engine Optimization. Now it is time to explore various online platforms used for promotion of products and Services. We will begin with email marketing. During this week, we will cover two modules and these two Modules are

Module: 15: Email Marketing- Introduction and Significance

Module: 16: MailChimp: Building E-mail List and Signup Forms

In the first module, we will learn about the basics of email marketing and its significance in the promotion of product and services with the help of a few statistics

In the second Module, I will demonstrate how to set up a MailChimp account and how to design various signup forms. After the successful completion of this week you will be able to:

1. Explain the significance of email marketing in the digital environment
2. Complete the 'MailChimp set up process' along with various settings
3. Use the MailChimp for creating the audience and signup forms

So, let us move one step more in the field of digital marketing to explore the opportunities of email marketing for our businesses.

Module: 15: Email Marketing- Introduction and Significance

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Part-1

Welcome to the first module of this week and the name of the module is '**Email Marketing- Introduction and Significance**'. You will agree with me that email has become an essential part of our life and is being widely used by individuals and organizations for communication purposes. E-mail marketing is an important domain of digital marketing and in this module; I will discuss the basics of e-mail marketing along with its significance. Under this module, you will specifically learn.

1. **What is email marketing?**
2. **What are various types of emails used in e-mail marketing?**
3. **How email marketing is impacting the business's performance?**

Let us begin by explaining the concept of email marketing

What is email marketing?

I can say with surely that whosoever is using email services must have seen/received a promotional e-mail from reputed brands right in their Inbox. Not only the promotional mail but sometimes you must have received mail like order confirmation mail, reminder mail, announcement emails, product return confirmation mail and so on. It is nothing, but you are experiencing email-marketing in one way or another. Therefore, email marketing is “promoting the products and services through email”. Moreover, it is not limited to the promotion of the products and services; it can also be used for building relations with the customers and to reach out to potential customers. Further, email marketing helps businesses to keep their customers informed about various events and transactions.

Let us have a look at a few statistics about e-mail marketing to understand the opportunities and significance of email and email marketing.

Extensive use of emails.

The total number of email users in the year 2017 was 3.7 billion and it is further projected to grow in the year 2022 to 4.3 billion users (Statista, 2018). It is clear that half of the world population is using email and it is a good opportunity to include email marketing in the overall promotion portfolio.

A large number of emails sent on a daily basis

Have you ever thought about how many emails are being sent and received on a daily basis throughout the world? The number is amazing.

In the year 2017, 269 billion emails were sent and received on each day and this number will further grow to 333 billion daily emails in 2022 (Statista, 2018).

There is no doubt that over a period of time numbers of new ways of communication have emerged. However, email marketing is continuously growing and remains a popular choice of marketers.

High return on investment

The question is always asked about the return on investment in email marketing. You will be happy to know that According to DMA, 2018 *for every \$1 you spend on email marketing, you may expect a return of \$32 which seems to be very impressive!!!!*

The driver of business growth

Customer acquisition and retention is an important element of customer management for all types of businesses. According to Emarsys, (2018), 81% of small business enterprises rely on email as their primary channel to acquire the customers.

There is no doubt that social media platforms, organics search, paid search etc are playing a very significant role in the overall marketing process. However, when it comes to customer acquisition, email marketing tops the chart because of its direct reach and impact.

Open Rate of Welcome emails is very High

To assess the success of email marketing strategy, open rate is a very vital metric that shows how frequently your customers are opening the mail. Have you ever thought about how many people open the emails? Let us talk about statistics. According to GetResponse, 2017, the average open rate of email is 20.81%. You will be surprised to note that, Average open rate of the welcome email is 82%. With such a high open-rate of welcome emails, it offers a good opportunity to collect and leverage the relevant information from the customers.

Personalization is the key to email marketing:

As previously mentioned, the open rate of email is 20.81%. However, personalized emails can impact the open rate up to great extent. According to Yes Lifecycle Marketing, (2017) email with a personalized subject line generates 50 % more open rate. Therefore, email marketing

will work with more success when personalized mails by including the name of the recipient in the mail are sent.

Abandoned Cart Emails can do wonder for you

An abandoned cart mail is a follow-up mail sent to someone who adds items to carts and leaves the site without making purchases. You might have noticed that sometimes customers browse the site extensively, put some items in the cart and exit from the site without completing the checkout process that may be detrimental to the business performance. A business can regain lost customers by sending them abandoned cart emails to them.

According to Omnisend (2018), by sending three abandoned cart emails results in 69% more orders than a single mail?

Interactive Emails increase the engagement

We discussed the relevance of engagement in one of the modules at the beginning of the course. Email sent to prospects or customers creates engagement by offering more interactive content in the mails. Statistics show that just adding video to the email can increase the click rate by 300% (Martech Advisor's 2017). Inserting sliders, Gifs, collapsible menus increase the interactivity of emails

Customers are eager to listen from brand

Do our customers really want to listen to us? Interesting statistics say 'YES'. According to (Statista 2017) 49 % of customers said that they would like to receive promotional mail from their favourite brands weekly. With these statistics, it is evident that your customers would like to listen to you and you need not worry about sending frequent emails to your customers.

Mobile Audience is accessible through emails

With the increased penetration of smartphones, marketers are always looking for ways to reach mobile users. There cannot be a better way of reaching them out through emails as according to IBM (2018), 49 % of all emails are opened using mobile phones.

By looking at the statistics, it is clear that email marketing always stood in the test of time. If you really want to acquire the customers and want to build long term relations with them, you cannot ignore 'E-mail marketing'.

Part-2

After understanding the significance of email marketing with the help of statistics, It is time to talk more about email marketing. In this video, I will discuss various objectives and types of mails. As you know, promotion is not the only purpose of email marketing. There are other objectives of email marketing as well. Let us discuss them

There are three types of email from a marketing purpose perspective. And these are

1. **Transactional**
2. **Relational**
3. **Promotional**

Let me explain in detail with the help of examples.

Transactional Purposes

Transactional purposes are set to facilitate transactions with customers. For this purpose, transactional e-mails are used. There are various forms or types of Transactional emails.

Let us discuss them.

Order Confirmations

Order confirmation e-mails are sent immediately after successful order placement. I am showing you the order confirmation mail received from Amazon.

The open rate of such emails is very high as every customer is interested in knowing the details of the order. Moreover, such emails assure the customer that everything is according to the order that a customer has placed. Most of the brands don't make any attempt to optimize order confirmation emails.

But look at the strategy of Amazon what they do to optimize the Order confirmation emails.

Here in Amazon is recommending me top products based on my interest or the products that I previously purchased. It will surely help the brand to use order confirmations for future emails.

Very Interesting!

Purchase Receipts

Purchased receipts emails are just like order confirmation emails. Such emails present details of your orders.

Look at the mail received from Tank studio.

The open rate of emails is very high. These mails can also be leveraged for growth purposes. Like in this template, you can see a few tabs like 'Home' and 'Contact us' are used to provide more interactivity.

Shipping Notices

Shipping mails really excite customers. These mails are sent when items are shipped to the customers. A customer can track the delivery status of the items by using tracking link embed in the mails. Here is the template of shipping mail.

Although, the purpose of such emails is to update the delivery status. However, these emails can be leveraged to increase the traffic to a website or to social profiles like this one.

Account Creation

These emails are sent when a new account registration or account is created for shopping purposes with login credentials of the customer. Here is an example. Although, there is nothing to leverage in case of such emails but customers may be asked to go for social sharing

Return Confirmation

Nothing technical, return confirmation emails are sent when a customer requests to return the items purchased because of whatsoever reason. Such mails can also be used to offer discounts, deals, and coupons to regain the customer. Moreover, you may also promote other products based on the browsing history of the customer. Like here

Password Reminders/ Reset emails

Most of the password reset emails contain nothing but a link to reset the password. Like here.

Unsubscribe Confirmations.

These mails are usually sent in an automated mode when someone unsubscribes the services. There is not much to do with such emails. However, you may ask the customer to tell reasons for unsubscribing. It may help you in managing future customers.

Relational Mails

The second type of mail category is relational mails. Relational emails play a very significant role in engaging the customers and to build a long-term relationship with them. For this purpose, different types of mails are used. Let me give you an overview of such types of emails.

Welcome mail

I think we all of us must have received this type of mail at least once in the last few days. This type of email is sent immediately to the new contact automatically. This mail introduces the subscriber to the brand and explains the benefits of being in the contact list

Gated Content Delivery

You must have noticed that sometimes if we want to download a free book, brochure, and any other free information we have to pay a price for that either in the form of exchanging our email ID or social sharing. The content that you will download is called gated content.

Usually, an automated mail is sent having a link to download the content. Though this mail seems to be transaction one, there is a lot of scopes to use this mail creatively

Let me show you an example of Gated content delivery mail.

This is the mail received from DigitalMarketer to download The Ultimate Guide to Digital Marketing

And here is the link to download my free pdf book on digital marketing

Sending newsletters or Blog Articles

Every blog writer aims that subscribers of his blog should receive the alert of new articles when it gets published automatically. This is done by sending automatic emails to the subscribers. Here is an example of this type of mail.

Confirmation of Webinar or Event Mail

Again, it is a very common type of mail, which is usually sent to confirm the date and time of the event or webinars. This type of mail is both transactional and relational mail. As a transactional mail, you have to confirm the date and time to enable the subscriber to make the schedule. As a relational mail, you have to optimize the mail in such a way that they will opt for your services and will be with you in the future as well as your customer.

This is an example of a Webinar or Event Mail.

There can be other types of mails that can be used as relational mails like Survey, Review, Social Updates, Referral request etc.

Promotional Emails

Promotional mails are a powerful tool to acquire new customers. According to Direct Marketing Statistics, 66% of consumers have made a purchase online as a direct result of an email marketing message.

Let me explain various types of Promotional mails

Promotional Content

Every day, we receive promotional emails having promotional content of products/ services/ events etc. Promotional content may be defined as a content that is perceived as valuable to the audience and it generates sales for brands sending promotional content.

This is my personal Gmail account. And you can see various Promotional mails are there, let me open this one. Yes, it contains promotional content about various products of the company.

Sale Announcement emails

Sales announcements are sent to the existing or potential customers from time to time by the brands. These mails play a significant role in engaging customers than any other mail. To improve the open rate the subject line of sales announcement mails should be very catchy

These are examples of sales announcements

New Product Release

The role of email marketers is to take the new subscribers through the customer journey from the stranger to partner. New product release emails are sent to both existing as well as to potential customers. You may leverage such mails by offering discounts, deals and first-time buyer coupons

Similarly, there can be other promotional emails such as Webinar Announcements, Event Announcements, Trial Offer, Upgrade Offers.

Part-3

Hello, everyone. I would like to ask one question to you. According to you, which platform should we use for email marketing?

I think most of you might be thinking Gmail, Yahoo mail, Rediff mails etc.

No!!!

Email marketers don't use any of these platforms as these platforms are meant for personal or business communication only, not for promotional purpose.

In this video, I will briefly discuss various platforms that are being used by email marketers.

In the subsequent modules, I will discuss one of these platforms in a very comprehensive way.

Let us start with marketing tools.

Constant Contact

First, we have a Constant Contact bulk mails sender that you can use for email marketing purpose. This is a premium platform. However, you can use it for free of cost for one month.

Let us have a look at a few features of this platform

It supports drag and drop editing that means various elements of email like images, links, fields, videos can be added by just dragging and dropping.

According to the official website, it helps in driving more sales in a less period with automatic systems.

Further, it supports eCommerce e-mail marketing where you can acquire new customers, engage them, and segment the customers on the basis of some predefined criteria.

By using this platform, you can manage the contacts easily like you can directly upload excel files, data from salesforce or any other source.

This is a great tool to measure email marketing efforts in real-time. You can easily see who is opening, clicking, and sharing the mail.

By using this platform, you can easily automate your email marketing campaigns, run surveys and pools, run donation campaigns and other things.

Let us check Pricing plans: At cheapest, you can send 10000 mails months @just 323Rs along with other features. Similarly, you can browse for other plans as well.

Just go to the website of Constant Contact and have more knowledge about the features of this platform.

Get Response

‘Get Response’ is a popular email marketing platform and it offers you many more features just than email marketing. According to the website of ‘Get Response’, it has more than 350,000 Business users as on date and is further growing.

It has some very good unique features like designing landing pages, the setting of webinars and auto funnel.

This platform has the power to integrate with most of the popular apps like WordPress, Facebook, Paypal etc.

The interface is very intuitive and simple and supports drag and drop features. Similar to other platforms it has all advance features of email marketing like segmentation A/B testing, Autoresponder and software integrations,

This platform is very suitable for medium-size business and does not require any technical skill.

As far as pricing is concerned, it is a bit costlier and a basic plan for 1000 emails per month starts from \$15. There is a free trial of 30 days where you can access all the features of this platform

MailChimp

‘MailChimp’ is a simple and very effective tool of email marketing and is primarily used by bloggers and small websites because of its free plans.

The popularity of this platform can be seen from the statistics provided on its website that over 1 billion emails are sent per day using this platform. This platform has all advanced features that are essential for email marketing like email automation, landing pages, integrations, social media ads etc.

Under the free plan, you can add up to 2000 subscribers and send 10000 emails per month. Most bloggers and small businesses are using this platform because of its cost-effectiveness.

Now the good news, even in our course, we will learn how to use MailChimp for email marketing purpose, just wait for that

AWeber

AWeber is another very popular tool for email marketing almost for the 18 years in the market. It has all the important features starting from basic to advance. You will get access to drag and drop email editor, pre-designed email templates, Email automation, Split testing, Autoresponder, and integration to various platforms.

Further, you may have insight into how customers are opening, clicking, and sharing emails etc mails.

You can access various features of AWeber by subscribing to a one-month trial period.

Drip

Drip is the fast-growing email platform specially designed for bloggers, marketers and eCommerce websites.

This tool is often called intelligent marketing automation as it does so many things for you like collection of customer data, personalization, engagement and optimization

This platform is suitable for those businesses who sell a lot many products and want to create a complex marketing sequence

The good thing about this platform is that its starter plan up 100 subscribers and unlimited mails is free forever.

Similarly, there are other email marketing platforms: SendInBlue, ConvertKit, Keap, MailerLite, ActiveCampaign.

You may explore them further by visiting the respective websites.

So, this was an overview of various email marketing platforms. The purpose of showing features and pricing plans was to apprise you about the email marketing platforms industry.

The choice to select an appropriate platform depends on your budget and the scale of business.

In the next module, we will learn about designing email marketing campaigns using MailChimp by understanding each and every step of it.

Join me in the next Module. Thanks for being with me.

Links to Part 3

Constant Contact	https://www.constantcontact.com
Get Response	https://www.getresponse.com/
MailChimp	https://MailChimp.com/
AWeber	https://www.aweber.com/
Drip	https://www.drip.com/
SendInBlue	https://www.sendinblue.com/
ConvertKit	https://convertkit.com/
Keap	https://keap.com/
MailerLite	https://www.mailerlite.com/
ActiveCampaign	https://www.activecampaign.com/



- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part:2
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part:3
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part:4
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part:5
- E-Content : Module: 16: Mail Chimp: Building E-mail List and Signup Forms
- Quiz: Quiz16A Jan (2024)
- Quiz: Quiz16B Jan (2024)
- Additional Content / Videos : Module: 16: Mail Chimp: Building E-mail List and Signup Forms
- Week Summary

Week:7

Week : 8

Week: 9

Week:10

Week:11

Week:12

Week:13

Week:14

Week-15

Quiz-M15 A Jan (2024)

Assignment submitted on 2024-04-16, 14:55 IST

Due date: 2024-04-30, 23:59 IST.

- 1) Which of the following is not an e-mail - marketing platform ? 1 point
- MailChimp
 Drip
 Constant Contact
 Elementor
- 2) According to Get Response (2017), the average open rate of email is 1 point
- 20.81%
 21.81%
 81.20%
 21.80%
- 3) A gated content is 1 point
- a paid content
 Content available in exchange of your mail id or social share
 a free content
 Content on social media
- 4) According to Statista, in 2018 the total number of e-mail users were 1 point
- 3.7 billion
 7.7 billion
 5.7 billion
 6.7 billion
- 5) How many subscribers can be added to MailChimp in a free plan ? (Please select the answer as per the discussion) 1 point
- 2000
 3000
 1500
 4000

You were allowed to submit this assignment only once.



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- Additional Readings/ Videos / Links : Module: 15: Email Marketing- Introduction and Significance
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-1
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-2
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-3
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-4
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-5
- E-Content : Module: 16: Mail Chimp: Building E-mail List and Signup Forms
- Quiz: Quiz16A Jan (2024)
- Quiz: Quiz16B Jan (2024)
- Additional Reading / Videos : Module: 16: Mail Chimp: Building E-mail List and Signup Forms
- Week Summary

Week:7

Week : 8

Week: 9

Week:10

Week:11

Week:12

Week:13

Week:14

Week-15

Quiz15B Jan (2024)

Assignment submitted on 2024-04-16, 14:57 IST

Due date: 2024-04-30, 23:59 IST.

1) A welcome mail is

1 point

- Promotional mail
 Transactional mail
 Relational mail
 Personalised mail

2) Which of the following is a promotional mail ?

1 point

- Promotional content
 Sale announcement e-mails
 New product release
 All of these

3) The domain of e-mail marketing is limited to promotional mails only

1 point

- True
 False

4) A personalised mail is

1 point

- A mail sent to the personal id of the person
 A mail sent to the person with her/his name
 A mail having personal messages
 All of these

5) The abandoned cart mail is

1 point

- a mail sent to confirm the order
 a mail sent for return confirmation
 A mail sent to customers as a reminder who added product to cart but did not purchase it
 A mail as request to add items to the cart

You were allowed to submit this assignment only once.



649



Course

Digital Marketing

Module 16

**Mail Chimp: Building E-mail List and
Signup Forms**

What will you Specifically Learn ?



1. How to sign up for Mail Chimp and Edit the Profile?
2. How to create the Audience List from Scratch?
3. What are various ways of creating Audience list? And
4. What are sign up forms and How to Design Signup Form?

Module: 16: MailChimp: Building E-mail List and Signup Forms

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



PART-1

Hello everyone!!

Hope all of you are excited to understand the working of MailChimp, a platform for email marketing. As I discussed earlier, MailChimp platform is very popular among bloggers and small-scale businesses when it comes to email marketing. The free plan to send 10000 emails in a month makes it the first choice of the beginners of email marketing. In this background, I welcome you to 2nd Module of this week i.e. **MailChimp: Building E-mail List and Signup Forms.**

What will you specifically learn under this Module?

1. How to sign up for MailChimp and Edit the Profile?
2. How to create the Audience List from Scratch?
3. What are various ways of creating Audience list? And
4. What are sign up forms and How to Design Signup Form?

I assure you; this module is going to be very interesting as whatever form of email we are experiencing in our daily life; you will be able to design them. Moreover, practical learning will help you to build up the emails list using various signup forms that you can use in various email marketing campaigns.

If you want to start the journey of email marketing without any step skipped, just follow me.

Signup to MailChimp

First thing first, let us sign up to MailChimp first.

Go to [MailChimp.com](https://www.mailchimp.com). I have given the link in description also. This is the home page of MailChimp. It describes various features and pricing plans of MailChimp. You may go through it later on in your free time.

Let us start the process of Sign up.

At the top right corner, click on **Sign Up for free**

Enter the mail Id. It may be any mail ID like Gmail, Yahoo mail, Rediffmail etc.

Enter the username of your choice which you can remember easily

Set a strong password in the combination of letters and symbols. Once confirmed click **Get Started**

Check the mail used by you and activate your account.

Let us go to our inbox.

Open the mail received from MailChimp client.

‘We are glad you are here’. Activate Account.

Confirm you are human.

Yes, we are human, Click **I am not a Robot**.

Prove it that you are not a robot.

Here it will show you various plans.

As we are just in the learning stage, Select the **free plan**

In the free plan, you can have a list of 2000 subscribers which are good enough to start with

Click complete

Welcome to MailChimp

MailChimp would like to know more about you, Fill the required details

Your First Name

Your Last Name

You can even give the name of your business. But it will not be visible to your subscribers

Continue

Tell us about your business details

Enter your business name.

Do you have your website?

Yes, we have.

Enter the address of your website. If not click **No**

Continue

Here, we have to add the address of our business. Let me quickly add the address

Continue

Do you have a list of email subscribers?

No, we don't have

Continue

Connect to social Media

Leave it as it is

Let us find the marketing path

Not right now

Our Account is ready. For more updates, check these boxes and Go

The account is ready.

It says let us get started. But we don't have any subscribers yet. We will come back to it. Let us make some changes in our Profile. Go to the right top corner, and select profile First upload your image or logo of your business here. If you want to edit the image, edit it from this button and save. At a time If you want to remove the image remove it from here. Make sure in the basic information, everything is ok. Enter your Website here.

In future, you want to change the password, change it from here.

Leave Security and login notification uncheck and update

Profile settings successfully changed.

So this was the process of setting up a MailChimp account. It was a very easy and simple process. Create your MailChimp using these simple steps as we need it in the next part of the process. Let us move further.

PART-2

Creating Audience

Welcome back to the next part of the module. Without an audience, email marketing has no meaning. We must have a list of subscribers to whom we want to send our promotional emails. So, the very first task in email marketing is to create an audience list. Let us see how to create an audience list in MailChimp.

Log in to MailChimp

Sometimes it asks for account verification, you may verify your account by SMS or by enabling a security question or you can do it later.

This is the interface where we left last time.

To create and view the audiences, go the audience,

The name of our audience is Dmmooc and has one contact.

But we have not added anyone, who is this

Let us see

View Contacts

Ohh.... this is me only.

Let us delete it. And create our audience from scratch,

Remove contact

Delete permanently by typing **PERMANENTLY DELETE**

Confirm

1 contact is successfully deleted.

Now we don't have any subscriber to the list

Now let us start adding Contacts to the list.

There are two methods of adding subscribers

One is manual and another is importing.

Let us first add contact manual

Click add subscriber

Fill all details of the subscriber starting from email, first name, last name, address, phone number, Birthday, TAG

Tag is noting. These are used if you want to add anything to the contact like what is the source of contact.

Use this plus sign to add the Tag

Check: The person gave me permission to email. If a person is already in this list and you want to update. Check this button.

And subscribe

Congratulation we have added our first subscribers ‘

Let us view it.

Yes, he is there, with all the details

You can see, by default, there are many headings like first name, last name, address, phone number; you can toggle the headings like I don't want the address. Just uncheck it. Save it.

See address has gone.

The manual method is ok when we have just a few contacts. But it may become a terrible job when a large number of mail IDs are to be entered. If your mail data is stored in a file then ‘Import Contact’ is a good option to work with. To use this method, click import contacts, There are three different ways to import the contacts: CSV or TAB delimited text file, Copy-paste and integrated services. We will use the first two. Let us start with **first**.

CSV or TAB delimited text file.

Click **Continue** to set up.

Here we have to upload the CSV file only. If you have an Excel file containing email data, first convert it to a CSV file. Open the file. It has 4 columns; first name, last name, email and mobile number. To convert it to CSV, go to SAVE AS and select excel workbook. From SAVE AS type dropdown, select CSV comma Delimited and save, OK

Yes

See, a new CSV file has been created

Go back to MailChimp.

Upload the file here.

Click browse

Select CSV file that you have just created

And open

Contacts are uploaded

Continue to match

What does it mean?

Actually, to maintain the uniformity, MailChimp has default column headings, like First Name, Last Name, Phone number etc.

But in our file, we have given different headings. So matching is important.

Click "Continue" to match.

Here you can see; out of 4 columns, 3 are mismatched.

Let us match them

In our file, it is named '*name*'. With which default heading of MailChimp it will match. Click EDIT

And make a selection out of available options. This is the first. The second column is the last name. In our file, no heading was given. Let us select a suitable heading from Edit. Select the last name and Save. Email is automatically matched. Need not to do anything

Mobile number is a mismatch. Follow to the same process to match it and save. Now everything is matched. **Continue** to organize. If you want to add Tag, you can use this plus sign type tag and select it. Tag is added.

You may change the status of the contact. Let it be subscribed only. Want to update the existing contacts, check this box.

Continue to review.

If everything is ok

Click **Import**

Wow !!!! 9 contacts are successfully added

And here is the detail of all contacts with all the columns that we matched.

Now tags are also visible

Copy-paste function

Now let us see how to add contacts using **copy-paste function**

From add contacts, click import contacts, Select, '**copy-paste from file**'.

This is the place where you have to paste the contact list of subscribers.

Open the excel file, it need not to CSV file, copy all contact including column headings and Paste here. Check this box.

Again, we have to match the column headings

Click **continue**

There are 3 mismatch columns, the only email is properly matched.

Follow the same process of matching.

All columns are matched

Continue to organize

Add tag here to give the identification to these contacts. You may leave it blank as well.

Check this box, if you want to update the existing contacts, continue to review.

You are all set to import.

Click Import

All 12 contacts are added. In total now we have 22 contacts in the list including the copied one

Great!!!!

Let us remove this birthday column

Go to toggle column

Uncheck and save it

That column is gone

You can see the audience metrics at any time by going to the audience dashboard, like growth in contacts, tags, from where the contact comes from. We will talk about the rest of the features in a while. So, this was how to create an audience list. To learn all the steps properly, just create an audience list on your own and add subscribers to this list using various methods such as manual, copy paste and importing CSV file.

Now let us proceed to the next step

PART-3

Now, we have created our audience. When we start our marketing campaign, our mails will start going to this audience. But there is a need to make changes in the settings of the audience list. Like, what is the subject line, from where the mail is being sent, if the subscriber replies then on which mail you will receive it and other settings? So, let us make some changes in the Audience list.

Audience Setting

You can create multiple audiences depending on your campaigns. Each audience will be independent. You can select any audience list to run your campaigns. However, in the free version of MailChimp, you can create one audience list only.

It is very important to make some changes in the settings of the audience list for its effective use.

Let see, what are the settings of the audience list and how to set appropriate settings.

Go to the audience

From manage audience

Go to View Audience

It says you have exceeded the limit, to add another audience list you have to upgrade your plan.

There is one list named as **dmmooc** and 22 contacts. To change the settings, go to settings

Here are a bunch of settings,

First click audience name and defaults

If you want to change the name, change it from here.

This is important

Enable Double-Opt-In, if any subscriber will joint list using signup form, then there will be double confirmation. A confirmation mail will be sent to the mail ID submitted in the signup form. Once, a subscriber will confirm, only then the subscriber will be added to the list.

What are the signup forms? how to design them? We will discuss it in a while.

Enable GDPR, the **General Data Protection Regulation (GDPR)** is a legal framework that sets guidelines for the collection and processing of personal information from individuals who live in the European Union (EU).

As of now just, leave it unchecked

The next settings are **campaign default**.

When any mail will be sent to this audience, these are the field settings that will appear in the inbox of the subscribers

First, we have a name, from where the email has come, it may be a person's name or company's name. Subscriber will easily recognize you

This is the mail id where you will receive the reply. And shown to the subscriber from where the mail has come

Then we have a subject line where you can give the crux of a mail/offer/ invitation

Next, we have a campaign URL, generated randomly. It will help you to open your campaign in the browser directly and can be hosted on a website or social media platform. I will show you an example of it in a while.

Next, we have how you would like to receive the notification of subscribers. It says 'not recommend' for large audiences but for the experiment purpose, give you mail ID on which you want to receive the notification. Let us look at a few more settings.

You may send the final welcome mail to subscribers. The content of the welcome mail will be edited in from the designer

If any subscriber unsubscribes your list, then you should send him a goodbye message. Check this box.

Everything looks fine save the settings.

After audience name settings, let us have quick look at the rest of the settings

Publicity settings

Let it be the default. Your campaign will be public and can be discovered by others

Audience fields and merge tags

Merge tags are used to personalize the mails. You might have noticed that sometimes mail comes with your name. That is possible because of merge tags.

Mailchimp has default Merge tags. If you want to edit these merge tags, you can edit from here.

How to use merge tags? We will discuss in the coming modules.

Then we have the **email footer content**

First is the permission reminder. Your audience may not remember when they sign up for emails.

There is a line that reminds them about their subscription like you are receiving this mail because you opted via our website. If you want to edit this message you can do it from here.

These are the details how the recipient can contact you. Here it is mandatory to give the physical address as it is required by the law. Give the required contact details here. These will be visible in the mail.

There are few advanced settings like Email beamer, Google Analytic, Google Web look. Let them as the default settings.

So, we have made the audience settings. I advise you to please read the help section or the guidelines given next to each setting before making changes in the settings. This is very important as one wrong setting may spoil the entire marketing campaign. So be careful. Let us move further.

Creating Signup Forms

Welcome back to the module on email marketing

You might have noticed while creating an audience, we are using some email lists that have been purchased or prepared internally by us. But we want our prospects or customers to subscribe to our list and audience list should be created automatically.

Here, we need to create signup forms. These forms can be shared across different platforms such as social media, mobile phones, and offline media using QR Codes. Look at this, this is an example of Sign-up form having different fields and call to action. Let us see how to create this type form in MailChimp?

Log in to MailChimp, and click the audience.

Click Manage audience, and click the sign-up and click the sign-up form

You can see here; we have four different types of forms that we can create like Form builder

Embedded from

Subscriber pop up

And form integration

Let us first talk about the form builder

This is used to create the basic form from scratch and acts as the base form for other types of forms.

This is the place where we will build the form.

You can build various types of forms here and sign up form is one of them. We will use the signup form only.

This is the URL of signup form and can be shared with anyone at various platforms. Let me show you. If you open it in a new window this is how it will look like.

Now, this is the form that will be visible to our prospects or customers. It has various fields and call to action. You can use this form as it is or you may customize it fully as per your needs. Let us see how to customize it.

This is the place where you can customize the form and see the live preview.

To customize the form, first, we have to use the ‘build it’ option.

This option is used to add or delete the fields in the forms.

Here on the right-hand side, you can see we have the option to add the new field in the form like text, number, radio button etc. Let me show how to add a field in the form, say radio button. Click it. See so many settings have appeared for this field and a new field is also added to the form. Let us edit this field. First, give the label

Like how did you reach us?

If you want to make it compulsory field, check it

Here enter various options like Internet, Print, Field, TV, and save the field

See our new field is updated with new options

Let us have a preview of it

Yes, these fields are there now.

If you want to delete it, click this Minus sign and type **DELETE**. Our field is gone

Now let us make our form more beautiful and colourful

Click **Design it**. We have three options to beautify the form: Page, body, and form. Further, each option has a few more options.

First, page.

Background, you may change the background colour.

Then we have header related settings. This is the header. You may change the font size and other settings from here.

From here, you can change the outer warp colour

Then we have the body of the form

Form foreground you may change the background colour

Default settings are related to this part. Like, I have changed the font.

Then, we have Form settings applicable to various fields and call to action

First, we have button settings i.e. call to action.

Change the colour

See here, Button colour has changed to red

Next, we have button hover settings

Field labels

You may customize them. Then field text settings.

Explore rest of the settings

Let us see the final preview

Yes !!!! all changes have been applied

This is the final URL. Share it over Facebook, Twitter or you may generate the QR Code. So, this is all about how to design a signup form from scratch. Do some experiments with various settings of Signup form and choose the best one for your audience? Things are not yet over.

We will learn a few more types of forms in the next video. Just join me

PART -4

Now, we will discuss the embedded form. Embedded forms are used when you want to host the signup form on your WebPages. Like this one.

Let me show you how to add it to your website

Select embedded form

Here are different types of embedded forms like

Classic

Condensed

Horizontal

Unstyled and few advanced options

In the right-hand side, you can see the preview of each form as well

If you want to edit the form, you may edit the field from the form builder that we just discussed in the last video.

Each form has different options. Just play around these options.

Now the question is, how to embed this form on the website. It is very simple. Copy this code.

Go to WordPress Dashboard:

Add a new page where you want to add a form. Give the title here like Subscribe to Our Newsletter. Add a code block. From right-hand settings, select code editor. Paste the code here.

See the preview

Your form is here.

Publish it.

Now whosoever will subscribe to your newsletter, he or she will be added to the Audience list automatically. Let us add one subscriber

See in the audience list

Yes !!!! the subscriber is there

Next, we have a subscriber Pop-up. Form

You may Design a pop-up signup form that can be embedded on any site.

These types of forms appear immediately or after some times when the user is on the page.

Let us see how to design it.

Select subscriber Pop-up

This is the page where you can customize the form

You can see the live preview for both desktop and mobile version.

Let us change the

On the right-hand side, we have few settings.

First design

You can change the format.

These are pop-up settings

When the form should be visible? Immediately or after a few seconds. Let us select five seconds

Then image alignment. Suppose left.

Overlay opacity is the transparency level of the form. Select the desired level.

These are field settings. Do some experiments and select the best one.

Then we have fields. If you want to add more, add them from here. But keep it simple,

You may change the content settings like uploading the image

Body settings and footer settings

Now the last step.

Generate the Code

Copy this code and paste in the desired page. Suppose this the page where I want to add pop form

Paste it here

Let us preview it.

Yes, after five-second, pop up is there. In future, if you want to make any change in the form.

Make changes from here and publish. Changes will automatically be applied to the pop-up form.

Lastly, we have form integrations

Here, you can create the form using third-party platforms like Wufoo, and SquareSpace. In this case, subscribers will be added to your MailChimp Audience list.

More details got to the link given in the description.

Let me show you the process of ***Wufoo***

Log in to Wufoo form builder.

You may design the form from scratch or use the templates.

Let us design from scratch

This is the Wofoo interface

The left-hand side we have form fields and right and side we have the preview.

Select or drag and drop the field. To change the labels, select the field. Settings will appear and change the settings from here like the name of the field

Add email field

Add one more field like gender

You may also import predefined choices.

You may add few fields to the form by following the same process

Save the form.



- Additional Readings/ Videos / Links : Module: 15: Email Marketing- Introduction and Significance
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-1
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-2
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-3
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-4
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-5
- E-Content : Module: 16: Mail Chimp: Building E-mail List and Signup Forms
- Quiz: Quiz16A Jan (2024)
- Quiz: Quiz16B Jan (2024)
- Additional Reading / Videos : Module: 16: Mail Chimp: Building E-mail List and Signup Forms
- Week Summary

Week:7

Week : 8

Week: 9

Week:10

Week:11

Week:12

Week:13

Week:14

Week-15

Quiz16A Jan (2024)

Assignment submitted on 2024-04-19, 12:34 IST

Due date: 2024-04-30, 23:59 IST.

1) How many subscribers you can add in Free Plan of Mail Chimp

1 point

- 3000
 2000
 4000
 5000

2) How many lists you can create in Free mail chimp ?

1 point

- 1
 2
 3
 No limit

3) Which type of file you can import to mail chimp for contacts ?

1 point

- .doc
 .csv
 .png
 .jpg

4) GDPR stands for General Data Protection Regulation (GDPR)

1 point

- True
 False

5) If you want to host a link of sign up form on your website, which one is the right approach ?

1 point

- Contact form
 Embedded form
 QR form
 None

You were allowed to submit this assignment only once.





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- Additional Readings/ Videos / Links : Module: 15: Email Marketing- Introduction and Significance
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-1
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-2
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-3
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-4
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-5
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Week:12

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Week:14

Week:15

Quiz16B Jan (2024)

Assignment submitted on 2024-04-19, 12:40 IST

Due date: 2024-04-30, 23:59 IST.

- 1) Which of the following types of forms are available in Embedded form ?

1 point

- Classic
 Condensed
 Horizontal
 All

- 2) What is the right option to add Pop-up form ?

1 point

- Use WordPress Plug-in
 Paste the code in a body of the page
 Embed the code in Theme footer
 None

- 3) Which of the following is/are third party platform to integrate the sign up form ?

1 point

- Wufoo
 SquareSpace
 Both (Wufoo and SquareSpace)
 None

- 4) How can you share a sign up form ?

1 point

- Sharing link
 Sharing link on Facebook
 Sharing link through QR code
 All of these

- 5) MailChimp forms can't be integrated with third party

1 point

- True
 False

You were allowed to submit this assignment only once.



666



Course

Digital Marketing

Week Introduction

Module 17

Week Introduction

Learning Objectives

1. Design various types of e-mail marketing campaigns using MailChimp interface
2. Automate various types of e-mail marketing campaigns using email automation function of MailChimp
3. Develop the overall email marketing strategy along with various tips to monitor various email marketing campaigns

Module 17

Designing e-mail marketing campaigns using
Mail Chimp

Module 18

Email – Automation

Module 19

Email Marketing Strategy and Monitoring

Course | Digital Marketing

Module 17

Designing e-mail marketing campaigns using
Mail Chimp

What will you specifically learn under this module?



- What are various types of templates?
- How to design email templates from scratch?
- How to customize the inbuilt email templates using various blocks?
- How to use Content studio to upload the content to emails?
- How to design and edit email marketing campaign?
- How to make segments and groups in audience list?

What are email marketing campaigns ?



Email marketing campaign is a term used to define a targeted and comprehensive plan that begins with a concept, and evolves into the presentation, delivery, and various reviews of the efficacy of the initial plan

iConnect,2019

Email marketing campaigns can also be comprised of several rounds of messages meant to build familiarity and trust around a product or service

What are email marketing campaigns ?

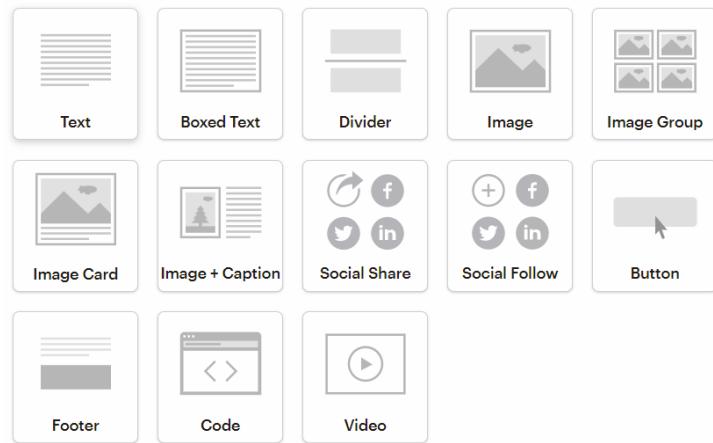
An email marketing campaign is a sequence of marketing efforts which provides multiple recipients at once and at the most convenient time with valuable content and relevant offers via emails in order to build deep and trustful relationships



What is a Template ?

A template is a saved design that can be reused when creating email campaigns

A template usually contains the content of your mail including various Blocks such as logo, images, videos, call to action, social share icons etc



How to design a Template?

What is a Segment?

A segment is a group of subscribers based on some common characteristics



What is a Group?

Groups are similar to segments, and subscribers are grouped based on their preferences and interest automatically

The screenshot shows a user interface for managing groups. At the top right is a 'Create Groups' button. Below it is a 'Hide Groups' button. On the left, there's a section titled 'Interest' with a 'Edit' link and 'Checkboxes' and 'Delete' links. Three groups are listed under 'Interest': 'Sports' (with 1 contact), 'Education' (with 1 contact), and 'Political' (with 0 contacts). Each group has a 'Edit' link and 'Delete' links at the bottom right.

Group	Count	Action
Sports	1 contacts	Delete · Import · Send
Education	1 contacts	Delete · Import · Send
Political	0 contacts	Delete · Import · Send

What is a Group?

In this case we have to insert one question in a signup form and based on the responses of the subscribers they will be grouped automatically in our audience list

Interest

Sports

Education

Political

Subscribe

Week Introduction

Hello Everyone,

I hope now you have a proper understanding of the basics of email marketing and how to create audience list and various sign-up forms using MailChimp. We will continue our learning about email marketing during this week as well. So, welcome to the next week our course. During this week, we will cover three Modules and these three Modules are:

1. Designing e-mail marketing campaigns using MailChimp
2. Email –Automization
3. Email Marketing Strategy and Monitoring

In this first module, we will discuss how to design marketing campaigns using various types of email marketing campaigns and how to design beautiful campaigns templates using the inbuilt email designer.

In the second, Modules, we will learn how to automate the entire-email marketing campaigns using various features of mails chimp's automation interface.

In the third and last module, we will learn a few tips to make an email marketing campaign successful.

After the successful completion of this week, you will be able to

Learning Objectives:

1. Design various types of e-mail marketing campaigns using MailChimp interface
2. Automate various types of e-mail marketing campaigns using email automation function of MailChimp
3. To develop the overall email marketing strategy along with various tips to monitor various email marketing campaign

So, if everything is ok, let us start discussing various Modules of this week.

This week is again going to be very practical. So, I advise you whatever I will discuss during this week, just follow the steps so that you can understand the things in a better manner

Module: 17: Designing e-mail marketing campaigns using MailChimp

Presenter:
Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



PART-1

Welcome to the first module of this week and the name of this module is **Designing e-mail marketing campaigns using MailChimp**.

As discussed earlier, every day there are so many promotional emails beautifully designed using images, videos and animations right in our inbox. I always wonder how all these mails are designed and managed. Don't worry; this is the Module where we will discuss all these steps.

What will you specifically learn under this module?

1. ***What are various types of templates?***
2. ***How to design email templates from scratch?***
3. ***How to customize the in-built email templates using various blocks?***
4. ***How to use the Content studio to upload the content to emails?***
5. ***How to design and edit email marketing Campaign?***
6. ***How to make segments and groups in an audience list?***

So, first let us learn, what are email marketing campaigns and then we will move towards the first step of Designing an e-mail marketing campaign using MailChimp.

What are email marketing campaigns?

According to iConnect, “email marketing campaign is a term used to define a targeted and comprehensive plan that begins with a concept, and evolves into the presentation, delivery, and various reviews of the efficacy of the initial plan”

Email marketing campaigns can also be comprised of several rounds of messages meant to build familiarity and trust around a product or service.

According to Send Plus,

“An email marketing campaign is a sequence of marketing efforts which provides multiple recipients at once and at the most convenient time with valuable content and relevant offers via emails in order to build deep and trustful relationships”.

MailChimp will help you to effectively execute the email marketing campaigns from the very first step of it. To start with any email marketing campaigns, you need to design a template of the mail. A template is nothing, it a saved design that can be reused when creating email campaigns. A template usually contains the content of your mail including various Blocks such as logo, images, videos, call to action, social share icons etc.

Let us see in MailChimp how to design e-mail templates.

First of all, just open the dashboard of MailChimp.

So here you can see that we don't have any saved template. It means that we have to create a new template for our campaigns

To create the new template click create a **template**

Here, we have different types of options.

First, we have a **layout**, then **theme** and an option to create a template from scratch using your own code.

Next, we have some predefined layout structures for the templates like

“showcase your product”

“Share your big news”

“Share your story”

“Send a follow-up email and others”.

You can use pre-defined layout structures as per your convenience. To learn how to design templates, we have to design our template from scratch.

So, we will design our template from the basic layout. Again, we have different types of basic layouts having different columns and blocks.

To start with, select one column layout template.

This is the interface where we well design at first temperate from scratch.

Every template has different Blocks like logo, text, social icons and others and each block is editable and you may use this sign to edit the block.

On the right side, you can see we have various blocks like text box, text divider, images, and so on

As MailChimp supports drag and drop feature, to add any block to the template just drag and drop any of the blocks to a working area and it will be added to the template.

Further, you are able to decide the place where you want to drop the block like this one

As I said each block is editable, so you can use this icon to edit any of the block

The moment you will click on this icon, you will see that editing options appear on the right-hand side this interface

Here, we have multiple options to edit the block.

Suppose, I want to edit the image of the logo

Just click on replace, click Upload if the item is not in the studio

Once it is added to the studio check and insert

Your image is added to the template, but it looks very big in size.

So, let us resize it.

Click edit

The editing window is there

Change the height to 100x100 and save.

Your logo is added to the template.

Now after inserting the logo

Let us edit this text block. It may be anything but usually the body of your mail.

Click edit and editing settings are there on the right-hand side.

It is similar to the MS Word. We are already aware of these options as we are using MS Words for so many years.

So, there will not be any problem to edit this field.

Let us change the headline of the advertisement. Suppose 'learn digital marketing free of cost'

Now replace this text with the text of your advertisement message

Depending upon the nature of the text you can also add bullets to this text.

Now, it looks better

You can also add the hyperlinks in your mail where you want to send your subscriber, once he will click on any given word or image

Here I want to provide a link on the word 'visit'

Select it

Click this icon called link to give the address of your website,

From advanced settings, make sure this link should be opened in a new window. And it is checked.

To Make our template more beautiful, let us add an image block to it.

Just drag and drop image block to the template and select an appropriate place where you want to drop it

The moment you dropped it; the settings of this block have appeared on the right-hand side.

First, let us upload an image

The procedure is the same

Click on replace, select an appropriate image and click insert

Your image is added.

You can explore a few more settings like style where you have the option to change the borders and to round off the corner of the image like this one.

From the setting, you can adjust the alignment of the image.

Save and close

We are back to the template

We have just added two blocks to the template. Let us talk about a few more blocks available in MailChimp in the next part.

PART-2

We have added the image block. Now, I want that to the right-hand side of the image there should be some text like my name and designation. But this will not be possible in case of a single image block. So to add the text along with the image we have to use another block i.e. Called **image plus caption**.

Let us drag and drop it to this side.

First, add an image

Follow the same process that we used earlier to add the image.

Image is added

I want my text on the right-hand side of the image.

So make some alignment changes. From the setting, make the image as left-aligned and caption as right-aligned

Perfect

Now we have to edit the text of the caption

Go back to content and replace the content.

Just to make it a little bit bigger

Change the text size.

You may also change the text colour from the given option

Fine

So we have successfully added the image and caption in our template.

Now let us edit social media block

These blocks are used to leverage the mails in favour of your social media platforms. You can bring the traffic to your social media platforms by inserting them in the mail.

To edit it

Click on this icon.

Settings are there

Give the respective link of your social media platforms like Twitter, Facebook and others.

You may also give the link text that will appear along with the social icons

Enter the address of your website and a link text

If you want to add a few more platforms then add them from 'add another service'.

Like this one

delete it by using this minus sign

From the style, you can change the background colour of any field

Rest of the settings are self-explanatory just play around the settings

Next, We have very good options to change the style of the icons of social media

These options are available in the settings.

You can display icons only, text only, or both icon and text.

Similarly, you can align the icons left or right

Increase the width of the icons and this is the layout of icons

You can have solid or outline

Just select the best one.

Save and close

We are back to our template

Lastly, we have the footer section

Here you can use various types of merge tags

We will talk about these tags in a while.

Few settings are available under design as well

Like page

There are a bunch of settings just play around these settings

Similarly, we have other settings like

Body

Header

Body, Change the background colour of the body. Similarly, footer, change the background colour

Just play around these settings

So, our template is ready before we save it let us preview it.

There are two options to preview the template

The first one is **Enter in the preview mode** and the second one is '**send a test mail**'

First, let us enter the preview mode.

This is our template that will be visible to our subscribers in their desktop when a mail will be sent to them

You can also check how it will be visible on the mobile phone

There is a third option as well called inbox preview.

It will help you to see how your mail will be visible in different mail clients.

This is a good option. However, to use this option you have to sign up to the Litmus.

There are different plans of Litmus

According to your business or a website, you can select the plan.

The second option is to send a test mail. Let us use it

Enter the ID where you want to send a mail and press send test.

Our mail has been sent

Let us check it in the inbox

Wow, this mail is there let us open it.

The template that we design is there with all the features

You can customise it by going to your template again

So, our first template is ready later save and exit

Finally, save and exit

Give the name to your template

And save it

Yes, now we have one template and in future, you want to edit it, use this edit option.

The template is saved forever, and in future when we will run our email marketing campaign, we can use this template for that very purpose. Now after creating a very simple template, let us see how to use other blocks in the templates and what their purposes are. Just join me in the next video

PART-3

We have just added a few blocks to our template. But there are many other blocks that we can use to provide more interactivity to the emails. Let us talk about them one by one.

First, we have a text block.

This is used to enter the plain text in your email. We have already used it in our previous template so no need to explain it further.

Next, we have a Boxed Text block.

This block is used when you want to catch the attention of your subscribers by putting some text with a contrasting background.

Again, there are many settings available for this block and you may change them accordingly

Let me show you how to change the background colour ...

Then we have the divider

The divider is basically used to insert different sections in your mail.

Just drag and drop it at the relevant portion of your mail and it will create a new section. You may go through the settings to make it more visible.

The image block is used when you want to insert a single image in the mail. We have already used it

Now this one is very interesting when you insert a group of photos in the email then this block is used, called image group.

This block is used primarily by the e-Commerce websites when they want to show the multiple products in a single mail. The use of this block is very simple

Just drag and drop and upload the relevant images from the studio Then we have the image card. It is similar to the image + caption and you can add the text along with your image while using it.

Now there are two blocks first is ‘social sharing’ another is ‘social follow’.

So how are they different?

Social sharing block is used when you want your subscribers should share your mail content at different platforms.

Social follow block is nothing, it is used when you want that your subscriber should visit your social platforms or they should follow you on various social platforms

We have already used the social follow block

Let us see how to insert the social sharing block in the mail content

Very simple just drag and drop the social sharing block to the Template. You can further edit the link text but I think it's Ok with the default

More options are available in style and settings

Just play around these options.

Next, we have button

it is used to insert a call to action in a mail

Just drag and drop it

Change the button text according to your business or service. Like I'm changing it to **Join**

Insert a link here to complete the call to action. It may be your website address, email address, anchor text or a file to download.

Let me give the link of my website. Please attempt to use the rest of the options to understand their purpose.

From style make some cosmetic changes in the button

Like border

Rounded corners

And the background colour of the button.

From settings, you may change the alignment of the button

Next, we have the footer block we have already used it

There is another block to insert the code in your mail if it is needed.

Lastly, we have the video block to provide more interactivity to your mail

Drag and drop it to the template

Just copy the link of any YouTube video and paste it here

You can also change the caption of the video by editing it

Play around the rest of the settings of this block

So finally let us preview it

Yes, all blocks are there that we have just inserted

and call to action button is working,

Save and exit.

Congratulations, we edited the template by adding various blocks

Now the very important point. Although I have used all the blocks in a single template but there is no need to include all the blocks in a single template. You may try different blocks for different templates as per your requirements.

It will help you to test your templates and finally, you can select the best one for the email marketing campaign

PART-4

After learning about the basic layouts of the templates, let us talk about a few more layout types. These are the predesigned layouts. You need not to put much efforts to design such templates. Just select the layout and make some adjustments and your template will be ready.

Let me show you

Here, we have a few featured layouts. Very well structured like “Show your products”, “share big news”

And others

Few of them are available free of cost and if you want to use rest of the featured templates then you have to upgrade to the premium version of the MailChimp

Let us select this one.

You can easily customize this template according to your requirements.

I want to change the background colour, just change it from colour.

You may also set an image as background.

First, let us change the logo image

Just click on the edit button and replace the logo image

You can customize the headline

Just edited and give your new headline

This is the image block just add a new image to the template----

it's done

Again, we have a text block

Customize it according to your content of the mail

Next, we have “call to action”

Just set an appropriate call to action by going to the edit section.

Give the address of your landing page.

I am just giving the link of my website

Next block is Image + Caption. Just replace that image and the captions

Here you have to just insert a link on the given text from the edit section for both caption 1 and caption 2

Give links of your social platforms

Before we save it, let us preview it

Make sure all links inserted by you are working

Just save it and give the new name to your template.

Yes, our template is saved

Let us look at the last type of template in the theme section

Here you can see the beautiful templates designed with colours and images

You can use them as it is or just customize them slightly by going to the edit section.

Few of the themes are free of cost but the rest of the themes are paid

To use them you have to upgrade to the Premium version of MailChimp

To edit any theme, just select it, and all the options will be available that we discussed previously

You can customize the theme as per your preferences or the requirement of the business or the interest of the Audience

Just save and exit

We have talked about templates but so far, we haven't talked about Content Studio of the MailChimp

Let me give you a brief overview of the content studio

Go to the Content Studio

This is a simple interface of content studio

It seems to be more like of Media Library in WordPress

In the content studio, we can organize and use the different forms of content like

Files

Products

Giffy

Instagram and

My logo

First, we have files

Here, we can save various types of files not necessary to be the images only

You can upload any image or any file to this section and later on you can use it in your email.

As I said, it's not only the images, you can upload any file like PDF, video etc.

Let's upload 1 PDF

Now you can copy the link of PDF file and it can be sent directly to anyone and when he will open this link in the browser the file will get open

You can also use it within the mail

For example, you must have noticed, sometimes, we receive the mail where you can download the e-book, video file or slides

So this is the way we can upload the file which others can download

Next, we have a product

As of now, it is not showing anything what if you have your E-commerce website and you connected to the MailChimp then all the products will be shown here and you can use them in your mails

Next, we have Giphy

These are all GIF format animations; you can include them in your mail to make it more engaging and entertaining

You can also integrate your Instagram with MailChimp.

Your all the posts will appear directly in the studio and you can use them in your mail.

For this purpose, you have to connect your MailChimp to the Facebook

Just click synchronize Instagram post

Give permission to Facebook access your profile

Press ok

Your Facebook account is now connected to the MailChimp

If you want to test it just click the test connection.

Yes, it is connected now

Go back to the MailChimp content studio

It has fetched one post from my Instagram account

Next, we have the logo, you can set any image as your default logo and it will be used as logo in your all mails

Just select any image and from view details, set my logo

Further, you can organize the content of the studio by creating different folders

So, I have given you the complete detail of designing mail templates using various blocks. I advise you to please design at least two templates at your own to learn all the steps effectively.

Now we all are set to run our first email marketing campaign. Just join me in the next video

PART-5

I know you are very curious to know about launching your first email marketing campaign. Before you start your first campaign, be very clear about your marketing objectives like you want to bring the traffic to your website, you want to acquire a new customer, you want to increase the sale, or you want to distribute the content through mail etc.

If the objective is clear, then without wasting much time let us begin with our first email campaign.

Go to campaign from MailChimp dashboard

It is clear, we have not created any campaign yet

To create the new campaign

just click on Create campaign

There are so many options to create a marketing campaign like

Email

Ads

Landing pages

Postcard

Social post

And sign off forms

Each has different purposes

I will briefly explain about them at an appropriate time but first, let us create the email marketing campaign.

Click email

You can see, you have three different options in email marketing

The first one is

Regular campaign: It used to keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event. This type of campaign is quite popular among email marketers

Secondly, we have an automated campaign.

As the name suggests this type of campaign is automated

You will set a few instructions and your campaign will run automatically

We have one module on email Atomization. We will talk about it in detail there.

Lastly, we have plain text campaign

It is very simple

You may keep the things simple and personal with a text-only email—no images, fancy styling, or embedded hyperlinks are used.

Let us create our regular campaign first.

Give a suitable name to it

Now this is the place from where we will manage our campaign

Before you launch your campaign, you have to make some changes

So, let us talk about it

First, we have ‘TO’ Field that simply means to whom you want to send a mail

Just recall, we have already created our audience list

Just select that list.

I have already discussed that you can create only one audience list up to 2000 subscribers in the free version

You can create more lists in the premium version of MailChimp

Next segment and tag.

We have not talked-about segment and tag yet just select all subscribers in the list

Next, we have a personalized “To” field

This is a place from where we can send the personalized emails starting with subscribers' names.

Here we have to set the merge tag

There are many merge tags available in MailChimp to personalize the mail

Here we will use Fname merge tag that means the first name of the subscribers

So now the mail will go to the subscribers with their first name that is mentioned in an audience list

Save it

Our TO field is personalized with FNAME

Next, we have From field.

It simply means, from where the mail is being sent

If you want to change it, you can change both name and mail from the edit Form. Let it be the default

Next, we have ‘subject’.

We have already set our subject when we set our audience list settings but still, if you want, you can modify it from the ‘edit subject’.

Along with the subject line, you can also give the preview text

What is the preview text?

This is a text which is visible to your subscriber in the inbox just next to the subject

Let me write the preview text first then I'll show you an example

Here you can see in bold text, the subject line and after the hyphen. This is the preview text.

It's very important to give an appropriate preview text.

It will help in increasing the open rate of the mail as your subscriber may get a little bit more idea about the mail content by reading the preview text.

Next, we have the content or a body of the mail

Click on design mail

We again reached to the template section.

Do I need to design the template again here?

No

We have already designed the template and it should be available in the saved templates.

Yes, our all previously design templates are available here

Just select a suitable one. Press the next. Or double click to make last minutes changes

If everything is fine

Click save and close

Our template is added.

But there are few warnings. with the cross sign

Let us resolve them first

Give link on all social media follow icons or delete them if you don't have

Give the full URL of your website

Save and close.

Yes, all issues are resolved and we are ready to launch our campaign

To have more visibility you can share your campaign either through direct URL or through the social media platforms.

I will talk about these platforms in a while.

Although, we are ready to send our campaign

But it is very important to test the mail before you press the send button

So, I will advise you to test 2-3 time to avoid any blunder in the mail.

Let us test our mail

Just enter your mail ID

And press send test

Test mail has gone

Open it

Mail is there

Links are working

It has automatically taken footer section data from the database

Very impressive!!!

Notice one thing, we inserted the merge tag but it's not visible here

Actually, we have to insert the merge tag in the template as well

let me show you how to insert the merge tag in a template

Go back to edit the design

Add text block at top of the name

Enter any text like hello or dear and from here insert the merged tag like First name

It is added

Let us retest it

Yes, now it is there.

The message will go like this hello the first name of the subscriber.

If everything looks fine, let us send mail.

You can schedule it for future but this feature is available the premium version of MailChimp

Send Now

And your mail will be delivered to 23 subscribers

But I am not sending it right now so let me save it as finish later.

So, this was the process of launching your campaign. Design your campaign, use the template designed by you and send it the audience list that you have created. Don't forget to insert the Merge tag and the last thing

Test, Test and Test the mail, before you send it.

Thanks.

PART-6

Welcome back; in the last video, I talked about how to send an email marketing campaign.

While sending an email marketing campaign there are few more important things which you should keep in mind such as Campaign URL, social media and audience list. Let us discuss them.

Let us go back to the campaign that we have just saved as a draft. At the end of the page, you can see that there are few options to share your campaign.

First, we have a campaign link.

This link is randomly generated link by the MailChimp and you can share this link at various platforms.

For example, you can host it on your website or you can share this link through mobile phones or using QR codes.

When a person will click on this link, your campaign will get open directly

To test it, you can copy the link and open it in your browser. It will work.

There is an option to customize this link as well

To customize the link, just click on edit and this is the portion that you can customize.

Let me add a few more words to make it more meaningful

Save it.

Now the link is customized

Next, we have few options to add a social post to the campaign

What does it mean?

Let me explain it one by one

First, we have Facebook

It simply means that you can share the post of your campaign on your Facebook page directly from here and your followers of the page will come to know that you have started an email marketing campaign.

How to make it happen? It's very simple.

Just make it on

You can customize your post from here by adding up to 4 images.

Let's add images first

And finally, select the Facebook page which you think is relevant to this campaign. I am selecting one of my pages.

Save the message and this is a preview of your Facebook post.

Now you need not to do anything in future when you will run a campaign this post will automatically be posted to your Facebook page.

It's worth mentioning here that you can select the Facebook page only if you have created it otherwise no page will be visible here. How to create a Facebook page that we will discuss in social media module

Next, we have an Instagram page

Just make it on

Select your Instagram profile and add one image to this post

You cannot add more than one image here.

Save the post and it is ready.

It will be live when you will share your campaign

Next, we have Twitter

Connect your Twitter account to the MailChimp.

If you don't have a Twitter account just sign up for it.

Click authorise app and your Twitter account will be connected to the MailChimp

Now with the starting of the mail campaign, your message will also go live on the Twitter

You can also add a few images up to 4 to the Twitter tweet

Next, we have the settings related to the audience

We have 23 subscribers in the list and when we customize the TO field then there is an option of segment or tag we didn't select any segment or Tag rather we selected all subscribers in the audience

But sometimes there is a need to send a mail to the group of subscribers based on some predefined parameters such as age, gender etc.

So here we will learn about how to create the segments or groups in the audience list.

What is a segment?

A segment is a group of subscribers based on some common characteristics like age, gender, income.

To create the segments or groups just go to the audience

We have a list of all 23 contacts here

Click view contacts

We have a list of all 23 contacts here

From manage contacts

Select Segment

As of now, we do not have any segment.

To create the new one, click create a segment

Here you have to define the conditions to create a segment

If you select contact match ANY of the following conditions

Then if at least one condition is matched then your segment will be created

If you select a contact match AND of the following conditions

Then all conditions must be satisfied to create a segment.

Let us Keep it ANY and one condition only

Now let us select a field on the basis of which we want to make a segment.

At present, in my list, there are not many demographic variables but let us select the last name.

As Singh.

Let us preview the segment

Yes, new segment is created having 4 subscribers with the last name Singh are there

Save the segment by giving it a name

Yes 1 segment is there

Actually, in the primary list, we have all 23 subscribers but a new segment is created having 4 contacts

Now we are able to send mails to these 4 subscribers based on a SINGH Segment.

Next, we have groups. Groups are similar to segments and subscribers are grouped based on their preferences automatically. In this case, we have to insert one question in a signup form and based on the responses of the subscribers they will be grouped automatically in our audience list. Let me show to how to create a group question in the signup form

From manage, contacts go to groups

As I said mentioned earlier, Groups let you categorize subscribers by things like interest and preferences. Subscribers can select groups for themselves or you can put subscribers in the groups within MailChimp

Click create groups

Here you have to decide how to show the group options to the subscribers.

First is checkboxes that means (people can select more than one option)

Second, we have a radio button that means people can select only one option

Then we have a drop-down that means people can select only one option

Give any name to the group category like interest because I want to group subscribers on the basis of their interest. Add 2-3 options here like Sports, Education and Political. You may add another option as well

Save it

Let us see whether this question is added to the signup form or not

See, group question is added to the signup form. Now subscriber can exercise their option and at the back end they will be put in the respective group based on the option selected by them. And you will be able to send your campaign to different groups.

Now let me show you, how our subscribers will be added to the group automatically

Signup to form by filling relevant details and opt for relevant groups and confirm humanity and mail ID

View the audience, yes subscriber is there along with the groups opted by him

So, in this video, we have discussed a few additional but important things related to campaigns such as campaign link, Social media posts and segments and groups. In the next video, we will discuss a few more types of campaigns. Just join me.

PART-7

Welcome back, In the last few videos we discussed how to run an email marketing campaign effectively. We have just discussed the regular type of campaign. In this video, we will learn how to run plain text –campaign. So, let us start.

Go to plain text campaign, As I discussed this type of mail is very simple mail. Here you can keep the things very simple and personal with a text-only email – no images, fancy styling or embed links

Give any name to the campaign

And begin,

Again here, you have three different options to send the mail to the entire audience, On the basis of segment or tag,

Just see here we have the segment that we have created. Tag wise segments are also available

Next, we have groups, you can send the mail to selected groups based on some conditions.

See, our groups that we have just created are also visible and we can select them accordingly

But let us select

Entire Audience

Pres NEXT

Next, we have campaign information

You can give the preview text here.

Next, we have tracking settings, I will discuss them in the next Module.

You can also put a post to the social media platforms automatically.

Personalized the To field with FNAME and Press Next

You can enter the content here. If interested you can include images or files from the content studio, but let it be simple.

Press next.

You are all set to send the mail. But before we send it, let us test it.

See the mail is here.

And you are ready to send it Press the send bottom.

After discussing, Email Marketing campaigns, let us briefly discuss other types of campaign that you can run under MailChimp.

First, we have Ads. Here you can run ads of two platforms i.e. Facebook Ads and Google remarketing ads

So, to understand the concept of advertising through MailChimp we have to first understand the online basics advertisements

We have various Modules on Facebook Advertising and Google Ads. Therefore, first, we will learn about the basics of online advertising in the respective Modules and then I will come back to MailChimp to explain the concept of Ads through this Platform

Next, we have landing pages.

What is a landing page?

A landing page is a page on which a visitor will land after clicking on ads or any promotional link embedded in the mail.

The landing page should be very engaging to keep the visitor on the page to achieve the desired goals.

Usually, landing pages are designed in a website, but if you don't have your own website and you want very good-looking landing pages then MailChimp comes very handy in this regard

To create a landing page, click on landing pages

Give any name to the landing page

And select your desired audience list to which you want to send your landing pages campaign

Here we have very good pre-designed templates of landing pages and you can select any one depending upon your objectives for the interest of the audience

Let me select this one lead generation

Now after this, things are very simple because you already know how to edit sign up form. The same way you can edit the landing page.

Landing page

The landing page has various block and you can edit it by following the similar method that you used to edit 'sign-up forms'

Finally, save and close the landing page

Now this is the time to send your landing page to the respective audience

Give any title to a landing page

Next, we have the URL of the landing page randomly generated by the MailChimp.

You can further customize the URL by inserting a few important keywords in it.

Then we have the content or you can say your landing page

Everything is ok click publish

HiFive your page is live now

Let us confirm it by clicking on this link

Yes, the page is there

Next, we have a social post

Here you can share your posts across multiple social media platforms to increase the reach of your brand and track how people engage with your brand

Give any name to the campaign

Click on edit

To use the Facebook just check it on and select your Facebook page from where you want to send the post

Similarly, for Instagram check it on and select your Instagram account

Same is the case with twitter

Save it

In the content, you have to just design your post and they will be respectively posted on various social media platforms as selected by you

First, let us create a post for Facebook

Add image to the post by following the image adding process

Write something here as a message of the post

This is a preview of your post

You can follow the same process to create a post for Instagram and a tweet for Twitter

Next, we have ‘campaign’ for the signup form

I have already explained about sign-up forms in detail so you can use that knowledge to design your sign up for campaigns as well this is done basically to build your email list.

So, with this, we have completed this module. Start building your audience list and design various types of form such as sign up forms, Emended forms, and pop up form.

Try to run a dummy email marketing campaign using these forms. You will really know more about the insights of MailChimp. Thanks, You so much.

Assignment submitted on 2024-04-20, 06:21 IST

1) Different parts of a template is called

1 point

- Block
- Section
- Paragraph
- Line

2) Which block will you select to add a logo to your template ?

1 point

- Caption plus image
- Text block
- Logo block
- Image block

3) Which of the following merge tag you will use to insert the first name in a mail ?

1 point

- FNAME
- LNAME
- NAMEF
- NAMWL

4) 'Social follow' block refers to

1 point

- people can share your mail on social media
- people can follow you on social media
- they automatically become member of your social page
- none of these

5) Which of the following element is available in content studio ?

1 point

- Products
- Files
- My logo
- All of these

You were allowed to submit this assignment only once.





Assignment submitted on 2024-04-20, 06:25 IST

1) Campaign link can be customised.

1 point

True

False

2) Plain text campaign refers to

1 point

A mail written in plain english

A mail having no fancy text and animation

A mail having images and animations

Mail having videos

3) You cannot customise themes of mailchimp

1 point

True

False

4) If you want to classify your subscribers into different groups on the basis of interest.

1 point

Which of the following option is best ?

Creating segments

Creating groups

Both segments and groups

None of these

5) Landing page is a page

1 point

Where a subscriber will land after clicking on your link

Homepage of a website

A readymade mail template

A template design using mailchimp

You were allowed to submit this assignment only once.



M18: Email –Atomization

Presenter:
Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



PART-1

Hello learners, welcome to the next Module of our course on Digital Marketing. I hope you must be busy in building the audience list and marketing campaign. Today, we are going to discuss something very interesting i.e. email atomization process.

You must have noticed that most of the times we receive emails immediately after some actions performed by us such as in the case of finalizing the purchase order, account registration, our birthday date etc.

Now a day the volume of emails sent by the business to the customers is so high that it can't be handled manually. So, there is a need to automate the email marketing campaigns.

So, in this background, you are most welcome to the module on email –atomization. Under this Module, you will specifically learn.

- 1. What is email automation?**
- 2. How to set up various types of campaigns in automatic mode?**
- 3. How to set a trigger for a specific type of mails?**
- 4. How to link your website to Mail Chimp for re-targeting**

Let us start our module by explaining what is email automation?

What is email automation?

According to Campaign Monitor?

Email automation is the ability to send time or action triggered emails to subscribers with relevant information.

Automation is useful for a variety of different marketing purposes. Whether it's a triggered workflow that helps to nurture new leads, birthday greetings that add a personal touch, or automated blog updates. Email automation makes email marketing more efficient, personalized, and relevant

Here are a few examples of automated mails

Birthday mail

Greetings

Order confirmation

Abandoned Cart mails

Are you really interested to know how to set automated mail? If the answer is yes, so let us begin.

From the campaign dashboard, go to Create a campaign, from email, go to automated.

Give any name to the automated campaigns. Again, here we have various forms of automated campaigns so before you select any campaign just make sure that your objectives are clearly defined, only then select an appropriate campaign.

Moreover, all campaigns are not available in the free version of Mailchimp

To use the full power of email automation, you have to upgrade to the premium version of Mailchimp.

Let us first see, how to automate the welcome message to the new subscribers in your audience list.

Here, I want that when any new subscriber joins the audience list, an automated welcome message should go to him Immediately or after the time set by the campaign Trigger.

Under single email,

Give a name to your campaign

And select the audience list.

It maybe you are already existing list or you can create a new Audience list

We already have one list

Let us select that one and begin

Let us modify settings of single welcome mail

Now under send to filed

There is an option to set a trigger, Trigger is nothing it is just a condition set by you on which a mail chimp will act

By default, it is immediate that means your mail will go immediately after the joining of the subscriber to your list.

If you want to edit it, edit it from edit, delay and recipient button

Here we have different options. Ranging ‘immediately to 1 day’

It is better to set it immediately. It gives a good impression to the audience that's were concerned about them

Moreover, they will be happy to receive any instant response from your side

Next, if you want to set a trigger for those subscribers to whom you want to import to the list . just check this button and save

Next, we have various settings about which you are quite familiar. Let us quickly relook at them again.

The ‘from’ the field is very simple, from where the mail is being sent you want to edit it you can edit it, From edit from ‘

Next, we have a subject line so simple, let it be default or Edit

Then we have the content of the welcome message

If you want to edit the welcome message then click edit design

I think we are quite familiar with this interface by now, you can edit any block by using various options.

Save and continue

That's all!!! We are ready to launch our automated welcome message to the new subscribers

Just click start sending or finish it later

Yes, we have done it in future whosoever will join your audience list he/she will receive a welcome message from your side. Amazing.

So, this was how to set, automated welcome message campaigns. In the present-day world, it is must as such type of automated campaigns makes email marketing more efficient, personalized, and relevant. In the next video, we will discuss a few more types of Automated campaigns

PART-2

Welcome back. Hope you have understood the basic purpose of automated e-mails. These types of campaigns not only save your time but leaves a good impression on the subscribers or customers s they get timely information. Let us talk about one more type of automated mail.

This type of mail is very simple and I hope all of us must have experienced it.

This is about sending birthday emails to the subscribers.

Let us see how to design it in an automated mode.

From automatic campaigns, select, Happy Birthday campaign

Give any name to this camping, select the audience list and begin

First of all, make sure that in your audience list there is a birthday filed Containing date of birth of your subscribers.

Next, we have the place to set the trigger

When you want to send, one day before the birthday or the same day.

If you want to edit it, then just click edit and set the suitable options

Next, we have scheduled at what time every day you want to send the mail you can adjust it from here

Next, we have the filter, if you want to send the birthday greetings to a particular segment or a particular tag then you can set it from here. Just choose a segment or tag.

Now let us design the mail.

Here we have various fields and we are quite familiar with these fields. Just have a look at them and make the necessary changes

Click Next

Select the suitable template

Click next

And design your birthday message here. You may add a few blocks to this message by following the same procedure that we discussed in the last Module

Save and continue

Press Next

Everything seems to be OK. Just click start sending.

Confirm it

Rock on

You have started automation.

Next, we have a very common type of mail automation i.e. Share blog updates.

If you are a blogger you would love it.

The purpose of this automation is to send the blog updates to subscribers that means if you have added any post or posts to the blog, the message will go to the subscriber in an automated way.

It will keep your subscribers informed about your posts and will increase the traffic to your site,

Let us see how to set it?

From automatic mail select Share blog updates

Give any name to the campaign and select the respective audience list and begin

Here we have to make some RSS feed changes.

RSS stands for really simple syndication so it is useful when you have to share the updates of your website in a very summarized form to the subscribers

Just give the link of your website or blog here

Let's set schedule of sending the mail to the subscribers

If you want to resize the RSS images that will be used in your mail taken from your post, just check it

Press next

Let it be the entire audience

Next

This is the campaign information and you are already familiar about various fields here Just make some modifications you want

Check personalized To Field

Next

Select an appropriate template for sending the message

Here you can see on the right inside we have to new RSS blocks

Drag and drop the RSS header to the template

Similarly, drag and drop the RSS items to the template

Click save and close

See there is one problem let us resolve it, before we send it finally

This is the default text of the template, we can't use it

It is better to replace it with your original content

Save and close, Next

Now you are all set to send

Click start RSS

Confirm it

Done and done

Now, the updates of your blog will be directly delivered to subscribers automatically.

Great.

Let me explain few more forms of automated emails especially in the e-commerce domain

Although these forms are available in the Premier version of Mailchimp but still I will give you just an overview of these campaigns and you can further explore them at your

You will understand form easily.

First, we have *Thank first time customers*

In this campaign, you can say thank to your first-time customers. As we don't have any E-Commerce Store, so I can't show you all the details of this type of campaign.

Next, we have 'reward your best customers'.

With this type of mail, you can offer discount or coupons to your best customers automatically based on their purchase frequency

Next mail is very important that is Turn on abandoned cart mail. If you are an e-commerce website then you can send this mail, if someone browses your product, add to the cart but exit from the website without purchase anything

This type of mail can be set in automated mode and it will remind your customer to buy the product.

Next, we have ‘enable order notification’.

With this, you can send the order confirmation and shipping confirmations automatically to the customers.

You can also send a follow-up email to the customers to review the product or to have feedback about the product from the customers. It will be done automatically

You can also send a winning back mail to the lost customer.

Lastly, we have to retarget customers.

This type of mail is very useful when a prospect visits your website and you want to send a mail or show the advertisement to the customer.

Let me show you how to use retarget visitors mail

To use this type of mail, you have to connect your site to the Mailchimp

Click Connect your site

There are various apps or plugin through which you can connect your site to the Mailchimp but as we don’t have an eCommerce store, so we will simply use the WordPress option to connect our site Mailchimp. Select WordPress

Enter URL of your site

And get code

This is a code that you have to paste to your WordPress website. To do it

Open the WordPress Dashboard of your website

Go to appearance

Theme editor

Now from right and side of the theme from theme files, Click theme footer

Just scroll down the theme code to the bottom

Just above the body tag, we have to paste our code

Copy the code

Paste it here

Make sure that you have pasted the code just above the body tag. Don’t make any change in the rest of the code. One wrong step may spoil your entire website

Update the file

Go back to Mailchimp and check the connection

Your website is now connected

Now you will be able to send the retargeting emails and ads using various platforms to the visitor who will land on your website

Let us try it out

Again, we have to use the Google ads

I will talk about first Google ads in the respective module and will come back to the mail chimp to tell you about this process.

Save your campaign

So, with this, we came to an end of this module. I always say there is no other way to learn digital marketing except practice. So do practice on various types of campaigns and become effective email marketers. Thank you so much for being with me.

Course

Digital Marketing

Module 19

**Email Marketing Strategy and
Monitoring**

What will you specifically Learn



- How to monitor email marketing campaigns?
- How to generate various report using MailChimp?
- How to develop and an overall email marketing strategy?

1

Targeting the right audience

All Subscribers are not Same



2

Personalization is the Key to Success

Personalization is the Key to email marketing

50%

Email with personalized
subject line open rate

Yes Lifecycle Marketing, (2017)

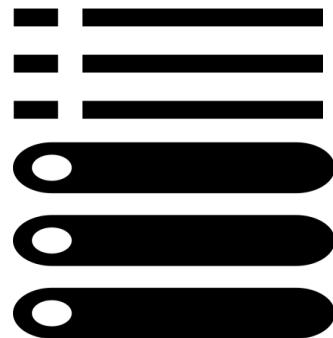


Send your mails to the
customers by their names and
from the same address

3

Keep your mails clean and Crisp

Don't do over stuffing in your mails



4

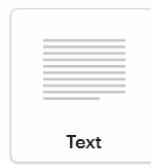
Clean templates are useful

A Special Thank You

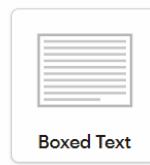
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Text



Boxed Text



Divider



Image



Image Group



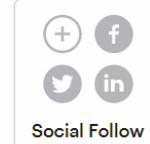
Image Card



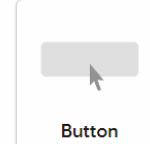
Image + Caption



Social Share



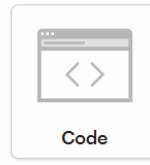
Social Follow



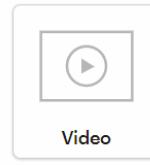
Button



Footer



Code

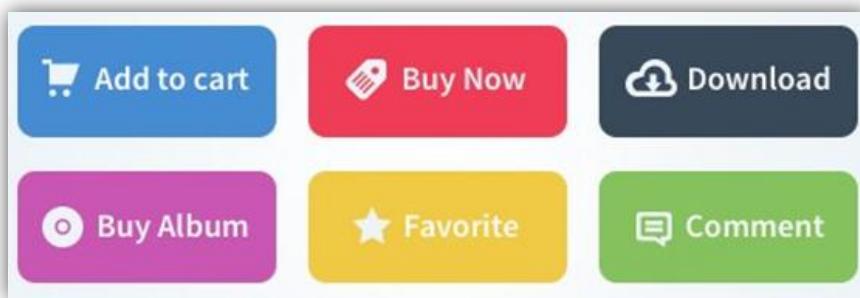


Video

5

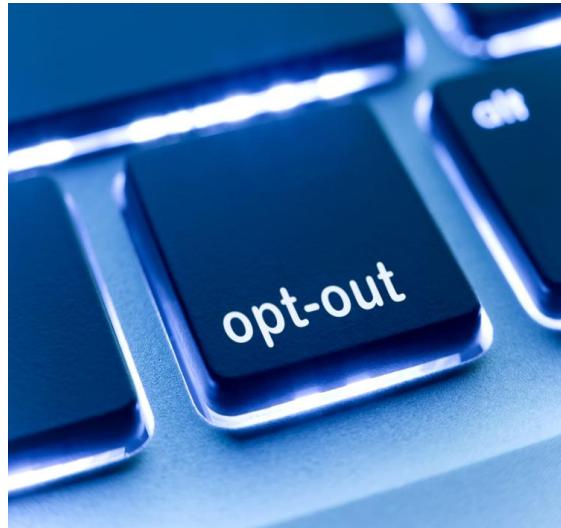
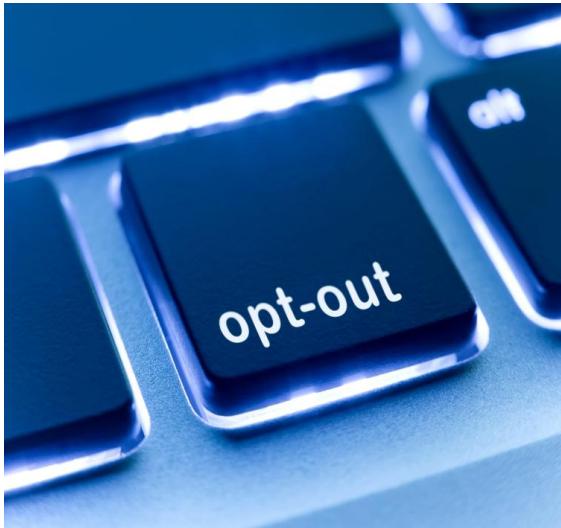
Use appropriate call to action

There is no use of sending the mails, if you don't ask your customer to do something when they open your mail



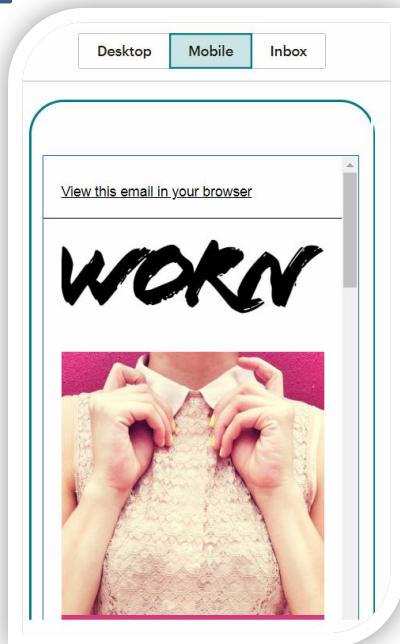
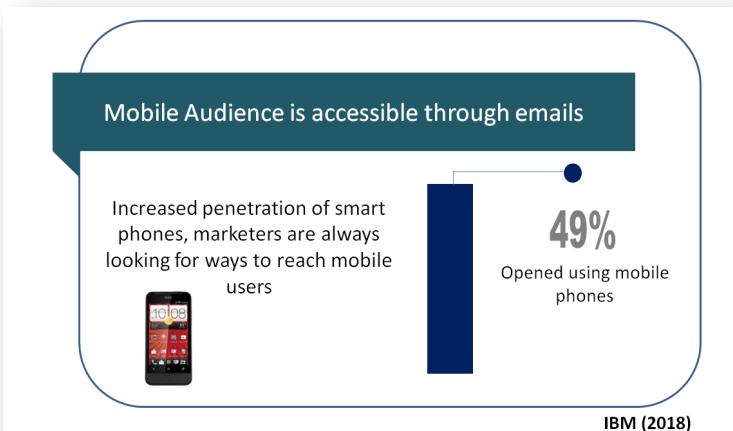
6

Make it easy to unsubscribe



7

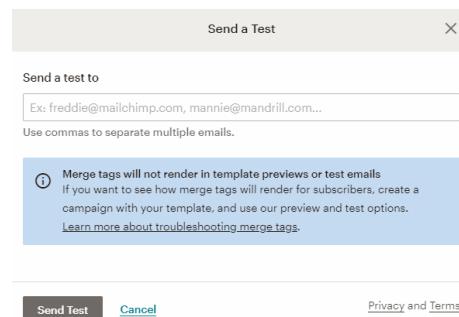
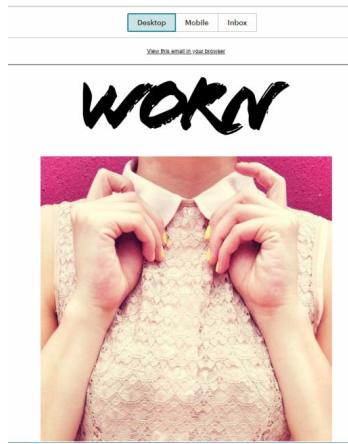
Make your emails mobile friendly



8

Don't ignore the Testing of your mails

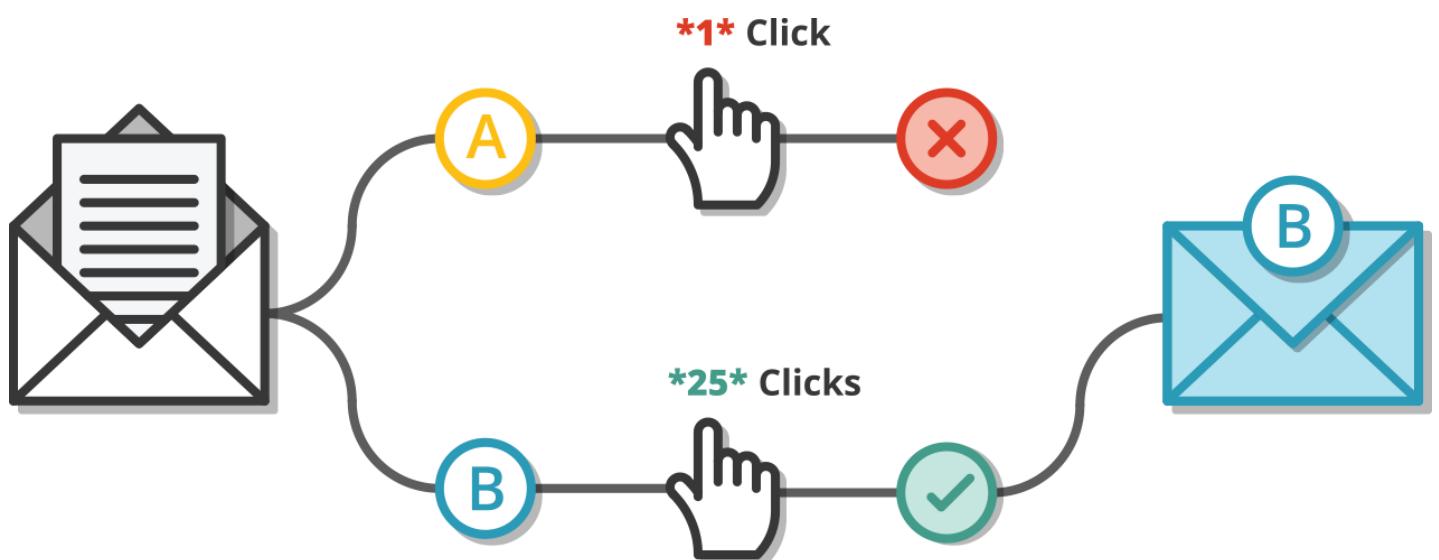
Don't send anything to the subscribers without testing



litmus

9

Go for A/B testing



9

Tracking of data



Test Report

Switch report ▾

Overview Activity ▾ [Links](#) Social E-commerce Conversations Analytics360

[Click Performance](#) [Click Map](#)

URL	Total clicks	Unique clicks
http://www.dmmooc.in	2 (50%)	2 (50%)

M19: Email Marketing Strategy and Monitoring

Presenter:
Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



PART -1

Hello, welcome to the last Module of this week and the name of this Module is Email Marketing Strategy and Monitoring.

In one of our modules on digital marketing process, I explained that measurement & tracking is the important phase of the overall digital marketing process.

Similarly, in the case of email marketing campaign management measurement and tracking is very essential

With the help of inbuilt features of mail chimp, you can track the performance of your various campaigns and take the necessary actions to make them more effective and efficient

So, in this Module, I will talk about Email Marketing Strategy and Monitoring

What will you specifically learn under this Module?

- 1. How to monitor email marketing campaigns?**
- 2. How to generate the various report using Mail Chimps?**
- 3. How to develop and an overall email marketing strategy?**

So, let us start the last phase of our journey to email marketing.

As I said, you can track every click in your mail chimp.

So, let us see as far as tracking is concerned, what MailChimp offers

Every time when you open the Mail Chimp, you will find an overview of your audience and campaigns

It is showing me that as of now, I have 24 subscribers in total in my audience list.

The table on the right-hand side shows the growth in your audience list.

It simply tells you; how many subscribers are there at the end of each day.

Further, the orange colour indicates how many subscribers were added on that day.

For example, on 26th of August, it says that one subscriber is added to the list

You can also see the sources from where your audience is coming to the list.

Maximum subscribers here are added to the list by importing subscribers, followed by Embedded and Admin.

Admin is nothing it is your own mail ID

You can also see the data of the last 30 days and for 1 year

I think in the premium version you will get more options

Next, we have campaign engagement data

For example, how many emails were delivered, how many were opened and how many links were clicked, embedded in the mail

This is a dummy account only, so, it's not showing me the much data

For more details, you can directly open the report

Let us look at more data which MailChimp is providing to us.

Just go to reports

You have 24 subscribers in the list.

Let us look at the campaign data first

We ran a dummy campaign called '**test report**', a few days back and it was sent to just three subscribers from the audience list on the basis of tags

You can see that the open the rate is 66% that means of a 2 out of 3 subscribers opened the mail that was delivered to them

Let us view the detail report of this campaign

Firstly, we have an overview of the entire campaign.

As we don't have e-Commerce campaign, so it will not show me anything in the report. But if you have an e-Commerce related campaign and you should have the MailChimp connected to your website. It will show the data here,

Next, we have the open rate and average open rate of the campaign. Open rate is nothing it is just 'emails opened divided by the total email sent'.

Average open rate is zero because we have only 3 subscribers in this campaign

You can also compare yo'ur average open rate with the industry rate.

For this purpose, you have to just select an industry out of various given options.

Let us select the education and training industry

Now, it says that in industry average open rate is 14% and you can well compare it with where do you stand

It has the same meaning for click rate

Next, we have more data related to our mails

How many successful deliveries were there?

When was the last mail opened?

How many emails were forwarded?

You can also see the 24-hour activity using this graph. I am again reiterating it that this is a dummy email data. We don't have much data in this campaign.

This is very interesting, as we learn that you can embed links in your mails. For example, link of your website or any other link where you want to send the subscriber once the link is clicked. The question is whether your subscribers are interacting with the mail or not. In simple words, whether they are opening these links or not.

You can see here top links clicked. For example, the link of my website here has been clicked by 2 subscribers, followed by other links.

To have more details you can click on “more”

Now here is the complete report of your links

You can see, we have ‘reports’ on total clicks and unique clicks

Now what is the difference in both

If one subscriber clicks on a link twice or thrice it will be counted as a part of total clicks.

However, it will be treated as one unique click because it is from the same subscriber.

So unique clicks give more relevant information

You can also see the click map

I found it very interesting

It will simply show you in the mail itself where the people are clicking most based on the report you can change the place of links in a mail.

Wherever I put the link along with that it showing me the percentage of click rate, Very interesting!!!! Make use of this click map to shift the place of a link depending upon the performance

Let's go back to the reports

Next, we have to subscribers with the most open rate,

You can take the decision to treat your subscribers differently based on their involvement in the campaigns

Next, we have the location wise open rate. It is very useful information and you can see how your campaign is performing in different locations

This was just an overview of your campaigns

You can have more detail about your campaign by going to the east tab of the reports

You can see, under activity, we have so many options to know how all your subscribers are interacting with your mail

These are very simple to understand and self-explanatory

For example, to whom you have sent the mail. here is a complete detail of the audience

Who has opened this mail?

Who didn't open it?

Who clicked on a mail?

And so on

Next, we have the links, we have already discussed links in detail

This is the social tab so here you will find the complete data related to your social posts

You can also check, how your subscribers are interacting with your social posts which were sent from MailChimp

Next, we have e-Commerce,

I have not any link of an e-Commerce website to the MailChimp so it will not show me any data under this tab.

Similarly, data for conversion as we don't have any conversion

To have reports under 360-degree analytics you have to integrate your MailChimp to the Google Analytics. We will discuss it in a module on Google Analytics

You can switch between various campaigns from here

Like I want to see the results of my landing page campaign

So, results are here

After looking at the results of your campaign we have few more tabs under reports

Like Comparative

Here you can compare the performance of one campaign with another

You can also see how your automated campaigns are performing and similarly, you can have the results of your landing page campaigns

One important point all tracking information is not shown by default.

Actually, while designing your campaign then you have to opt for various tracking metrics

Let me show you

Let us quickly create a new marketing campaign

Here at the bottom of it, you can see, we have various options to edit the tracking settings

Just Click edit

Check the appropriate option for tracking more information

Here you may need to integrate your MailChimp with the third-party platform as well

Save the settings

So, this was a discussion on various reports that you can generate in MailChimp. Although, the data used here was dummy few subscribers only. But I hope you got an idea of how to monitor your various campaigns. Once, you will be having sufficient data, you will be able to have more insight into your campaigns.

PART-2

Hello, welcome to the last video of this module. In this module, I will discuss a few tips with you to make your email marketing campaign as a successful campaign. Hope you will find these tips useful. These tips are an essential part of an email marketing strategy.

Let try to understand them.

Targeting the right audience

All subscribers in your mail list are not the same they may vary on the basis of demographics and psychographics. Most of the mail campaigns fail when all recipients are treated similarly. Therefore, just building the audience list only with names and emails is not sufficient. You have to gather more data about the subscribers such as their location, age, preferences, habits etc. In the MailChimp, we have already discussed how to make segments and groups. So, use this function to the maximum. There are few more predefined groups available in the mail chimp, especially for an eCommerce site. These groups are very useful in targeting the right audience.

Personalization is the Key to Success

In the very first module on email marketing, we discussed that According to Yes Lifecycle Marketing, (2017) email with a personalized subject line generates 50 % more open rate. So send your mails to the customers by their names and from the same address. This way they will trust you. We have learned that making a mail personalized is very easy in mail chimp by using various merge Tags. Like first name last name etc.

Keep your mails clean and Crisp

This is a very simple rule; don't do over stuffing in your mails. People usually don't read long emails. Use short sentences and paragraphs. It is a good idea to use the bullets in the mails to convey your message effectively. You may use few images in the mail but they must congruent with the message.

Clean templates are useful

We know what a mail template is and how to design it. Keep your template clean and simple. Don't fill it with too many blocks. Use only relevant blocks in the templates to keep the things simple. Don't make your mail messy with large fonts and contrasting colours.

Use an appropriate call to action

Hope you know what call to action is. There is no use of sending the mails if you don't ask your customer to do something when they open your mail. You may ask the customers to click on the link, buy a product, fill a survey, and register for an event. Make sure your call to action is aligned with the objectives of mail.

Make it easy to unsubscribe

It is mandatory to include the opt-out from the mail. If your recipient wants to opt-out of the audience list can use this option. Moreover, the easy opt-out option will not leave any negative impression about your brand amongst your prospects.

Make your emails mobile-friendly

As we discussed, *according to IBM (2018), 49 % of all emails are opened using mobile phones. So, it is very important to make your mails mobile friendly. We saw that in Mail Chimp, there is an option to preview every mail on the mobile phone. So make use of this option before you send the mail. If you optimize your mail to the mobile phones and other devices, you will not miss high clicks on your mails,*

Don't ignore the Testing of your mails

Make it a habit in email marketing; don't send anything to the subscribers without testing it. In MailChimp we have different options to test and preview your emails. You can preview it in the browser or send a test mail. Make use of these options to the maximum level. Moreover, you can use the Litmus tools to test your mails like how will they look in various mail clients. You will also find other useful testing options in the litmus like whether all links are working or not. However, it a premium platform. You have to take a call

Go for A/B testing

A/B testing is simple. You can analyse the results different versions of your mail such as emails with different subject lines or headlines. This feature is available in the premium version of mail chimp. Just make use of it.

Tracking of data

In this module, we have discussed the tracking and monitoring of emails. So constantly monitor your campaign to get insights into the campaigns. There is an inbuilt tracking system in the Mailchimp. Moreover, you may use the thirst party platforms as well such as Google Analytics to track the data

So, with this, we have completed a very important module of the email marketing. Make use of all the tips discussed in this video. You can surely take your email marketing campaigns to the next level. Thank you so much. Goodbye.

Week Summary

So finally, another week of our course on digital marketing is over. This week was very informative and exciting as we learnt so many new things. This will surely help you to enrich your digital marketing skills. Let us summarize this week

During this week, we covered three modules and these Modules were
Designing e-mail marketing campaigns using Mail Chimp

1. Email –Automation
2. Email Marketing Strategy and Monitoring

In the first modules, we discussed so many important things in detail like templates, blocks, Content studio, email marketing Campaigns, and audience lists. In this week we practically learnt, how to design and run an email marketing campaign. Surely, it will boost up your confidence.

The second module was devoted to email atomization. In this module, we specifically learnt how to automate your email marketing campaigns.

Although various forms of mails that you can automate are available under the premium version of MailChimp, but we tried to understand the concept of automation using free versions only, however, you can easily understand rest of the forms once upgraded to the premium version.

In the last Module, we learnt a few tips to improve the effectiveness of email marketing campaigns. Further, we also learnt, how to improve the performance of your campaigns using various report generated by the mail chimp.

So after, spending two weeks on email –marketing, we have added one more tool of digital marketing to our kitty. But the journey is still on; We will start our next week with a new tool of digital marketing which is being widely used by digital marketers. So, I will meet you during the next week, till then happy learning and goodbye

Course

Digital Marketing

Week Introduction

Learning Objectives

1

Describe the meaning of Pay Per Click advertising along with its significance

2

Set up an account for Google Ads and explore various features of it

3

Explain various campaign goals and bidding strategies

Module 20

Pay Per Click Advertising: An Introduction

Module 21

Pay Per Click Advertising: Google Ads

Module 22

Types of Campaign Goals and Bidding Strategies

Course

Digital Marketing

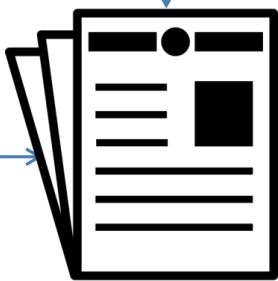
Module 20

Pay Per Click Advertising: An Introduction

Part 1

What will you Specifically Learn ?

- 1** What is PAY PER CLICK Advertising?
- 2** What are various forms of Pay Per Click?
- 3** Why a business should choose Pay Per Click advertising?





?

Pay-Per Click Advertising

You will be charged only, if someone clicks on your advertisement otherwise, you will not be charged for anything

PPC stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked

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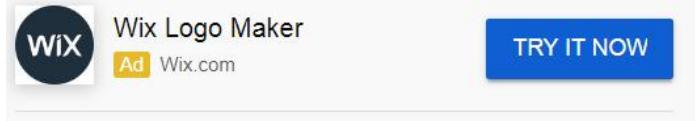
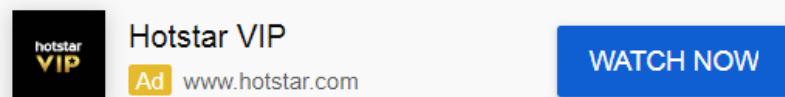
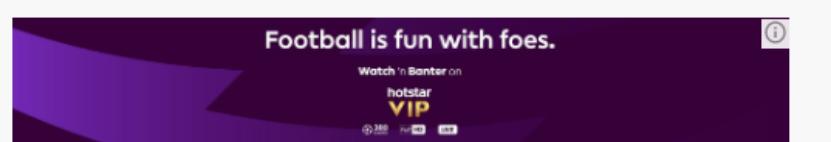
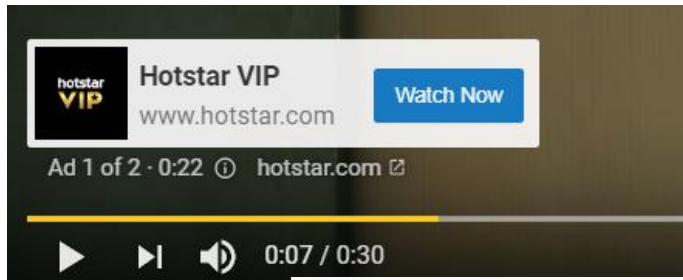
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Wide skyscraper (160x600)



Skyscraper (120x600)



Large skyscraper (300 x 600)



Medium rectangle (300 x 250)



Large rectangle (336 x 280)



Square (250 x 250)



Small square (200 x 200)



Leaderboard (728 x 90)



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- [NameTests](#)
- [See More...](#)

Explore

- [Pages](#)
- [Groups](#)
- [Events](#)
- [Fundraisers](#)
- [Friend Lists](#)
- [See More...](#)

Like Reply · 2h
View 1 more comment



The **FUNDAMENTAL OF DIGITAL MARKETING** Let's grow Together

Fundamentals of Digital Marketing + Join Group

6,812 members

Friend RequestsSee All
Harpreet Singh Balram

Balram Singh Toni is a mutual friend.

[Confirm](#) [Delete](#)

Harjinder Singh

7 mutual friends

[Confirm](#) [Delete](#)

English (US) - ਪੰਜਾਬੀ ਹਿੰਦੀ -

Español

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INSTANT GAMES

GAMES YOUR FRIENDS PLAY MORE

[Digital Marketing Mooc](#)

[McAlert](#)

[MBAfex Batch of 2017...](#)

YOUR PAGES

SEE ALL

- [Digital Marketing Mooc](#)
- [McAlert](#)
- [MBAfex Batch of 2017...](#)

CONTACTS

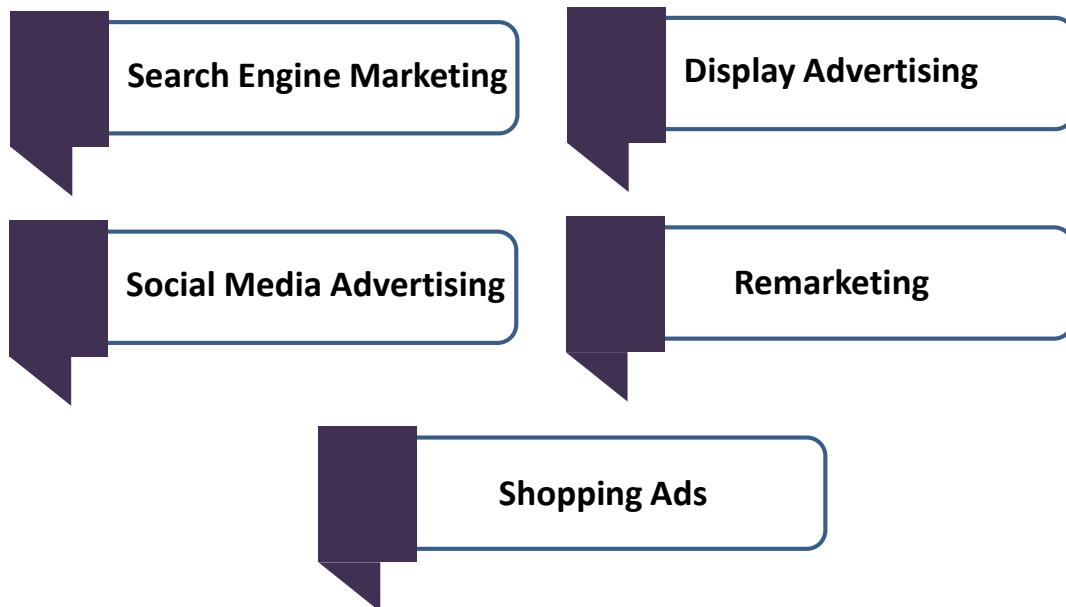
- [Sanjay Gupta](#)
- [Sarishtri Tripathi](#)
- [Jassi Malhans](#)
- [Rajni Joshi](#)
- [Vinay Kumar](#)

GROUP CONVERSATIONS

[Create New Group](#)

Search

Forms of Pay Per Click Advertising



Search Engine Marketing

In-Organics Results

In-Organics Results

Organics Results

The screenshot shows a Google search results page for the query "buy photo". The results are categorized into three types:

- In-Organics Results (Top Left):** A red box highlights the first two results, which are ads from Shutterstock and Adobe Stock. Both ads offer stock photos and vectors at \$29/month.
- In-Organics Results (Top Right):** A red box highlights a sponsored result from Canvas Champ, which offers "Your Photo On Canvas" and "Online Photo Albums Printing" for ₹299 and ₹550 respectively.
- Organics Results (Bottom):** A green box highlights the official Shutterstock result, which links to their website for buying images, stock photos, and vectors.

Other visible results include a general "See buy photo" section and a link to Fotolia's guide on purchasing and downloading royalty-free photos.

Search Engine Marketing

Organics Results

Google search results for "buy photo".

Organic Results:

- Shutterstock Stock Photos | Plans starting at \$29/Month**
(Ad) www.shutterstock.com/ ▾
Over 200 Million High Quality Images. Explore Plans for Every Budget Now! Get Images for Any Project — Emails, Presentations, Social Media Posts, and More. No Daily Download Limit. All Royalty Free. Highest Quality Content. Free Image Resizer. Subscribe from \$29/Month.
- Vectors & Illustrations**
Browse the Leading Vector Library.
Find the Perfect Vector Today!
- Backgrounds & Textures**
Enjoy Our Huge Collection.
Start Today!
- Buy stock pictures | Work faster with Adobe Stock.**
(Ad) stock.adobe.com/ ▾
Quick access to creative assets that inspire great work. Get started now. Find the perfect image to enhance your next creative project. Explore diverse collections. Video now available. Flexible plans. Integrated in Adobe apps. Types: Business and healthcare, Authentic lifestyle. Contribute to Adobe Stock · First month free · New Premium Collection
- Buy Images, Stock Photos & Vectors | Shutterstock**
<https://www.shutterstock.com/search/buy> ▾
Find buy stock images in HD and millions of other royalty-free stock photos, illustrations and vectors in the Shutterstock collection. Thousands of new ...
- Fotolia - How to purchase and download royalty-free photos and ...**

Sponsored Results:

- See buy photo**
- Your Photo On Canvas ...**
₹ 299
Canvas Champ
Special offer
- Online Photo Albums Printing**
₹ 550
Canvas Champ
Special offer
- Make Your Own Canvas Print...**
₹ 299
Canvas Champ
Special offer

Search Engine Optimization

Search Engine Marketing

In-Organics Results

In-Organics Results

A screenshot of a Google search results page for the query "buy photo". The results are divided into two main sections: In-Organic Results (natural search) and In-Organic Results (ads).

In-Organic Results (Natural Search):

- Shutterstock Stock Photos | Plans starting at \$29/Month**
Ad www.shutterstock.com/
Over 200 Million High Quality Images. Explore Plans for Every Budget Now! Get Images for Any Project — Emails, Presentations, Social Media Posts, and More. No Daily Download Limit. All Royalty Free. Highest Quality Content. Free Image Resizer. Subscribe from \$29/Month.
- Vectors & Illustrations**
Browse the Leading Vector Library.
Find the Perfect Vector Today!
- Backgrounds & Textures**
Enjoy Our Huge Collection.
Start Today!

- Buy stock pictures | Work faster with Adobe Stock.**
Ad stock.adobe.com/
Quick access to creative assets that inspire great work. Get started now. Find the perfect image to enhance your next creative project. Explore diverse collections. Video now available. Flexible plans. Integrated in Adobe apps. Types: Business and healthcare. Authentic lifestyle.
Contribute to Adobe Stock · First month free · New Premium Collection

- Buy Images, Stock Photos & Vectors | Shutterstock**
https://www.shutterstock.com › search › buy
Find buy stock images in HD and millions of other royalty-free stock photos, illustrations and vectors in the Shutterstock collection. Thousands of new ...
- Fotolia - How to purchase and download royalty-free photos and ...**

In-Organic Results (Ads):

- See buy photo**
- Sponsored**
- Your Photo On Canvas | ... ₹ 299 Canvas Champ**
Special offer
- Online Photo Albums Printing ₹ 550 Canvas Champ**
Special offer
- Make Your Own Canvas Print... ₹ 299 Canvas Champ**
Special offer

In-Organics Results

Search Engine Marketing

**You will be only charged if someone clicks on your advertisement,
otherwise you will not be charged for anything**

Search Engine Marketing



Just paying the higher amount to the Google or any other search Engine does not guarantee that your ad will definitely appear in search results

Pricing

Ad Quality

Keywords

Landing Page



YouTube!



[Search Engine Marketing]

Search Engine Marketing Platforms

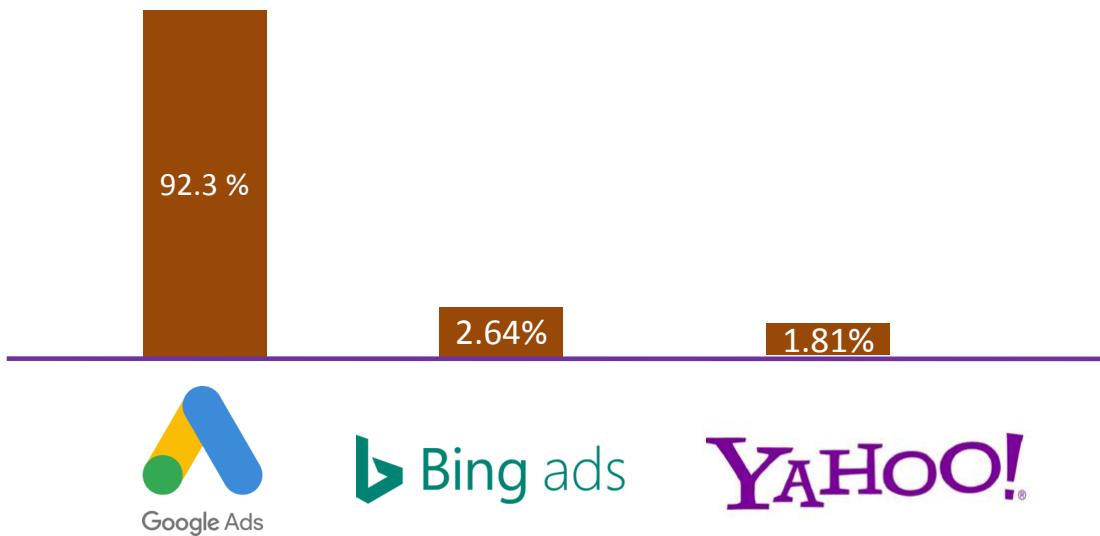


Google Ads



Bing ads

Search Engine Marketing Platforms



Display Advertising



Gmail Images ■■■ Sign in

Google

I'm Feeling Lucky

NO

Display Advertising



YouTube!



Blogger



Display Advertising

Wide skyscraper (160x600)



Skyscraper (120x600)



Large skyscraper (300 x 600)



Medium rectangle (300 x 250)



Large rectangle (336 x 280)



Square (250 x 250)



www.example.com

Leaderboard (728 x 90)



Display Advertising

Display advertising is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics

KASTARIA, 2019

Shutterstock Stock Photos | Plans starting at \$29/Month

Ad www.shutterstock.com/

Over 200 Million High Quality Images. Explore Plans for Every Budget Now! Get Images for Any Project — Emails, Presentations, Social Media Posts, and More. No Daily Download Limit. All Royalty Free. Highest Quality Content. Free Image Resizer. Subscribe from \$29/Month.



Display Advertising



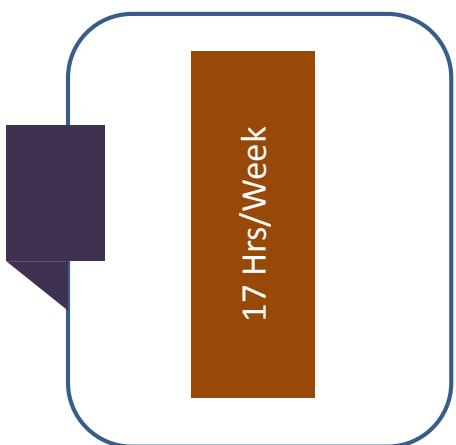
Google Ads

According to Google Ads, **Display Ads** help the advertiser to reach people while they're browsing their favorite websites, watching YouTube video, checking their Gmail account, or using mobile devices and apps

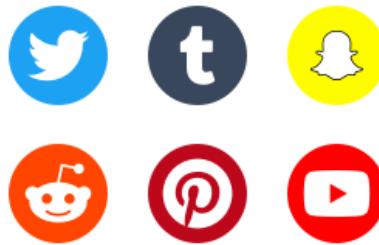
Display Advertising



Social Media Advertising



McKinsey (2019)



Remarketing

MakeMyTrip Video

Shopping Ads

Google search results for "buyTV".

Did you mean: [buy TV](#)

See buyTV

Sponsored

 Samsung 138cm (55") NU6100 UHD TV
₹ 55,990
[Samsung.com](#)
21% price drop

 Samsung 123cm (49") N5300 Smart FHD TV
₹ 42,990
[Samsung.com](#)
★★★★★ (2k+)

 VU 163 cm (65 Inches) Smart 4K Ultra HD LED TV Pixelight
₹ 52,149
[TataCLIQ.com](#)

TVs - Buy Television Online at Best Price in India | Flipkart.com
<https://www.flipkart.com/television-store>

Welcome to India's No.1 TV Store. ... Benefits on buying from Flipkart -No Cost EMI, Free Installation, Complete TV Protection (3 Years), 90 Day Keep or Exchange. ... Mi LED Smart TV 4X Pro 138....

BYUtv: Home
<https://www.bytv.org> ▾
Together.
Shows · LiveTV · Studio C · View Schedule

Evernote
Sign in to Web Clipper to see Related Results

BYU TV
Television channel


byutv.org

BYU TV is a television channel, founded in 2000, which is owned and operated as a part of Brigham Young University. The channel, available through cable and satellite distributors in the United States, produces a number of original series and documentaries with emphases in comedy, history, lifestyle, music and drama.

[Wikipedia](#)

Headquarters: Provo, Utah, United States
Motto: "Together"
Founded: 2000
Owner: Brigham Young University

Shopping Ads



Shopping ads allow seller to Control the product information and maintain the accuracy and freshness of the product information, so that customers find the relevant, current items they're looking for



Pay only, if someone clicks your Ad



Buy yoga mats online in India | 2 years Guarantee - decathlon.in

Ad www.decathlon.in/ ▾

Free Shipping* above INR 999. Shop Now! Sports Products At Amazing Prices in India. Shop Now. Easy Exchange and Returns. 2 Year Warranty. Types: Cycles, Tents, Backpacks, Tennis Gear, Swim Wear, Running Shoes, Sports Apparel, Fitness Equipment, Skateboards.

📍 Dhillon Plaza, Chandigarh - Ambala Highway, Zirakpur, Punjab

PAY



Buy Office 365 Business | Microsoft Gold Partner | brio.co.in

Ad www.brio.co.in/ ▾

Onboarded 3000+ businesses, Support from Certified Engineers, Multi Payment options. Services: Email, File Storage & Sharing, Office Online, meetings and IM & more. 24/7 Support. Signup & Start Using. Services: Easy setup and onboarding, Multiple Payment Options.

Contact Us · Career Opportunities · Cloud Consulting Services · Blog Center

PAY



Purchase Microsoft Office | Bulk Discounts for Business

Ad www.amazon.in/ ▾

Benefit from Amazon's World-class Logistic Network. Create a Free Business Account! Shop for anything you Need for your Business in a Single Click. Claim input tax credit. 11cr+ products. Easy Return Policies. Types: Laptops, Printers, Routers, Monitors, Projectors.

Ordering For Business · Amazon's A-to-z Guarantee · Fast & Reliable Shipping

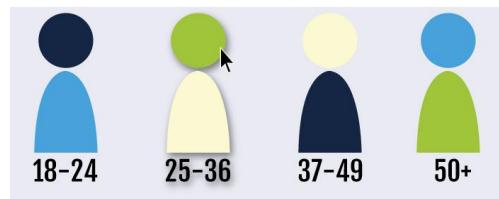
PAY

Control How to Spend on Ads

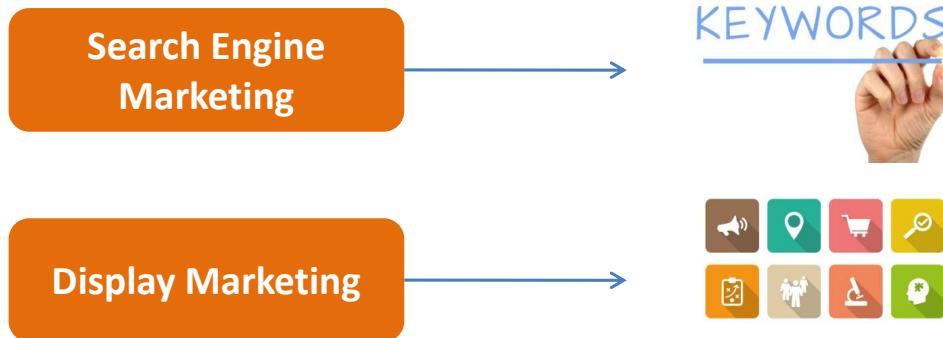
You have full control over your budgeting decision



Target Your Audience Precisely



Target Your Audience Precisely



The fastest way to bring the traffic



**Search Engine Optimization is very
Slow Process**

**Results of PPC Campaign are very
quick and fast**

The fastest way to bring the traffic



- Designing a PPC campaign doesn't take much time
- Within a few hours people will start visiting your website and
- Chances of conversion increase with more traffic to the website

PPC is Cost Effective



Click Through rate,
Average Cost Per Click



Ad scheduling is Key to PPC



Buy yoga mats online in India | 2 years Guarantee - decathlon.in

[Ad] www.decathlon.in/ ▾

Free Shipping* above INR 999. Shop Now! Sports Products At Amazing Prices in India. Shop Now. Easy Exchange and Returns. 2 Year Warranty. Types: Cycles, Tents, Backpacks, Tennis Gear, Swim Wear, Running Shoes, Sports Apparel, Fitness Equipment, Skateboards.

📍 Dhillon Plaza, Chandigarh - Ambala Highway, Zirakpur, Punjab





Statistics are in favour of PPC

Statistics are in favour of PPC



75%

Search ads make it
easier to find the
information they're
looking for

Search Engine Land, 2019

Statistics are in favour of PPC



40%
of brands want to increase
their PPC budget,
indicating

SocialMediaToday

Statistics are in favour of PPC

Google Ads alone reaches a network of more than

2 Million Websites and applications

Google, 2018

Statistics are in favour of PPC

\$1

\$2

Google, 2018

Statistics are in favour of PPC

**Google Ads alone
reaches a network of
more than**

50%
**Websites and
applications**

Google, 2018

Statistics are in favour of PPC

PPC **statistics** are easier to measure than SEO statistics, making it easier for marketers to track ROI and manage budgets

Unbounce, 2018

M20: Pay Per Click Advertising: An Introduction

Presenter:
Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



PART-1

Hello everyone, welcome the first Module of this week and the name of this Module is “Pay Per Click Advertising: An Introduction”. As we discussed that majority of the traffic to our website is coming through Search Engines and we should improve our ranking in search research results by adopting the strategies of Search Engine optimization, both on-page and off-page.

But, do you think that search engines are the only way through which our visitors, prospects or customers are reaching to websites? No, not at all, there are many other ways through which they may land on our websites and PAY PER CLICK is one of them. So, in this Module, we will discuss the basics of PAY PER CLICK advertising and you will specifically learn

- 1. What is PAY PER CLICK Advertising?**
- 2. What are various forms of Pay Per Click?**
- 3. Why a business should choose Pay Per Click advertising?**

I know you are very inquisitive to learn about Pay Per Click Advertising, so without wasting time, let us start our module, with an aim to move one step ahead in digital marketing.

Just recall our one of the examples and this example was about newspaper advertising.

Suppose, you are running a coaching institute and you want to advertise various courses in the newspaper that has a circulation of 1000 readers. Suppose, you agree to pay Rs.100 and advertised the product. However, only 400 people actually saw your advertisement when it appeared in the newspaper

Now tell me how much actually you will be charged. Will it be for 1000 readers or for 400 readers?

The answer is very simple.

The Advertising Model of offline media works on the basis of total reach, not on the basis of actual views.

So, in this case, you will be charged on the basis of 1000 reader even your ad is seen only by 400 readers,

Even if no one will see your advertisement, you will be charged with the full amount.

But the scenario is different in case of online advertising where most of the advertising models work on Pay Per Click.

That means you will be charged only if someone clicks on your advertisement otherwise. You will not be charged for anything else

So, let me formally define but is pay per click advertising

According to WordStrem.

“**PPC** stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time once their ad is clicked”

Here are a few examples of PPC

You can see ads appearing on Search Engines Results, YouTube Ads, Ads on various Websites, Ads on Social Media etc.

More specifically, it's a way of buying visits to your site, rather than attempting to “earn” those visits organically.

Now let us see what are various forms of Pay Per Click Advertising. These are

1. **Search Engine Marketing**
2. **Display Advertising**
3. **Social Media Advertising**
4. **Remarketing**
5. **Shopping Ads**

Let me explain them one by one.

Search Engine Marketing

We already know that any SERP (Search Engine Result Page) has two types of results i.e Organic Results and In-Organic Results. To secure the high ranking in organic results you have to optimize your website to make it search engine friendly. In Digital marketing terminology, it is called Search Engine Optimization. We also know that securing high ranking in organic results is free of cost and you need not pay anything to the Google or other popular search engines in this regard.

However, to secure the position in in-organic results is not free of cost and you have to pay the advertising fee to the Google or any search engine to place your advertising in the search engines' inorganic results. But in this case, you will be only charged if someone clicks on your

advertisement, otherwise, you will not be charged for anything. That is why it is called Pay Per Click (Only pay if someone clicks on your advertising)

The most important point here. Just paying the higher amount to the Google or any other search engine does not guarantee that your ad will surely appear in search results. No doubt, pricing is the Important factor but there are other factors too that contribute to whether your ad will appear or not like keywords, Ad Quality, Quality of landing page, Bidding by competitors etc. We will discuss all these factors in a while.

Moreover, Search engines are not the only place where search happens. A search can happen at Google Map, it can happen on YouTube, it can happen in shopping etc. Ads can also appear there. So, these are also within the domain of Search engine marketing

For Search Engine Marketing there are two very important Platforms that are being used worldwide, and these platforms are

Google Ads

Bing Ads.

Without any debate, Google Ads is the leader in Search Engine Marketing as it has 92.34% share in the search engine market followed by Bing (2.64%) and Yahoo (1.81%) (Source: StatCounter, Aug 2019)

Even in our course, we will use Google Ads Platform to learn about Search engine marketing campaign.

I have discussed with you just the meaning of pay-per-click advertising along with the one but very important forms of pay-per-click advertising i.e. Search engine marketing. So I will continue my discussion on the rest of the forms of pay per click advertising in the next part.

Part -2

Just thinks for a while, do you think that our all prospects are coming to our website *through Search Engines or all the time they are on search engines.*

Obviously, No.

They may be on YouTube, they may be on blogs, they may be on different websites depending upon their interest.

Don't you think we should target them there as well and show our advertisements in the forms of banners, animations or even in the text form?

Yes, we should.

So, this is nothing, it is called display advertising. Let me explain it.

'Display advertising' is an important form of PAY PER CLICK advertising.

Just thinks for a while

Do you think that our all prospects are coming to websites through Search Engines or all the time they are on search engines?

Obviously, No

They may be on YouTube, they may be on blogs, they may be on different websites of their interest.

Do don't you think we should target them there and show our advertisements in the forms of banners, animations or even in the text form.

Yes, we should.

So, it is nothing, it is called 'display advertising'. Let me explain it.

According to KASTARIA, Display advertising is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics.

According to Google Ads, Display Ads help the advertiser to reach the people while they are browsing their favourite websites, watching YouTube video, checking their Gmail account, or using mobile devices and apps.

Similar to Search Engine Marketing, Google Ads and Bing Ads are the most popular platforms of display advertising. In our course, we will learn how to use Google Ads to run display advertisement campaigns. Just wait for that.

Next, we have social media as an important form of display advertising

You will be surprised to notice that according to the report released by McKinsey (2019). We as Indians are spending the highest amount of time on Social Media in the world. We spend about 17 hours per week on social media websites like Facebook, Twitter, Instagram, and others and it is a world record. It is happening all because of cheap android phones and easy access to 4G services.

So, for marketers, Social Media is an important destination to advertise their product or services because of its high penetration rate, especially in India.

Most of the advertising models of Social Media Advertising are based on Pay Per Click that means you will only pay if someone clicks on your ads.

Going by the importance of social media, we will learn how to use Facebook, Twitter and LinkedIn for Pay PER Click Advertising in the respective modules.

Remarketing

You might have noticed that while surfing the internet you start experiencing ads of those sites that you visited previously

Suppose, I want to book an air ticket from Chandigarh to Goa through MakeMyTrip and yet not finalized the booking. It is very strange to notice that ads of MakeMyTrip start appearing on other websites as well where my purpose of visiting is altogether different.

From marketer's point of view, it is nothing but it is remarketing and a very important form of PPC. We will learn about remarketing advertising with the help of Google Ads.

Next, we have Shopping ads

You must have noticed these types of ads on Google search page or on YouTube. These are nothing it is part of Google Shopping ads which are essentially a Pay Per Click Ads.

Shopping ads helps the buyers to search for products quickly and easily on Google,

According to Google Ads, Shopping ads allow the seller to control the product information and maintain the accuracy and freshness of the product information so that customers find the relevant, current items they're looking for

Google shopping ads are again managed from Google Ads platform and we will learn about it shortly.

So, this was the discussion on various forms of pay per click advertising. I am not claiming that these are the only form of pay click advertising. You may find many more forms of pay per click advertising once you start exploring this domain. Thanks

PART -3

Now the very basic question, as an online marketer why should I use Pay Per Click format of advertising in my promotional mix.

There are so many good reasons why a business should use PPC ads to promote its product and services. Let us look at few of them-

Pay only, if someone clicks your Ad

This is the whole essence of PPC campaigns that you will not be charged if no one clicks on your ads. In other words, pay for your ads if someone clicks. So, this is very cost-effective in this way. If a prospect is really interested in your product, only then he will click on your ad otherwise you will not pay for it. So, there are high chances that only quality traffic will come to your website if targeted properly. So this is a win-win situation for the business as they get visibility free of cost even if few people are clicking on ads.

Control How to Spend on Ads

Budgeting is an important element of overall online marketing campaigns. Pay per click makes it very flexible. You have full control over your budgeting decision. For example, how much bid amount you want to make, how much amount per day you want to spend on ads. If you want to increase or decrease your bid amount you can easily do it.

What is a bid? I will explain it shortly. Moreover, if you want to stop your ad at any time you do it instantly. All the decisions are at your fingertips and you can take them instantly.

Target Your Audience Precisely

Targeting the right audience is the key feature of PPC why advertisers love PPC campaigns. It is often said that ad has no meaning if it is not delivered to the right audience.

In most of the PPC platforms, there are a bunch of settings which make it possible to target the right audience. For example, I want to target the audience on the basis of location that means I want to show my ad in a particular area. This can be easily done from the location setting of any PPC platform. Similarly, if I want to show my advertisement to particular age groups it is possible with the help of PPC Campaign Settings.

In the case of Search Engine Marketing, targeting of the audience is done on the basis of the keywords that they type in the search engines to search for information, for products or services.

Similarly, in the case of display advertisements, the targeting is done on the basis of audience interest and demographics.

We will discuss all these audiences targeting settings in the detail in the respective modules

The fastest way to bring traffic

You may spend months or years to bring traffic to your website by improving your search ranking in the organic results with the help of a Search Engine Optimization strategy. However, you will find that the results of PPC campaign are very quick and fast. Designing a PPC campaign doesn't take much time. Once your campaign is live you can expect that within a few hours people will start visiting your website and chances of conversion increase with more traffic to the website. Very impressive!!!

High Return on Investment

As we are discussing that you pay for clicks only. So, it is very cost-effective. In various PPC platforms, there is an in-built feature to optimize the ads. For example, we can increase or decrease the bid amount and the budget amount at any time to optimize the ads as a lot of data is available with respect to advertisements in such platforms like Click-Through rate, Average Cost Per Click etc.

The terms may be new for you but we will learn them in a short while

Proper optimization of ads will surely improve your return on investment in PPC scenario. The Only thing is that you have to learn how to make the maximum use of such data to make our campaigns successful.

Ad scheduling is Key to PPC

Ad scheduling is a very good feature of PPC campaigns. You need not to run your ads 24 hours a day on the internet. Based on your experience and the data retrieved from PPC platforms, you can easily schedule your ads by keeping in mind the audience's interaction with your ads. You can select a particular day/ day and a time frame on each day to show your ads. This feature is amazing and it will surely help you to reduce the cost of advertisement and to give the quality traffic to your website.

Statistics are in favour of PPC

Just to understand the importance of pay per click advertising. Let me show you a few stats from various reports which will strengthen your opinion in favour of pay per click advertising.

- 1.** Search Engine Land, 2019, 75 per cent of people said search ads make it easier to find the information they're looking for
- 2.** For every \$1 spent on Google Ads, businesses earn average revenue of \$2 (Google).
- 3.** 40 per cent of brands want to increase their PPC budget, indicating that this is an effective and lucrative tool for marketers (Social Media Today)
- 4.** [Google Ads](#) alone reaches a network of more than 2 million websites and applications (Google).
- 5.** PPC visitors are 50 per cent more likely to make a purchase than organic visitors (Unbounce).
- 6.** PPC statistics are easier to measure than SEO statistics, making it easier for marketers to track ROI and manage budgets (Unbounce)

Looking at various benefits of PPC advertising and the statistics generated from various reports, now, I hope that you are convinced with why a business should use a per click advertising in their promotional mix.

In this module, we have just discussed the basics of pay-per-click advertising. From now onwards, practical and very interesting things will start. Just join me in the next Module. Thank you.

Course

Digital Marketing

Module 21

Pay Per Click Advertising: Google Ads

Part 1

What will you Specifically Learn ?

1

What is Google Ads Platform?

2

How does PPC Works?

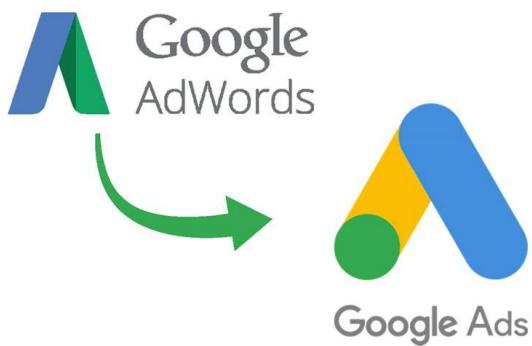
3

How to register for Google Ads?

4

What are various types of Keywords Match ?

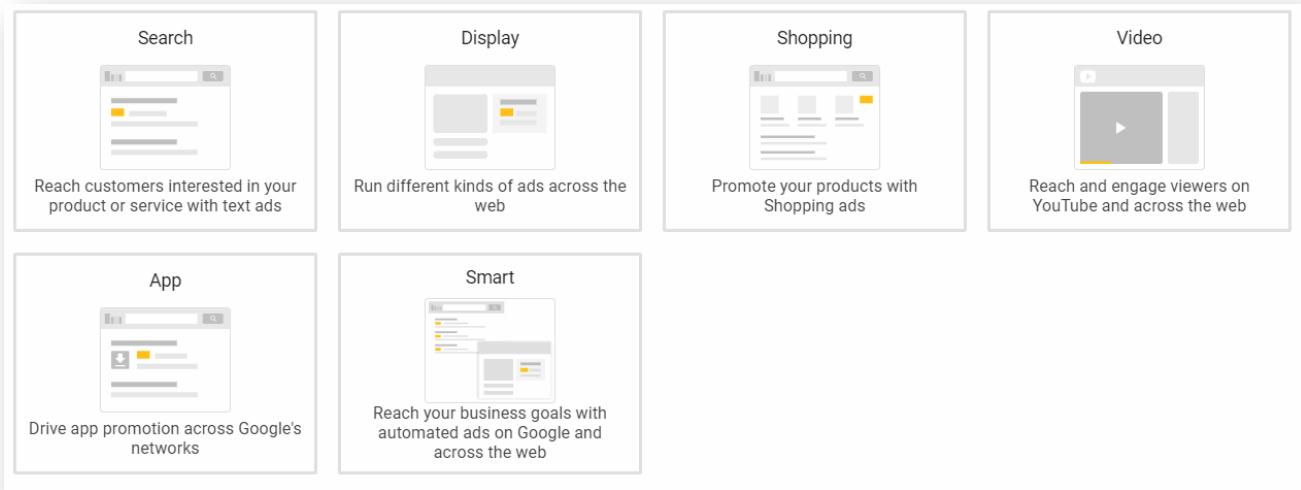
What is Google Ads Platform ?



2000

Online platform where advertisers can manage their different types of campaigns to show their **products, services, video** content and promote **mobile apps** installation

Google Ads Campaigns



Grow your business with Google Ads

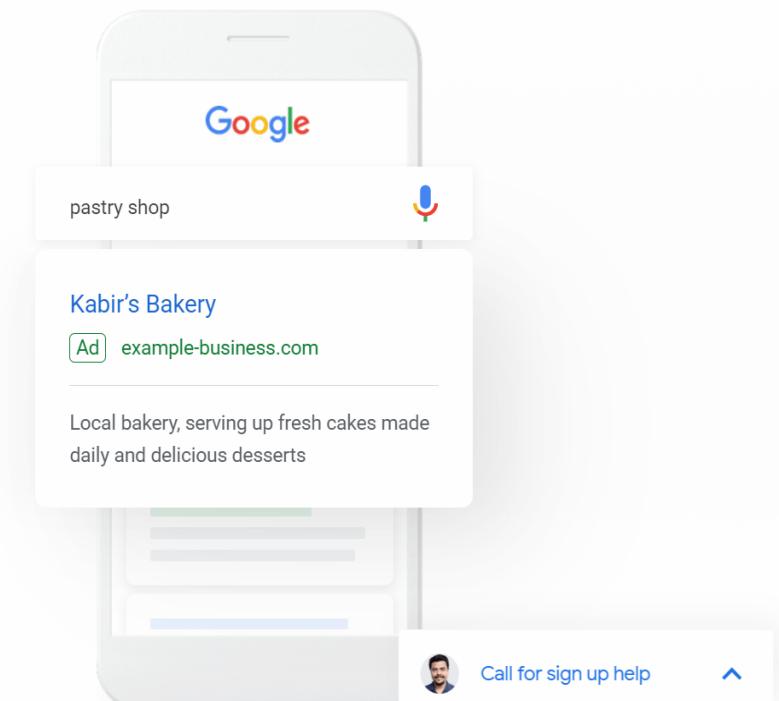
Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

[Start now](#)

Call to get set up by a Google Ads specialist

1800-572-6909*

Mon-Fri, 9:00am-6:00pm IST





Google Ads



**Auction or
Bidding
Model**

Google Ads - Get More Customer... Best course in data analytics] - G... +

https://www.google.com/search?q=Best+course+n+data+analytics+%5D&oq=Best+course+n+data+analytics+%5D&aqs=chrome.....

Paused

Google Best courses in data analytics

All News Videos Images Shopping More Settings Tools

Auction in Background





\$ BID AMOUNT



AD RANK

=

CPC BID

X

Quality Score

CPC BID

Amount an advertiser is willing to pay to the Google, if someone clicks on ad



₹10

Less Than

₹10



Quality Score

The quality score for an ad is calculated by taking into account **click-through rate, relevance of keywords, and landing page quality**

Click-through Rate (CTR)

Expected number of clicks which an ad will click. Google predicts it by using its own algorithm

Quality Score

The quality score for an ad is calculated by taking into account **click-through rate, relevance of keywords, and landing page quality**

Relevance of Keywords

Relevant to the Pool of Keywords with respect to content of your advertisement

Quality Score

The quality score for an ad is calculated by taking into account **click-through rate, relevance of keywords, and landing page quality**

Landing Page Quality

Measured on the basis of relevant content and a clear call-to-action and other parameters negative

Auction Process in Google Ads

Advertiser	Max CPC BID (RS.)	Quality Score	AD RANK	Ad Position	Price
I	2	10	20	1	$16/10+.01=1.61$
II	4	4	16	2	$12/04+.01=3.01$
III	6	2	12	3	$08/02+.01=4.01$
IV	8	1	8	Not Qualified	

Price Per Click = Ad Rank of the person below you / Quality Score + Google Margin

What is a KeyWord



Words or phrases either people are using to search for information or present in various WebPages

An Ad will be triggered against these keywords

To optimize the keyword selection, we have to understand different Google Ad Match



Google Ads

KEYWORD MATCH

1 Broad Match

2 Broad Match Modifier

3 Phrase match

4 Exact match

5 Negative Match

1

Broad Match

Board match is the default match and it allows you to reach to the widest audience

If the audience is searching for any word of your phrase or couple of words, your ad is eligible to be part of the auction process

1

Broad Match

Ad will be Triggered



Digital Marketing Course in
Chandigarh



Digital Marketing Course
Digital Marketing Course in Mumbai

It is evident that broad match will increase your
ad frequency and clicks

1

Broad Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Broad Match	None	Women's hats	Misspellings, synonyms, related searches, and other relevant variations	Buy Ladies Hats

2

Broad Match Modifier

Broad match modifier gives more control to the advertisers to tell the Google that their ad should be only shown if these words are included in the query no matter in which order and where in the search query

4

Exact match

Broad Match Modifier



Buy women's hats



Buy men's hats



Buy+women's hats



Buy men's hats

To narrow down your audience to bring the quality traffic to website, Broad match modifier is quite useful

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Broad Match Modifier	+ Keyword	+Women's +hats	Contains the modified terms (or close variations, but not synonyms) in any order	Hat for women

An ad will only appear when a user searches for your exact keyword phrase, in its exact order, but maybe with some additional words at the beginning and the end of the query

3

Phrase Match



"**women's hats**

red women's hats



women's hats for weddings



women's blue hats



hats for women



3

Phrase Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Phrase match	“Keyword”	“Women’s hats”	Are phrase and close variant of the phrase	Buy women’s hat

Ad will be triggered only if someone is searching for the exact phrase, in the same order, not anything else before or after the phrase

It is very restrictive in targeting the audience

4

Exact Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Exact Match	[Keyword]	Are exact terms and close variant that term	Are phrase and close variant of the phrase	Women's hats

4

Exact Match



[women's hats]



Women's hats



Buy women's hats



It will help you to precisely target your audience and avoid unnecessary clicks on the ads



— “Free Phones”

Negative Broad Match
Negative Phrase Match
Negative Exact Match

5

Negative Match

Negative Broad Match

Negative Phrase Match

Negative Exact Match

Negative Broad Match

Setting that stops your ad from showing if all the negative keywords are searched, regardless of order



— Free Course



Digital Marketing Course for Free X

Negative Phrase Match

Stops your ads from showing if the search includes your exact keywords
In this case order matters

Order Matters!!



Free Course



Digital Marketing Course for Free



Negative Exact Match

Prevents your ads from showing if the search query is exactly your negative keyword



Free Course



Free Course



Free Course on Digital Marketing



M21: Pay Per Click Advertising: Google Ads

Presenter:
Dr. Tejinderpal Singh.
Associate Professor
University Business School
Panjab University Chandigarh



PART-1

So, welcome to the next and very interesting module on Pay Per Click Advertising. The name of the module that we are going to start is ‘Pay Per Click advertising- Google Ads’. As the name suggests, in this module we will learn about the fundamentals of one of the very popular and widely used platforms for per click advertising that is ‘**Google Ads**’.

As I discussed in the previous module, there is no match to the Google Ads as far as pay per click advertising is concerned. The earlier name of Google Ads was Google AdWords that was started in the year of 2000. We will discuss about ‘Google Ads’ platform in details in this Module and you will specifically learn

- 1. What is Google Ads Platform?**
- 2. How does PPC Works?**
- 3. How to register for Google Ads?**
- 4. What are various types of Keywords?**

Google ads is a very vast platform when it comes to the online advertising that is why we will devote around three weeks to understand this platform properly. I hope after the understanding of this platform properly; you will be able to manage the PPC campaigns independently. So, let us begin to explore this platform.

What is Google Ads?

Google Ads (Earlier known as Google Ad words) is a product from Google that was started in the year 2000. It is an online platform from where advertisers can manage their different types of campaigns to show their products, services, video content and promote mobile apps installation. Google Ads can handle various types of campaigns like Search Campaigns, Display campaigns, Remarketing, Video Campaigns, App installs etc.

To understand more about Google Ads, let us first register for it then we will learn how does it work.

Although we have already registered for Google Ads when we discussed Google Keyword Planners. However, many learners were not able to access the full feature of Google Ads. Now to have the full access to Google Ads features, just follow the step carefully.

To create an account to the Google Ads just visit this link only. I am reiterating here that you have to visit this link only. Sometimes, what happens, you search for Google Ads and there may be many promotional links for Google Ads and Clicking on any link may lead you to somewhere else.

Make sure, you have used this link to register for Google ads. I have also given the link in the video description and you can simply click on it to reach to the Google Ads registration page. Now the second mistake that most beginners make they directly click on Start Now. Please don't click on 'start now' otherwise you will be confused with the advertising setup guide that we don't want at this point of time.

What you have to do?

You have to simply click Sign in. Before sign-in, make sure that you have your Google account ID, it is simply the Gmail ID. If you do not have Gmail ID then first create then click on sign-in. I am using my Gmail credentials to log in to Google Ads.

Now, this is the third point where most of the beginners will make a mistake. You will find, so many advertising goals are listed here. Don't Click on any of the goals as we are not clear about our advertising objectives. Even don't click on continue.

You can see an option to create an account without any campaign Just click this one. You will be prompted to a new page where Google would like to have more information from us about our business. This information is very critical you can't change it later on so while filling this information be very careful.

Enter your country, time zone and the currency of your bills. As all settings are in the Indian context so let them be the default. If you belong to another country, please fill the information accordingly.

Click submit

Congratulations!!! You are all done

Don't click anywhere else

Just click on explore your account

This Is the Interface of Google ads.

Go to tools and see all the options of Google Ads are available here. Even the Keyword Planner is present here. Earlier those who were not able to find that the Keyword Planner tool, now they will be able to find it correctly. Just follow the right to Approach.

We have already discussed keyword planner in Search Engine Optimization Module and more will be discussed in the subsequent modules.

So, this was the process of how to sign up for Google Ads. I am again reiterating here, please follow the steps as mentioned in the video, otherwise, you will land somewhere else and may Not be able to use the Google ads interface properly for your advertising purposes.

In the next part, we will discuss how does Google Ads work.

PART -2

Welcome to the next part of Google Ads.

Before we jump to any other part of the Google Ads platform. It is very important for us here to understand how does Google Ads work?

As we know that Google Ads works on a pay per click advertising model. Anyone can register for Google Ads services free of cost and design various forms of advertisements to be shown either in search engine results or on various websites.

Now there is a very important question.

If you will just make the payment to Google, will your ad appear in search engine result pages or on websites with a 100% guarantee?

The answer is a big NO

Money is not the only criteria to show your ad on Google platforms

There is a complete process behind the entire story of showing or not showing your ads.

In, PPC campaigns, we have to understand this process clearly. Let us see what this process is?

Actually

Google Ads work on the basis of an ‘auction’ or ‘bidding’ model.

Every time you search on Google by using various keywords, in the background Google initiate the auction process.

Within a few seconds out of various advertisements submitted to Google Ads by the advertisers,

Google comes out with a winner(s) and their Ads are shown in the search result page.

But the question is, how the winner is decided?

The “winners” are chosen based on a combination of factors, including the quality and relevance of their keywords, Quality of ads, the size of their keyword bid and of course the bid amount of set by the advertisers.

More specifically, the winner is decided on the basis of AD RANK, a metric calculated by multiplying the two factors i.e. CPC Bid and the Quality score

What is ‘CPC bid’ and ‘Quality score’?

Let me explain.

CPC Bid:

This is the maximum amount an advertiser is willing to pay to Google if someone clicks on an ad that means there are many advertisers who set their own bids and their bid amount will also vary as advertisers don't know each other's bid amount.

Suppose, for one-click on my ad, I am ready to pay up to Rs 10. This is my maximum CPC. But it does not mean that on one click I will be charged Rs.10. This is the maximum amount. Usually, I will be charged less than Rs.10. Then for how much I will be charged.

I will be explaining it in a while.

The Quality Score

The quality score for an ad is calculated by taking into account the click-through rate, relevance of keywords, and landing page quality.

Click-Through Rate (CTR) is the expected number of clicks which an ad will click.

Google predicts it by using its own algorithm

The **Relevance of keywords** is how relevant the Pool of Keywords is with respect to the content of the advertisement. A pool of keywords is set during the process of campaign designing that simply means 'trigger my ad if someone searches for these keywords'. We will discuss about in detail.

Landing page quality is measured on the basis of relevant content and a clear call-to-action and other parameters.

For better understanding, let us look at this example:

Auction Process in Google Ads

Advertiser	Max CPC BID (RS.)	Quality Score	AD RANK	Ad Position	Price
I	2	10	20	1 	$16/10+.01=1.61$
II	4	4	16	2 	$12/04+.01=3.01$
III	6	2	12	3 	$08/02+.01=4.01$
IV	8	1	8	Not Qualified	

Price Per Click = Ad Rank of the person below you / Quality Score + Google Margin

There are four advertisers for a particular "keyword". The keyword here means that their ads should be included in the auction process, if someone searches for this keyword.

Their maximum bids are like this one.

The first advertiser would like to pay Rs.2 followed by II III and IV advertisers.

Their bidding amounts are not known to each other.

When someone will search for keyword for which they have made a bid

The auction process will begin.

First Google will calculate quality scores of each advertisement based on the parameters like the relevance of keywords, quality of landing pages, and expected click-through rate. The quality score of the first advertisement is 10 followed by the second third and fourth advertisement.

On the basis of these two parameters, '**Ad Rank**' will be calculated by multiplying these two parameters

i.e. MAX CPC BID and Quality Score

It is 20 for first ad 16 for the second, 12 for the third and 8 for the fourth ad

Now things are very clear who are the winners.

If Google wants to show three advertisements against a particular keyword, then the Advertiser number 1, 2 and 3 will be declared as winners and their advertisement will be shown in the search engine results in the order of the ad rank.

The advertisement of IVth advertiser will not be shown even if he has made a bid for the highest amount.

This is the beauty of Google AdWords.

Now, there is an important question

For how much, the first advertiser will be charged?

Will it be the amount Equal to Max BID or less than that?

One thing is very clear, they will not be charged with the maximum bid amount, they will be definitely charged with an amount that is less than their maximum bid amount.

But what will be that amount?

Let me show, how Google makes these calculations

The formula to calculate the price per click is

The Ad Rank of the person below you/ your Quality Score + Google margin say Rs .20

By applying this formula, the first advertiser will pay 1.61

The second advertiser will pay 3.01

The third advertiser will pay 4.01

Note one thing here, if your ads quality score is better, you can further reduce the actual CPC.

So, this was the simple arithmetic, how does Google Ads work, how ads are selected and finally

how actual CPC is calculated. Remember one thing, the quality of your ad matters a lot in the entire process. There are few guidelines issued by Google in this regard. We will discuss these guidelines in the subsequent Modules.

PART-3

Hello everyone, in the last video we learned how Google Ads work? The most important thing that we discussed was, the ad is triggered against a keyword which people are using in the Google search.

It simply means that first of all advertiser should list down a few keywords relevant to the ad and product in the Google Ad platform. We will discuss where to add those keywords during the campaign process. But before that, it is very important to understand what are various types of Keywords match from Google Ads perspective and how to optimize them in the favour of our ads.

We all know, what is a keyword.

In Google ads, it means those words or phrases either people are using to search for information or are present in various webpages and an ad will be triggered against these keywords.

To optimize the keyword selection, we have to understand the different Google Ad Match. There are four types of matches.

Match means, in which way Google should match the keywords types in search engines and the Keywords submitted by the advertisers. You will understand it better with the help of examples.

Actually, there are Five types of Match and these are

1. Broad Match

2. Broad match modifier

3. Phrase match

4. Exact match

5. Negative Match

Let me explain them one by one

Broad Match

Broad match is the default match and it allows you to reach to the widest audience. It is that simple and broad if the audience is searching for any word of your phrase or couple of words, your ad is eligible to be part of the auction process. It also allows misspellings and synonyms to trigger your ads to appear.

For example, if your selected keyword is

‘Digital Marketing Course in Chandigarh’ then even if someone is searching for ‘Digital Marketing Course’ or ‘Digital Marketing Course in Mumbai’ your ad will be triggered as search has three words of your keyword.

It is evident that broad match will increase your ad frequency and clicks. But you will experience untargeted traffic to your website as well.

So, it may eventually reduce your return on investment.

Here is the checklist of broad match.

1 Broad Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Broad Match	None	Women's hats	Misspellings, synonyms, related searches, and other relevant variations	Buy Ladies Hats

Here we are not using any symbol to denote Broad Match at the time of keyword selection. It allows Misspellings, synonyms, related searches, and other relevant variations. For the keyword, Women's hats, the ad will be shown if someone searches for Buy Ladies Hats.

Broad match modifier

Broad match modifier gives more control to the advertisers to tell Google that their ad should only be shown if these words are included in the query no matter in which order and where in the search query.

For example, in the case of broad match, my set keyword is “buy women's hats”

There is a possibility that my ad will be triggered if someone searches for “buy men's Hats” because two words are in the search query of your set keywords.

But if I use Broad match Modifier by using the + sign before the Word Women like “Buy +women's hats” then this is the indication to Google that trigger my ad only if the words ‘women' is included in the search query. In this case, if someone searches for “buy men's hats” my ad will not be triggered. So, it is very clear, to narrow down your audience to bring the

quality traffic to a website,

Broad match modifier is quite useful. here is the checklist of Broad match modifier

2
Broad Match Modifier

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Broad Match Modifier	+ Keyword	+Women's +hats	Contains the modified terms (or close variations, but not synonyms) in any order	Hat for women

In this case, we have to use the + sign before the word that you want it must be present in the Search query before your ad is triggered. Your ad will be shown that Contains the modified terms (or close variations, but not synonyms) in any order. For example, we have added + sign before Women's and before hats then, Ad will be shown if someone searches for Hats for women. Next, we have

Phrase Match

Phrase Match is one of the popular matches of the advertiser. It allows the advertisers to have more control and balance over the reach. In this case, an ad will only appear when a user searches for your exact keyword phrase, in its exact order, but maybe with some additional words at the beginning and the end of the query.

Look at this example,

If you set the keyword “women’s hats” in quotes to make it a phrase match your ad will be triggered if someone searches for

“red women’s hats”,

“Women’s hats for weddings”,

but not for “women’s blue hats” or

“hats for women”.

As the exact phrase is missing in these cases. The checklist for phrase match is

3
Phrase Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Phrase match	"Keyword"	"Women's hats"	Are phrase and close variant of the phrase	Buy women's hat

If you want to make any word or couple of words as a phrase-match then you have to put all these words in quotes.

Your ad will be shown for that phrase and a close variant of the phrase. For example, the ad will be shown for ‘buy women’s hat’ as your phrase is present the search query in the same order.

Next, we have,

Exact match

In case of Exact Match, as the name suggests, your ad will be triggered only if someone is searching for the exact phrase, in the same order, not anything else before or after the phrase. It is very restrictive in targeting the audience.

Here is the checklist of Exact Match

4
Exact Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Exact Match	[Keyword]	Are exact terms and close variant that term	Are phrase and close variant of the phrase	Women's hats

In this case, you can use the square bracket as a symbol to make any keywords an Exact match. The ad may be shown for searchers that are exact terms and a close variant of that term.

In this example, if someone searches for ‘Women’s hats’ only then the ad will be shown. If someone adds a few words before or after the exact match the ad will not be shown in that case. By keeping in mind that advertisers are losing opportunities if the search includes misspellings and abbreviating variations of the designated exact keywords. Google may allow an ad to be triggered with small variants to search queries. This is called “close variant matching”.

Lastly, we have a Negative Match

It is simple

Sometimes, we want, our ad should not be triggered if certain words are included in the search query. It will help you to precisely target your audience and avoid unnecessary clicks on the ads.

For example, If Apple is interested, if someone is looking for a free phone, then ad should not be visible. They can achieve it make free as a negative word just by putting – sign before it
Further, there are three types of Negative Keywords,

Negative Broad Match

Negative Phrase Match

Negative Exact Match

If you have understood the meaning of Broad Match, Phrase Match and Exact Match, then there will not be any problem in understanding these types, let me explain

Negative Broad Match is the default setting that stops your ad from showing if all the negative keywords are searched, regardless of order. For example, if the negative keyword is ‘Free Course’. My ad will not be visible if someone searches for “Digital Marketing Course for Free” as it includes the word ‘Free’ and ‘Course’.

Negative Phrase Match stops your ads from showing if the search includes your exact keywords. In this case order matters. For example, if the negative keyword is ‘Free Course’. My ad will be visible if someone search for “Digital Marketing Course for Free” but it will not be visible if someone searches for “Free Course on Digital Marketing”

Negative Exact Match prevents your ads from showing if the search query is exactly your Negative keyword. This means, your ads will be shown if extra words or phrases are added either before or after.

For example, if the negative keyword is ‘Free Course’. My ad will not be visible, if someone searches for “Free Course” but it will be visible if someone searches for “Free Course on Digital Marketing”

Congratulations, you have learnt the very basic but the most important part of Google Ads. You must be wondering where is the place from where I can actually control all these steps? Don't worry, I will teach you all these steps when we will start the practical aspect of the Google Ads. Soon, we are going to start that!!! Just wait for that, thanks.

Course

Digital Marketing

Module 22

Types of Campaign Goals and Bidding Strategies

Part 1

What will you Specifically Learn ?

1

What are Campaigns Goals?

2

What are various types of campaign goals?

3

What is a bidding strategy?

4

What are various types of bidding strategies? ?

What are Campaign Goals?

Campaign goals are your ultimate objectives that you want to achieve from your ads

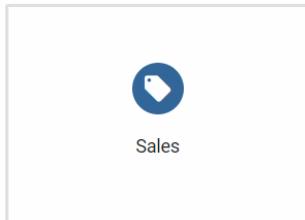


To Create awareness of your brand
To bring traffic to your websites
To increase the sales of the products

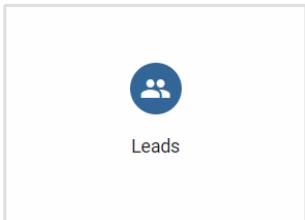
Selecting a goal will ease your decision-making when you create a campaign in Google Ads by guiding you to the specific features designed to help your campaign succeed



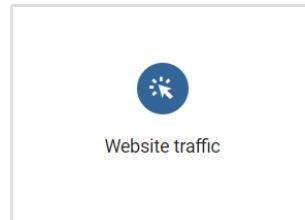
Select the goal that would make this campaign successful to you ?



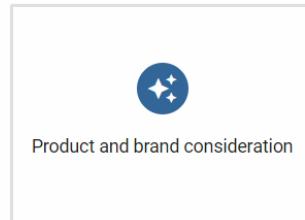
Sales



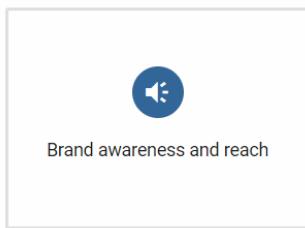
Leads



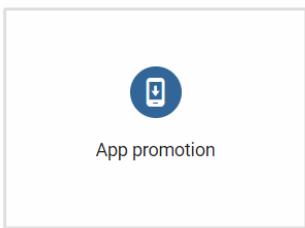
Website traffic



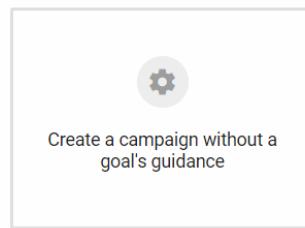
Product and brand consideration



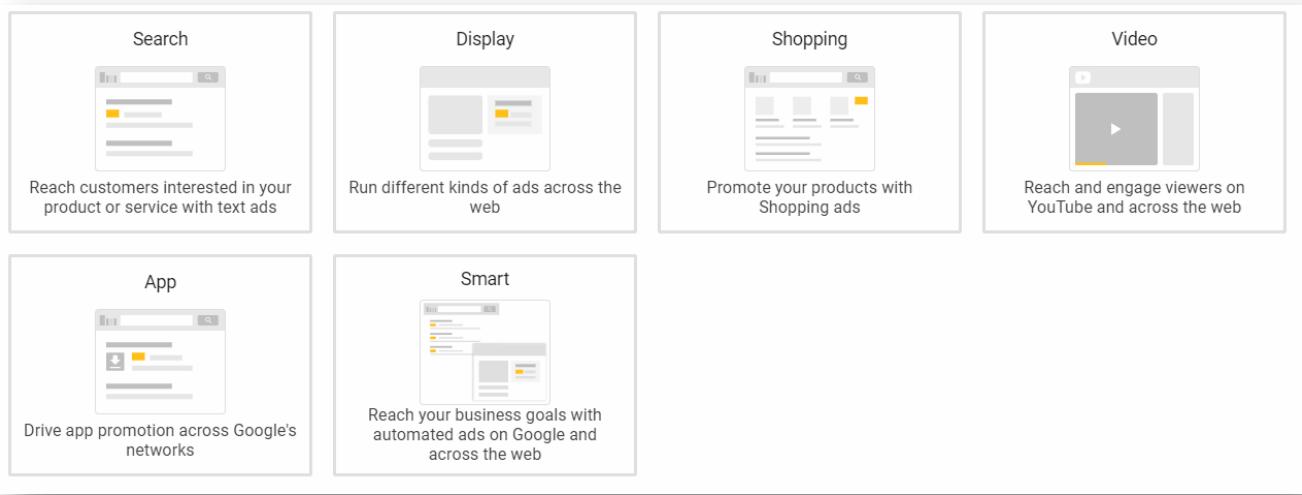
Brand awareness and reach



App promotion



Create a campaign without a
goal's guidance



Select the goal that would make this campaign successful to you ⓘ



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a
goal's guidance

Sales Goals

Selling products or services → **Increase the sales**

1. Drive sales or conversions online, in app, by phone, or even in store
2. Engage with customers who have already contacted you or are close to making a purchase decision



Leads

Ultimate objective is not the sale but to have leads only so that latter on you may target them for sales or conversations



Encourage relevant customers to express interest in your products or services by signing up for a newsletter or providing their contact information



Website Traffics



It will help you to drive potential customers to visit your website



Product and brand Consideration



Customer should explore your products and services more

Encourage potential customers to explore what you offer and you will educate people about what makes your products or services unique



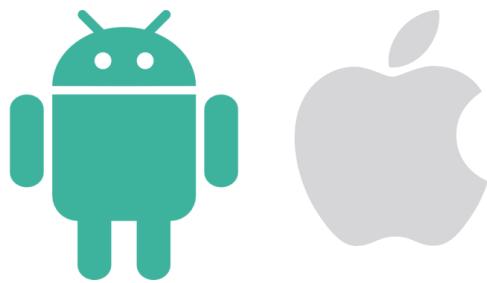
Brand Awareness and Reach



It will Increase awareness of your products or services and Introduce customers to what you offer when releasing a new product or expanding your business into a new area



App Promotion



Drive app installs and engagement with an automated campaign showing ads on the Google Search Network, the Display Network, Google Play, within other apps, and on YouTube



Google Ads

Bidding Strategies

Bidding Strategies

1. Target ROAS (Return On Ad Spend)
2. Target CPA (Cost Per Acquisition)
3. Maximize Conversions
4. Enhanced Cost Per Click (ECPC)
5. Maximize Clicks
6. Manual CPC Bidding
7. Maximum CPV
8. Target Impression Share Bidding
9. Target Search Page Location
10. CPM Bidding (Cost Per Thousand Impressions)
11. vCPM Bidding (Cost Per Viewable Thousand Impressions)



Target ROAS (Return On Ad Spend)



When an advertiser wants a fixed rate of return on your ad spend

Return on Ad spend =200%

Rs100 Ad Spend , Rs200 Revenue



Target CPA (Cost per Acquisition)



Focus is on conversions, A specific amount is paid for conversions



Maximize Conversions



Set a budget amount and Google will help you in maximum conversions within the budget limits

₹ 10000



Enhanced Cost Per Click (ECPC)



Similar to Manual Bid

Google may increase or decrease your bid amount to bring the quality traffic to your site

Rs 10 



Maximum clicks



Earn maximum clicks within the budget set by you
Bid Amount will be decided by the Google



Manual CPC Bidding



Google has no say in bidding strategy.
The bidding amount is all set by the advertiser
Each Ad group has Different Bid Amount



Maximum CPV (Cost per View)



Bid Amount is set for You Tube
Video Ads



Target Impression Share Bidding



Advertisers are charged on the basis of impressions of the advertisements



Target Search Page Location



Advertisers target the particular location in web page and are charged on that basis



CPM Bidding (Cost Per Thousand Impressions)



Advertisers are charged on the basis of impression of the display ads



vCPM Bidding (Cost Per Viewable Thousand Impressions)



Bidding is done for actual viewable impressions of the display Ads

Module 22: Types of Campaign Goals and Bidding Strategies

Presenter:

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PART -1

Hello, welcome to the last module of this week and the name of this module is “Types of Campaign Goals and Bidding Strategies”. Before we jump to the practical aspect of Google Ads, it is very important to understand the types of campaigns goals and bidding strategies. In this module, you will specifically learn

1. **What are Campaigns Goals?**
2. **What are various types of campaign goals?**
3. **What is a bidding strategy?**
4. **What are various types of bidding strategies?**

As usual, if you have to start any online marketing campaign, you have to specify your marketing goals, whether you are planning to start a campaign on Google Ads or any social media platforms. Similarly, before you start any campaign in Google Ads you have to select an appropriate goal.

In the ‘Google Ads’ dashboard, the rest of the settings or options will be available as per the goals set by you. Therefore, it is very important to set an appropriate goal for your campaign. So, let us understand what are various types of campaign goals under Google Ads.

What are Campaign Goals?

In simple words, campaign goals are the ultimate objectives that you want to achieve from your ads. It may be, simply to create awareness of your brand, or to bring traffic to your websites or to increase the sales of the products.

Selecting an appropriate goal will ease your decision-making when you create a campaign in Google Ads by guiding you to the specific features designed to help your campaign to succeed. There is a very important feature in the Google ads regarding the setting of goals, you can add or remove the goal at any time if you want. Moreover, if you are confident, you may start your campaign even without setting up any campaign goal.

There are different types of campaigns in Google ads, based on your campaign objectives. We will discuss all these campaigns in the respective Modules. First, let us discuss the various type of goals in Google Ads. These are;

- 1. Sales**
- 2. Leads**
- 3. Website Traffic**
- 4. Product and Brand Consideration**
- 5. Brand Awareness and reach**
- 6. App campaigns**

Sales Goals:

Suppose you are selling products or services, obviously you would like to increase your sales of products. Then this goal would be appropriate to select for. It will help you to

- Drive sales or conversions online, in-app, by phone, or even in-store
- Engage with customers who have already contacted you or are close to making a purchase decision

Leads:

In this type of goal, your ultimate objective is not the sale but to have ‘leads’ only so that later on you may target your prospects for sales or conversations. Such type of goals will encourage relevant customers to express interest in your products or services by signing up for a newsletter or providing their contact information.

Website Traffics

You may not be dealing in product and services but you want to increase the traffics to your website like a blogger. In such cases, it is better to set ‘website traffic’ as a goal of your Google Ad campaign. It will help you to drive potential customers to visit your website

Product and brand Consideration

Rather than focusing on sales, suppose you want that customer should explore your products and services more, then you may set this goal. Here, you will encourage potential customers to explore what you offer and you will educate people about what makes your products or services unique.

Brand Awareness and Reach

If you have just started your business or website, then this is a goal that you have to set. It will increase awareness of your products or services and Introduce customers to what you offer when releasing a new product or expanding your business into a new area

App Promotion

There are millions of mobile apps both for android Phones and IOS Phones. ‘Google Ads’ provides you with a platform to promote mobile apps. This type of goal will help you to drive app installs and engagement with an automated campaign showing ads on the Google Search Network, the Display Network, Google Play, within other apps, and on YouTube.

So, this was a very brief introduction to the campaign goals in Google Ads. Just go through all the goals and decide which suits you the best.

There is another important point here, ‘Google Ads’ have different types of campaigns like search campaign, display campaigns, shopping campaigns etc.

These campaigns are again goals specific that means few types of campaigns are not available with a specific type of campaign goals, this is the reason that we should properly work on our campaign goals to achieve the better results.

PART -2

Hello, Welcome back,

I hope by the time you have an idea that in ‘Google Ads’, you have to set a BID Amount that you are ready to pay if someone clicks on your ad. Obviously, setting a right bid will increase the chances of your Ad to be selected for showing and it reduces your average cost per click. Actually, ‘Google Ad’ have various types of bidding strategies and you have to select the best one out the available strategies.

If we don’t have the knowledge to select a bid strategy, we are going to lose the battle here.

So, let us see, what type of bidding strategies we can choose in Google Ads.

In Google Ads, we have more than 10 types of bidding strategies; Don’t get afraid, we are going to discuss all of them. These types of strategies are

1. Target ROAS (Return on Ad Spend)
2. Target CPA (Cost Per Acquisition)
3. Maximize Conversions
4. Enhanced Cost Per Click (ECPC)
5. Maximize Clicks
6. Manual CPC Bidding
7. Maximum CPV
8. Target Impression Share Bidding
9. Target Search Page Location
10. CPM Bidding (Cost Per Thousand Impressions)
11. vCPM Bidding (Cost Per Viewable Thousand Impressions)

Let us discuss them one by one

First, we have **Target ROAS (Return on Ad Spend)**

This type of bidding strategy is used when you want a fixed rate of return on your ad spend. For Example, if you want Return on 'Ad spend' 200 %, It simply means that if you are spending 100 Rs on your ads then these ads must generate the revenue of Rs 200. What will be the bid amount that will be automatically set by Google?

Next, we have **Target CPA i.e. (Cost Per Acquisition)**

Here your focus is on conversions, you are ready to pay a specific amount for per conversion for your business. Conversion here means sales.

Then we have **Maximize Conversions:** Here you set a budget amount and Google will help you in maximum conversions within the budget limits. Suppose, you set a budget of Rs.10,000. Here Google will not spend more than 10,000 but try to maximums your conversions as many as possible

Enhanced Cost Per Click (eCPC) is similar to manual bids. However, Google may increase or decrease your bid amount to bring quality traffic to your site. Suppose my manual Maximum BID is 10. In the case of eCPC , it does not mean that your bid will always be under 10. Google can enhance your bid to make your ad eligible in Google search results.

All these four straggles discussed help in increasing the conversions, leads and sales

Next, we have **Maximum clicks:** As the name suggests this type of strategy will help you to earn maximum clicks within the budget set by you. What will be the bid amount, will be decided by Google.

Manual Bid: here Google has no say in the bidding strategy. The bidding amount is all set by the advertiser. Suppose, if am ready to Rs 10 for one click. this is manual bid.

Next, we have, **Maximum CPV:** that is Cost per view. This strategy is used for YouTube video ads. You set the amount, how much you are ready to pay for one view of YouTube video ad.

Target Impression Share Bidding: In this type of strategy, clicks do not matter, you are charged on the basis of impressions of your advertisements.

Target Search Page Location: As the name suggests, here you target the particular location in the web page and you are charged on that basis

CPM Bidding (Cost Per Thousand Impressions): This is a very basic strategy in-display campaign. You are charged on the basis of the impression of your ads.

vCPM Bidding (Cost Per Viewable Thousand Impressions): In this type of strategy, you are bidding for Viewable impressions. How many actual views are there for your ads?

So, this was a discussion on various bidding Strategies. At this point, things may not be very clear, but believe me, when actually we will start Google ads campaign, you will be able to compare various bidding strategies effectively. Thank you.

○ E-Content: Module: 21: Pay Per Click Advertising- Google Ads

● Additional Resources/ Videos : Module: 21: Pay Per Click Advertising: Google Ads

● Module: 22: Types of Campaign Goals and Bidding strategies -Part-1

● Module: 22: Types of Campaign Goals and Bidding strategies -Part-2

● E-Content:Module: 22: Types of Campaign Goals and Bidding strategies

● Quiz: Quiz M20 (JAN 2024)

○ Additional Resources/ Videos : Module: 22: Types of Campaign Goals and Bidding strategies

● Week Summary

Week: 9

Week:10

Week:11

Week:12

Week:13

Week:14

Week:15

Quiz M20 (JAN 2024)

Assignment submitted on 2024-04-20, 06:28 IST

Due date: 2024-04-

1) What is full form of PPC pages?

- Per Pay Click (A)
- Pay Per Click (B)
- Prize per click
- Both A and B

2) What are the following factors behind Successful PPC Advertising?

-
- Keyword Relevance
-
- Landing Page Quality
-
- Quality Score
- All of the above

3) PPC advertising offers a unique opportunity to _____.

-
- Generate Leads at High Costs (A)
-
- Grow Your Customer Base (B)
-
- Generate Leads at Low Costs (C)
- Both B and C

4) Showing you ads on Google SERP is called

- Search Engine Marketing
- Display Advertising
- Remarketing
- Shopping Ads

5) Suppose, I want to book an air ticket from Chandigarh to Goa through MakeMyTrip and yet not finalized the booking. It is very strange to notice that ads of MakeMyTrip start appearing on other websites as well where my purpose of visiting is altogether different. From Marketing perspective it is called

- Search Engine Marketing
- Display Advertising
- Remarketing
- Shopping Ads

You were allowed to submit this assignment only once.

Course

Digital Marketing

Week Introduction

Learning Objectives

- 1** **Describe search campaigns and display campaigns**
- 2** **Design dummy search campaign by creating various text ads**
- 3** **Design dummy display campaign by designing various display ads**

Module 23

Designing and Monitoring Search Campaigns

Module 24

Designing and Monitoring Display Campaigns

What will you specifically learn?

- **What is the structure of Google Ads Account?**
- **How to make settings at campaign level ?**
- **How to create Ad Groups?**
- **How to design search campaigns.**



Google Ads

Select a campaign type ⑦

Search



Reach customers interested in your product or service with text ads

Display



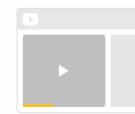
Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web



Google Ads

Account			
Unique email and password		Billing information	
Campaign		Campaign	
Budget Settings		Budget Settings	
Ad Group	Ad Group	Ad Group	Ad Group
Ads Keywords	Ads Keywords	Ads Keywords	Ads Keywords

Structure of Google Ads

Account

Campaign

Ad Group

Account
(Unique email and password, Billing Information)



Campaign
(Budget Settings)



Ad Group

Ads
Keywords

Ad Group

Ads
Keywords

Campaign
(Budget Settings)



Ad Group

Ads
Keywords

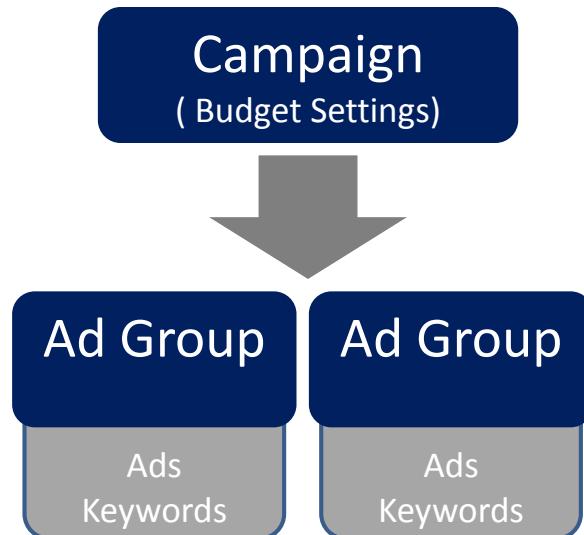
Ad Group

Ads
Keywords

10000 Campaigns Per Account

20000 Ad Groups Per Campaigns

It is not mandatory to create multiple ad groups in each campaign





MBA (Marketing)

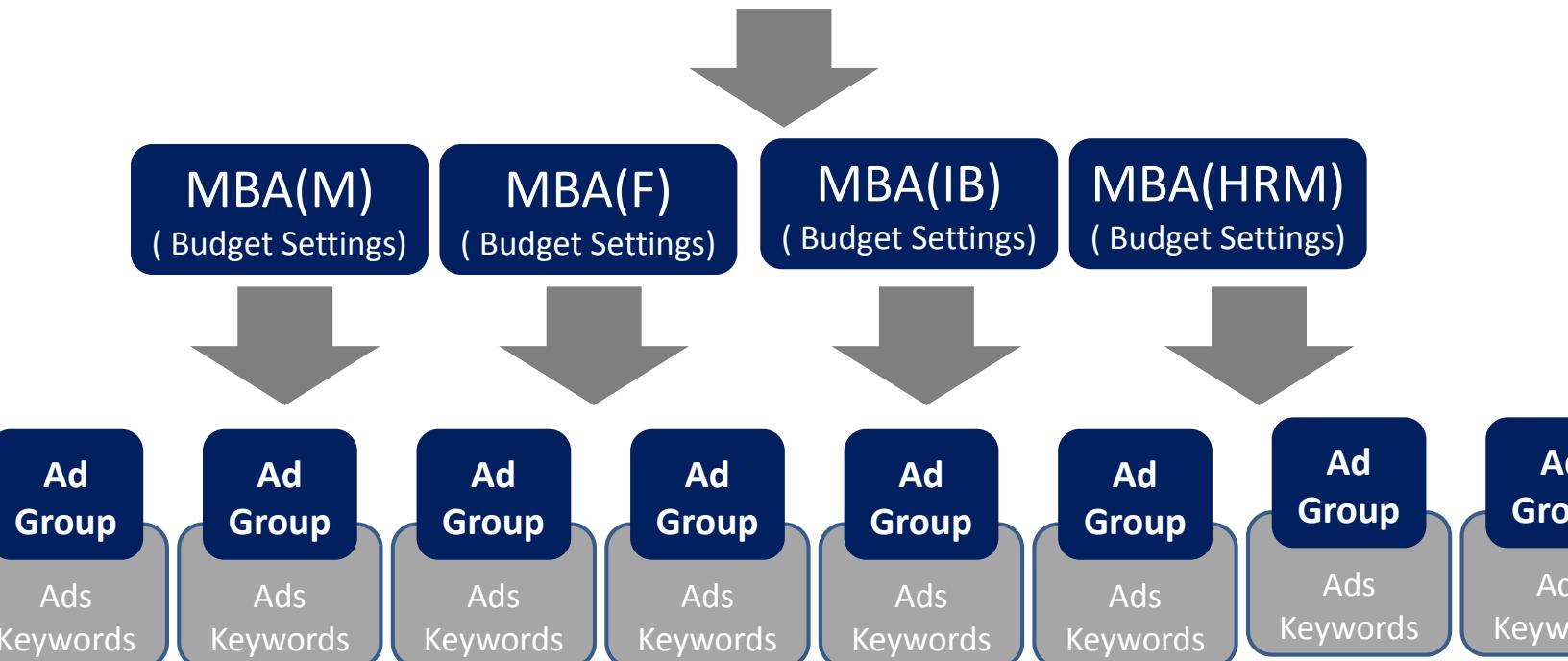
MBA (Finance)

MBA (IB)

MBA (HRM)

Account

(Unique email and password, Billing Information)



Account
(Unique email and password, Billing Information)



Campaign

Ad Group
MBA(M)

Ad Group
MBA(F)

Ad Group
MBA(IB)

Ad Group
MBA(HRM)

Google

3.5 billion

Per Day

63000

Per Second

About 28,50,00,000 results (0.85 seconds)

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Search Engine Marketing



Google Ads

Search Campaigns

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Search Campaigns

When text ads are designed for the purpose of showing on Google search engine or Google search networks with a proper bidding strategy, a list of keywords and a budget

Example of Budget in Search Campaign

Daily Google Ad Budget = 1000

Monthly Google Ad Budget = 30400 (1000x30.4)

Average Number of days = (365/12=30.4 days)

Module: 23: Designing and Monitoring Search Campaigns

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



PART-1

Hello everyone, welcome to the first module of this week and the name of this module is: *Designing and Monitoring Search Campaigns*. As the name suggests, this module is dedicated to the search campaigns. Under this Module, you will specifically learn

- 1. What is the structure of Google Ad Account?**
- 2. How to make settings at the campaign level?**
- 3. How to create Ad groups? And finally**
- 4. How to design search campaigns.**

We have already learnt about how to register for Google Ads and I hope all of you must have registered for a Google Ads. If not, register for Google Ads first by following the steps as mentioned in one of the previous videos before you continue with this Module.

We also know that, in Google Ads, you can create various types of campaigns like search campaigns, display campaigns, video campaigns etc. But before, we jump to any form of campaign designing, it is very important to understand the structure of **Google Ads Account**. It will help you to design your Google ads campaigns effectively. Actually, ‘Google Ads’ has three layers and understanding of how these layers are linked to each other will surely help you to create and run any Google Ads campaigns successfully. These three layers are

- I. Google Ads Account,
- II. Campaigns and
- III. Ad groups.

First, we have Account: Each ‘Google Ads Account’ is associated with single mail ID, password and billing information. As we have already created our account so we know about this layer. Your country, Time Zone, and Currency settings are made in this layer and once settings are made you can’t change them. So be very careful at this stage. Depending upon your needs, you may have different ‘Google Ads’ account but it is always advised to have one ‘Google Ads’ accounts to have more control and monitoring powers.

The second layer is Campaigns: Under your ‘Google Ads’ account you can create multiple campaigns like search campaigns, display campaigns, video campaigns, or app install campaigns depending upon on your objectives or goals of the business. The most important point to remember here is, each campaign has its own budget-related settings. That means you can allocate the different amount of budgets to different campaigns.

Can I create n-number of campaigns in one Google Ad account?

No, not at all !!!

There is a limit on how many campaigns you can design per accounts. According to Google Ads, you can create up to 10,000 campaigns per account (that include both active and paused campaigns).

The third and most important layer is ‘**Ad Groups**’:

Again, under one campaign, there can be multiple Ad groups representing different products, services, or anything else which you think can be put to a different group. Each ad group contains various but similar ads with little variation. The most important point to remember in Ad groups is, you can set a list of keywords for each Ad Group separately for Google Ads auction process. It simply means if you are creating three ad groups then for each ad group you have to set your keyword separately. How many groups you can create in a single campaign?

There is again a limit. You can create up **to 20000 ad groups per campaigns**.

I would like to say here, it is not mandatory to create multiple ad groups in each campaign if you think only one ad group is okay and you want to keep one ad in that group. It is absolutely fine. You can do that. After going through the entire process of campaign designing you will be able to take the decision on how many ad groups and how many ads under each group are required. Let us try to understand this entire Google Ads organization with the help of an example.

Suppose, in my institution we are offering Four different streams of MBA Programme like MBA (Finance), MBA (Marketing), MBA (International Business) and MBA (Human Resource). We want to use Google Ads to promote our courses. In this case, we will organize our Google Ads account this way.

The first layer will be our Google Ads Account with unique Mail ID, Password, Country, and billing information

In the second layer, we will run four campaigns, one for each stream i.e. MBA (Finance), MBA (Marketing), MBA (International Business) and MBA (Human Recourse). At this level, we will set our budget and bidding strategy for each campaign. We have created different

campaigns for each stream because we have different amounts of the budget allocated to each stream depending upon their relevance.

Now in the third layer, we will create different Ad groups for each campaign containing similar ads. Here, we will set a list of keywords for each ad group. How to set that list, I will demonstrate in a while.

There is no hard and fast rule to categories your campaigns and ad groups

The same account can be organized in a different way as well. For example, you just create one Campaign for all the streams, then create four different ad groups for each stream having similar ads and different keywords for each ad groups. It all depends on you, how you want to organize the Accounts. But it is very important to know, what types of settings are available at each layer.

So, this was just a brief introduction to the structure of Google Ads Account. Don't worry at all, if things are a bit difficult. Once we will design our first campaign everything will be clear. I will demonstrate, these layers with the live demo in the next video. Just joint me. Thank you

PART-2

Suppose, you are struggling with a question and want an immediate answer or you want to buy a new product and want to know more about features of the product or want to travel somewhere and want to know more about your destination?

Just tell me where will you find this information?

You have rightly guessed the answer is very simple, I don't think you will go anywhere except searching it on Google, Am I right or not?

I am claiming this on the basis of the data reported by Internet Live Stats that every day 3.5 billion searches are made on Google. More precisely, 63,000 searches per second happen on any given day on Google. It is massive!!!

Now from a business point of view, don't you think while people are searching on Google, it is a good idea to show them advertisements that are closely matched to their search queries?

Of course!!!

Showing the relevant ads to the people while searching on Google will increase the chances that they will click on your ads and may land on your website

In digital marketing terminology, this is nothing but it is called Search Engine Marketing and in Google Ads, it is called Search Campaigns. Let us see how to design a Search Campaign in Google ads.

But before that let me precisely define ***what search campaigns are?***

When text ads are designed for the purpose of showing on Google search engine or Google search networks with a proper bidding strategy, a list of keywords and a budget, are called Search Campaigns.

I hope all of you must have registered for Google Ads. If not, first register for Google ads by following the steps as mentioned in one of the previous videos. Let me login to my Google Ads account.

Log in to 'Google Ads' account by using this link only. I am again saying that you have to use this link only to log in to the 'Google Ads'. I have also given the link in description as well.

Don't click START button just click on the Sign in

Use your Gmail ID linked with Google Ads or I can say the mail ID which you used to create the 'Google Ads' account.

I am using the same ID that I used to create the Google Ads account.

This is the interface of Google Ads.

As we don't have any campaign yet in this account so it shows me nothing here in the form of campaign data.

Make sure that the 'tools and settings' option is available in Google Ads interface in your case as well because we have to use this option many times in the future.

You can see here, that all tools and options are available in my 'Google Ads account' including Keyword Planner.

To create any type of campaign in Google Ads, just click on Campaign

As I said we don't have any campaign so no data is available at this point of time in campaign dashboard. I will talk about available options here in the future

Click on this Plus sign

You have two options here

New campaign

Load campaign settings from existing campaigns.

As we don't have any old campaign here, just click on the New Campaign.

As I said earlier that before starting any campaign in Google Ads, you have to select your campaign goal. There are multiple goals to select for like sales, leads, websites traffic, Product and brand consideration, app promotion. As this is the first time, we are designing any campaign in Google Ads, so we are not very much clear about our goals, so we will not select any goal here and we will design for search campaign without any goals. But in reality, you have to select a specific goal first, only then should proceed further.

The most important point here is, the rest of the settings in Google ads will depend on which type of goal you have selected. So, we will come back here and we will design a few more campaigns by selecting different goals to see what different types of settings are available for each goal.

Let us proceed further:

The next option is to select the specific type of campaign that you want to design in Google Ads. As I said, there are a number of different types of campaigns available in Google ads but initially, we will learn how to design the Search campaign. Rest of the campaigns will be discussed in the respective modules

Just select the search campaign. The purpose of this type of campaign is to show the text ad in Google search results and on Google search partner's sites depending on keywords used by people while searching for information or the keywords present in various websites. The important point here is that you can only design text ads under these campaigns, not the banner ads or video ads.

Next, we have to decide what types of results, we want to get from this campaign once people see your ads. For example, do you want website visits, do you want phone calls or app downloads. You can select all or at least one depending upon the nature of your business. Select website and enter the address of your website.

If you want that a customer should immediately call you when he will see your ad, then check for phone call option and insert the business phone number by selecting your country.

Click continue.

So, we have successfully entered the required information, to begin with our search campaign. The Important decision that we have to take at this stage is, what type of results we want from our ads, website visits or phone calls or both.

PART-3

The next phase of the search campaign is very crucial. Here you have to take so many decisions by keeping in mind your audience and the business. Let's continue the process of campaign designing.

After pressing the button continue, this is the workflow of your campaign. As per the structure of Google Ads, first, we have to make the campaign settings, then we will go for Ad Groups, after that we will create our Ads, and finally the confirmation.

This workflow is strictly as per the 'Google Ads' account layers that we just discussed in the previous video. By following the campaign structure, let us make first campaign settings

In the general setting, it's a type of campaign that we have selected. It is a search campaign

Next, we have to enter our campaign name, say MBA Admission.

Next, we have the networks. It simply means, where do you want to show your text ads.

Here we have 2 networks

Search Network and Display Network.

Here it is very important to make the decision about the Network.

Let me explain what these networks are?

First **Search network:**

In this case, your Ads can appear in Google Search results and other Google sites where people search for terms that are relevant to your keywords (You will set these keywords during the campaign)

We have one additional option here to include Google search partners. What does it mean?

Google search partners are sites in the Search Network that partner with Google to show ads on their search results. Search partners extend the reach of Google Search ads to hundreds of non-Google websites, as well as to YouTube and other Google sites.

In simple words, if you check this option, your ad will be eligible to be shown not only on Google search page results but also on other non -Google websites where people search for information or products.

Next, we have a **Display network.**

Don't think that your ads will be displayed only on the search engines, the Google display network expands your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet, although they are not just searching for information

If you want to show your ads only on a search engine, then uncheck this option otherwise let it be checked

Next, we have a few more settings like

Start and end date.

It's self-explanatory, you can start your campaign immediately or schedule it for the future.

You can also set the end date of your campaign.

I will explain Campaign URL option and Dynamic search ads settings at an appropriate time just leave them as it is for now.

Next, we have the most important setting of our campaign that is:

Targeting and Audience

First, we have the location

We have to select the location in which we want to target audience. We have different options available here. By default, it is set to India but let me talk about other options as well.

If your audience is not specific to any country or city then you can select All countries and territories. But choose this option very carefully as you may be ending up your campaign budget very soon.

You can further select a very specific location in which you want to show your ads just by searching that city or area.

For example, I want to show my ads only in Chandigarh then I can search for it and select it.

It also shows me the reach for that location. What is '**reach**'?

This is very important!!!

Reach is an estimate of how many people are in, or interested in, the location you select. It's based on the number of signed-in users visiting Google sites.

For Chandigarh, it is 11 million.

I am surprised here the population of Chandigarh is around 10 lakhs then why it is showing me 11 million.

Go back to the definition of location

The important point here is that location doesn't mean that how many people live in that area but it also includes how many people are interested in that location as well, that is why this number is way beyond the actual population of the Chandigarh.

The same thing is applicable to all other locations as well

You can enter multiple locations by using this option for example I can add New Delhi as well. There are advance search options available as well which give you more flexibility to select the location. Let us see what those are. Click advance search option.

By default, it is set to location, it has the same meaning that you can enter any or multiple locations by searching for them.

Suppose, I want to add Chennai as my new location, just search for it, select it and it is added.

Let me remove other locations from our campaign.

Now the second option is very useful, instead of selecting a particular location, if you want to target the audience on the basis of the radius with respect to a particular location, you can use this option. Let me show you from scratch.

Select the location. Now your target audience is 20 miles around the selected location. If you want, you can change the unit from Miles to KM, you can do that also.

Save the location.

Let us change our location back to India.

If you want to target your audience more precisely then you can use the advanced options for location selection.

Let them be there by default, but let me briefly explain them.

Under target, **first**, we have

People in, or who show interest in your targeted locations, it means your ad is eligible to be shown to those who are living in this location and are interested in this location.

The second option is:

People in or regularly in your targeted locations, that means your ad is eligible to be shown who are living in this location.

The third option “**People searching for your targeted locations**” that means your ad is eligible to be shown to those people only who are just searching for your targeted location like a tourist. If you want to exclude, the selected location then let it be the default.

Next, we have the settings related to language; Select the languages your customers speak. Google detects the language from the browser settings and behaviour of the user. By default, it is English but you can add Hindi and other local languages to target the audience.

We have just initiated the process of designing a search campaign. Hope things are simple to understand. We will learn about a few more steps of a search campaign in the next video.

Thanks

PART-4

Welcome back, in the last video we learnt how to set the campaign network, location and language. Out of all these settings, location is the most important setting, so be very careful while selecting the location. Let us discuss a few more phases of the search campaign.

Next, we have audience settings.

Here, we have the option to add the audience that Google has recently introduced in the search campaigns.

I will talk about it in detail in during display campaigns. But let me briefly give you an idea, what it is all about. Here, we have three different options to select the audience like search, browse and ideas. In the first step, you may select the audience from the browse option where the first option is, who they are: like detailed demographics.

Again here, we have various categories to select like Parental status, Marital status, Education and Homeownership status.

To select an appropriate audience just click on the dropdown menu and you will see there are a number of options and sub-options to precisely target your audience like in parental, marital status, education

Because we are running a campaign for MBA admission so education would be the right demographic to target the audience

I am selecting bachelor degree and current college-going students and lastly homeownership status. You can see on the right-hand side these categories are selected.

Similarly, you can search for categories, or Google will suggest you few categories on the basis of categories selected by you. To use this option, you have to select at least one category.

The second category of the audience that you can browse is “in-market audience”. It simply means that you can target the audience on the basis of what they are actively searching or planning for. Google fetches this data about the users on the basis of their behaviour on the internet. You may select the right option as per your audience. This list is very comprehensive up to a very precise level. This is the beauty of Google ads when it comes to the target audience.

Lastly, we have the remarketing, we will talk about it in the respective module

Next, let it be the default.

Here, it is not mandatory to make the audience settings. If you want to proceed further without selecting any audience category you can do that also. But it is always suggested to select an appropriate audience category from the audience list.

Next, we have the most important setting of a search campaign that is budget and bidding.

In this section, you will set your budget and waiting for the respective campaign each type of campaign has different options.

First, we have to set our budget, say 1000 Rs.

The important point here is that your daily spending may be more or less than this. Sometimes, your ad is getting more clicks on a particular day. Google will not stop showing your ads once the daily budget is exhausted, it will continue to show your ads and may utilize twice the daily budget set by you. However, the overall budget for the month will not increase from the set budget. For example, in this case, I have set a budget of Rs. 1000. My monthly budget will be $(1000 \times 30.4) = 30400$. 30.4 is nothing it the average number of days in a month ($365/12$)

Next, we have the delivery method.

Let it be the default. As a standard that simply means your budget will be utilized evenly on all the days with some increase or decrease that we have just discussed. Don't select the accelerate method as it will quickly drain out your budget in just the beginning of the month only.

Next, we have to set the bidding. I hope you know that what is bid. This is the maximum amount that you would like to pay if your ad is clicked.

First, we have to make the decision whether you want to opt only for an impression share. click here means if someone clicks your ad and Impression share is the percentage of impressions

that your ads receive compared to the total number of impressions that your ads could get. Just select clicks

Here, I want to use the manual CPC strategy. As by default this option is not available. Select the bid strategy directly and select manual CPC. There is no hard and fast rule to set your maximum CPC bid. It may vary on the basis of your competitors in the industry and other factors. You can just start your bid on a trial basis and based on the performance of your ad you can increase or decrease the CPC bid at any time. Similarly, you can also increase or decrease the budget amount at any time when you are campaign is in progress. We will set our bid amount at the ad group level.

Next, we have a few more Campaign settings like Conversion. I will talk about it later as we are not focusing on the conversions right now

Next, we have the ad scheduling:

As discussed earlier that if you want, you need not to run your ad for 24 hours and 7 days. To show your ad on a particular day or days you can select this option. You can also select specific days from here on which you want to show your Ad. Just explore these options

Next, we have the **Ads**.

As discussed earlier under one campaign you may design multiple ads. Few ads may perform well but others may not. If you select this option, Google will try to show your maximum performing ads. Let it be the default.

So, we have completed the very important step of a Search campaign. Things are not yet over. In the next video, I will talk about various extensions to make your ad more impressive. Just join me.

PART-5

Welcome back, now we are going to discuss another very important part of search campaigns i.e. Ad extensions. In this video, we will discuss why you should use Ad extensions and what types of Ad extensions you can use in your ads. So, let us start.

Here you can see we have the option to add ad extension to ads. Google claims that you may get 15% higher click-through rate by showing additional information on your ads.

So, what are ad extensions?

Extensions expand your ad with additional information—giving people more reasons to choose your business. And there is no additional cost to add extensions to the ads. Let us see what type of extensions we can add.

First, we have *Sitelink Extension*

As the name suggests this type of extension is used to add additional links to your ads other than the main link. Just look at this ad.

You can clearly see, we have multiple additional links here addition to the main link, if you click on these links, they may take you to different landing pages. These types of extensions are very useful when you have multiple products under one category. You can use this extension to give the links of various products under one category. Let me show you how to add site link extensions, Click on the new site link. You have to add at least two link extension. Give the site link text, it will be visible in the ad, say download brochure. Then give the final URL where you want to send your prospect. Similarly, give the second site link and final URL. Leave all other fields blanks, I will explain them at the time of ad designing. Save it. Our two-site links are added. Let us have a preview of them. This is how your site links will appear in Mobile phone and this is how they will look in desktop. you can on or off highlight site links close the preview.

Next, we have ‘call out extension’.

What is call out extension?

Here you can see a few additional features of the product.

Let us see, how to add these features?

Click the new callout extension. Add callout text here up to four in number and preview it. this is how this extension will look in mobile phone and desktop. Leave the advance option as default and save. Our ‘call out extensions’ are added. Call extension is automatically added. as we have selected phone call at the beginning of the campaign. just have a preview. this is how it will look in the mobile phone and desktop.

If you want you may add a few more extensions. I will talk about these extensions in due course.

Save and continue.

So, finally, we have completed the first phase of our campaign. Remember, all these settings will be applicable to the campaign layer.

In other words; this is the second layer of Google ads structure after the Ad Account.

I have intentionally left few settings as default settings and will explain them at an appropriate time. Now, we will move to the second phase of our campaign. Join me in the next video.

PART-6

Welcome to the next phase of campaign designing. After completing the first phase of search campaign designing, we are ready to go with the next phase of this process. Believe me, this phase is going to be very interesting. In this phase, we will create our ad groups. So let us start.

After completing the first phase of search campaign designing. We are ready to go with the next phase of this process. So, let us start.

After successfully saving the campaign setting, now, we are in the second phase of search campaign designing. You can see here we have to now create the ad groups. I hope you remember, in the campaign structure, what are ad groups.

In Ad account structure, this is the third layer and under each campaign, we can create multiple ad groups depending upon our product and services. An ad group may contain one or more than one ads. The two most important things that we have to set at this level are

Maximum bid amount and Keywords.

To create an ad group, give any name to it like MBA Marketing is my first ad group

Set the maximum bid amount. As I have said that there is no hard and fast rule of setting a maximum bid. You can start on a trial basis. After looking at your performance, you can increase or decrease the maximum bid amount at any time when your campaign will be active. This is the place about which I was talking in previous modules i.e. in case of Google ads you have to set a few keywords and your ad will be triggered if someone searches for these keywords at various search networks of Google like Google search engine or Google Map

There are three different ways to add keywords.

The first one is Manual. If you already know about the keywords for an Ad, then you can simply type those keywords here as one keyword per line

Notice, on your right and side Google will predict on the basis of its own algorithm that how your campaign will perform on these keyboards and budget. Like how many clicks per day you will get, what will be the average CPC means cost per click, cost per day

Hope you remember, I discuss with you the types of various keyword match. The keyword match helps an advertiser to narrow down the target audience. This is the place where you can define various keyword match like

Broad match, phrase match, and exact match by using different symbols.

So, I am not using any symbol here it means it is a broad match.

The second way to add the keyword is to pick those keywords as suggested by the Keyword Planner based on the content of your website.

See here, on the basis of my homepage of the website ‘dmmooc.in’, Google has suggested so many keywords along with their search frequency.

Just click on + sign and this keyword will be added to the keyword list.

Keep on adding the keyboards and you can see on my right-hand side estimate change for every keyword.

Google also suggest you to increase your budget to have more clicks. Don't increase your budget at this stage first let us complete our campaign.

The third way to add the keyboards is, you can get keyword ideas simply by typing your products and services or any other keyword.

You can see, so many keywords have been suggested by the Google Keyword Planner.

You can also click on add all to add all the keywords. But I will suggest you to start with your 10 to 15 keywords initially, then based on the performance, you can add or drop keywords at any time from the list.

So, we have created our first ad group

Let us create the 2nd Ad group.

The process is similar; I am showing it in fast mode.

Let me make my first keyword as a phrase-match by putting it in quotes.

Let me quickly create a third ad group.

Finally, save and continue. So, finally, we have reached the place where we will create our text ads.

So, this was the process of creating the ad groups. I will again reiterate here that you can create the multiple ad groups in a single campaign and at each ad group level you have to set the bid amount and a list of keywords. Now we have to create the ads for each group just join me in the next video.

PART -7

Welcome back, after creating the ad Groups, now we are entering or the last phase of our campaign designing and that phase is creating ads. Here we will see how to create various text ads in each group. So, let us start

Once you will create ad groups, you will be prompted to this page to create ads.

Here, under each ad group, we have to create ads. You can create a single ad under each ad group or you can create more than one ad in each group but make sure that your ads are not much different from each other. You can slightly change the headlines or some words in different ads that way you can easily compare the performance of multiple ads in an ad group. Now whatever I will write here that will be visible in our text ad and on the right-hand side you can see the preview of that ad.

First, we have the final URL. This is the actual URL of your landing page or a website. No matter how long it takes, you have to give it here.

Next, is the first headline of your ad. Make it simple and catchy. This is the first thing when a user will decide should he click on the ad or not. Another important thing, you can use only 30 characters to write your first headline so be simple and short.

Then we have the headline 2, again write something important here with respect to your offer or product.

Earlier there were only two headlines in a text ad. But Google has recently introduced the 3rd headline as well.

Next, we have the display URL. What is this? if you have very long URL, they will not visible in the ads so here you can create a dummy URL just for the purpose of showing it. You can add part 1 and part 2. to use any random words related to your Ad here because it's dummy URL only for displaying purpose.

Now look here in the preview section, you have the first headline separated by a pipe with a second headline. This is our display URL.

Next, you have to give a brief description of your product for the offer. Again, here you can give to descriptions and each description is limited up to 90 characters. Let me give the description.

Just see in the previous description is added to the ad.

Further Our site link and callout extensions are also already available in the ad as the set them in the previous phases along with the telephone number

You can also see how our ad will look in the desktop

You can make a highlight on or off

To save the Ad click on done

See here, under our first ad group, one ad has been created

If you want to create a new ad under the same group just click the new ad.

Make some changes in here and your ad will be created,

If you want to use the content of your previous ad, just copy it and make some changes.

The same way you can create more ads under other groups.

Save and continue.

Congratulations your campaign is ready.

Once again re-check your settings

And click continue to campaign.

So, with, this we designed our first search campaign. I advise you to please explore more options search campaign by trying different combinations of the target audience and bidding strategies. In this way, you will become more confident to design search campaigns. Thanks.

M24: Designing and Monitoring Display campaigns

Presenter:

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PART-1

Hello everyone, hope you all are doing well. Today, we are going to start with the last module of this week and the name of this Module is “Designing and Monitoring Display Campaigns”. Just answer my one question. What are the other places on the internet where you usually see advertisements? Just think for a while

Yes, you have rightly guessed, other than the search engines, ads are on YouTube, ads are on various websites, ads are on various blogs, ad are on mobile Apps, ads on social media. Every day we come across various types of ads.

In a broad sense, these types of ads are called display ads. There are many types of platforms that you can use to design and manage the display ads.

In Google Ads, these are designed using Display Campaigns, a very popular campaign amongst digital marketers. So, in this module, we will talk about display campaigns and you will specifically learn under

- 1. What are the display campaigns?**
- 2. How make to make campaigns level settings?**
- 3. How set target audience in ad groups? And finally**
- 4. How to design various display ads using images and text**

So, let us design a beautiful display campaign with the help of Google ads.

We are back to Google dashboard and here you can see, now, we have so many other options available with respect to the campaign that we have designed in our previous module. I will talk about these options at an appropriate time.

To design a display campaign, just go to Campaign.

This is our previous campaign, I have just paused it because of certain reasons.

Click on this Plus sign (+)

New campaign.

Here once again, we have a list of various goals and we have to select one goal. This time, let me select Website traffic. This goal has a simple meaning that I want to bring the traffic to my website by showing various types of display ads.

Once I clicked on the 'website traffic' as a goal. You can see multiple campaigns are available here to select for. As we have to design a Display campaign, just select a display campaign.

Next, we have two options, the first one is 'Standard display' campaign and the second one is 'Gmail campaign'.

I will talk about Gmail campaign soon. But first, let us talk about the standard display campaign As we are bringing traffic to the website, So it is must to give the name of your website.

Give the name of your website and continue.

We are designing a display campaign and our goal is website traffic

Give any name to the campaign like 'MBA admission Display'

I have already discussed the location settings

Again, here we have the same set of settings.

If you want, you can change the location setting from the advanced setting. But let it be India only.

These options have the same meaning that was in a search campaign. Let it be the default.

Next, we have the language. Let it be English. If you want to add any new language then you can add by searching that language.

Next. This is very important, where we have to select the bidding strategy. Here as per our campaign goal, we have two types of strategies.

In the first strategy, our focus may be on high-quality traffic that means this is a traffic that is likely to lead to actions on your website, app, or store after clicking your ads.

Here we will set the manual bid, in the next phase

As far as payment is concerned, we will pay for the clicks that means cost per click strategy will be used

The second option is you may focus on Impressions.

'Impressions' simply means, how many times your ad is appearing and you will be charged on that basis of impression, not on the basis of clicks.

But in the present campaign, we will begin with high-quality traffic as our focus.

Next, set the budget to say, Rs. 1000

Next, we have the delivery method: Standard and Accelerated.

Can you think about what is the difference in Standard and Accelerated?

Just think for a while? (paused)

Yes, you have rightly thought:

In the case of Accelerated delivery method, our budget will be exhausted very fast and you may end up with your budget at the beginning of the month only. Google will try to show your ads to as many people as it can show in a single day.

However, in case of the standard delivery method. It is evenly spread across all the days of a month. So, we will keep it as a ‘Standard’

Here, you can see on the right-hand side, Google shows the estimate about how your campaign will perform on a various metric like a number of clicks, average CPC, Impressions, CTR that is Click-through Rate. I will talk about these metrics too in detail.

Now let us have a look at Additional settings of the campaign.

First, we have the ad rotation: It simply means when you have more than one ad in the ad group, Google will automatically select your best ad for displaying on the basis of the performance. If any ad is getting high clicks then Google prefers to show that add it is that simple. So, let it be the default, I prefer best performing ads.

Next is the *ad schedule*: It's very simple to the scheduled your ad for any day or days. You can show your ads for all the days as well. We have already done it in our previous. For more details refer to that.

We have the start and ending date it's so simple: start date is already there, set the ending date if you want.

This is something which is very interesting: Devices.

Don't you think, if your advertising the Screen Guard for Redmi Note 5 and ad should be visible on Redmi note 5 Phones not on all other devices?

Off course Yes!!!

Why should I show it on other devices when my product is not suitable for them?

By default, it will be shown on all the devices

If you want to change it, just expand it.

Click a specific targeting for ‘device’

First, we have the option to choose from Computers, Mobile Phone, and Tablets.

Just workout on which device you want to show your ad.

It is very helpful if your product is a device-specific,

For example, if you want to advertise for antivirus for computers then it is better to show it on computers, not on mobile phones and tablets.

Next, you can select from various operating systems Like Windows, Android, BlackBerry, IOS

Similarly, you can select the device models

Here we have a very long list of brands and device model

I want to show my ad on Xosmai 's redmi 5A then I can easily do it by selecting that model

Next, we have networks. if my ad is very specific to the Airtel network then I can use this option to show my ads to those users who are using the Airtel network services.

So easy !!!!

Let it be the default settings for campaign URL options, Dynamic ads and Conversions

Next, we have a very good option for content exclusion.

Here you may opt out of showing your ads on the content that doesn't fit your brand or product.

There are many bases of doing it like

Digital content labels,

Suppose, I don't want to show my ads to teens and older audience. I can easily exclude it by selecting an appropriate option. JUST check it

Next, we have,

Sensitive content

and content type

Suppose, I don't want to show my ad in live videos on YouTube, then you can simply select this option.

In this case, you have to make the decision where you don't want to show the ads. That is all.

So, we have completed the first phase of our display campaign. Again, remember these settings are applicable at the campaign level. No matters how many ad groups you make, how many ads you make. these settings will be applicable to them. In the next video, we will design the next phase of our campaign. Just join me.

PART 2

Welcome back. After making the campaign level settings, now let us move to the next phase of our campaigns. i.e. ad groups. Can you tell me one unique feature of ad groups? (Ads)

Yes. absolutely correct. Target audience is set under ad groups, the bidding amount will be set under ad groups and ads will be designed under Ad group.

Fine so let us begin without any delay.

Give any name to the Ad Group. Say MBA Marketing. Here my focus is to select such an audience who are interested in joining the 'MBA Marketing courses'

The next section is very important, called 'Audience' This is the section, you will target the people to whom you want to reach.

Here we have three types of Audience.

We can target them on the basis of

1. What are their habits and interest, called affinity audience or custom affinity? secondly
2. What are they actually searching or planning, called in-market and custom intent?
3. Lastly, we have those who have previously interacted with your business, called remarketing and similar audience

Let us talk about the first option i.e. **affinity audience**.

People may have varied interests to whom you want to target. Don't you think it is a good idea to show the ad of video games to a person who has interest in Video Games? Yes!!! of course, you should.

But the question here is?

How these interests are measured by Google?

Actually, these interests are measured by Google on the basis of the browsing behaviour of users and input received from other Google platforms by Google. Google puts users into different categories and these categories may belong to a variety of interest groups like Food and dining, banking and finance, News media and entertainment, IT and Technology and so many others.

You can select any group as per your business.

These are not the only categories, you can create the custom audience as well on the basis of their interest, URLs and places to a particular context.

Let me show you how to create the custom affinity audience

Give any random name to the audience.

Give description if you want, but it is optional

Now here you have to define your audience by selecting any option or all the options

First, let it be the interest,

Now type any keyword related to the interest. I have entered here simply Management / MBA that means those who are interested in MBA should be included in the audience and my ad should be visible to them. You can also get the estimates for impressions per week and other metrics.

Similarly, select URL and it will show few keywords on the basis of the content of a particular URL and that can be added to the custom audience.

You can also add places and apps to create your custom audience.

Just explore these options

I am not creating any custom audience here so let me cancel it

Let's go back to the main category of audience

We have the second Option to target the audiences what they are searching for or planning for.

This is a good option especially for E-Commerce for other businesses to immediately target their prospects who are searching for the product or information or are planning to buy something.

For example, I want to buy an LED TV. So, it is the right time for the businesses to target me as I have shown my intent to buy this very product.

This can be easily done by selecting the audience from here to show your ad to such prospects or users.

Again, here you can create the custom intent audience or select from the given categories.

See one category is already available that I created previously. If you want to create a new intent audience category.

Click the new custom intent audience

Give a name to the audience.

Just type any related keyword and it will be added to the custom intent audience.

I am adding the term management. Further on the basis of Management keyword, it suggests me more ideas for what people are searching for. You can add more keywords by using this plus sign.

You can also type a URL and based on the content of the URL page; it will suggest you a few more ideas.

URL is added to the custom audience and few more suggestions are available and you can save this audience for this campaign or for future campaigns. I am simply cancelling it as I don't need at this point in time.

Further, if you are interested, you can select the broad categories of the market audience from the already given categories.

For example, I am selecting here education which seems to be more relevant to my MBA Campaign. Subcategories are also available. It is your choice to select any subcategory.

Next, we have the remarketing. Remarketing is a very important concept. I will discuss it in a different video. Let us proceed further.

Next, we have the demographics so it's very simple if you are very much clear about your demographics such as gender, age, parental status, and household income. Select accordingly.

By default, all categories are selected. if you want to exclude any category on the basis of demographics Just uncheck it.

Next, you can target the audience on the basis of content. Now, what does this means?

Suppose, we have selected our audience on the basis of audience interest, in-market, and demographic. I further want to narrow down my audience on the basis of based on the content

of the websites. It simply means, if this type of content is available on websites, only then show my ad otherwise don't show it.

Here, the first option is the keywords.

Remember one thing here the keywords mean, presence of keywords in a Website. If my selected keywords are present in web content only then show my ad.

You can make use of keyword planner here Keyword planner.

You can simply type your keywords or URL and Keyword planner will suggest you the various keywords ideas

I am typing the URL of my university's website and getting keyword ideas.

You can also simply add product or services and it will suggest you keyword ideas

Just click on the Plus sign to add any keyword to the list and click done.

You can also target the audience on the basis of Topics.

It is very broad targeting. If any website or webpage is focused on your selected topic as figured out by the Google then your ad will be shown on that page or pages similar to that.

Just select various topics which you think are relevant to your audience and they are regularly visiting those pages. So, we have a long list of topics, select an appropriate topic. I am selecting business and industrial topics.

Last, we have placements. In this case, if you want to directly select a few websites, youtube channels and mobile app to show your ad then this option is very useful.

You can directly search for various websites, YouTube channels, YouTube videos, Apps and app categories, where you want to place your ad

Search for any keyword or a URL.

I am simply searching for Economic Times. In the suggestion box, so many websites are there along with the impression estimates and I can select an appropriate website and my ad will be visible on that website.

On the basis of the keyword, it has also suggested YouTube channels where I can show my ad.

You can make a selection out of these channels as well.

Similarly, we have YouTube videos. If you are very particular to show your ad on a specific video then you can select it from here and Google will show your ad on that video only.

Lastly, we have mobile apps. If you select one or multiple apps your ad will be visible on selected mobile apps .it is not showing me anything under app categories. Let us leave it.

This level of targeting is very narrow. It will definitely reduce the number of impressions and limit your audience. It is for sure if you select app your number of impressions will decrease however you will be able to target very niche audience.

Target expansion let it be to default

So, this was how to select the target audience in a particular ad group. If you want you can create one more group and target the different audience.

Here you need not to use all the options at once. Take your time to understand your audience and then make the right selection.

Now we are very close to the designing of display ads. Wait for the next video.

PART -3

Welcome to the most interesting phase of our display ad Look at these ads, do you want to design such ad don't worry, I am here and we will learn it. So, let us start.

Before you design the ads, first let us set our bid amount.

There is no hard and fast rule of setting the bid amount. You can set it on a trial basis and you can modify it later on based on the performance of your ads by observing it for 2-3 days. While setting the bid keep in mind the estimates proposed by Google as well.

Now, this is the most important part of a display campaign where we will actually design ads for this group.

If you want, you can create the ad later, but we will continue to design our Ad here only.

Simply select the responsive ads. Responsive ads mean that ad will be customized automatically according to the screen of the device and for the platforms on which it is going to be visible, I will show you in a while.

First, we have the final URL. It has the same meaning that we discussed in search campaigns. In simple words, this is the URL of your landing page or any other page of your website where you want a prospect or a user will land once he clicks on the ad.

I am giving the URL of my website

Next, we have images and logos.

Here we have to make the ad attractive and engaging by adding images to it.

It is mandatory to add one landscape image and one square image. It will be cropped automatically in the google ads.

Just click on + sign

Again, here we have multiple sources from where we can add an image to the ad.

The first source is Your website. Google has automatically scanned various images of your website and you can select any image or images from these images.

Secondly, if you want to upload any new image, just upload the image here by Drag and drop or going to the specific file.

Another very good source of adding the images is Stock images. Actually, by searching any keyword it will show you the free images available on Shutterstock website and you are free to use these images without any payment.

Select the relevant image from here and select ‘use as an image’.

In this case, we have to select at least one landscape Image and one square image, if you want to slightly crop the image you can do that as well.

Click continue and save it

Yes, image is added.

Adding a video is an option. You can explore this option further

Here, we have to insert the headline up to 30 characters. You can insert up to 5 headlines. But the point to remember here is, only one headline will be visible in one ad at a time.

Let me add a few headlines here.

Next, we have a long headline, Give more detail of your offer or product. You can use up to five long headlines However the rule is the same as it was in a short headline

Lastly, Give the name of your website or business

Let us look at the strength of our ad and the preview of it.

Here is the filled green circle that is an indication strength of your ad. More filled circles mean more strength You can check it for images/headlines and descriptions. You can also explore various suggestions as well.

Now let us preview it. First how our ad will look in website and apps.

You can see various formats of ads, like image ad, text ad, and native ads.

Now let us see how it will look in desktop versions

Here we have various form.

You need not to worry here, Google will automatically convert to your ad depending upon the platform on which it is going to be shown

Under Google properties, you can see how your ad will look on YouTube and in Gmail

This is on YouTube

And this is on Gmail.

Amazing !!!

Once you are Satisfied. Click add to the group. But it says one error.

Google has a problem in the brand name that is used here, I have to change it because it's not my brand name and then save.

Yes, it is added to the group.

If you want to create one more add in the same group, you can just click the button and create the new ad.

But it's still there is an error. Let me change the business name to my website name
It is saved now.

Congratulation!!!! your campaign is ready. Just review it and submit to the Google for review purpose by clicking continue to the campaign.

If your products are related to a specific device or specific mobile model or a specific network. Then, in this case, we would like to show our ads on specific devices or mobile phones or on the network to which our product is related

Course

Digital Marketing

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Week Summary

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Course

Digital Marketing

Module 25

Designing and Monitoring Video Campaigns

Module 26

Designing and Monitoring App Campaigns

Learning Objectives

- 1 Describe the concept of video campaigns and app campaigns
- 2 Design video ads using various video ad formats under the video campaign
- 3 Design app campaigns for android apps and IOS apps
- 4 Monitor the performance of various campaigns using goggle ads metrics

What will you learn specifically?

What are video Campaigns?

What are various formats of Video Ads that you can show under video campaigns?

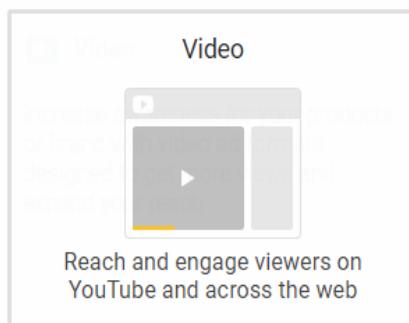
How to set the target audience?

How to design various forms of Video Ads under Video campaigns?

Video Campaigns



Video campaigns let you show video ads within streaming video content on YouTube and across the Google Display Network



Skippable Ads

Skippable ads allow viewers to skip the ad after 5 seconds if they are not interested in the add

These types of ads are Inserted before, during, or after the main video

Bumper Ads

Bumper ads are Non-skippable video ads of up to 6 seconds that must be watched before the main video can be viewed

These types of ads can be viewed on Desktop and mobile devices only

Non-Skipable Ads

Non skipable ads have no option to skip these ads. The duration of such ads

**7-15
Seconds**

Outstream Ads

Outstream ads are mobile and tablet specific and appear on **Google partner sites and apps** outside the YouTube

Ad Sequence

Tell your product or brand story by showing people a series of videos in the order that you define

to build interest, reinforce a message, or create a unifying theme

50 percent of your ad shows on screen for 2 seconds or longer

Impression and Viewable Expression

Impression

Ad is served in the browser of the user and you will be charged for that



Impression and Viewable Expression

Viewable Expression

50 percent of your ad shows on screen for 2 seconds or longer

Module: 25: Designing and Monitoring Video Campaigns

Presenter and Content Writer

Dr. Tejinderpal Singh.

Associate Professor

University Business School

Panjab University Chandigarh



PART-1

Hello everyone, welcome to the first module of this week and the name of this module is “Designing and Monitoring Video campaigns”. You must have noticed various ads on YouTube either at the beginning of the video or during the video or at the time of searching for videos on YouTube.

All these ads are designed and managed from Google Ads and for this purpose; we have to run video campaigns to manage such ads. In this module, our focus will be on learning various aspects of Video Campaigns and you will specifically learn.

1. What are video Campaigns?
2. What are various formats of Video Ads that you can show under video campaigns?
3. How to set the target audience?
4. How to design various forms of Video Ads under Video campaigns?

Before we begin with designing of Video Campaigns, let me define what Video Campaigns are.

According to Google Ads, “video campaigns let you to show the video ads within streaming video content on YouTube and across the Google Display Network”. In simple words, the video ads that we see on YouTube and other Google display network are part of the video campaigns. There are various video ad formats that we can use under video campaigns to show it on YouTube

I hope now it is clear, what we are going to do under this Module. So, let us start, designing our first video campaign.

This is the Google ads interface that we have used many times to design various campaigns like search and display campaigns. To design the video campaign, click on this Plus Sign and “New campaign”.

As earlier said, in Google Ads, we have different types of campaigns available to promote our product and service. So first let us see under which type of goals, video campaigns are available.

Yes, it is available under the goal sales

It's available under the goal Leads

It's available under the goal website traffic

It is available under the goal product and brand consideration

But it is not available under 'app campaign'.

So, to start with, let us select the 'Brand awareness and reach' as our goal, select a video campaign.

See here, under video campaign, we have various types of ads that can be designed.

Let me explain them one by one.

First, we have the **Skippable ads**

These types of ads on YouTube are very common and I hope all of us must experience such ads every day on YouTube videos. Skippable ads allow viewers to skip the ad after 5 seconds if they are not interested in the ad. These types of ads are inserted before, during, or after the main video.

Here is an example of Skippable ads.

Further, these types of ads can be viewed on Desktop, mobile devices, TV, and game console platforms.

The second type of ad is **Bumper ads**.

Bumper ads are non-skippable video ads of up to 6 seconds that must be watched before the main video can be viewed. These types of ads can be viewed on Desktop and mobile devices only. Here are a few examples of Bumper ads.

Next, we have **non-skippable in-stream ads**

As the name suggests, Non-skippable ads have no option to skip these ads. The duration of such ads is under 15 seconds. These ads can be placed before, during or after the main video. A viewer must watch the ads before the main video can be viewed.

Next, we have **Out-stream ads**.

Out-stream ads are not for YouTube. These ads are mobile and tablet-specific and appear on Google partner sites and apps outside YouTube. Users can tap to play your video ad or easily scroll past when reading the latest news or shopping for products. Here are a few examples of Out-stream ads.

Lastly, we have **Ad Sequence**

With video ad sequencing, you can tell your product or brand story by showing people a series of videos in the order that you define. You can use a video ad sequence campaign to build interest, reinforce a message, or create a unifying theme.

I will talk about all the ad formats in detail at the time of campaign designing.

First, let us design our video campaign with **skippable ads**.

Click Continue

So, in this campaign, our goal is ‘brand awareness and reach’.

Give any name to the campaign

Next, we have a bidding strategy. In the video campaign, most of the bidding strategies depend upon the goals selected by you. For example, in the goal ‘brand awareness and reach’ you can only use the Target CPM. And it is by default selected.

What is this Target CPM?

With Target CPM (cost-per-thousand impressions), you set the average amount you’re willing to pay for every thousand times your ad is shown. In this bidding strategy, Google will automatically optimize the bids to get as many impressions as possible. Some impressions may cost more or less than your target CPM.

Next setting is about *budget and dates*.

There are two ways to set the budget. The First one is, campaign portal and the second one is daily.

The Campaign total budget represents the total spend for the duration of the campaign, in this case, you must schedule an end date for the campaign.

The second way is to set your budget daily.

Here the rule is the same. For the month, you won’t pay more than your daily budget multiplies the average number of days in a month. Some days you might spend less than your daily budget, and on other days you might spend up to twice as much. But your total spend will not exceed more than the **Total Monthly Budget**. If you think that your campaign will run for a longer period, prefer to set it as a daily budget. I am selecting Rs.1000 per day.

This is the ad scheduling and you can view the start and end date from here.

Next, we have the delivery method. Again, we have two options here, Standard and Accelerated. We have already discussed these options many times, So I will keep it default. Now we have a clear idea about various ad formats that you can use in video campaigns. You will understand these ad formats better when will practically design them under video ad campaigns. We have already started with designing of ‘video campaigns’ using skippable ads and we will continue with that in the next video.

PART-2

Hello, welcome back, we are in the process of designing a ‘video ad campaign’ using ‘skippable ads’. So far, we have discussed the budget and bidding strategy. Let us continue with the rest of the options

Now, I will quickly discuss, the rest of the options. As we are quite familiar with these types of options. First, we have a network.

These types of Ads are not eligible to be shown on YouTube search results as discovery ads. What does it mean? See here, sometimes we search on YouTube and few video ads are there in the search results like this one. This is called video discovery ads in YouTube search results.

Ad skippable ads will be visible in YouTube videos and it has been selected by default. If you want to show your ads on Google video partners on the display network, you can use this option as well. Video partners extend the reach of video ads to a collection of sites and apps in the Google Display Network. Google partners will help you reach new audiences outside of YouTube. Next, we have the language, select the Language that your customers speak.

I am selecting here ‘English’ and ‘Hindi’.

Next, we have the location. Here the location has the same meaning that we discussed in search campaigns and display campaigns. So, you know about all settings to select an appropriate location from the given options by using the advanced search options.

Next, we have content exclusion.

We know that variety of content is available on YouTube videos ranging from sensitive, violence, sexual, sensational etc.

Here you have the full control over to show your ads on the content that is right for your brand.

There are three ways to do it.

- Inventory types
- Excluded content
- Excluded types and labels.

Let us discuss them one by one

First, we have an inventory type. Google has classified its YouTube content into three categories

Expanded inventory

Standard inventory

Limited inventory

First, we have the ‘expanded inventory’

If this option is selected, it maximizes the available inventory by showing ads on some sensitive content.

However, it excludes extremely sensitive content, for example:

Excessive profanity

Graphic sexual content and nudity

Graphic violence and serious injury.

Next, we have standard inventory which is usually recommended.

‘Standard inventory’ lets you show ads across a wide range of content that is appropriate for most brands, such as popular music videos, documentaries, and videos covering current events.

It has the same exclusions as expanded and also excludes, for example:

Repeated strong profanity

Strong sexual content and discussions of sex

Violence either real or dramatized

Next, we have a limited inventory.

“Limited inventory” lets you show ads on a reduced range of content that’s appropriate for brands that want to avoid most types of sensitive content.

It has Same exclusions as Expanded and Standard, and also excludes, for example:

Moderate profanity

Moderate sexually suggestive content

So here, we will keep our inventory as a standard as recommended by Google.

The second way of exclusions is the ‘Content exclusion’

By default, it is ‘show all’.

Or you can select an appropriate category to be excluded like

Tragedy and conflict

Sensitive social issues and so on.

It seems to be similar to the Inventory type. Yes, Google is going to remove this option very soon and has made it clear that instead of going for content-type you should use the inventory type.

Next, we have excluded ‘Types and labels’

By default, it is ‘show on all’ and ‘content not yet labelled’

If you want to change something, then expand it

First, we have to select the content types to exclude.

Content-type exclusions let you prevent your ads from showing on certain categories of content, such as games or live video streams. This can help you avoid types of content that don't fit your needs or that your customers don't visit.

You may also make exclusions from 'digital content labels'

Digital content labels let you prevent your ads from showing on categories of content based on maturity level. They are similar to movie ratings such as PG, PG-13, R.

Select an appropriate category according to your brand

Next, we have some additional settings

First, we have devices. By default, your ad will be shown on all devices. However, you have the option to show your ad on specific devices. We have discussed this Option in detail in our previous module. But here we can see one more device is added that is TV screens. Just explore this option. Next, we have the frequency capping.

This option is useful if you want to limit how many times ads in this campaign can be shown to the same user

First, we have the 'Cap impression frequency'

By setting a frequency cap, you can limit the number of times that ads in a campaign are shown to the same user. For example, if you want to show the same ad to the user only two times per day per week / per month. You can set it from here.

Secondly, we have 'Cap view frequency'

Here, you can limit how many times that ads in this campaign can get a view or interaction from the same user

A view is counted when someone watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first.

Next, we have the ad scheduling. By default, your ad will be visible on all days. However, there is an option to select a particular day or days to show you ads.

So, we have completed the first phase of our video campaign designing. Now, we will move to the second phase of our campaign designing and the second phase of campaign designing is designing ad groups. Just join me in the next video.

PART-3

Welcome to the next phase of campaign designing. In this part, we will design the ads groups. We know that in ad groups, firstly, we have to target the audience on the basis of various parameters and secondly, we will set the bid amount. So let us begin to design ad groups for the ongoing campaign

Give any name to the ad group

We know that under 'Ad group', we have to set the target audience and set a bid amount.

You can target the audience on the basis of *people* and *content*.

Under people, you can Target the audience on the basis of demographics and types of audience

Under demographics,

We can target the audience on the basis of gender, age, parental status and household income.

In the case of the audience, we have multiple options to select from the different types of audience.

Like who they are: having subcategories like Parental status, Marital status, Education and homeownership status.

We can also target the audience on the basis of their interest and habits, there are multiple categories to select from and you can narrow down your audience by selecting an appropriate category.

A third category is an in-market audience, representing what your customers are searching for or planning to buy. You can select an appropriate category from here depending upon your product or brand.

Next, we have the 'remarketing' and 'similar audience' I have promised you that I will discuss this concept in one of the videos in the coming models.

Lastly, we can combine multiple audience categories as well if required.

You can also take the help of the idea suggested by Google.

Finally, let me select my audience on the basis of education

Next, we can select our audience on the basis of content that means where you want to show the ads.

You can define a few keywords that must be present in the video description or website.

You may get ideas on the basis of your address of the website. Or

Simply by typing your product or services here

Add appropriate keywords by using with Plus sign

Instead of specific keywords, you may select a particular topic that you think maybe interesting for your prospects.

Lastly, we have placements.

I have already discussed that placement is very narrow targeting and you may simply target a specific YouTube channel, YouTube Video, Popular content, Website, App or app categories.

First, we have ‘YouTube channel’

Type any keyword here and Google will search various YouTube channels related to that keyword, that is ‘Digital marketing’

See here we have more than 1000 channels related to our keyword. Similarly, we have the videos, No popular content, around 175 websites, Similarly apps and app categories,

You may make a selection out of the given options

Next, we have to set the target CPM i.e. Cost per thousand impressions. The rules are simple, just set a bid amount initially on a trial basis. Watch the performance of your campaign and then decide what will be the final bid amount.

Top content bid adjustment is optional.

It simply means, by increasing your bids by x%, you can increase the likelihood of serving your video ads on the most popular content on YouTube and the Display Network. As on date, the top content bid adjustment is not applicable in India.

So, we have completed the ad group phase of the campaigns. We targeted our audience and set the bid amount for this very campaign. After this, a very interesting phase of campaign designing is waiting for us. Let us see what that step is in the next video.

PART -4

Welcome back. In the last video, I said, a very interesting phase is waiting for us. Let me unfold the interesting phase of the campaign designing and this phase is about designing of the skippable video ads. Here, we will learn how to design skippable ads using the skip ad button. So let us start.

First, we have given the link of our video

To add any video, first, upload your video to YouTube and copy the URL and paste it here. Your video is added. On the right-Hand side, you can check the weekly estimates of your video Impressions as well

It is confirmed that it is the in-stream ad format

Here give the final URL. It may be the URL of your website or any landing page of your website, where you want to send your prospect after clicking on the ad.

This is the display URL. I always say that it's a dummy URL. It is used for displaying purpose only. You can use any random word/words related to the ad to create display URL

Next, we have a call to action and you can customize it. In the previous section, you can see this is a place where your ‘call to action’ will be visible.

Give an appropriate ‘call to action’ in the context of your advertisement. I am just using *join now*. See it is changed in the preview section.

Give any catchy headline here up to 15 characters

Like Free Course.

See it in the preview section

Next, we have the companion banner.

What is a companion banner?

It is a clickable thumbnail image that accompanies the ad. On a YouTube page, it appears next to the ad, in the top right corner. It is visible in Desktops versions of the ads.

A companion banner provides continued brand presence after a video ends, and the viewer can click on it anytime.

Google may create it automatically based on your YouTube channel video.

Or you may upload the image manually; Make sure the dimensions of an image should be 300 by 60 pix.

Give any name to the ad.

Before saving the ad let us preview it.

This is how it will look on ‘YouTube app’ in mobile phones.

This is our video of the ad.

The logo of our channel

This is headline

Display URL

Call to action

This ad will look on Google video partners

Only a few options are available in the ad

Now let us check it for desktop versions

This is how it will look on desktop versions.

Here we have the headline and display URL

Skip add button

Here our companion banner will be visible.

This is how it will look on Google video partner

If you are satisfied, then save and continue

Ohh !!! there is one error; I have not uploaded the image of companion Banner. Let me change the option to default. I will show you how to upload the companion banner in a while *Save and continue.*

Congratulations, your campaign is ready.

Review it. Everything seems to be ok.

Click continue to campaign. Your campaign will be submitted to Google for review purpose, Google will give me the green signal if the ad is as per the Google Guidelines. What are those guidelines? The link is given in the description.

So, finally, we have designed our skippable video ad campaign. I intentionally left a few settings as default as we have discussed them many times. Just try to design a few more campaigns with skippable ads to learn it properly. In the next video, I will talk about bumper ads. Join me in the next part.

PART-5

Welcome to the next phase, after learning about skippable ad now I will take up bumper ads to insert in our video ad campaigns. As I already explained bumper ads are non-skippable ads and their duration is under 6 seconds. This is a way to show your ads to the target audience when you want that they should not skip your ads.

Let me quickly show you how to create a video campaign by using bumper ads. From video campaign dashboard. Select bumper ads and continue.

From video campaign dashboard. Select bumper ads and continue.

Here most of the things are self-explanatory in nature; I will not explain them again. If you have any confusion then you may go back to the previous videos of this Module for any clarification.

The bidding strategy here is Target CPM that means you are going to pay for per thousand impressions of your ads.

Set the budget according to your plans. We have the same settings for Networks, Languages and Locations that we discussed in skippable ads.

Next, we have the content exclusions. Use these options to exclude the content where you don't want to show your ads.

Next, we have the ad group.

We know that ad groups are used for targeting the audience. Target your audience on the basis of demographics, types of audience, Keywords, Topics, placements etc.

Set your bid amount here.

Finally, this is the place where we will design bumper ads. Here again, first, you have to upload your ad to YouTube and then copy the URL and paste it here. Make sure your ad is under 6 seconds.

Your video is added and you can see it in the preview. There is no skip button on it.

Give the final URL. I am just giving the name of my website.

Make the display URL here by adding a few random words related to your ads.

Here add the companion banner for desktop ads. This time I will show you how to make a companion banner by uploading the customized images. Before uploading, make sure, the dimensions of the images are 300 by 60 pixels. There are many online tools to resize the images (Links are given in the description)

Choose the file from your computer. Image is added.

See in the preview section it is now visible. But it will not be shown on Google video partners and mobile phones.

Finally, give any name to the ad and save it. Your bumper ad is ready.

Next, we have non-skippable ads. The process to design non-skippable ads is the same that we followed for skippable ads and bumper ads. There is only one difference and that difference is about the duration of ads. The duration of ads should be up to 15 seconds.

Please, try to design a non-skippable video campaign on your own. If you have any query, just post it in the discussion forum.

Next, we have out-stream ads.

As I already explained, out-stream ads are not for YouTube. These ads are mobile and tablet-specific and appear on Google Partner sites and apps outside YouTube. Users can tap to play your video ad or easily scroll past when reading the latest news or shopping for products. Let us see how to design out-stream ads.

Click continue

Now notice here, for these types of ads the bidding strategy is viewable CPM which is set as a default. What is viewable CPM?

With Viewable CPM (cost-per-thousand impressions), you set the amount that you're willing to pay for every thousand times your ad is shown in a viewable position. An ad is counted as "viewable" when 50 per cent of your ad shows on screen for 2 seconds or longer.

Not clear!!! Let me explain.

There is a difference between Impression and viewable expression.

An impression is counted when your ad is served in the browser of the user and you will be charged for that. But we are not sure whether the user has viewed our ad or not.

If we think rationally, then we should be charged only when users would actually view our ad. It is only possible with eye-tracking technology to establish that the user has viewed our ad. But Google has developed one metric in this regard. Your ads will be considered as Viewable when 50 % of your ad will run on screen for 2 seconds or longer.

I will skip all the steps of campaign designing and will directly go to ad designing.

Paste the URL of your ad here.

See in the preview section. It will be only visible on Google video partners.

Here it says that

Out-stream ads play automatically on mute in places like the top of a page or within article text on mobile devices. Viewers can unmute, dismiss ads in-app, or scroll to skip. Outstream ads are designed to drive brand awareness and help you reach more people.

From here you can set the thumbnail. Thumbnail is noting, this is the frame or part of the video which you want should be visible when the video is in still mode

Give the headline. Up to 80 characters

Give the description under 100 characters

Give a call to action

You can see a live preview of your Ad as well

Set the logo for your ad from here. This is the place where your logo will appear

The dimensions of the logo should be 200 by 200px

See here, your logo is added

Give the final URL

And this is a final preview of our ad

Give any name and save it.

So, we have completed the process of using bumper ads and out-stream ads in a video campaign. Try to design more campaigns using bumper and out-stream ads. It will help to understand video campaigns in a better way. In the next video, I will talk about ad sequence.

Be there.

PART -6

Welcome to the last part of this module. In this part, I will discuss the concept of ad sequence that has been recently introduced by Google in video ads. First, let us see is ad sequence then I will explain how to design a campaign using ad sequence ads.

As the name suggests with ad sequencing, you can tell your product or brand story by showing people a series of videos in the order that you define. You can use a video ad sequence campaign to build interest, reinforce a message, or create a unifying theme.

That means if someone has viewed the first ad, then after sometimes, the second ad will be shown to him, then after a gap third will be shown to him and so on.

This is a very good option to tell your story by showing ads in a particular sequence to individual viewers with skippable in-stream ads, non-skippable in-stream ads, bumper ads, or a mix.

Let's see how to design such ads.

Select "ad sequence" and continue

The bidding strategy is Target CPM

Let me go directly to the ad designing phase as you know about these steps.

Create your first ad by clicking on the new step.

Here you will give the details of your first ad

Give any name to the ad group

Set the bidding amount

Create the video Ad by pasting URL of the Video.

Before you give the URL of your video, it is most important here that you have to link your YouTube channel to the Google ads otherwise your ad will not be added here

Let me first show you, how to link YouTube channel to Google ads then I will come back here.

Login to your YouTube by using the same Id that users are using to log in to Google ads

From here select YouTube Studio (beta)

On the left-hand side, click creator Studio classic

Skip it

From here go to Channel

Go to advance

You will see here AdWords account linking

Click link an AdWords account

Now here at number 3, we have to provide Google Ad customer ID

Where is the customer ID?

Go to Google ads dashboard

Click at the top right corner

This is our Google ad account ID

Copy it

And paste it here

Assign any name to the AdWords account

And publish it.

And save it

Now to verify it

Go back to your Google ads account

Go to tools and settings

Click setup select Linked accounts

Look for YouTube and Click Details

One request is there, click view request

And approve o it. That is all!!! YouTube account is linked to Google ads

Let's come back to ad designing

Copy the link of your video that you want to use as an ad.

From here, Go to YouTube studio

Go to videos

Click these three dots

And get a shareable link

Paste that link here

Video is added, you can see the live preview

You can select what format of ad you want.

Instream or non-skippable

To make it non-skippable, choose the video between 7 to 15 seconds

Let it be in-stream ad

Give the final URL and display URL here

Call to action is optional but you can give it

Give the headline of your ad within the permissible characters

Add companion banner or let it be selected automatically from the channel

Here is the final preview of your ad

You can also see it in a new window in real-time how will it look in YouTube

This is your ads on YouTube with all details

To see it on a mobile phone

Copy this link and send it to mobile, phone and view it.

If everything is ok, click on add to the sequence

This is the first ad that we have added to the sequence.

To add more ads to the sequence, click on a new step

And follow the same procedure

Step 2 is added.

Same way, add step 3. I am using the same ad, but please use different ads,

Finally, we have created the ad sequencing

Click save and continue. Your ad will be submitted for review purpose.

Congratulations!!! we have finished with our first module of this week. We learnt a very important type of Google ad campaigns that is video campaigns. Although, I try to cover every step of video camping designing. But there are so many things that you can learn when you design video campaigns on your own. I will advise you to design a few dummy video campaigns with different options to explore it more and more. Thanks for being with me.

Module: 26: Designing and Monitoring App Campaigns

Presenter:
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PART-1

Welcome to the last Module of the week and the name of this module is “**Designing and Monitoring App Campaigns**”

As an app developer, it is obvious, you always want that your app should be used by the maximum number of people and you would like to promote your app at various platforms.

In this regard, ‘Google Ads’s app campaigns are very useful and popular. So, in this module, we focus on app campaigns and you will specifically learn

1. **What are App campaigns?**
2. **How to design app campaigns in Google Ads?**
3. **Lastly, how to monitor the performance of app ad campaigns.**

First, let me define, what are app campaigns.

According to Google, App campaigns streamline the process for you, making it easy to promote your apps across Google’s largest properties including Search, Google Play, YouTube, and the Google Display Network

It is obvious that you must have your own app or your clients’ app that you want to promote on Google Ads. However, for learning purpose you may pick any Mobile app and design a dummy app campaign. So, let us see how to design app campaigns in Google Ads

Create a new campaign

Select your goal as app promotion.

Here, we have only one type of campaign i.e. app campaign and it is selected by default.

You can select your mobile App platform Android or IOS, I am selecting Android

Lookup for your App here. Just type a few keywords related to your app and select the app from the given list. I am selecting Swayam App about which you are quite familiar

Click Continue

Give any name to the campaign

Set the location to India or any other place where you would like to promote your app

By default, English is selected as the language. If you want, you can select another language

Set the budget

This is a place where you will select your bidding strategy. By default, it is set to Focus on install volume and all users. Let it be the default.

Select 'Target cost per install'

This is the cost which you will pay to Google once your app is installed

Specify your start and end date

Save and continue

We have made our campaign level settings,

Now let us create our ad groups.

Give any name to 'Ad Group'

Now Finally, we will create the ads for our campaign

First, we have the headline.

You can give up to five headlines but at a time, only one headline will be shown in the ads.

These headlines will be used automatically for various ad formats depending upon suitability

Let me give Two headlines here.

You can add more headlines at your own

Next, give the description of your ad. You can give up to Five descriptions, but at a time only one description will be visible.

You may add more description at your own.

Next, we have to add the images. You can add up to 20 images. But make sure that the size of the image should be of the specified dimensions only. These are the acceptable image sizes for app campaigns

To upload the images, click here. If you want to resize the image use this website. Link is given in the description. Let me show you, how to resize the image. Choose any image to resize. Give the dimensions of width and height. Click the resize the image. Click here to download it.

Let us go back to campaign designing. Upload the images.

Images are uploaded

Save it

Uploading the video is optional, just explore it

Let us have a preview of our ad. You can see a preview of the ad at display platform, Search platform and at YouTube platform.

If you are satisfied, Save and Continue

Congratulations!!! your campaign is ready

Review your campaign summary

And click continue to campaign.

Your campaign will be submitted for review to the Google

SO, with this, we design our dummy app campaign to promote the SWAYAM app. Hope it was a simple process. Just work on it and be perfect in-app campaign designing. Thanks.

PART -2

Welcome back. so far, we have designed almost all the campaigns in Google Ads, but we have not talked about assessing the performance of our campaigns using various Google Ad metrics. In this video, I will briefly discuss various metrics that you can use for assessing the performance of Google Ad campaigns. Let us start.

Click on campaigns,

The very first thing that you have to set here is the time frame for which you want to analyse your campaign data.

By default, it is set to all data, but you can customize it according to your requirements.

All combinations are available here ranging from today, last months, the year and so on.

Here, you will see the graphical data of your clicks on ads for a given time frame.

This column represents whether the campaign is active or paused.

Green circle means that the campaign is in active mode. By clicking on it, you can make any campaign active or enable or you may pause any campaign at any time

This column represents the name of the campaign. If you want to rename any campaign you can do it from here

Next, we have the budget for each campaign. As I said in the previous modules that you can change the budget at any time. So, this is the place where you can change the budget.

This column shows you the status of your campaign after the review by Google. This campaign is eligible to be run on Google Ads,

This is simple. It shows the type of campaign like search, display, app and so on.

Next, we have *the impressions*, very useful metric,

An impression is counted each time your ad is served. Impressions help you understand how often your ad is being seen. If the number of impressions is low, it clearly shows that there is a problem in the campaigns, and we should find out the reason for it

Next, we have *interactions*, interaction is the main action associated with an ad format. These include clicks for text and Product Shopping ads, views for video ads, and so on. Interactions help determine whether your ads are meeting your performance goals or not

Next, we have *the interaction rate*,

"Interaction rate" measures how often people interact with your ad after it's shown to them. This helps in measuring your ad's effectiveness.

Next, we have the average cost. The average cost is the average amount you've paid per interaction. For Example, one click has costed you Rs 5 and another click costed you Rs 6 . Then the average cost per interaction Rs 5.5.

Next column is about Cost. Cost is the sum of your total spend during this period for this very campaign

Next, we have the conversions. If you have set the conversions for the campaigns, then this is very useful information

"Conversions" shows the number of conversions you received after ad interactions (such as text ad clicks or video ad views)

Similarly, we have cost-per-conversion. Cost per conversion ("Cost/conv.") shows the average cost of a conversion. It's your cost divided by your conversions.

Next, we have the conversion rate; Conversion rate ("Conv. rate") shows how often, on average, an ad interaction leads to a conversion. Its "Conversions" divided by the interactions with your ad. Then lastly, we have the bidding strategy that India used for various campaigns. Another beauty of Google Ads is that you can measure the performance not only at the campaign level but way beyond it up to keyword level

Let me show you.

You can see the performance of each ad group. The most important point here is, if you want to change the bid amount, then you can change it from here for the respective ad group

Rest of the metrics are similar to the campaign metrics just explore them.

Then we have the ad extensions. I hope you know what ad extensions are. You can see the performance of each ad extensions from here

Next, we have the video. See the performance of your videos that you have included in various ads

Then we have the keywords. This is how each keyword is performing in our campaign. If you want to change the bid amount of any of the keyword that you can also change that at any time.

Next, we have the audience.

Demographics

Topics

and placements

You can see how our campaigns are performing for the audience type

Then we have the settings of our all campaigns, and it is the one-stop to change the settings for any of the campaigns from here, Just, click the edit button and make the necessary changes.

Then we have the location, Ad schedule and Devices to assess the performance of campaigns

You can see, we have various columns representing the Google ad metrics, If, you want to add a new column it is very simple. Google has plenty of metrics that you can add here to understand the performance of your campaigns better.

Click column

Modify the column by selecting any metric from the list. For example, from performance, I want to add the column ‘views’ and ‘view rate’. Just check it. See these are added to the list. You can further verify from here.

These columns are added to the devices only, but you can modify them for any of the property like campaigns, ad groups, keywords etc.

You can also see the metric for each type of campaigns separately from here

So far, we have discussed how to add the money to Google ads for campaign purpose

Let me show you how to add the money to the Google Ads account.

Go to tools and settings

From billing, select billing summary. Use this to make payment to add the money to Google accounts using available options.

So, with this we have completed our modules on Google Ads, I hope there is surely a value addition after spending three weeks on Google Ads, It is just a beginning to Google Ads. You will learn so many other details of Google Ads, once you will actually start working on it. I am happy that I am able to teach you one more tool of digital marketing.

Thank you so much.

Course

Digital Marketing

Week Introduction

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Module 27

Google Analytics : Introduction and Significance

Module 28

Google Analytics : Interface and Setup

Module 29

Monitoring Traffic Behavior and Preparing Reports

Learning Objectives

- 1 Explain the working of Google Analytics along with its significance
- 2 Set Google Analytics Account by embedding the tracking Code to a website
- 3 Interpret various reports presented by Google Analytics



What important information you would like to know about your visitors?

What will you specifically Learn?

What is Google Analytics Platform?

How does Google Analytics work ?

Why every digital marketer should make use of Google Analytics?



Process of Digital Marketing



Measurement and Tracking

(Marketing efforts)



Methods to measure the performance of **Marketing efforts**

→ **Accuracy**

?



Measure and track the results of
Marketing efforts

100%

Accuracy



Google Analytics

What is Google Analytics?

Google Analytics is a free tool from the
Google for Web analytics



Google Analytics
2005 → Urchin



Google Marketing Platform



Google Analytics

Google analytics tracks the information collected from the website or mobile app and present it in very structured form to the admin or users



How Does Google Analytics works



Collection

1

Collects Raw Information → Website/Mobile App

Tracking Code



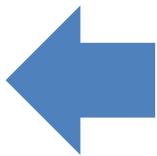
Google Analytics

```
<!-- BEGIN GOOGLE UNIVERSAL ANALYTICS CODES -->
<script type="text/javascript">
  //<![CDATA[
  (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function()
  { (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
  })(window,document,'script','//www.google-analytics.com/analytics.js','__gaTracker');

  __gaTracker('create', 'UA-XXXX-22', 'www.local-magento.com');
  __gaTracker('send', 'pageview');

  //]]>
</script>
<!-- END GOOGLE UNIVERSAL ANALYTICS CODES --><script type="text/javascript">//<![CDATA[
```

(Browser settings , cookies, browsing behavior)



Website
Information
(Large Volume)

All Information may not be relevant

Filtering of
Information



Relevant
Information

The information is filtered in at the back end

(Segments and Categories)



Presentation**4**

Presents this information to the user in very understandable and meaningful way in the form of various reports

What are reports ?

The screenshot shows the Google Analytics interface. At the top right, it says "All accounts > Google Merchandise Store" and "1 Master View". The main menu on the left includes "Home", "Customization", "REPORTS" (which is expanded to show "Realtime", "Audience", "Acquisition", "Behavior", and "Conversions"), "Attribution" (marked as "BETA"), "Discover", and "Admin". A back arrow is at the bottom right.

Data Categorization By Google Analytics

[Home](#)[Customization](#)

REPORTS

- [Realtime](#)
- [Audience](#)
- [Acquisition](#)
- [Behavior](#)
- [Conversions](#)

[Attribution BETA](#)[Discover](#)[Admin](#)

Data Categorization By Google Analytics

Acquisition

1

Behavior

2

Conversion

3



Acquisition

1

Acquiring the traffic to website

← → C ⌂ www.dmmooc.in

DMMooC |
www.dmmooc.in ▾

Your Pages (2) ▾

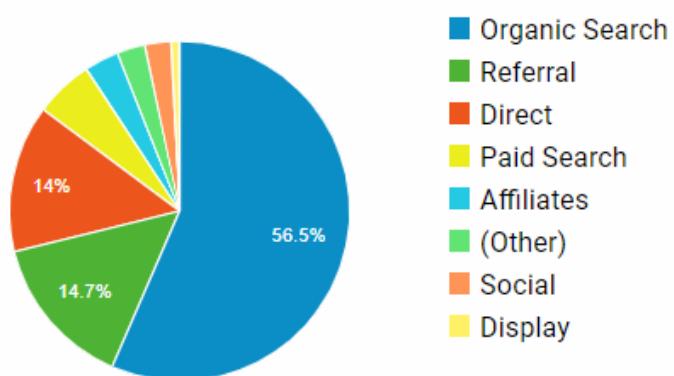
Digital Marketing Mooc



Messages

Notifications 20+

Top Channels





Behavior

2

What visitors are actually doing
on our website

Performance of Content of Website

Engagement
?

Pageviews

66,107

Unique Pageviews

49,303

Avg. Time on Page

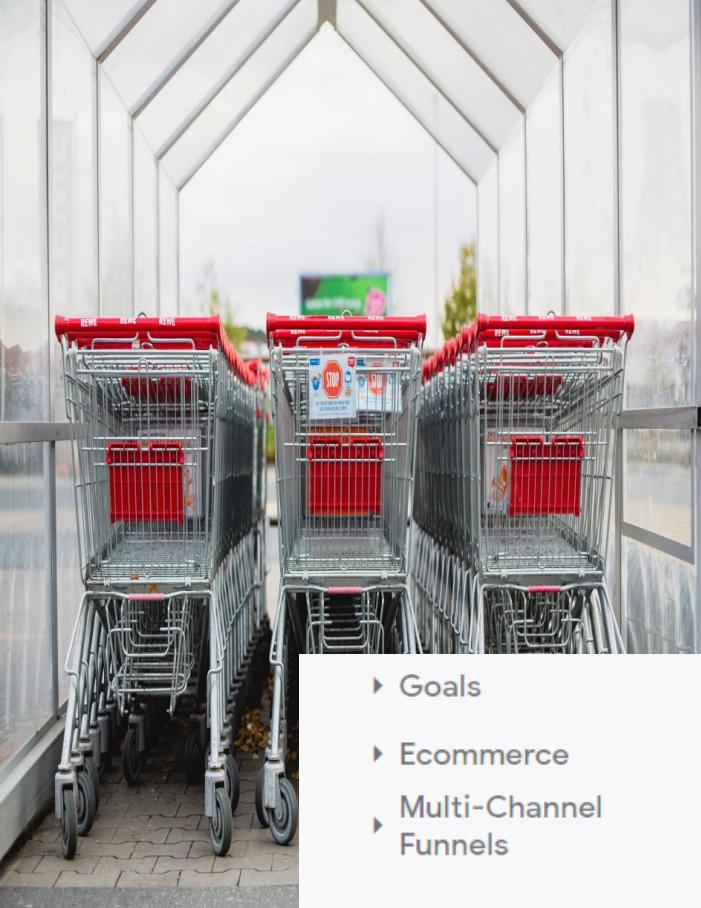
00:00:57

Bounce Rate

45.85%

% Exit

25.13%

A photograph showing a long row of shopping carts lined up outside a supermarket. The carts are silver with red handles and baskets. They are parked on a paved surface next to a glass-enclosed entrance. In the background, a green sign for a supermarket is visible.

Conversion

3

What is conversion?

Sales
Subscription
Registration

- ▶ Goals
- ▶ Ecommerce
- ▶ Multi-Channel
- ▶ Funnels

- ▶ Goals
- ▶ Ecommerce
- ▶ Multi-Channel
Funnels



Google Analytics is Free

Google Analytics is very powerful tool

Absolutely Free



Google Analytics



Data collection process is automatic



Tracking Code

<script>

REPORTS

- ▶  Realtime
- ▶  Audience
- ▶  Acquisition
- ▶  Behavior
- ▶  Conversions



Detailed insights of the audience

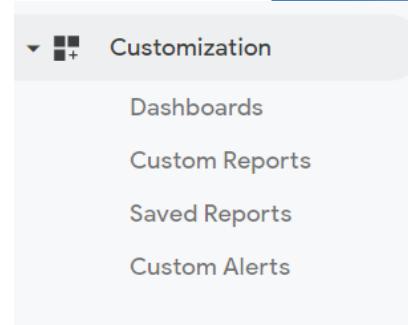


Age | Gender | Interests | Devices | Location



Customization of Reports

Customize reports are needed



When we want data according to our requirements not a standard format



Integration with other platforms

Google Analytics can be Integrated with other platforms without any problem



Real time reporting



Active Users right now

56

Page views per minute



Top Active Pages

| Active Users | Top Active Pages |
|--------------|---------------------------------|
| 2 | /Google+Redesi...Brand/Android |
| 1 | /Google+Redesi...Apparel |
| 1 | /Google+Redesi...ler+Circle+Tee |
| 1 | /Google+Redesi...+Lt+Rain+Shell |
| 1 | /Google+Redesi.../Apparel/Mens |

REAL-TIME REPORT >

All accounts > Google Merchandise St... **1 Master View** Try searching "Top countries by users"

Create Shortcut BETA

Overview

Right now **49** active users on site

DESKTOP 94% MOBILE 6%

Pageviews

Per minute

Per second

Top Referrals:

| Source | Active Users |
|-------------------------|--------------|
| 1. analytics.google.com | 1 |
| 2. mail.googleplex.com | 1 |

Top Active Pages:

| Active Page | Active Users |
|--|--------------|
| 1. /Google+Redesign/Shop+by+Brand/Android | 2 15.38% |
| 2. /Google+Redesign/Apparel | 1 7.69% |
| 3. /Google+Redesign/Apparel/...s+Discovery+Lt+Rain+Shell | 1 7.69% |
| 4. /Google+Redesign/Apparel/Google+Womens+Discovery | 1 7.69% |
| 5. /Google+Redesign/Apparel/Mens | 1 7.69% |
| 6. /Google+Redesign/Apparel/Womens | 1 7.69% |
| 7. /Google+Redesign/Bags/Google+Utility+BackPack | 1 7.69% |
| 8. /Google+Redesign/Shop+by+Brand/YouTube | 1 7.69% |
| 9. /Google+Redesign/Waze | 1 7.69% |

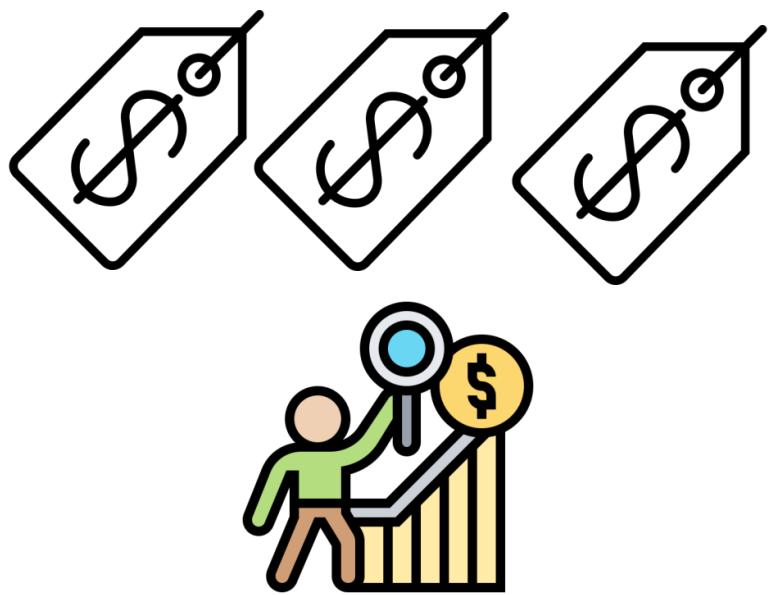
Top Social Traffic:

| Source | Active Users |
|------------|--------------|
| 1. Twitter | 1 |
| 2. YouTube | 1 |

Top Keywords:

| Keyword | Active Users |
|---------|--------------|
|---------|--------------|

Real time reporting





GA Add-ons are available

Number of Add-ons available for Google Analytics

**Google Tag Assistant
GA Debugger
Tag Manager Injector**



Ability to measure internal site search



Discover Keywords for SEO
Discover Keywords for PPC
Expand Your Product Assortment
Optimize Performance of Site Search Visitors

Data from social platform



Social media is a good source of traffic

Google Analytics can clearly measure
from which social media platform traffic
is coming to your website most

M27: 'Google Analytics': Introduction and Significance

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



PART-A

Hello everyone, Welcome to the first Module of this week and the name of this Module is 'Google Analytics': Introduction and Significance. In this module, our focus will be on just understanding the basic concept of 'Google Analytics' and why a website owner should use 'Google Analytics' to understand the insight of visitors' behaviour.

Just tell me one thing, as website owners what is the important information you would like to know about your visitors. Just think for a while.

Very right!!! you would like to know about, how many visitors are coming to the website, how much time they spend, from which location are they coming, are they coming through desktops or through mobile phone etc. Similarly, there can be so many other aspects about which you would be interested to know about

Now the question is, how I can get this type of information. There is no button on the website, moreover, we have not discussed any WordPress plugin in this regard.

Don't worry at all. We have one very powerful tool called "Google Analytics".

In this background, the present module is dedicated to the fundaments of 'Google Analytics' and you will specifically learn

- 1. What is 'Google Analytics' Platform?**
- 2. How does 'Google Analytics' work?**
- 3. Why every digital marketer should make use of 'Google Analytics'?**

So, let us jump into another phase of digital marketing. Hope you will not only enjoy it but also learn a lot in this Module. So, let us begin.

If you remember, in the very first week, I have discussed with you the process of digital marketing and the most important phase of this process was measurement and tracking. We discussed that it is very important to measure and track your marketing efforts so that you may take the corrective actions if there is any gap in the performance.

No doubt, in offline marketing, over a period of time, we have developed many methods to measure the performance of marketing efforts. However, the accuracy of such methods, tools, techniques is still questionable and marketer are hesitant to use the data produced by such tools. The scenario is different in the case of Digital marketing. Here you can measure and track the results of marketing efforts with 100 % accuracy with sophisticated tools available like ‘Google Analytics’ and others.

So first let us see,

What is ‘Google Analytics’?

‘Google Analytics’ is a free tool from Google for Web analytics. ‘Google Analytics’ was launched by Google in the year of 2005 when it acquired the Urchin, a web statistics analysis program. Presently, ‘Google Analytics’ is available inside the brand of *Google Marketing Platform, a product from Google*.

‘Google Analytics’ tracks the information collected from the website or mobile app and present in a very structured form to the admin or users. It helps in understanding the audience insight and you can track the ROI of marketing efforts. Let me briefly explain, how ‘Google Analytics’ work?

There are four phases of ‘Google Analytics’.

Collection

Filtering

Processing

And Reporting

In the very first phase that is the ‘collection’, ‘Google Analytics’ collects the raw information from your website or mobile app with the help of a Tracking Code. A tracking code is a unique code, generated by the GA that we have to embed in our website. Once you embed this code in the website, GA will immediately, start collecting the information. The information is collected on various parameters as defined by GA algorithm. GA uses various signals like browser settings, cookies, browsing behaviour etc with the help of code embedded in the website to collect the information

How to set up Google accounts and embed the code on a website that we will learn in the next Module.

The next phase is *filtering*.

‘Google Analytics’ collects a lot of information from the websites in a very huge volume. But all the information may not be relevant for the marketers and other users. So, in this stage, GA filters information and keeps the relevant information only for further processing.

The third phase is *the Organization*

The information is filtered in at the back end and GA organizes this information into various meaningful segments or categories. There are a number of categories in which the information is classified

The last phase is a *presentation*

After the organization of information, GA presents this information to the user in a very understandable and meaningful way in the form of various reports that you can easily browse and download to further analyze the data and to make the decisions. What are those reports? we will discuss it from time to time in the subsequent modules.

Data Categorization By GA

Let us see how GA categorizes the information

Primarily, Google Analytic Categorizes the whole data into three main categories like

Acquisition

Behavior

Conversions

Let me briefly discuss, about these categories

First, we have the

Acquisition

Acquisition simply means how you are acquiring the traffic to your website. We know there may be many sources from where the traffic is coming to the website like direct by using our domain name, through organic search, through social media, by referral. But we don't know with which proportion the traffic is coming to our website from these sources. Here GA will provide us with the complete information in this regard. We will see more details of the acquisition category in the 'Google Analytics' Interface.

The Second Category is,

Behavior

The behavior data is related to what visitors are actually doing on our website. Here, you will get the information about how the content of the website is performing, is it engaging or not? Here the information is provided on sessions, page views, bounce rate, exits etc. If these terms are new to you, don't worry at all, I am going to explain very soon.

The third is the ***Conversion***.

What is the meaning of conversion; it is defined in the context of the objectives of the website. For someone, it may be sales, for someone, it may subscription, for someone, it may be registrations and so on. In this section, GA will show you how people convert on your website,

which is very essential to improving the conversion rate. Conversion reports are further classified into different sections like goals, eCommerce, multi-channel funnel, and attribution. I will talk about these reports in the subsequent modules.

So, this was the just basics introduction to ‘Google Analytics’ and how does GA work. In the next part, I will talk about why GA is a must tool for every digital marketer. Just join me there.

PART-2

I hope, you got a little bit idea about what ‘Google Analytics’ can do for us. There is a large number of metrics that GA is providing to its users to take the various decisions. Let us discuss, why it is important for every digital marketer to understand and use this tool.

‘Google Analytics’ is Free:

‘Google Analytics’ is a very powerful tool. Many people think that it will be very costly. but to your surprise, ‘Google Analytics’ is absolutely free. You need not to pay even a single penny to Google to use ‘Google Analytics’.

Just create an account with ‘Google Analytics’ and it will start working for you immediately. So, what else do we want? Thanks to Google.

The data collection process is automatic

‘Google Analytics’ save your lot of time as the data collection process is automatic. As I discussed, you need to just embed a unique code in your website, the process of Data Collection from your website will start immediately. ‘Google Analytics’ presents the reports in a very simple and understandable way. You can access these reports directly from the ‘Google Analytics’ dashboard in various formats.

Detailed insights of the audience:

The audience reports of ‘Google Analytics’ provides detailed information about the people who visit our website like their age, gender, interests, devices, and location and much more. This type of data is very useful to digital marketers to take the decision timely.

Customization of Reports

As a web analyst or digital marketers, there are so many instances when we need reports in a customized form. A report will be called customized when we want data according to our requirements, not in a standard format.

GA ‘Google Analytics’ comes very handy in this regard. There is full flexibility in a ‘Google Analytics’ to create the reports in the desired format.

In ‘Google Analytics’, there is a specific tab called Customization and you can use this tab to create your own reports

So, I will talk about the customization of reports in detail at an appropriate time

Integration with other platforms

This is a very good feature of ‘Google Analytics’ you can integrate the ‘Google Analytics’ with so many other platforms without any problem. For example, ‘Google Analytics’ perfectly works with Google Ads. Although a rich data is provided by the Google Ads to measure the performance of Ads but you can further have the insights about your ads and customers who are clicking on the ads by analyzing it in ‘Google Analytics’.

‘Google Analytics’ is not restricted to the desktop only it perfectly works on tablets and mobile phones both on android and IOS platforms.

I will talk about how to integrate ‘Google Analytics’ with the Google AdWords in the subsequent Modules.

Real-time reporting

You need not to wait for hours to collect the data from ‘Google Analytics’. There is a very good feature in ‘Google Analytics’ where you can have the real-time reporting like how many customers are there right now on a site, how much time they have spent, from which source they are coming, which device are they using and so on. So, it will help you to make the decisions in the real-time as well. For example, if you want to change the price of a product you can change the price of a product on the basis of real-time demand by analyzing the data in real-time

GA Add-ons are available

There is no doubt that ‘Google Analytics’ is a great tool at its own to capture web analytics. But there is a number of add-ons available for ‘Google Analytics’. These add-ons are released every month and these add-ons are very useful to increase the quality of data and the productivity of ‘Google Analytics’. Google Tag Assistant, GA Debugger, Tag Manager Injector and many more are examples of GA Ad-on.

Ability to measure internal site search

Most of the websites have an internal search box to search their site internally. Like, you can see in e-commerce sites the search box is there to search for various products and product categories. ‘Google Analytics’ can provide you with detail about what people are actively searching for on-site. It will help you to

- Discover Keywords for SEO
- Discover Keywords for PPC
- Expand Your Product Assortment
- Optimize Performance of Site Search Visitors

Data from the social platform

Another very good feature of ‘Google Analytics’ that you can analyze the traffic that is coming from social media sites. As we know that social media is a good source of traffic. So there is a need to understand such an Audience in a better way

‘Google Analytics’ can clearly measure from which social media platform traffic is coming to your website most. So accordingly, you can change your budget of promotion in favour of that platform.

So, this was an introductory discussion on ‘Google Analytics’. We understood What is GA, how does GA work and why every digital marketer should ‘Google Analytics’ to analyze the web data.

In the next module, we will practically see, how to work on ‘Google Analytics’ with the help of some dummy data.

Thank you so much.

Module 28: Google Analytics: Interface and Setup

Presenter:**Dr. Tejinderpal Singh**

Associate Professor

University Business School

Panjab University Chandigarh



PART-1

Hello everyone, welcome to the second Module of this week and the name this Module is: Google Analytics: Interface and Setup. I hope, by now, you have fair ideas about what is the purpose of Google Analytics and why it is a must-have tool for every digital marketer. Now, it is the time to learn various aspects of Google Analytics practically with live demonstration. In this module, you will specifically learn.

- 1. How to set up Google Account from scratch?**
- 2. What is the Structure of Google Analytics Account?**
- 3. How to study the interface of Google Analytics?**

So, without wasting any time let us begin with Setting up with GA Account. Be ready with your Gmail ID preferably you used for Google Ads

To set up the Google Analytics account, Go to analytics.google.com. The link is given in the description,

Login to the account with your Gmail ID, you may use any Gmail ID here. But I will suggest you, please don't use your personal Gmail ID here. Further, you may use the same Id that you are using for Google Ads.

Now, this is the place where we will create our Google Analytics account which has three steps.

First, we will sign up to the Google Analytics, click on sign up.

First, we have to give any name to the Google Analytics account. Give any name to this account. I am giving the name of digital mooc. Here you need not to be very particular. Any name that you can remember you can give that here.

Next, we have account data sharing settings. Here, Google says that the data that has been selected by the Google Analytics is safe and secure and Google will not share this data with anyone except you.

Here are few settings, let them be the default

Click next

In the second step, we have to tell to Google, what do we want to measure.

You would like to measure the data from a website or from the app or both from website and app

We don't have any mobile app as of now, so we would like to measure the data from the website. We would like to use the website that we have Designed during this course.

Make sure that this button is checked.

Click next

Now in the third step,

We have to set up the property by giving the required details. Now, **what is the property here?**

Property is nothing it maybe your website or it may be your mobile app. As I have said, we want to measure the websites only so we have to provide the details of our website only here. Here we have to give the name of our website.

This is the name of your website, not the URL so give any name here by which you can easily recognize your website.

Next, we have the URL of our website. Select here whether your website is http or https. As we designed the http website only, let it be http. Give the URL of your website.

Next, select the appropriate industry to which your website belongs. You may search for the industry I am selecting here job and education. If your industry is not listed here don't worry select others. You may change it later on as well.

Next the *reporting time*. This is a very important setting. You have to select the time zone according to the country. I am selecting India here.

Click on create

This is the Term and service agreement from Google Analytics. Select your country or region from here. I am proceeding with the United States. Read all terms and conditions in the free time for the time being check these boxes and click I accept.

It is a success, let the page get loaded. Yes, we have created the account. Get rid of these unnecessary notifications.

This page is very important. Here, we have the tracking code details.

This is the Unique tracking ID of our Google Analytics and this is website Tracking information having the tracking code that we have to embed in our website.

Google recommends that paste this tracking code in the Header section of your website.

So, copy this code from here.

Go to the WordPress dashboard of your website

Here we will embed this code in the header section of the theme. To do it go to Appearance from here click the Theme Editor, on the right-hand side, look for the Theme Header, Click it, Now, we have to paste this code between these two head titles. Just paste your code here above the PHP- wp -head. if there is no space, press enters to create the space.

Just paste the code that you copied from GA. This is the code and has successfully passed it.

To save it Update the file,

But, if you think this is a difficult process and you are not familiar with Coding, then don't follow it. We have another easy method to do the same thing. And that method is to use the WordPress plugin.

Go to plugins.

Search for the plugin Google Analytics and Install this plugin GA Google Analytics. Activate it.

Go to the setting of GA Google Analytics

Go to plug-in settings, here we have the Google tracking ID and this is the place where we to enter the Google tracking ID. To copy the Tracking ID. Go back to Analytics. Copy this tracking ID and paste it here. Let all other setting be the default and save the changes.

Our Website is linked to Google Analytics. Here, I have explained the two methods of linking the Website to our Google Analytics Accounts. Please use either of two methods only otherwise there may be a problem if you use both the methods simultaneously.

Let us go back to our Google Analytics account,

Go back from here. Go to Home and this is our Google analytics dashboard.

Everything is Zero here. But how do I know that my website is actually linked to Google Analytics and it has started fetching the data.

One of the easiest ways to confirm it. Just visit your site from the mobile phone or from the same browser in which you are working and see whether this Zero is changing to 1 or not

I am visiting my site from a mobile phone and it changes to 1 now. So, it is confirmed that GA has started fetching the data from my website.

This is the quick and easiest way to confirm it is,

Go to All website data and see your property is listed and it is fetching the All website Data.

So finally, we have set our Google Analytics account. I would like to remind one important thing here though we have discussed the two methods to link our website with Google Analytics, you are advised to use one method only either pasting the code in the header section

of your website or using the WordPress Plugin for this purpose. In the next video, I will talk more about Google Account Structure.

PART -2

Welcome back, In the last part, we saw how to set up Google Account by linking it to the website. I hope all of you must have linked your website to Google Analytics Accounts. It is a must for all of us to proceed further. In this part, I will focus on understanding the structure and Interface of Google Analytics. So, let us start.

This is the interface of GA after linking your website with GA. You can see, it shows nothing here in the form of data. Don't worry, very soon you are going to see a lot of data here and we will talk about each and every aspect of this dashboard in very details. But before that, it's very important to understand the structure of Google Analytics account. It becomes very essential to organize your Google accounts in a proper way to extract the maximum information from Google Analytics.

How Google Analytics will collect, process and present the data it all depends on how Google Analytics account is organized. To properly understand the structure of Google Analytics account, click on Admin.

The Google Analytics account has three layers i.e. Account, Property and view.

Under the admin tab, we have three layers of Google Analytics account.

The first one is an account

Second is property

And third is the view.

Let's talk about these layers one by one

First, we have the *account*.

The 'account' is at the top level in the hierarchy and you must have at least one account to use the Google Analytics. There can be multiple accounts associated with mail one mail ID. But why there is a need to create more than one account. For example, I am offering Consultancy Services to so many organizations; In this case, I will create multiple accounts associated with various organizations with the one mail ID only. I can manage them separately from the same ID.

But, in the present example, we have only one account that we have just created that is digital mooc and I think one account is sufficient here for me.

You can use this tab to change the settings related to your account that have you set at the time of setup of the account.

Click on settings

You may change the name of your account from there if it is needed in the future along with the other settings.

Next, we have user management. From here you can add more user to this account with restrictions. Like you can Edit, Collaborate, Read, Analyze etc. I will talk about it in future. You may explore other option from here related to your account.

If you want to create a new account click on this button create new. Again, the same process will start that we have used at the time of account setup.

Here, it says that we can create 50 accounts associated with one mail ID. But for us One account is sufficient. Click cancel or Go back.

The second layer is the property. We know, **what is property?** A property may be your website, mobile app or a subdomain.

Under each account, there can be multiple properties that you can create. At present we have linked only one website to the account so it is showing me one property only that we have just created. If you want to change the settings of property click on settings and you may make modifications here like name of the property, Industry category etc.

We are not going to edit the property information, so let us go back by cancelling it.

In future, if you want to access the tracking information of your property, you can just use this tab to access the tracking information like tracking code and other related information.

I will talk about other settings of the property from time to time.

To create a new property, click on create the property and the process to create a new property will begin. You can create up 50 properties under one account. As we are not going to create any new property here, let us go back.

Next, we have the view. For each of the property, we can define the view. A View is the access points for the reports. By default, it is all web data. But we want to define different views like

- one view of all the data for www.example.com
- one view of only AdWords traffic to www.example.com
- one view of only traffic to a sub-domain like www.sales.example.com of the website.

We can define a new view from creating a new view. How to create a new view I will show you in a while.

To understand all the layers properly let me show you my personal Google Analytics account.

This is my Google Analytics account which I am personally managing for consultancy purposes.

In this account, I have three different accounts, demo account, my clients account and My personal account. See under my personal account, I have so many properties actually these are my various websites.

For each property, we have different views defined means what type of information I want.

One view is for all website data which is by default and another view.

For another property, we have two views.

Similarly, for my client's account, there is one property, and this property has one view that is all website data

The same way my personal account is organized with one property and one view.

Let us go back to our original account that I am demonstrating in this module.

So, this was the basic structure of Google Account. Remember three things Account, Property and View.

To start with, you need one mail id only. You create multiple Accounts, Multiple properties under each account, and multiple views under each Property. That is all!!! In the next video, I will talk about the interface of GA.

PART-3

Welcome back, now we are ready to experience the power of Google Analytics by understanding various aspects of its interface. So, without wasting much time let us start the next part of this module.

Go to 'home'

This is the interface of Google Analytics. There are bunch of reports available and we are going to talk about all these reports. But there is one problem and that problem is related to the data. We don't have sufficient data here to understand all the reports of Google Analytics as we have just linked our website to Google Analytics and not many activities are happening on our websites. But we need data. From where this data will come.

Relax!!!

Thanks to Google, Google has provided free access to its Merchandise store website that we can use for learning purpose.

How to access it. The process is very simple.

Visit this link (<https://support.google.com/analytics/answer/6367342>) I have given the link in the description also. This page explains the demo account for Google Analytics.

Click on 'Access demo account'. If you are already logged to Google Analytics Account, you will be prompted to this page. It means Domo account is created for you. You can confirm it by going to Admin and then to Accounts See a Demo account is here as well as my original account

Under this account, there is one property called Google Merchandise Store. Click on home and we have a new dashboard.

Next time when you will open your Google Analytics dashboard.

This one is very important

It shows that the data given below is about which of the property. For example, the data given below is about the property Google Merchandise Store.

If you want to change the property just click on this. Select your account, then property, and select view.

Now see, it shows me the data related to my newly created property that is DMMOOC. As we don't have the data here, go back to the demo account.

This is the first page; you will come across every time when you log in to your Google account. It is not very detailed information but it will give you a bird's eye view of what exactly is happening on your website. You may have the basic idea about various activities related to your website. Here, we have different types of dashboards which are customizable in nature and you can increase or decrease the number of these dashboards. These dashboards give you the overall health report of your website in a very Broadway. So, let's try to understand what these dashboards are and what sort of information they are providing.

The block is about Google analytics home; First, note what is the time frame of data. Presently, it shows me the data for the last 7 days. If you want to change the time frame you can change it as well click on it. We have many combinations and options like today, yesterday, last 28 days and so on. Just select the appropriate one.

Let us see what information it offers.

First, we have the users,

Simply, how many users visited your website in a given time frame? In this case, around 15000+ users visited the website during the last seven days.

Next, we have the information related to revenue and conversions rate so this is useful information if you are an online store. This one is important called session. In layman's language session is counted when a visitor will land on your website and he will spend some specified time with your website. How sessions are calculated? I have given a detailed article

on this in the additional readings just go through it. Normally a session ends after 30 mints of inactivity on each page. For example, when a user, say, Sham, arrives on your site, Analytics starts counting from that moment. If 30 minutes pass without any kind of interaction from Sham, the session ends. However, every time Sham interacts with an element (like an event, social interaction, or a new page), Analytics resets the expiration time by adding on an additional 30 minutes from the time of that interaction. Please refer to the article for more detail. As I have said, these blocks are customizable, you may set what metric you want here, Let show you my original account.

As we don't have the data for the last 7days, let me change it to today. Now see here

We have different metrics

Like users

Then we have the sessions

The bounce rates.

What is bounce rate?

Suppose a user lands on any page of the website, say Home page. He stays and exits from the website without visiting another page of the website. This will be called, he bounced back from the website and bounce rate is simply users who bounced back divided by Total users in a given time period. Next, is the session duration that means the total time spent by users on a web To understand other blocks, let us go back to our demo account

Next, we have Real-time data. It shows that at present 21 users are active on the website. This shows the page views per minute, for every minute details is there.,

As I have said this information is just indicative in nature if you want detailed information, you can click for detail reports as well

The next block is about

'How do you acquire users?'

It is simply about from the traffics is coming to my website.

First, we have a traffic channel

The user may come to your website through organic search

He may come through referrals

He may come directly by typing the URL of the website

He may come by paid search i.e. through ads on search engines.

Or others.

Hover the cursor to any date and it will give the number of users coming from these sources. See on 22 Sept maximum users are coming from organic search and so on.

Next, we have the Source / Medium. It is almost similar to the traffic channel, we will talk about it in Acquisition reports.

Lastly, we have a referral. You may run many referral campaigns. How many users are coming through referrals? You can check that from here.

Next, we have how our active users been trending? How well we are retaining the users?

I will talk about these metrics in detail when we will discuss the behaviour reports.

This is something very important; this Block gives you an idea about When your users visit your site.

It will show you the information day wise and time. You can check on a particular day at a particular time how many users are there on your site.

The shade of the blue colour represents the number of users. The light colour is less number of users and the dark colour is more number of users.

See here on Friday, between 7:00 a.m. to 2 Pm maximum users were on site. And so on.

The next block is about the location. It shows from where the users are coming to your website.

The maximum number of users are from the USA followed by India and Canada.

The next block is about the devices. Maximum number of users are coming from text tops to the website followed by mobile phone and tablet.

Next, we have the page details. Shows how many page views are there for each page. You can clearly see which page is the most visited page and the restricted page by your users. It will help you to take the decision to modify those pages we are less number of views are there. The page value is applicable to the E-Commerce site. We will talk about goals in a separate module. These last two blocks are related to the E-Commerce sites showing revenue and ad campaign performance.

So, this was a brief discussion about Google Analytics Interface. I hope you have bit idea about the Google Analytics interface and various cards shown on the Home page of Google Analytics. As I have said, these cards are just an overview of what is happening on your website. There may be detailed information behind these cards. In the next module, we will talk about various reports on GA. Just follow me.

M29: Monitoring Traffic Behaviour and preparing Reports

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PART-1

Welcome to the last Module of this week and the name of this Module is **Monitoring Traffic Behaviour and Preparing Reports**. In this Module, I will demonstrate how to study the behaviour of the audience by analysing various reports and metrics as presented by GA. In this Module, you will specifically learn

1. **What types of reports are available in GA related to audience and websites data?**
2. **What type of data you view in a real-time about the traffic and website?**
3. **How to study the behaviour audience on the basis of various metrics?**
4. **What are acquisition reports and how to interpret these reports? and lastly**
5. **How to study the behaviour flow of the traffic on a website**

So, let us dive into the world of web analytics using Google Analytics and see what is happening on our demo website right now.

Open the Google Analytics dashboard, before looking for any report, make sure you have selected the right property and View. In this example, my property is Google merchandise store and the view is Master view. If you want to change the property or view, just click on the drop-down arrow and select an appropriate property, let us continue with our demo account and Property Google Merchandised store, all the reports presented below, are with respect to this Property and View.

Let us go directly to reports. We have a different type of reports here and each report contains very comprehensive data. There are five types of reports namely,

Real Time

Audience

Acquisition

Behaviour

And Conversions

I will talk about each type of report in detail.

First, we have the *Realtime reports*. I briefly talked about Realtime Card in the previous module. As the name suggests, this is the live data of your property and the data is coming in real-time. This type of data helps in taking the decisions in the real-time especially by e-commerce site or to see the immediate reaction of any event on your website.

Just click on it to access various types of reports.

First, we have the overview, on the right-hand side, we have a quick overview of what is happening at our website right now.

Just see, there are 22 active users on the website. Out of these users, 77% are accessing our website from desktop and 23 % are accessing it from Mobile phones. This is a clear indication that for the majority of the users, still prefer desktop to access our website. The next card is the Page view.

What is Pageview?

If a user will land on any page it will be counted as page view irrespective of the time spent on a page. If a user opens a new page of your website and comes back again on this page. It will be counted on as one more page view. Let me show you an example here.

See, I have opened the home page of me University's website. This will be counted as 1-page view, I have opened another page, this is one more page view, Now I am going back to the same page this will be counted as one more page view.

In total, there are 3-page views but only 2 unique page views.

This card is showing me page views per minutes. In simple words, it shows how many pages were viewed in a minute. Higher the number means more activity on the website. See here 27 minutes ago 3-page views were there. Similarly, 1 minute ago 2-page views were there. Same way page view per second data is available.

Now, we have the data regarding top referrals. Referral means when traffic is coming to the website outside the Google or other search networks through other websites. For example, I am right now on UGC's Website and there is a link of Panjab university, I clicked on this link and the page of Panjab university opens. It will be counted as One referral for Panjab university. For, website owners it will be interesting to know what the other websites from are where the traffic is coming.

Next, we have the top active page. It shows right now what pages of our website, users are browsing. See here our home page is being browsed by 6 users followed by other pages.

Next, it shows no one is coming to our website from social media, and No keyword is there to analyse.

Location is self-explanatory. It shows 2 visitors are right now coming from New York followed by and others

As I said, this is just an overview. You can also see detailed data on each of the metric form real-time reports. For example, location,

Now we have a very detailed report with respect to location.

It shows there are 21 users on our website and the highest proportion is from USA followed by India, Mexico, Germany, Israel and others. Have you noticed? data is Changing in real-time.

Next, we have data of page view per minutes and per seconds.

Next, we have the data of each country with details of the number and percentage of active users. Same data is visualized on the map as well,

Next, we have the Traffic Sources real-time data.

What are the traffic sources?

It simply means from where the traffic is coming. In Google Analytics, there are four major sources. Like

Direct

Organic

Campaign

And referrals.

Let me briefly explain them

First *Direct*:

Direct Source represents those visitors that arrive directly and immediate on your site by:

- (1) Typing your URL into the browser's address bar;
- (2) Clicking on a bookmark; or
- (3) Clicking on a link in an email, SMS, or chat message.

Direct traffic is a strong indicator of your brand strength and your success in email or text message marketing. It is also an indicator of offline marketing success.

Next, we have organic Source.

Organic traffic is the traffic that comes from visitors who are clicking on the organic search results page for any search engine- whether Google, Bing, Yahoo!, or similar. This is an indication of how effective your SEO strategy is that brings you to the top of results on in the first page

Another source is the campaign: As the name suggests it is about how much traffic is coming through campaigns through advertising campaigns like search, display, and others.

Lastly, we have the referrals: I have just explained the meaning of referrals that counts visitors that click a link on another site and land on your site.

There is another term called medium. Medium and Source terms are used simultaneously most of the time. Actually, there is a difference

Source is the origin of your traffic, such as a search engine (for example, *google*) or a domain (*example.com*).

Medium: the general category of the source, for example, organic search (*organic*), cost-per-click paid search (*cpc*), web referral (*referral*).

Next, we have the content; The content section is related to the content of your web pages. It is showing me the data of active pages, page Title and number of “Active users” on each page

Next, we have events. Events are defined by the admin. The ‘event’ simply represents an activity that will be defined by the admin of the Google Analytics. For example, one video view can be defined as an event, A complete purchase can be defined as an event, an app install can be defined as an event and so. We will see at an appropriate time how to define the events.

Next, we have the conversion.

Conversions are goals that you define Google Analytics like Purchase completed, Registrations, Time spent on website, page views per session and so on. We have one full module on goals and conversions. So, I will discuss it there. We have more data about Conversions that are happening in the real-time. It shows that at present no conversion is happening. At the top, you can see the goal hits per minute and per second.

This was a discussion on real-time reports. I tried to explain various reports under the real-time block, Data retrieved from this block is very useful to take the decision in real-time. This type of data may not be very useful to the blogger of the small brand, but this is very useful for eCommerce website and these stores take any decision in the real-time like changing of prices, impact offers and discount etc. In the next video, I will talk about the Audience report. So, we will meet in the next video

PART-2

Welcome back, understanding the audience is key to the success of any business. In marketing, there is a need to understand every aspect of your audience, be it a demographic, be it interest, be it behaviour and so on So, let us see what Google Analytics offer us to understand the audience.

Click on the audience to access the audience related reports.

The Audience reports provide insight into the characteristics of your users. It will help us to understand what sort of audience we have and how to target it

First, we have an overview of our audience.

In the report window, we have so many metrics here

Don't worry, I am going to explain all these metrics. Just be patient.

It is very important to understand the format of this report because you will see the same format for all of the reports that are presented in Google Analytics.

This is called segment and represent one metric of Analytics. For example, it is about all users. By clicking it you can set any another metric for this very segment.

By changing the metric in each segment, you will see the following graph pertaining to that is metric only.

Next, we have the time frame of the report. It means that the following data is pertaining to this time frame only. if you want to customize the time frame, we have so many options to customize it. You have to just select the time frame and apply it. By default, the time frame is one week. Presently, we have the time frame of 28 September 2019 to 4th of October 2019.

In the overview, you can set any metric to see in graphical form.

Let us select a new metric called Bounce rate, your graph will be changed to this very metric.

Let me set it back to the users.

It shows me, on each day how many users were there on my website within the given time frame.

You can further change the format of the graph to have more details. Let me change is to hourly.

Now see, we have more data points for each hour. You can further have changed to week or months.

Let us go back to the days.

Now let us try to understand these metrics, very useful to understand the audience

First, we have the Users:

Users are defined who have initiated at least one session during the time frame. It simply means, how many users visited or engaged with your site or app.

Next, we have New users: This is the number of first-time users during the selected date range

Then we have the Session.

As earlier explained, a Session will begin when a user lands on a page. I hope you must have read the article explaining the details of Sessions. If not, please go through it.

Next, we have the number of sessions per user. It is just a number of sessions divided by the number of users. Or the average number of sessions per user.

Then, we have the page view I have already explained what page view is.

Next, we have the Pages/session.

This is called Average Page Depth and is the average number of pages viewed during a session. In this case, repeated views of a single page are also counted.

Mathematically, these are calculated, Page views divided by the session

Next, we have the Average session duration:

It simply represents the average length of a session that means on an average user spent the time per session.

Next, we have a bounce rate. We know what the bounce rate is.

Next, we have the bifurcation of new users and the returning users. Here the majority of the users are the new users.

Here, we have more details about our audience. let us discuss these metrics as well

In the following table. First, we have the language. You can see the majority of users are speaking US English followed by other languages.

Then, we have the country details and city details from where the audience is coming.

We have also data about systems. Here system means desktops or laptops or other devices other than mobile phones or tablets.

First, we have browsers: see here 77 % of users using Chrome browser followed by Safari Firefox and others to reach to the website.

Then, we have what operating system are they using. See maximum proportion of users are using Windows followed by Macintosh, Android, iOS and others

Then we have a service provider. It simply Internet service providers (ISPs) used by visitors to reach the site.

At the top, it is Google LLCs followed by others

Next, we have the data related to mobile phones

First, we have which operating system they are using. It's clear from the data that the majority of the users are using Android operating system followed by IOS and windows

Next is the service provider, which simply means whose internet services our users are using to land on our site.

We have the Chromecast Cable communication LLC, followed by reliance Jioinfo COMM Limited and Others.

Lastly, we have the screen resolution of the mobile phones which our users are using. Oh my God, such a detailed information!!!

Let us talk more about, this report tab.

From here you can add a segment. A segment is a subset of your Analytics data. By adding a new segment to the report, you may compare different subsets of data. Let me first show, how

to add a segment. Click on this plus sign. Here we have a number of predefined segments that you can add. Like I want to add a segment of the bounced session. Check this and click apply. Now see what has happened

In the same report now, we have two data sets. One is for all users and second is for bounced sessions.

It will help you to make a comparison with another segment. Here we can conclude that bounced sessions are fifty per cent of all the users.

Let me add one another segment to make it clear. Remove this segment.,

Let me add direct traffic as a new segment. You can compare the direct traffic with All users, for example, I want to see, what is the proportion of direct user with All the users. It is simple, now we have the data for All users and Direct users for all the metrics. Just Make the comparison.

See here, we have data of both the segments for all-important metrics.

Even the detailed data is applicable for both of the segments. See here for language comparative data is available

At the country level, comparative data is available. Very Interesting!!!

There is another way to compare the data. But that will apply to this graph only.

Let us compare the bounce rate with users. Select the metric “Bounce Rate”

Let me remove Segment first.

Now it is clear. You can compare the bounce rate with all users and look for why the proportion is high on certain days when compared with All users.

Then, what is the difference in the segment and this of comparison? By adding a segment, you can compare the entire data of a given time frame.

However, if you use this method you will able to compare the data on this graph only within time frame. even hour to hour data comparison

There is one more method of comparison and that method is, comparison on the basis of the time period. Let me show you how to compare the data of two different time periods.

Go to time frame

Tick compare and select the suitable time range, ‘

Suppose, I want to compare the data of the present week with the last week. Select previous Week and apply.

Now see we have the comparative data of two different periods.

Here you can see that we have the percentage increase or decrease in the numbers with respect to the concerned metric.

Let me scroll down it further

It will be read like this one. There is 11.11 per cent decrease in all the users during this week when compared with the last week.

The Green colour shows positive improvement. Here, it means that the number of sessions per user slightly increased by half per cent when compared with the last week. Same way, you can also make a comparison of the rest of the metrics.

It's wonderful!!!

You can see here, for any of the metric the comparison is between two different periods.

Like for the country, the comparison is here along with the percentage change.

If you want to save the reports you can save it for future reference. Click on save

Give a name to the report and Ok

The report is saved. In future you want to access it, just click on save reports the report will be there.

Go back to the audience

If you want to export the report you can export it in various file formats like

PDF, Google sheet, Excel, and CSV

Let me save it to the Excel

Our file is exported

You can also save it as PDF. Here is your PDF report

You can further share the report to anyone by email

Just enter the mail ID, Select the file format. Set frequency do you want to send the mail once or Daily weekly or monthly

Check It and send the mail

The mail is sent successfully.

Now let us move to the next of Tab of Audience report. That is active users.

OH... it is still showing me the data of two different periods. let me first uncheck the compare, then it will make sense

Now we have the data for the one-time frame only

Before we jump to the analysis part let me explain who active users are.

As per the definition of Google Analytics

Active user a user who had at least one session during the given time period.

The Active Users report lets you see the following metrics:

- 1-Day Active Users
- 7-Day Active Users

- 14-Day Active Users
- 28-Day Active Users

The metrics in the report are relative to the last day in the date range you are using for the report. For example, if your date range is January 1 to January 28:

- 1-Day Active Users: the number of unique users who initiated sessions on your site or app on January 28 (the last day of your date range).
- 7-Day Active Users: the number of unique users who initiated sessions on your site or app from January 22 through January 28 (the last 7 days of your date range).
- 14-Day Active Users: the number of unique users who initiated sessions on your site or app from January 15 through January 28 (the last 14 days of your date range).
- 28-Day Active Users: the number of unique users who initiated sessions on your site or app from January 1 through January 28 (the entire 28 days of your date range).

Now the final question what is the meaning of this. How can I make sense of this data?

Let me explain it

In case, when you have many 1-Day Active Users but the numbers drop off for long term users, that signals things like problems with a new release, or that initial enthusiasm isn't translating into long-term engagement.

For example, lots many users might be downloading an app but are finding that it doesn't really meet a need they have or that it doesn't capture their interest.

For the time being, just leave, Lifetime value and cohort analysis as these are related to E-Commerce sites.

Next click on demographics.

In a demographic report that data is available for two demographic that is age and gender.

Although we have seen this type of data in the overview tab as well, here you will find the detailed data with respect to the demographic and you can create a different report for demographics

We have the data according to the age categories. It shows a maximum of our users belongs to the age group 25 to 34 years users in the given time frame

We have data on gender, where the majority of the users are males again for the given time frame

To have more details you can click on Age Tab

Now that detailed data is available in both graph as well as in a table form for various age category

See this table is very exhaustive

The age-wise data is a reporter on three major categories of the customer cycle i.e. Acquisition, Behavior, and conversions.

Under the acquisition, you can see

A number of users, New users, Sessions. It's clear that in the given time period the age group 25 to 34 years is performing better.

Under behaviour category,

Bounce rate, Page per session and average session duration.

The conversion category is related to your goals that I will talk about it in the next Module

You can also see the same type of data for gender category.

See you again for three phases of customer cycle i.e. Acquisition, Behaviour, and conversions are reported here according to Gender

Data is also represented in the graph form as well

You can make the comparison by selecting any metric

Next, we have the interest tab,

Interest simply explain that what type of interest your audience has. Google calculates these interests on the basis of the browsing behaviour of a user

This is just an overview of audiences' interest

Primarily we have two categories based on interest.

The first one is the affinity audience and the second one is the in-market audience.

I have already explained about these two categories in Google ads. Can you recollect what is the meaning of these categories?

Absolutely right.

Affinity category represents the users' interest. See here the Maximum proportion of users who visited the site during the time frame are classified ad shoppers/ value shoppers followed by media and entertainment, Technology and others.

In- market segment represent those users who have shown interest or are planning to buy some products

Maximum users are looking for employment followed by Software and Productive activity software

And others.

We have a few other categories to understand our audience

This type of metric is very useful to understand what sort of audience is visiting your website. This is an indication of are you targeting the right audience or not.

Next, we have the detail data about each category in both graphics as well as in a table format

We have very detailed information about each category on the basis of three phases of the customer journey that is Acquisition Behaviour and Conversions

Just go through this report and try to understand the insight of your audience

Similarly, we have the data regarding in-market audience

And other categories

Next, we have the GEO tab

This tab will give you the details about the language and the location

First, we have the details regarding the language again it is classified on the basis of various phases of the customer journey.

Then we have a location. Now you have a clear idea from where users are coming. Detailed information is provided on various phases of the customer journey.

Next, we have the Behaviour tab

First, we have the report the New users and returning users.

It will help you to track your users whether returning users are converting to the final customers for new users. Try to make sense of this data, what story it is telling as far as your website is concerned

Next, we have the frequency and Regency

In Google Analytics, frequency refers to how often visitors return to your site within a time frame.

Recency refers to the length of time (in days) since a specific visitor last came to your site

I will explain this concept in detail in a separate video.

Then we have the engagement.

This is self-explanatory. Engagement is measured in terms of the time spent by users on your site in a given session. We have the data on the basis of session duration intervals, 0-10. It indicated for how long you are able to engage the users in a session.

Here we have a number of sessions for each interval. We can see that majority of the sessions are between 0 to 10 seconds intervals

Sessions between 61-180 and 181- 600 seem to be ideal here. Similarly, you can to you can check the page view for each interval.

Next, we have the session quality

Session quality is an estimate of how close a particular session was to transacting i.e. making the final purchase or goal conversion. It ranges from 1 to 100, calculated for each session. A value closer to 1 indicates a low session quality, or far from transacting, while a value closer to 100 indicates a high session quality, or very close to transacting.

You can see here there are 202 sessions Having the quality score of more than 50. Use this + sign to have more details. You will come to know about what ideal figure for your website over a period of time,

You can see the details as per the source of channels.

‘Conversion Possibilities’ is again e-commerce related data.

It is an estimate of the probability of a particular user converting, ranging from 1 to 100, calculated for each user. A value closer to 1 indicates a low probability of conversion, while a value closer to 100 indicates a high probability of conversion.

Next, we have the technology

These metrics are self-explanatory. I will not explain them in detail. But these metrics are very important to understand what type of Technology our users are using

First, we have the browser and operating system

See more than 77 % of the user and using the Chrome followed by Safari, Firefox and others.

Data is reported on the basis of three phases of the customer journey

Next, we are the networks, that simply means which network service providers are users are using to accept your website

Then we have the mobile tab

Overview report says that the majority of the users are using desktop top to reach to your site followed by Mobile and tablets

Then we have the devices

These are the mobile brands which users are using to reach your website. Here, at the top is iPhone followed by Apple I pad and others.

So, this was a detailed discussion on various aspects of audience reports. I hope now you have released the power of Google Analytics. It is very surprising to see the quantum of the data that Google Analytics offers. It is amazing. In the next video, we will talk more about GA Reports

Course

Digital Marketing

Week Introduction

Learning Objectives

- 1** Set and track business goals using Google Analytics
- 2** Conceptualize the concept of Social Media Marketing
- 3** Describe various Facebook Marketing and various ad formats

Module 30 Understanding Goals and Conversions

What will you specifically Learn ?

1 What are Goals and their types ?

2 How to set Goals in Google Analytics?

3 How to study various Conversion reports of Google Analytic?



What are Goals?



Website



Blogger

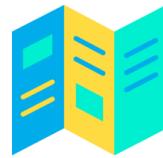
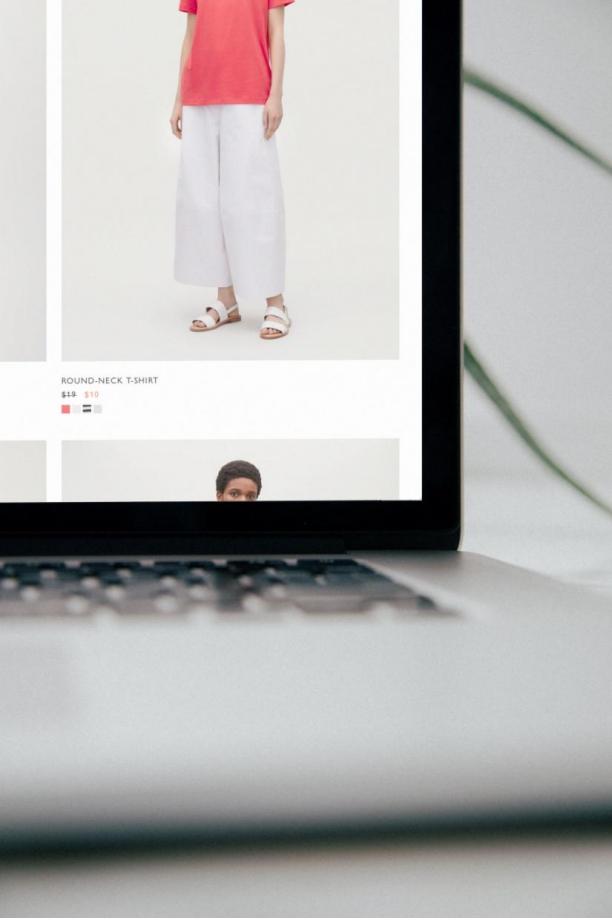


What will be the Goal website?



Maximum visitor should come to your blog
They should read your blog articles
They should subscribe to your blog
They should spend time on your website

Goals





What are Goals?



Goals are versatile ways to measure
how will your site or app fulfills
targeted objectives



How to track our goals



No Idea



How to track our goals





4 Types of Goals

Destination

Duration

Pages/Session

Events

Destination



G BEAUTIFUL THINGS ON AMAZON UPDATED DAILY EXPLORE St. Patrick's Day s of

Shop by Department - Supporting: St. Jude Children's Research Hospital - Shopping History - Dean's Amazon.com Today's Deals Hello, Deana Your Account - Your Prime - Your Lists - Cart

Amazon will make a donation to **St. Jude Children's Research Hospital.** To support this charitable organization, always shop at [smile.amazon.com](#).

The easiest way to return to AmazonSmile Get Amazon Assistant Install now for Mozilla Firefox

✓ Thank you, your order has been placed.
An email confirmation has been sent to you.

Order Number: 112-8198608-5890651
Case Logic DCB-304 Compa... will be shipped to [Deana Jirak](#) by Amazon.com.
Estimated delivery: Mar. 14, 2016

Review or edit your order +

Add a comment I just supported St. Jude Children's Research Hospital When you shop at AmazonSmile, Amazon donates to the charitable organization of your choice. Who will you support? Share Your sharing settings

Get Yourself a Little Something 1 of 7

Designing Multi-Device Experiences... Michal Levin Paperback \$44.99 \$25.98 Prime KEEN Women's Newport H2 Sandal Ahnu Women's Maia Huarache Sandal... ROUND IS OUT. THE SCOOP HOLDER IS IN. SCOOP IN LID

KEEN Women's Newport H2 Sandal \$49.99 - \$105.00 \$89.95 Prime

Ahuu Women's Maia Huarache Sandal... ★★★★☆ (8) \$89.95 Prime

EAS SPORTS NUTRITION

Destination



A screenshot of the AmazonSmile website. The top navigation bar includes "amazon smile", "Prime", "All", "Shop by Department", "Supporting: St. Jude Children's Research Hospital", "Explore", "Hello, Deana", "Your Account", "Your Prime", "Your Lists", and "Cart". The main content area shows a message: "BEAUTIFUL THINGS ON AMAZON UPDATED DAILY" and "Amazon will make a donation to St. Jude Children's Research Hospital. To support this charitable organization, always shop at smile.amazon.com." Below this, there is a "Thank you, your order has been placed." message, a product listing for a book, and a sidebar for St. Patrick's Day.

A screenshot of the AmazonSmile confirmation page. It shows a "Thank you, your order has been placed." message, a product listing for a book, and a sidebar for St. Patrick's Day. The sidebar includes links for "Facebook", "Twitter", "E-mail", "Add a comment", "I just supported St. Jude Children's Research", and "Share".

A screenshot of the AmazonSmile product page titled "Get Yourself a Little Something". It shows three items: a book titled "Designing Multi-Device Experiences" by Michal Levin, a KEEN Women's Newport H2 Sandal, and an Aknu Women's Maisa Huarache Sandal. The page also features a sidebar for EAS Sports Nutrition.



amazon smile BEAUTIFUL THINGS ON AMAZON UPDATED DAILY EXPLORE St. Patrick's Day

All - Shop by Department - Hello, Deana Your Account - Your Prime - Your Lists - Cart

Supporting: St. Jude Children's Research Hospital * Shopping History - Deana's Amazon.com Today's Deals

Amazon will make a donation to St. Jude Children's Research Hospital. To support this charitable organization, always shop at smile.amazon.com.

✓ Thank you, your order has been placed.

An email confirmation has been sent to you.

Order Number: 112-8198893-0559551

• Case Logic DCB-354 Compact - will be shipped to Deana Jink • by Amazon.com

Estimated delivery: Mar. 14, 2016

Review or edit your order +

Facebook Twitter Email Add a comment I just supported St. Jude Children's Research When you shop at AmazonSmile, Amazon donates to the charitable organization of your choice. Who will you support? Share Your sharing settings

Get Yourself a Little Something 1 of 7

EAS

ROUND IS OUT. THE SCOOP HOLDER IS IN.

SCOOP IN LID

KEEN Women's Newport H2 Sandal \$49.95 - \$105.00

Aliso Women's Mai Huatsehle Sandal \$89.95

Case Logic DCB-354 Compact \$25.98





Duration



5min

Pages/Session

**Many pages are visited by a user
in a given session**





Events

Any activity which is happening
on your website



Module 28: Google Analytics: Interface and Setup

Presenter:**Dr. Tejinderpal Singh**

Associate Professor

University Business School

Panjab University Chandigarh



PART-1

Hello everyone, welcome to the second Module of this week and the name this Module is: Google Analytics: Interface and Setup. I hope, by now, you have fair ideas about what is the purpose of Google Analytics and why it is a must-have tool for every digital marketer. Now, it is the time to learn various aspects of Google Analytics practically with live demonstration. In this module, you will specifically learn.

- 1. How to set up Google Account from scratch?**
- 2. What is the Structure of Google Analytics Account?**
- 3. How to study the interface of Google Analytics?**

So, without wasting any time let us begin with Setting up with GA Account. Be ready with your Gmail ID preferably you used for Google Ads

To set up the Google Analytics account, Go to analytics.google.com. The link is given in the description,

Login to the account with your Gmail ID, you may use any Gmail ID here. But I will suggest you, please don't use your personal Gmail ID here. Further, you may use the same Id that you are using for Google Ads.

Now, this is the place where we will create our Google Analytics account which has three steps.

First, we will sign up to the Google Analytics, click on sign up.

First, we have to give any name to the Google Analytics account. Give any name to this account. I am giving the name of digital mooc. Here you need not to be very particular. Any name that you can remember you can give that here.

Next, we have account data sharing settings. Here, Google says that the data that has been selected by the Google Analytics is safe and secure and Google will not share this data with anyone except you.

Here are few settings, let them be the default

Click next

In the second step, we have to tell to Google, what do we want to measure.

You would like to measure the data from a website or from the app or both from website and app

We don't have any mobile app as of now, so we would like to measure the data from the website. We would like to use the website that we have Designed during this course.

Make sure that this button is checked.

Click next

Now in the third step,

We have to set up the property by giving the required details. Now, **what is the property here?**

Property is nothing it maybe your website or it may be your mobile app. As I have said, we want to measure the websites only so we have to provide the details of our website only here. Here we have to give the name of our website.

This is the name of your website, not the URL so give any name here by which you can easily recognize your website.

Next, we have the URL of our website. Select here whether your website is http or https. As we designed the http website only, let it be http. Give the URL of your website.

Next, select the appropriate industry to which your website belongs. You may search for the industry I am selecting here job and education. If your industry is not listed here don't worry select others. You may change it later on as well.

Next the *reporting time*. This is a very important setting. You have to select the time zone according to the country. I am selecting India here.

Click on create

This is the Term and service agreement from Google Analytics. Select your country or region from here. I am proceeding with the United States. Read all terms and conditions in the free time for the time being check these boxes and click I accept.

It is a success, let the page get loaded. Yes, we have created the account. Get rid of these unnecessary notifications.

This page is very important. Here, we have the tracking code details.

This is the Unique tracking ID of our Google Analytics and this is website Tracking information having the tracking code that we have to embed in our website.

Google recommends that paste this tracking code in the Header section of your website.

So, copy this code from here.

Go to the WordPress dashboard of your website

Here we will embed this code in the header section of the theme. To do it go to Appearance from here click the Theme Editor, on the right-hand side, look for the Theme Header, Click it, Now, we have to paste this code between these two head titles. Just paste your code here above the PHP- wp -head. if there is no space, press enters to create the space.

Just paste the code that you copied from GA. This is the code and has successfully passed it.

To save it Update the file,

But, if you think this is a difficult process and you are not familiar with Coding, then don't follow it. We have another easy method to do the same thing. And that method is to use the WordPress plugin.

Go to plugins.

Search for the plugin Google Analytics and Install this plugin GA Google Analytics. Activate it.

Go to the setting of GA Google Analytics

Go to plug-in settings, here we have the Google tracking ID and this is the place where we to enter the Google tracking ID. To copy the Tracking ID. Go back to Analytics. Copy this tracking ID and paste it here. Let all other setting be the default and save the changes.

Our Website is linked to Google Analytics. Here, I have explained the two methods of linking the Website to our Google Analytics Accounts. Please use either of two methods only otherwise there may be a problem if you use both the methods simultaneously.

Let us go back to our Google Analytics account,

Go back from here. Go to Home and this is our Google analytics dashboard.

Everything is Zero here. But how do I know that my website is actually linked to Google Analytics and it has started fetching the data.

One of the easiest ways to confirm it. Just visit your site from the mobile phone or from the same browser in which you are working and see whether this Zero is changing to 1 or not

I am visiting my site from a mobile phone and it changes to 1 now. So, it is confirmed that GA has started fetching the data from my website.

This is the quick and easiest way to confirm it is,

Go to All website data and see your property is listed and it is fetching the All website Data.

So finally, we have set our Google Analytics account. I would like to remind one important thing here though we have discussed the two methods to link our website with Google Analytics, you are advised to use one method only either pasting the code in the header section

of your website or using the WordPress Plugin for this purpose. In the next video, I will talk more about Google Account Structure.

PART -2

Welcome back, In the last part, we saw how to set up Google Account by linking it to the website. I hope all of you must have linked your website to Google Analytics Accounts. It is a must for all of us to proceed further. In this part, I will focus on understanding the structure and Interface of Google Analytics. So, let us start.

This is the interface of GA after linking your website with GA. You can see, it shows nothing here in the form of data. Don't worry, very soon you are going to see a lot of data here and we will talk about each and every aspect of this dashboard in very details. But before that, it's very important to understand the structure of Google Analytics account. It becomes very essential to organize your Google accounts in a proper way to extract the maximum information from Google Analytics.

How Google Analytics will collect, process and present the data it all depends on how Google Analytics account is organized. To properly understand the structure of Google Analytics account, click on Admin.

The Google Analytics account has three layers i.e. Account, Property and view.

Under the admin tab, we have three layers of Google Analytics account.

The first one is an account

Second is property

And third is the view.

Let's talk about these layers one by one

First, we have the *account*.

The 'account' is at the top level in the hierarchy and you must have at least one account to use the Google Analytics. There can be multiple accounts associated with mail one mail ID. But why there is a need to create more than one account. For example, I am offering Consultancy Services to so many organizations; In this case, I will create multiple accounts associated with various organizations with the one mail ID only. I can manage them separately from the same ID.

But, in the present example, we have only one account that we have just created that is digital mooc and I think one account is sufficient here for me.

You can use this tab to change the settings related to your account that have you set at the time of setup of the account.

Click on settings

You may change the name of your account from there if it is needed in the future along with the other settings.

Next, we have user management. From here you can add more user to this account with restrictions. Like you can Edit, Collaborate, Read, Analyze etc. I will talk about it in future. You may explore other option from here related to your account.

If you want to create a new account click on this button create new. Again, the same process will start that we have used at the time of account setup.

Here, it says that we can create 50 accounts associated with one mail ID. But for us One account is sufficient. Click cancel or Go back.

The second layer is the property. We know, **what is property?** A property may be your website, mobile app or a subdomain.

Under each account, there can be multiple properties that you can create. At present we have linked only one website to the account so it is showing me one property only that we have just created. If you want to change the settings of property click on settings and you may make modifications here like name of the property, Industry category etc.

We are not going to edit the property information, so let us go back by cancelling it.

In future, if you want to access the tracking information of your property, you can just use this tab to access the tracking information like tracking code and other related information.

I will talk about other settings of the property from time to time.

To create a new property, click on create the property and the process to create a new property will begin. You can create up 50 properties under one account. As we are not going to create any new property here, let us go back.

Next, we have the view. For each of the property, we can define the view. A View is the access points for the reports. By default, it is all web data. But we want to define different views like

- one view of all the data for www.example.com
- one view of only AdWords traffic to www.example.com
- one view of only traffic to a sub-domain like www.sales.example.com of the website.

We can define a new view from creating a new view. How to create a new view I will show you in a while.

To understand all the layers properly let me show you my personal Google Analytics account.

This is my Google Analytics account which I am personally managing for consultancy purposes.

In this account, I have three different accounts, demo account, my clients account and My personal account. See under my personal account, I have so many properties actually these are my various websites.

For each property, we have different views defined means what type of information I want.

One view is for all website data which is by default and another view.

For another property, we have two views.

Similarly, for my client's account, there is one property, and this property has one view that is all website data

The same way my personal account is organized with one property and one view.

Let us go back to our original account that I am demonstrating in this module.

So, this was the basic structure of Google Account. Remember three things Account, Property and View.

To start with, you need one mail id only. You create multiple Accounts, Multiple properties under each account, and multiple views under each Property. That is all!!! In the next video, I will talk about the interface of GA.

PART-3

Welcome back, now we are ready to experience the power of Google Analytics by understanding various aspects of its interface. So, without wasting much time let us start the next part of this module.

Go to 'home'

This is the interface of Google Analytics. There are bunch of reports available and we are going to talk about all these reports. But there is one problem and that problem is related to the data. We don't have sufficient data here to understand all the reports of Google Analytics as we have just linked our website to Google Analytics and not many activities are happening on our websites. But we need data. From where this data will come.

Relax!!!

Thanks to Google, Google has provided free access to its Merchandise store website that we can use for learning purpose.

How to access it. The process is very simple.

Visit this link (<https://support.google.com/analytics/answer/6367342>) I have given the link in the description also. This page explains the demo account for Google Analytics.

Click on 'Access demo account'. If you are already logged to Google Analytics Account, you will be prompted to this page. It means Domo account is created for you. You can confirm it by going to Admin and then to Accounts See a Demo account is here as well as my original account

Under this account, there is one property called Google Merchandise Store. Click on home and we have a new dashboard.

Next time when you will open your Google Analytics dashboard.

This one is very important

It shows that the data given below is about which of the property. For example, the data given below is about the property Google Merchandise Store.

If you want to change the property just click on this. Select your account, then property, and select view.

Now see, it shows me the data related to my newly created property that is DMMOOC. As we don't have the data here, go back to the demo account.

This is the first page; you will come across every time when you log in to your Google account. It is not very detailed information but it will give you a bird's eye view of what exactly is happening on your website. You may have the basic idea about various activities related to your website. Here, we have different types of dashboards which are customizable in nature and you can increase or decrease the number of these dashboards. These dashboards give you the overall health report of your website in a very broad way. So, let's try to understand what these dashboards are and what sort of information they are providing.

The block is about Google analytics home; First, note what is the time frame of data. Presently, it shows me the data for the last 7 days. If you want to change the time frame you can change it as well click on it. We have many combinations and options like today, yesterday, last 28 days and so on. Just select the appropriate one.

Let us see what information it offers.

First, we have the users,

Simply, how many users visited your website in a given time frame? In this case, around 15000+ users visited the website during the last seven days.

Next, we have the information related to revenue and conversions rate so this is useful information if you are an online store. This one is important called session. In layman's language session is counted when a visitor will land on your website and he will spend some specified time with your website. How sessions are calculated? I have given a detailed article

on this in the additional readings just go through it. Normally a session ends after 30 mints of inactivity on each page. For example, when a user, say, Sham, arrives on your site, Analytics starts counting from that moment. If 30 minutes pass without any kind of interaction from Sham, the session ends. However, every time Sham interacts with an element (like an event, social interaction, or a new page), Analytics resets the expiration time by adding on an additional 30 minutes from the time of that interaction. Please refer to the article for more detail. As I have said, these blocks are customizable, you may set what metric you want here, Let show you my original account.

As we don't have the data for the last 7days, let me change it to today. Now see here

We have different metrics

Like users

Then we have the sessions

The bounce rates.

What is bounce rate?

Suppose a user lands on any page of the website, say Home page. He stays and exits from the website without visiting another page of the website. This will be called, he bounced back from the website and bounce rate is simply users who bounced back divided by Total users in a given time period. Next, is the session duration that means the total time spent by users on a web To understand other blocks, let us go back to our demo account

Next, we have Real-time data. It shows that at present 21 users are active on the website. This shows the page views per minute, for every minute details is there.,

As I have said this information is just indicative in nature if you want detailed information, you can click for detail reports as well

The next block is about

'How do you acquire users?'

It is simply about from the traffics is coming to my website.

First, we have a traffic channel

The user may come to your website through organic search

He may come through referrals

He may come directly by typing the URL of the website

He may come by paid search i.e. through ads on search engines.

Or others.

Hover the cursor to any date and it will give the number of users coming from these sources. See on 22 Sept maximum users are coming from organic search and so on.

Next, we have the Source / Medium. It is almost similar to the traffic channel, we will talk about it in Acquisition reports.

Lastly, we have a referral. You may run many referral campaigns. How many users are coming through referrals? You can check that from here.

Next, we have how our active users been trending? How well we are retaining the users?

I will talk about these metrics in detail when we will discuss the behaviour reports.

This is something very important; this Block gives you an idea about When your users visit your site.

It will show you the information day wise and time. You can check on a particular day at a particular time how many users are there on your site.

The shade of the blue colour represents the number of users. The light colour is less number of users and the dark colour is more number of users.

See here on Friday, between 7:00 a.m. to 2 Pm maximum users were on site. And so on.

The next block is about the location. It shows from where the users are coming to your website.

The maximum number of users are from the USA followed by India and Canada.

The next block is about the devices. Maximum number of users are coming from text tops to the website followed by mobile phone and tablet.

Next, we have the page details. Shows how many page views are there for each page. You can clearly see which page is the most visited page and the restricted page by your users. It will help you to take the decision to modify those pages we are less number of views are there. The page value is applicable to the E-Commerce site. We will talk about goals in a separate module. These last two blocks are related to the E-Commerce sites showing revenue and ad campaign performance.

So, this was a brief discussion about Google Analytics Interface. I hope you have bit idea about the Google Analytics interface and various cards shown on the Home page of Google Analytics. As I have said, these cards are just an overview of what is happening on your website. There may be detailed information behind these cards. In the next module, we will talk about various reports on GA. Just follow me.

Module 31

Social Media Marketing :Introduction and Significance



What will you learn specifically?

What is Social Media Marketing?

What are the important statistics about Social Media?

What are various platform of Social Media Marketing?

What is Social Media?



Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration

What is Social Media?



Websites and applications dedicated

Forums
Micro blogging
Social networking
Social bookmarking
Social Curation
Wikis

What is Social Media?





Social Media is **EVERWHERE !!!!**

It's **UNAVOIDABLE !!!**

it's **POWERFUL !!!**

It's here to **STAY !!!**

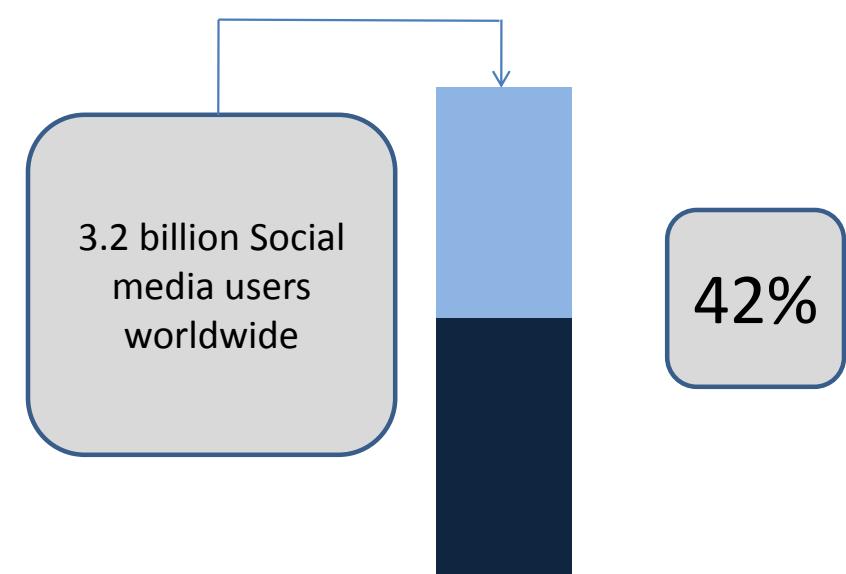




Should I invest in Social Media
Will it yield desired results
Is it effective

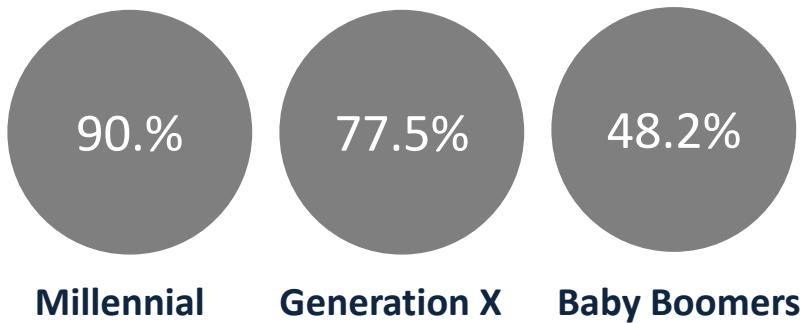


Large Number of people are on Social Media





Generation wise breakup of Social Media Usage



Active Users

Emarketer, 2019.



How much time we spend on Social Media?



2 Hours, 22 Mins

digitalinformationworld



Facebook is Market Leader



2.32b 68%

Pewinternet, 2018



Social Media Marketing , Is it a
serious business?

73%

Marketers

Somewhat Effective or Very Effective

Buffer, 2019



Do customers really use Social Media?

54%

**Social browsers use social media
to research products**

GlobalWebIndex, 2018



Positive Customer Experience on Social media matters!

Continuously **ENGAGED** with your audience

71%

likely to recommend the brand to their friends
and family

Lyfemarketing, 2018



Influencer Marketing and Social Media

Brands 

49%

Depend on **influencer recommendations** on social media

Fourcommunications, 2018

Social Media: Mobile Phones



91%

Access social channels via mobile devices

Lyfemarketing, 2018

Social Media: Mobile Phones



80%

Total time spent on social media
sites occurs on mobile

Lyfemarketing, 2018

What is Social Media Marketing?



“Social Media Marketing refers to the process of gaining traffic or attention through social media sites”

Searchengineland



What is Social Media Marketing?



“Social media marketing is a form of internet marketing that involves **creating and sharing** content on **social media networks** in order to achieve your **marketing and branding goals**”

Wordstream



What is Social Media Marketing?



Social media marketing includes activities like posting **text and image, updates, videos, and other content that drives audience engagement**, as well as paid social media advertising

Wordstream



What is Social Media Marketing?

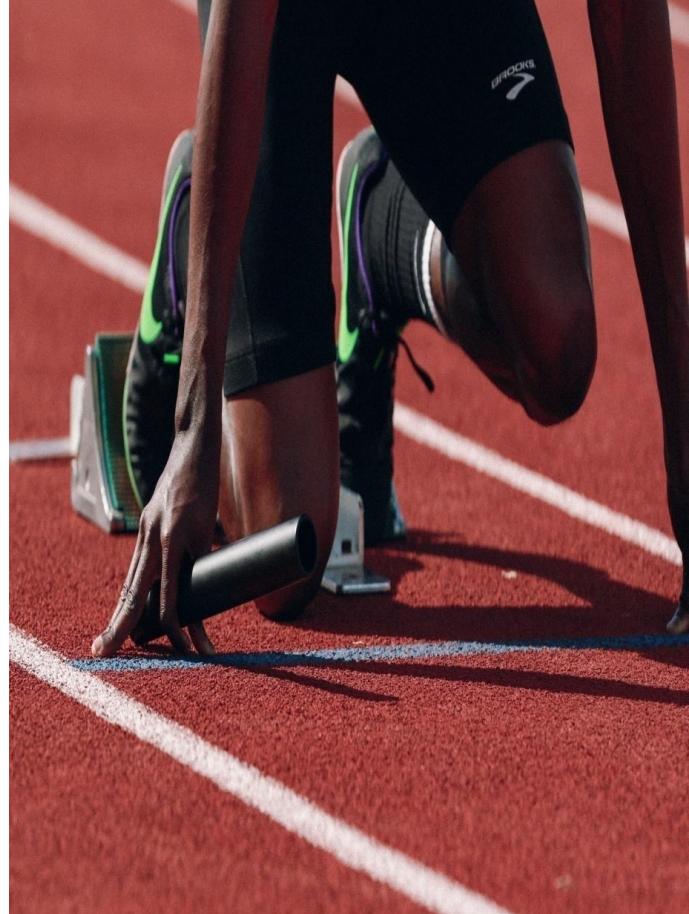


How to start with Social Media Marketing?



Social Media Marketing Plan

1. What are you hoping to achieve through social media marketing?
2. Who is your target audience?
3. Where would your target audience hang out and how would they use social media?
4. What message do you want to send to your audience with social media marketing?



Why Social Media Marketing?

- Bringing the **traffic** to the website
- Increasing **conversions**
- Enhancing **brand awareness**
- building **brand identity and association**
- Improved **communication** and **audience interaction**



Choosing Social Media Platforms



Choosing Social Media Platforms



It is very important to understand the unique features of various social media platforms to develop social media strategy for each platform



2.41 b

Monthly Active Users

(June 30, 2019)

Facebook Newsroom



Facebook

 **Page**

Connect and share with customers or fans

 **Ad**

Advertise your business, brand or organization

 **Group**

Find people with shared interests

 **Event**

Bring people together with a public or private event

 **Marketplace listing**

Sell items to people in your community



Google+



Google plus can be used to upload and share photos, videos, links, and view

Google+ circles: Segment your followers into smaller groups, enabling you to share information with some followers while barring others



Google+

Plan Accordingly





Pinterest

One of the fastest growing social media marketing trends

Image-centered

Hi Tejinderpal! Your feed is made up of these topics

Astronomy

Kids and parenting

Home decor

Road trips

Jeeps



Clever folding hacks! 😊



Click here to hide a Pin



by Rong Pham





Twitter

Broadcast messages immediately
across the net

Dialog and communication



Tejinder

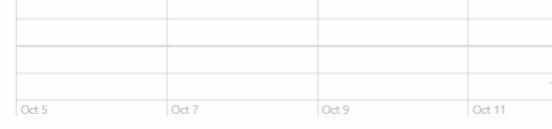
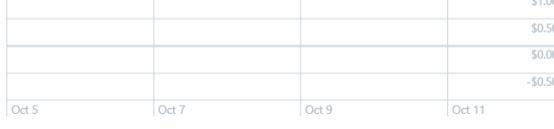
@tejinderubs

 Only show items that delivered in this time frame[Create campaign](#)[Last 7 days](#)Objective: All X Status: All X [+ Add Filter](#)[Search campaigns](#) QFilters: Default ▼[Save filters](#)

This account is ineligible to run Twitter Ads due to a policy violation by one or more users. Any active campaigns have been paused. Please contact Twitter Ads Support to resolve this issue. Learn more about [Twitter Ads Policies](#).

Spend
\$0.00

Impressions
0



NEW Want to learn more about mastering video ad campaigns on Twitter? Check out our new courses on [Twitter Flight School](#)

(To access the curriculum in Chinese translations, please reach out to your Twitter Sales representative.)

[Campaigns](#) [Ad Groups](#) [Ads](#) [Audience](#)
[Metrics: Summary](#) [Breakdown: None](#) [Export](#) [Share](#)

| Name | Status | Campaign start | Campaign end | Total budget | Impressions | Spend | Results | Results rate | Cost per result |
|---|---------|-----------------------|-----------------------|--------------|-------------|--------|---------------|--------------|--------------------------------|
| Summary for 1 item | | | | | | | | | |
| Tiss1 Awareness Credit/debit card | Expired | Nov 14, 2017 12:00 AM | Nov 18, 2017 11:59 PM | — | 0 | \$0.00 | 0 Impressions | — | \$0.00 Cost per 1k impressions |



LinkedIn

LinkedIn is a professional social networking site

Enter into the dialogue with the people in similar industries and provides a place to share content with like-minded individuals

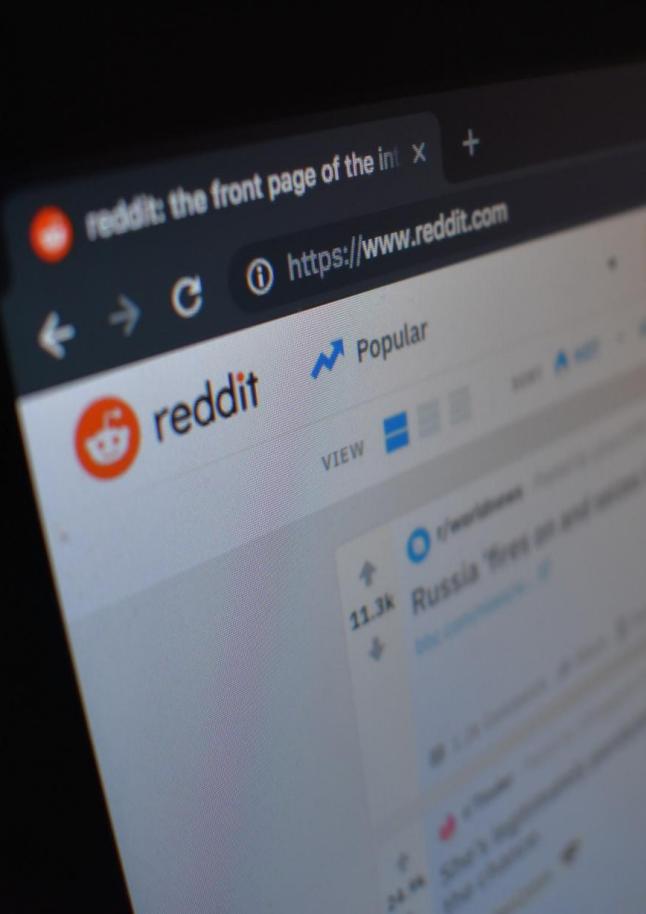


YouTube is the leader in creating and sharing the videos content

Viral Video



Paid/ Free



Reddit



2 billion

(Per Month)

Only true, Unique, interesting content works to engage the audience

M31: Social Media Marketing: Introduction and Significance

Presenter:

Dr. Tejinderpal Singh.

Associate

Professor

University Business School

Panjab University Chandigarh



PART-1

Hello everyone, welcome to the Second Module of this week and the name of this Module is Social Media Marketing: Introduction and Significance. In this very Module, our focus will be on understanding the basic concept of social media marketing and its significance in the domain of digital marketing. Under this module, you specifically learn

- 1. What are the important statistics about Social Media?**
- 2. What is Social Media Marketing? And**
- 3. What are various Platforms of Social Media Marketing?**

Today social media is a buzz word and the size of the social media is quite big. The world of social media is dynamic and constantly changing and it has impacted the domain of digital marketing in a great way. Before we start, let me simply define what is social media all about. According to Whatis .com, “Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

If you are on Facebook or Instagram or following someone on Twitter, it is all about Social media.

Social media has changed the way we live our lives. From the way we get our news to the way, we interact with our loved ones. Social media is everywhere. It’s unavoidable, it’s powerful, and it’s here to stay.

No doubt Social media platforms are unique in the way they interact with customers. But as a marketer, I always wonder, should I invest in social media, will it yield desired results, and will it be effective so on. Let me show you some statistics that will help you to shape your opinion with respect to Social Media.

A large number of people are on Social Media

It is the fact that there has been an exponential growth in social media users during the last decade. Emarsys, 2019 reported that there are 3.2 billion social media users worldwide, and

this number is still growing. This number is equal to 42% of the world population. That simply means close to 50 per cent of the world population on Social Media. Amazing!!!

This trend is attributed to the growth of mobile phone and mobile app in recent times.

If such a large number of people are connected through social media platforms, then it can be a very good platform for businesses to reach people very quickly.

Generation wise breakup of Social Media Usage

Millennials are very active on Social Media because of the broadest access to smartphones and tablets. 90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers are active social media users according to the EMarketer, 2010. Understanding this social media statistic will help to determine which platform could be of most use when marketing to your target market.

How much time do we spend on Social Media?

Have you ever thought, how much time do we spend on Social Media?

It is very surprising; we are becoming social media addicts. According to one report, on an average, 2 hours and 22 minutes are spent per day per person on social networks and messaging. It shows that social media is becoming an integral part of our life and it offers immense opportunities for businesses who are eager to reach out to their audience through social media marketing.

Facebook is a market leader.

Since 2004 Facebook is growing to be the leader of social media. Facebook has over 2.32 billion active monthly users that keep it one of the widely used social media platforms. According to one report, roughly two-thirds of U.S. adults (68%) now report that they are Facebook users (Pew internet, 2018). When it comes to marketing, it may be a good option to invest in it. Our few of the Modules in this course are focusing on Facebook Marketing only. Just remain tuned in.

Social Media Marketing, is it a serious business?

Of course, big brands are riding the wave of social media. According to Buffer (2019), 73% of marketers believe that their efforts through social media marketing have been “somewhat effective” or “very effective” for their business

Marketing through social media is becoming an essential part of the marketing strategy. Social marketing is cost-effective and it helps the brands to interact with their audience and to build brand loyalty in the long run.

Do customers really use Social Media?

This is a very hard question, do our customers really use social media. The answer is very surprising, 54% of social browsers use social media to research products (GlobalWebIndex, 2018) It clearly shows that prospects are on social media and they are actively using it for searching of products. That is why? it is very essential to have a presence on social media to have a strong brand presence.

Positive Customer Experience on social media matters!

If you are continuously engaged with your audience on social media by responding to their queries and comments. It is likely that they will share a positive word about your brand. One report says that 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family (Lyfemarketing, 2018).

Influencer Marketing and Social Media

The future of marketing is Influencer marketing. Brands are heavily investing in social media marketing and there is a reason behind. According to one report, 49% of consumers claim that they depend on influencer recommendations on social media to inform their purchasing decision (Fourcommunications, 2018)

Social Media by Mobile Phones

Mobile phones are everywhere and growing at a very fast rate. It has fuelled the growth of Social Media up to great extent. According to (Lyfemarketing, 2018). 91% of all social media users access social channels via mobile devices. Likewise, almost 80% of total time spent on social media sites occurs on mobile.

This was an overview of Social Media. The purpose of this video was just to apprise you about the latest trends in Social Media. I hope you must have realized that social media can play a significant role in marketing. In the next video, we will discuss Social media marketing

PART-2

Welcome back to the second part of this Module. In the last module, we discussed that social media is growing at a very fast rate and has great potential to influence business and marketing. Now we will focus our discussion on Social Media Marketing. First, let me define social media marketing

What is social media marketing?

According to Searchengineland, Social Media Marketing refers to the process of gaining traffic or attention through social media sites.

Word stream defines Social Media in a very elaborate way. According to Word stream

“Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals.

Social media marketing includes activities like posting text and image, updates, videos, and other content that drives audience engagement, as well as paid social media advertising”

So, it is very clear that social media marketing is not restricted to paid advertisements. It is much more than that. Paid advertisement is just a small but very significant part of Social media marketing.

How to start with Social Media Marketing?

It is very important to work on a social media marketing plan before we jump to social media marketing. As usual, first of all, you have set Marketing goals. Ask these questions to yourself while setting social media marketing goals. And these questions are

- *What are you hoping to achieve through social media marketing?*
- *Who is your target audience?*
- *Where would your target audience hang out and how would they use social media?*
- *What message do you want to send to your audience with social media marketing?*

Why Social Media Marketing?

Social Media Marketing will help you Bringing the traffic to the website, increasing conversions, Enhancing Brand Awareness, Building brand identity and association, Improved communication and Audience interaction.

Choosing Social Media Platforms

As we discussed earlier, Social media is growing like anything and there are multiple platforms available to market your products and service and showing the brand presence. It is very important to understand the unique features of various social media platforms to develop a social media strategy for each platform.

Let us see what social media platforms are available for SMM

Facebook

We discussed in the previous video that Facebook is the market leader in social media marketing and has a very vast user base. According to Facebook Newsroom there are 2.41 billion monthly active users on Facebook as of June 30, 2019. There are different ways to promote your brand and products on Facebook like Facebook Business Fan Page, Ads, Groups, Events and Marketing listings. We are going tall about all these methods in the subsequent modules in detail.

Google+

Google+ is always considered as a competitor of Facebook but it has a very niche audience. Although everyone is not on Google+, but some of the communities are very active on this platform. Google Plus can be used to upload and share photos, videos, links, and view all your +1s. You can create Google+ circles, which allow you to segment your followers into smaller groups, enabling you to share information with some followers while barring others.

Plan accordingly, recently Google + has announced the retirement, read more about it link given in the description.

Pinterest

Have you ever heard about Pinterest?

According to Word Stream, Pinterest is one of the fastest-growing social media marketing trends. This platform is image-centred and more suitable for retail. But it is open to all, anyone can use Pinterest for social media marketing and or entering into sales-driving ads.

Using Pinterest, you can showcase their product offerings while also developing brand personality with eye-catching, unique pinboards. The user base data of Pinterest shows that the primary audience of Pinterest is female. If your primary audience's female then think to have a presence on Pinterest.

Twitter

Initially, Twitter was started with the aim to broadcast your messages immediately across the net. But now Twitter is being widely used for marketing purpose and is an important segment of the digital marketing portfolio

Using Twitter as a social media marketing tool revolves around dialogue and communication, so be sure to interact as much as possible to nurture and build your following. Twitter has it is an advertising platform and we have one module on Twitter marketing so we will discuss it there

LinkedIn

LinkedIn is a professional social networking site. This platform is primarily used to enter into the dialogue with the people in similar industries and provides a place to share content with like-minded individuals. The power of LinkedIn can be used in the favor of your brand by asking the customers or clients to give your business a recommendation on your LinkedIn profile. We have one full module on LinkedIn marketing so we will discuss it there

YouTube

YouTube is the leader in creating and sharing video content and can be used for social media marketing in a very effective way. Brands can create their videos and push these videos to get

viral. We have already discussed advertise on YouTube under our Google ads module. You can use both paid as well as free content on YouTube to promote your product and services.

Reddit and other similar Platforms

There are so many other platforms like Reddit, or similar social media platforms such as Stumble Upon or Digg, that can be used for sharing persuasive content. According to Workstream, there are over 2 billion-page views per month and Reddit has a good social media marketing potential. But on **Reddit**, only unique, interesting content works to engage the audience

So, this was an overview of social media marketing. In this video, I have discussed with you, various Social media platforms that can be used for social media marketing. Now my advice to you is please create your social media profiles on Facebook, Twitter and LinkedIn as we are going to make use of these platforms to learn social media marketing.

Thanks

Module 32: Facebook Marketing: Introduction and Types of Various Ad Formats

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PART-1

Hello everyone, welcome to the last module of this week and the name of this Module is Facebook Marketing: Introduction and Types of Various Ad Formats. As the name suggests, in this module we are going to learn about the basics of Facebook marketing and various types of ads that are used in Facebook marketing. Under this module, you will specifically learn

1. What is Facebook marketing?
2. Why choose Facebook for advertising purpose?
3. What are various Ad Formats on Facebook?

In this module, we are going to touch upon a very basic concept of Facebook Marketing. But it is very important to learn these concepts before we start the practical aspect of Facebook Marketing. So, let us start our journey by going through very interesting facts of Facebook. Facebook was started in 2004 and no one would have imagined that Facebook will become so big in the domain of social media. Facebook is so big that it has as on June 2019, 2.41 billion monthly active users and 1.59 billion daily active users. It is huge!

Primarily, Facebook is a social networking website where users can post, comment, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form videos.

Keeping in mind the unique features of Facebook, businesses saw immense potential for marketing on Facebook to engage with the audience. In 2018 Facebook reported the advertising revenue of \$16.6 billion, which is a 30% increase over the last year. It shows the popularity of Facebook amongst digital marketers.

Let me first tell what Facebook marketing is, then I will discuss with you why every business should at least once give a thought to go for Facebook marketing

What is Facebook marketing?

According to Marketing School, “Facebook marketing refers to creating—and actively using—a Facebook page or profile as a communications channel to maintain contact with and attract customers. Facebook actively provides for this, allowing users to create individual profiles or

business pages for companies, organizations, or any group attempting to develop a fan base for a product, service, or brand”

In simple words, Facebook marketing is to acquire, develop and retain the customers for a longer period by using various tools offered by Facebook such as the creation of fan pages, promoting your products through ads campaigns, creation of a group of like-minded people and so on.

Now let me discuss a few reasons but why Facebook marketing is important for every business.

Facebook Marketing is effective

Many marketers are sceptical about the effectiveness of Facebook ads. They always ask, will Facebook marketing work for their organization or not. The answer is in the statistics that I am showing you.

Look here, this is a Revenue report of Facebook

During the last decade, Facebook has recorded a steady increase in advertising revenue year over year. The reason is Facebook ads work. Further, in a survey conducted by Kleiner Perkins, it was found that 78% of American consumers say they've discovered products on Facebook.

The setting of the advertising campaign is simple.,

Setting up a Facebook advertising campaign is not rocket science. Believe me, it's a very simple process. Anyone having the Facebook ID can start creating the Facebook advertising campaigns from day one if you have the basic knowledge about advertising campaigns that I am going to share with you through various modules of this course. you are all will be set to run your advertising campaigns.

Moreover, the results are very fast. The moment you will launch your first Facebook advertising campaign, within few minutes you will see that your ad has started getting views from your target audience

You are dealing with the true audience

The most important advantage of Facebook advertising is that you are dealing with the true audience. What does it mean?

Actually, Facebook builds its audience based on the basis of the genuine data provided by the Audience. If you talk about the Google Ads audience data is built on basis of guesstimates, not on the basis of actual data.

Therefore, in Facebook marketing, you can target the audience very precisely with the surety that the data is correct.

No doubt that there are fake accounts as on Facebook.

As per the report of Facebook, 2018, only, 3-4% of the profiles are fake and Facebook is continuously involved in the process of removing the fake accounts

Facebook campaigns are easy to customize

As discussed, starting the campaign on Facebook is not rocket science. The campaign setup platform in Facebook advertising is very simple, intuitive and easy to understand.

There are 11 types of objects in Facebook advertising platform. Just select appropriate objectives for your campaign, target audience, design your ads and that's all. You can customize your campaign settings at any time when the campaign is active.

We are going to learn about this entire process of Designing the Facebook campaigns. Just wait for that

Continuous update of features

The advertising platform of Facebook is very dynamic Facebook keeps on adding more and more features to this platform to make it more user friendly. Don't get surprised, if tomorrow you open Facebook and there is a new feature that was not yesterday. So, you have to be very alert when the new features are announced. Try to explore various features of Facebook advertising and definitely you can make the best out of it.

So, this was the basic information about Facebook marketing and we have discussed why to choose face book platform for advertising purpose. I hope you must have realized the power of Facebook when it comes to promoting your brand and products on Facebook. In the next video, I will talk about various Facebook ad formats. Thanks

PART-2

Welcome to the very interesting part of Facebook advertising. In this part, I am going to discuss various ad formats that we have to use in Facebook campaigns. So, let us start to understand various ad formats that we usually come across when we are on Facebook.

When we are on Facebook, we come across various types of ads. Before we launch any Facebook ad campaign it is very important to understand various formats of ad that we come while on Facebook. All Facebook ads formats can be classified into five major types and these types are.

1. Traffic and Leads for Your Website
2. Sales and Leads for Your Product or Services
3. Likes & Engagement for Your Page
4. Mobile and Desktop Apps Install
5. Visitors for Your Store or Event

Sales and Leads for Your Product or Service

As we know that the prime purpose of the website is the sale and getting leads about the prospects. In Facebook advertising you can achieve this by bringing the traffic to your website or the landing pages. Let us see what type of ads Facebook offers to us in this regard

Link Click Ads

This is the most common format of ad on Facebook and you usually view it in the right column, desktop and mobile newsfeed Instagram

This type of ad is very useful to promote the external website or blogs. A user will click on your ad and she will land on your website or post. This is an example of Link Click Ad and Sometimes the ad will appear in this right-side column as well (Refer to video)

Video Ad

‘Video ad’ is another type of link ad. As the name suggests the advertising message is conveyed through video ads. These ads are usually visible in Desktop Newsfeed, Mobile Newsfeed Audience Network and Instagram

The size of the video may be up to 4GB and length may be up to 120 mins. However, video ads are usually made up to 15-20 seconds with a continuous loop. Look at this example. (refer to Video)

Boosted Page Posts

There is an option to create Facebook Pages independently. You can promote your brand and products through the post. Every time you upload a post, Facebook offers you to promote that post through Boost Page Post. You have to just click on the Boost Post and promotion related option will appear. This is an example of Boost Post Ads. (refer to video)

How to create the Facebook Page, I will explain in the next video,

Carousel (Multi-product Ads or)

The carousel ad format is available for Facebook, Instagram, Messenger and Audience Network, and allows you to showcase up to ten images or videos within a single ad, each with its own link.

With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card

Look at the example of the carousel ad (refer to video)

Dynamic Product Ads (DPA)

These ads are remarketing ads. Ads are shown to the audience on the basis of past actions like visits to website or apps. For this purpose, the Facebook pixel will be used, we have one Module on Facebook pixel and we will learn how to make use of it.

These ads are visible to be shown on Desktop Newsfeed, Mobile Newsfeed, Right Column, Audience Network and Instagram

Facebook Lead Ads

As the name suggests, lead ads are an excellent way to secure leads through leads. It allows the users to download the content or signup for the offer without existing from the Facebook platform. This type of ad will quickly help you to collect email and mobile numbers to of the users. Such ads are eligible to be shown on Desktop Newsfeed, Mobile Newsfeed, Audience Network and Instagram

Here is the example of Facebook lead ad (refer to video)

Canvas Ads

These types of ads are only visible in mobile phone newsfeed. Canvas is an interactive ad that lets users engage with your content on Facebook.

The format of canvas ad is such that a user can swipe through a carousel of images, tilt the image in different directions, and/or zoom in or zoom out by moving their fingertips, we will soon see how to design canvas ads.

Collection Ads

Collections ads are again eligible ads for the mobile news feed. This type of ad is useful for a showcase of multiple products in a single ad. Through this type of ad, people can discover, search and purchase products from your websites.

Page like ads

As I have said, we can create a Facebook page for our business or community. So, if we want to increase the likes of our page then this type of ad is suitable, these types of ads can be displayed in Right Column, Desktop Newsfeed and Mobile Newsfeed. In such type of ads, it is very important to target the right audience as getting blind likes will not serve any purpose.

Page Post Photo Ads

This type of AD is used to promote an image of your page. You can increase the Facebook page audience by floating images. Your audience can like it, share it and comment on the image. It is eligible to appear in Right Column, Desktop Newsfeed, Mobile Newsfeed

Next, we have Page Post Video Ads

This is similar to the Page Post Photo Ads. You can upload any video to the peach and start a campaign to promote this video by targeting the right audience. The format of the page post

videos ads is the same that we discussed in the video ads and you can show these ads in the right column, desktop Newsfeed, Mobile Newsfeed.

Page Post Text

It is very interesting. Can we promote the text offer post? absolutely right you can use the page post text for this purpose. But when we have the post image ads Why not to use those as to have more interactivity at engagement.

Mobile App

Mobile app ads are more suitable for the installation of mobile apps. These types of ad offer a very high rate of conversion.

A user can use that install call to action to install the app promoted in the ad.

It is self-understood that such type of Ads are only visible in the mobile news feed.

Desktop App ads

Desktop apps!!! yes, there are many Facebook desktop apps available. If you have designed any Facebook app using the Facebook developer platform then you can promote such apps through desktop app ads. As desktop apps are not supported by mobile phones so desktop app ads will only be visible in the desktop newsfeed

Event Ads

You can create your events on Facebook to attract more audience to the events. If you want to boost the reach of your event, use this ad unit with the right targeting options

Offer Claims

Is there any chance for brick and mortar store to promote on Facebook? Yes, it is there. By using offer claim ads, you can do it. Once your offer ad is live, any user who clicks on your ad and redeems the offer will receive an email containing the details and terms of use

Local Awareness Ads

Local awareness ads are useful to draw attention to the store. This ad type works best with Facebook's location-based targeting, helping you to reach people who are currently near your store. Call to action used in such ads is more suitable for offline businesses like "Call Now" and "Send Message".

Messenger Ads

Facebook has its own messenger services. Messenger ads appear in the main tab of Facebook messenger, where people spend time chatting with friends. A user will see your ad in the inbox amongst their conversations and can click to initiate a Facebook conversation with your page. So, this was the demonstration of various ad that we designed at the time of Facebook advertising campaigns. I will practically demonstrate, how to design such ads just wait for that. Lastly, I

hope you must have your Facebook ID as we need it to understand the Facebook marketing Process. If you don't have, please create it, before we start with Facebook Campaigns.
Thank you

M33- Setting up Facebook Advertising Account

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PART-1

Hello everyone, welcome to the first Module of this week and the name of this Module is ‘Setting up Facebook Advertising Account’. I hope now you have a clear idea about what Facebook marketing is and why every business should think about Facebook Marketing at least once. In this module, we are directly going to jump to the practical aspect of Facebook Marketing and you will specifically learn.

- 1. What is Facebook Business Manager?**
- 2. How to create Facebook Business Manager account?**
- 3. How to create a Facebook Ad Account?**
- 4. How to design Facebook Page?**
- 5. What are various settings of Facebook Page?**

From my experience, I have seen many digital marketers managing their Facebook advertising from their personal Facebook account. There is no harm in it if you are just managing your own ads. But if you are consultants and have many clients then it is not recommended that you should manage the ads from your personal account. In this case, your client will not be able to see what exactly are you doing with respect to ads.

In 2014, Facebook Launched its ‘Business Manager’ tool that gives advertisers and marketers a single interface to manage ad accounts, pages, apps, payment methods, and permissions. You can manage everything related to Facebook ads from a single point.

So, it is must for every Facebook marketers to learn about ‘Business Manager’ to manage the ad accounts in collaboration with the clients. In this module, I will teach you A-Z steps of managing Business Manager of Facebook

So, let us see how to set up an account with ***Business Manager***

Go to the URL, business.facebook.com. Link is given in the description

And this is the place where we will set the Business Manager account. Believe me, this process is very simple. You only need your Facebook login ID. I will again advise you please create your Facebook ID first then come to this page.

Click on ***create account***

Now you have to log in here by using your Facebook ID and password. Confirm from here that we are logged to our Facebook Account and we are ready to go.

Click on create account

Here, we have to create a Business Manager account.

Enter the required details here

Enter the name of your business. If you don't have any business, you can simply give your own name

I am giving the name of my business here, that is *Dmmooc*

Enter your name

Give your business mail ID. You may use your personal mail id as well

Click next

Add your business details

Select the country and enter other details like Street, City, Postal code, Business phone number etc.

Enter your website here.

Next, give the choice of whether you want to use this account to promoter your own goods and services or want to provide services to others.

Let it be default i.e. promoter your own goods and services. Don't worry, you will still be able to provide services to others.

And submit

Congratulations, your Business Manager account is created.

Confirm it from your mail ID to have the full access of your account

Don't click on Done.

Open you your mail account and you will find this mail under the social tab or primary if you are using Gmail.

Open it and confirm it.

You will see the page something like this. Don't do anything on this page otherwise, you will be lost in it.

Just close it down and Go back to the original page where we are in the process of creating our account

Now click on Done.

Further, we have to make a few important settings to setup our Business Manager Account

Here, we have to add three things to our Business Manager account.

The first one is Page.

Then Ad account

And lastly the People.

Latest discuss these options one by one. What these options are?

The very first option is Page. In Facebook advertising, it is mandatory that you must have a page to start with advertising on Facebook. I am repeating it, you must have a page to start with advertising on Facebook

You can't advertise through your personal Facebook IDs. You have to create the page first.

What is a page? It is nothing. It is the profile of your business page similar to your personal profile with some differences. Just wait for a moment, I am going to discuss Facebook pages in detail.

Click on add page

There are 3 different ways to add the page.

You can add your already existing Facebook page.

You can add someone else's page, for example, your client's page

If you don't have any page, you may create a new page.

If you have already designed your own page. Click on the *add page*.

Search for the page. If your page is listed here then select it. The job is done. I know many of you don't have your Facebook page. So, we will not use this option. Just cancel it;

The second option is, you can seek the permission of your client to add the page here. You can use this option in the future.

The third option is to create a new page from scratch. Click create a new page. Choose the category that best describes you

Are you a local business?

Company or organisation

Brand of product

Artist or public figure

Entertainment

Cause or community

Let me select a local business.

Give any name to the page, I am giving here 'digiservice'

Choose the category that best describes your business. You may change this category later on as well.

Give the address and other details.

Click on create the page.

Nice work!!! You have created the page.

Just stop. !!!We have just created the page.

But we have to make it an attractive and good-looking page.

Therefore, we have to change so many settings for this page.

Let me just complete the process of setting our Business Manager first, Then, I will show you how to modify the settings of the page to make it a good-looking page.

Next, we have to create our Ad account.

From this ad account, we will manage our Facebook ad campaigns

Click on ad account.

Again, we have three options here, you can add your existing ad account

You can add someone else's Ad account.

Or can create a new ad account

We don't have any ad account previously, so we will start by creating the new ad account

Give any name to the ad account.

Select the time zone.

Choose the currency in which you want to deal with Facebook

I am selecting Indian Rs, you may select accordingly

And click next

Now the Important question, will this account be used for your own business or your client.

So, I will use this ad account for my own business. In future, if you want to offer the services to your clients you may create a new ad account by selecting the option “another business or client”

Let it be for my business.

And clicks create.

Next, we have to add people and set permission.

You will see your own name

Select it.

And set the permissions to manage campaigns, view performance, and manage the account.

Click assign

Nice work your account successfully to the business manager.

Just close it or add the payment methods. You may skip this button and later on add the payment option.

Now we have the last option to add the people. So, these are those people to whom you want to grant the access of your ad account.

You may invite the other people to be part of your ad account.

You can assign this access as Employee Access or Admin Access. Employee Access is limited access whereas Admin access is the full access to the ad account. You may further read about these 'access' from the link given in the description

Enter the mail ID of the concerned person to invite him or her

Let it be employee access and next.

You can give the access

of pages

Ad accounts

Catalogues

Or

App. by selecting various options.

And click invite

The invitation is sent to the concerned person

Click done

We have completed all steps of the Business Manager Account set up.

In future, if you want to add a Page, Ad account, people. Go to Business Settings. From left-hand tab

Access various options

Like to 'add People': Click Add We have the same window

To add pages, Select pages

Our one page is already there that we have just created

Click on add to add a new page. See again we have three options

To add new ad account, click the Add account and select the appropriate option.

The question is how many pages, ads account

Congratulations, you have successfully set up Facebook Business Manager Account. Now onwards, we will make use of this account to design and manage Facebook advertisement campaigns. As I discussed to run any ad campaign you must have Facebook Page.

Though in this video we have created our page but a lot many things are still pending to make it an attractive and professional page. So, in the next video, we will learn how to make our Facebook page as a good business page because it represents your brand and many people will visit.

Thanks, see you in the next video.

PART-2

Hello everyone, Welcome back, as promised, in this video I will teach you how to design a Facebook page from scratch. I am again reiterating that Facebook page is must if you want to advertise on Facebook. Before we begin the design of page, let us know more about the Facebook page

What is Facebook Page?

“A Facebook page is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations”

The Facebook fan page is different from Personal Profile in ways like

1. Personal profiles gain “Friends” whereas “Facebook pages” earn fans which are people who choose to "like" a page
2. Facebook Page can gain unlimited ‘fans’ whereas ‘Personal Profiles’ may have only 5000 friends’ maximum.
3. Facebook Pages work similarly to profiles, updating users with things such as statuses, links, events, photos and videos. Using Facebook page brands want to be in touch with their fan, prospects, customers and look for long term relationships
4. The most important point, to create the Facebook page you must have your personal profile. However, your personal profile activities will not be shown on the Facebook page or vice versa. These are two independent identities

So, after learning the basics about Facebook Page. Let quickly start design Facebook Page directly from Business Manager.

Let us again login to our Business Manager account. I will advise you if you have already logged into your Business Manager account first log out from it because I want to show you each and everything step by step.

I am using my login credentials to log in to my Business Manager account.

Now we have to select a business account that we have created in the previous video. I have three accounts here but, in your case, there will be only one account. I am selecting the account 'dmoooc' that we created in the previous video.

See we have an ad account and the page that we created last time.

As we have to edit the page so click on this page 'digitService'.

This is our page and see how does it look like.

It is not looking like a professional business page at all

There is no profile pic

There is no cover photo

There is no call to action button.

Don't worry, we are going to modify this page and make some changes in the settings so that it works like a business page.

Just go to the settings of the page

Now see we have a bunch of settings here. Don't get afraid, I am going to talk about almost all the settings here. Just follow me

Under general settings, the very first setting that we have to change is the 'page visibility'. See your page is published and live now, tell me by looking at the condition of our page, what impression it would have on our visitors? Would you like to leave it live?

No. Absolutely not.

If any prospect will visit our page, it will give a very negative impression of our brand. So firstly, we have to unpublish the page

Click on edit.

Select, page unpublished. and save the changes

Select the reason the page isn't finished yet and click next.

Select an Appropriate option by expressing, what do you need to finish your page.

Click unpublish

Now our page is unpublished, we can work on this page with free of mind. Close it.

Next setting is about visitors post.

By default, anyone can publish on our page and anyone can post photos and video to the page.

If you want to restrict this activity click on edit.

You have the option that you can review the posts of others before these are published. It is your call what do you want. You may totally disable that no one can post on your page. Only you will be able to publish on your page. Let it be anyone can post on my page.

Next, we have News Feed Audience and Visibility for Posts

If you want,

When you create a post, you can choose who can see it in the News Feed by selecting your audience's interest, gender, age and more. Let it be unchecked. Because it will increase your workload.

Next, we have post and story sharing.

By allowing it, People can share your Page's stories, posts or events to their own story. This includes your Page name and a link to what you originally shared.

Let it be the default

Next, we have the messages:

This setting will allow people to communicate you privately. Let it be the default

Next, we have a few tagging ability settings.

Let the settings be the default.

Let Page Location for Effects be the default.

Then we have the country restriction.

If you want to show your page in a particular country or don't want to show in a particular country then these settings are very useful. So, make an appropriate choice out of the given options.

You can choose the country just by typing the initials of that country like if I want to select India.

Let it be visible in all the countries

Next, we have age restrictions.

Depending upon the nature of your business/ Page you can select your audience by restricting it on the basis of age. Let it be the default

Next, we have the page moderation.

If you want to block posts or comments containing certain words that are not suitable for your brand or are not socially acceptable then you can mention those words here. In future, posts/comments containing such words will be blocked.

You can also upload 'csv file' of those words.

Similar to the settings Facebook has it is on profanity filter.

With **profanity filter** turned on, **Facebook** automatically blocks commonly reported words or phrases that are marked as offensive.

You can choose whether to on profanity filter for your Page, and to what degree.

Next, we have the similar page suggestions

Allow Facebook to suggest your page in a similar page suggestion on others timeline. It is good for us to have more visibility on our page. Let it default.

Next page update,

If this setting is on, then for any update in our page like address, phone number etc, a Post will be created automatically which will keep our fans updated about any change in the page.

Next, we have the option to translate a post in multiple languages. Let it be the default

If you want the most relevant comments at the top in the timeline then you can select this option.

Next, we have the content distribution, if you want to restrict the downloading of the content of your page then check this option.

Next, we have the downloading of the page. if you want to keep the backup of your page content. Then you can simply download the content it from here.

Next, we have a very good option to merge the multiple pages. If in the past in your organization has created multiple pages with similar aims, then you can merge these pages in a single page.

For this purpose, you have to select the multiple pages. You can only merge the pages if you are an admin of both of the pages.

Further, People those who have liked your page they will be informed about it.

The content of merge page like boost videos images will be deleted.

Next, we have the option to delete the page.

The last setting is about the live commentary.

Live commentating is a feature within watch parties that allows users acting as the host of a watch party to provide video and audio commentary during a broadcast. Viewers can mute the audio, but they cannot turn off the live broadcast.

So, this was all about the general settings of a page. study all these general settings carefully and make the decision according to your business or brand. believe me, one wrong setting may spoil the entire show. Thank you so much

PART-3

Welcome back, after understanding various general settings of our page now we will look for a few more settings which are very important to make any page a professional page. Let us start.

Next, we have the settings related to messaging. These settings are more related to how your fans will communicate with you.

The most important setting here is response assistant. By using this option, you can send the automated messages if someone sent you any query. In this case, you have to just make it on and customize the message that you want to send. Explore this option.

Then we have the page information settings

Here, you will give the complete detail about your business on this page by filing various fields. Give a description of your page. Write a very crisp introduction about your business/brand/community or the purpose of this page within 255 characters

You may add more categories. These categories are editable in future if you want. You can add these categories at any time.

Enter the address of your website here. If you have not any website then you can select this option.

Next enter the email ID.

Next, we have the location and give your address details here.

Give details about your service area here.

This one is very important here you can mention your working hours it will give the indication to your sense to plan when they should visit your business, let me give my timings here

The impression is used to include a statement of ownership on their web presence. It is mandatory in a few of the selected countries but not in India.

Next, you can give the product price range of your product if you are interested or keep it undefined

Next, we have the settings related to templates and tabs.

Although much customisation is not possible in the standard template but Facebook has beautiful templates for different purposes that you can use

Let me show you a few of them.

By default, it is standard. Click on edit to select more templates

Here we have multiple options and you can select which best represent your business /brand or event.

This is the standard template of a page.

Let me change to business

Click view details and apply

Ok

Our Temple it is changed

Let me refresh the page. Now it has a new look with few more tabs more relevant to the business

Can I further customize these tabs, I mean to say, can I delete or add few more tabs. Yes !!! of course, we can change.

Click on 'add tabs'.

Select an appropriate tab that you want. Suppose I want to add services tab. Now see in our tab is added. Let me refresh it first. Yes, it is there

Let us go back to our settings.

You can further change the positions of tabs. Just Drag it to an appropriate place and drop it.

You can further copy the URL of any tab and you can share it with the people.

Next, we have the page attribution, it simply says that all the post will be attributed to this page when you are in the business manager.

Next, we have the setting related to the notification.

Settings are more related to if there is any activity you will receive the notification of that.

You can either disable the notifications or you can change the notification alerts according to your requirements for messages, Emails, Text messages and so on

Next, we have the Messenger platform

Here you will find the Messenger related settings just explore these options and make the necessary changes.

This is very important as per as page roles are concerned. In this case, I am the admin of the page. I have full control of it. If I want, I can give access to this page to other people say employees, advertisers etc by defining a particular role. You can assign the role of, Editor, Moderator, advertise or Analyst.

You can read about these rows in detail I have given the link in the description.

I will advise you to add at least one more admin to the page. If tomorrow is your main admin leave the organization then another admin my work on this page. But give the admin role to a person to whom to trust the most.

I am adding one admin to this page

Enter your password.

And an invitation will be sent to the concerned person. This is important; a person must have the Facebook ID to whom you want to assign any role.

Here you have the details about your fans. Who liked your page?

If you want to delete or ban any of your fans, you can do it from here

Page audience settings are now not available

Authorisation settings are related to social ads and political ads And Facebook want to track on these ads.

Next, we have branded content.

Branded content is a post that features or is influenced by a business partner for an exchange of value.

You may turn this feature to allow only approved Pages to tag you in branded content posts

From here you can connect your Facebook to the Instagram account as well and you will be able to manage your Instagram account from this page

This purpose you have to connect your account to Instagram. I will show you somewhere else how to connect with the Instagram account.

For the time being, leave it as it is

Next, we have the feature just leave it as it is

Then we have the cross-posting. This is a very good feature of Facebook pages

Cross-posting allows you and another Page to post videos on each other's behalf. Cross-posting can only happen between Pages that have added each other. You control which videos are eligible to be cross-posted. When a Page cross-posts your videos, they will also be able to view video insights for their posts. Just simply add the page where you want to cross the videos.

Select the concerned page and request will be sent to the concerned page. If you are the admin of that page then your request will be immediately accepted and you can start cross-posting to the videos.

But if you are not the admin of the page, you will not be able to cross-post the video and until your request accepted by another page.

We have a few more settings but let these settings be the default.

With this, we have finished with most of the settings of our page. Just play around with the settings to learn more about these settings. The page setup is not finalized yet. In the next and the last video, we will talk more about the Facebook page. Just join me.

PART-4

So welcome to the last video of this module in this video. I will talk about a few more features of the page and then we will be ready to use this page for advertising purpose. Let us start

Now we have to beautify this page a little bit more. First, let us add the profile image. Just upload the photo. Adjust it a little bit by using various options. And save it

Our Image is saved and it is there.

Don't add your personal image here try to include the logo of your business if you are designing a page for the business.

The same way you can add the cover image

Next, we have the call to action button.

Use this button very carefully. Here you have to add the button in the form of a call to action. In simple words use this button for the purpose that you expect from your people to do on your page once they land on your page.

To add it click on add the button and select the suitable call to action. You can try out various options and you can see the live preview of your call to action button as well.

Finally, I am selecting Call Now. Add your mobile number. and click finish

See your call to action is added.

If you want, you can test this button as well

You can like your own page but before that, you have to publish it. Let me make a few more modification in the page before we publish it.

You will find so many other settings under these three dots.

Like edit page info

View insights and so on

Let me show you quickly, how you can edit the page info

From here you can edit the basic information about the page at any time in the future. but we have already added it from the settings of the page. So, no need to change it.

Now our page is almost complete. A Post has been created automatically when we updated the profile pic. And see all posts are attributed to our page name, not to the personal ids

Finally, we are ready to launch our page so let us publish it

Go to settings

From general setting go to page visibility

Check to publish

Save the changes and your page is published now. it is live now. Your fans can reach to this page

If you want to give the unique username to your page then go to about. And create a page at username. Give any username and username will be created.

Congratulations!!! We have created our first page. This page is just like a mini-website of your business. If you can't afford the expenditure of website then this is a good option because it

will act as a website. In the next video, we will start with our Facebook advertising process.
Just join me there

Module 34: Understanding Facebook Audience and its Types

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PART-1

Welcome to the second module of this week and the name of this module is ‘Understanding Facebook audience and its types’. The success of any Facebook advertising campaign depends on targeting the right audience. If you properly target your audience, it will be easy for you to achieve your marketing objectives.

So, in this module, we will focus on what are various types of audience in Facebook and how to create the audience lists using the business manager. In this module, you will specifically learn.

- 1. What are various types of Facebook Audience?**
- 2. How to create ‘saved audience’?**
- 3. How to create ‘custom audience’?**
- 4. How to create ‘lookalike audience’?**

Let us see how to create the audience using Facebook audience manager.

Login to your business manager account that we have created in our previous module.

This is your business manager account. Hope you remember in the last module I created ‘dmmooc’ business account.

Click on this account

Now we are inside our business account

Top left corner, click on three lines hover over the cursor to the bottom. You will see there are so many options. Go to assets and select audiences

This is the ad account that we created under business Account ‘dmmooc’

You can see, we have three types of audiences that we can create under Facebook.

We have the ‘custom audience’

Then we have the ‘lookalike audience’

And lastly, we have the ‘saved audience’

I will talk about these types of audiences in detail one by one

Let us start from the ‘saved audience’ first

What is saved audience?

Saved Audiences are the audiences that you can define by choosing people’s interests, location, age, gender, used devices, income level, etc. You can create Saved Audiences both in the campaign setup phase and in the Audience Manager. Right now we are going to create saved audience in audience manger

Here we will use the audience manager to create the saved audience.

Click on create saved audience

This is the place where we will define our audience.

Give any name to the audience; I am giving ‘my first audience’

Leave this field blank for the time being.

Now, we have various parameters to define our audience. we can define the audience on the basis of location

Age

Gender

Language

And detailed targeting.

Let us talk about these parameters one by one.

First, we have the location

Here, we have to enter one or more global regions, countries, states/regions, cities, postal codes, addresses or Designated Market Areas to show or exclude your ad to people in those locations.

We have a few more layers of the location to define or audience more precisely like

Everyone in this location: it means your ad will be visible to those who live in this location or have recently visited this location

Next, we have the *People who live in this location:* In this case, your ad will be visible only to those people who live in this location.

If you select, *People who recently in this location:* In this case, your ad will be visible only to those people who recently visited this location.

Lastly, we have '*People travelling in this location*' It is clear, your ad will be visible to only those who are travelling to this location and their home is 200 kilometres away from this location.

So, select an appropriate location layer which best describes your audience as far as location is concerned.

Let it defaults i.e. everyone in this location

Next, you have to type the country or a place which you want to include as location.

You can further use this browser option to select a location from Countries, regions, Or from saved locations,

For any selected location, you have a few more options like exclude, only include cities etc

On right and side, you can always see the estimated reach of your ad for a particular audience.

As of now, we have 300 million people reach for the given settings,

You can further explore how this reach is calculated.

Next, we have the age.

We can define the audience on age parameter starting from the 13 years to 65+ years

Then we have the gender; You can make the decision; would you like to show your ads to all or to males only or to female only

Next, we have the language that is an optional one.

You may enter a language to show your ads to people who use a language that isn't common to your location. Otherwise, leave this blank. Facebook will decide at its own.

Next, we have a very important parameter that is detailed targeting.

Here we can define the audience by including or excluding

Demographics

Interests

behaviours.

Demographics: you can select plenty of demographics other than Age, Gender and Language. Like on the basis of education, Financial, life events, and so on. Further, under each demographic, you have the Subcategories

To add any demographics in the audience you have to just check this box.

Next, we have the interest-based targeting.

Using this option, you can further refine your audience by looking at their interests, activities, the pages they have liked and closely related topics.

Here we have a large number of options you have to select the option that best describes your audience.

Let me select all interest by clicking this box. This is the list of selected interests. If you want to exclude any interest from here just use this cross sign.

Next, we have the behaviour.

In this case, you can select your Audience based on purchase behaviours or intents, device usage and more.

Here we have a large number of options.

You can select the option that best describes your Audience

So, once you are satisfied with all the options selected by you so click on create an audience. See Your audience is saved with basic details. In future whenever I will design my campaign, I can directly use this audience from here. I need not to define the audience separately.

So, we have created our first audience. I hope this process was very simple and you have understood it correctly. This audience is saved forever; in future, if you want to make it any modification in this audience you can do that at any time point of time by Going to the audience manager. In the next part, I will discuss the second type of audience that is the custom audience. Just joint me.

PART-2

So welcome back, after creating the saved audience now this is the time to create a new audience type and this type the *Custom audience*. There are many ways to create the custom audience but I will show you a few of them. Let us start creating the custom audience.

What is the custom audience? If you know the concept of remarketing then it will be very easy for you to understand what the custom audience is? In this case, we can create an audience based on user's interaction with our business. They might have visited your website, they might have wasted your offline Store, they might have visited your Facebook page, they might have interacted with the content of your page and so on.

There are multiple ways to create the custom audience now we will see how to create the custom audience using Audience manager. Let us start.

We are already in the audience manager, if you are unable to find it, then from business manager go to top click on these three lines, select the audiences

And you will be on this page.

Go to create an audience.

Select Custom audience

There are two ways to create a custom audience.

Firstly, using your own sources

Secondly, using Facebook source.

First, let's talk about using your own sources:

My own resources mean here, resources belong to me like my website, my app, data collected from customers in a file.

First, we have,

Website traffic.

It is very simple; we want to target those people who have visited our website.

Click on website traffic

In this case, we have to embed the Facebook pixel in our website. What is a Facebook pixel, how to embed it on your website? We have one full module on this. So, I will discuss Facebook pixel in detail there. For the time being, just leave it.

Next, we have the customer list.

If you already have a list of the customers either prepared by you or by any third party

Then, this option is very useful for especially for offline businesses. The customers who are interacting with your business offline you can target them using the Facebook ads. Let us see how to create the audience with a customer list.

Click on the customer list

We have three option here,

Use a file that includes customer lifetime value (LTV)

Use a file that doesn't include LTV

Import from Mail Chimp

But I will show you, use a file that doesn't include LTV.

Click on it

Read these Instructions and accept it

This interface where we will upload our file.

There are three steps to it.

Firstly, we have to capture the customers in a file using these 15 identifiers.

An identifier is data used to match your customers to people on Facebook. To improve your potential match rate, include as many identifiers as possible as columns in your file. Data will be hashed prior to upload and we will not store it after the upload is finished.

These are an example of identifiers.

In the second step, we have to upload the file.

You have to select the source of data here that means from where the data is coming.

Select, direct from the customers else an appropriate option

You can add the file directly or you can use the copy-paste option here. But I would prefer to upload the file,

If you want to see the data format. You can download template file here.

I am showing you the template in which you should collect the data.

Don't worry, if the data is not collected in this format then you have to match the identifiers. I am just showing you in a while.

Upload the file; make sure it is '.csv file'.

Give the name to the audience.

And click Next

Now see here few of the identifiers are matched but few are not. We have to match the identifiers. From here, you can select an appropriate identifier for the respective column.

This is the first name,

This is the last name

This seems to be the Facebook ID. It is not matching. I might have entered the wrong data here but don't worry. Read about Facebook ID identifier and enter the data in the correct format.

Select "don't uploads the data"

Our most of the identifiers are matched

Click upload and create.

Yes. the audience data is uploaded

Click done.

My second audience is ready and we can use it for advertising purposes.

Now let me show you how to use Facebook sources:

In this case, we will use Facebook sources to retarget the audience.

For example, if someone is visiting your Facebook page, we can show him our product ads

Let me show you one example here.

Suppose, if someone watches any video on our Facebook page, we want to target because he has shown some interest in our business.

For this purpose, select the video source.

In engagement, we have so many options in the way which your customer has interacted with the video, for example, people who viewed the video at least for 3 seconds, At least for 10 seconds and so on.

You can also specify the time period. 365 days means, if a person is engaged with the video in the last 365 days then include him in our custom audience.

Give any name to the audience, your custom audience will be created

Let me show you how to reach the target audience using our Facebook page Audience

This is a very simple process; you have to just specify the conditions in “ANY” or “ALL” format.

“ANY” here means, if any of the following conditions are satisfied then include the fans in the custom audience.

Here are the number of conditions from which you can select an appropriate one, for example, anyone who visited the page, anyone who engaged with the content of the page and so on.

Here you can define the time frame.

If you want to include more conditions this Plus sign

Let it be one condition only

Give the name to the audience

Create audience.

Your custom audience is created.

So, we have created our custom audience. Actually, there are many ways to create a custom audience. It is up to you which of the method you want to select. I have just shown here three methods to create the custom audience. Rest of the methods are simple. Just play around them. In the next part, I will discuss how to create a look like an Audience.

PART-3

Welcome back, in this video, I am going to talk about the Lookalike Audience. In this case, you will give the sample of your audience to Facebook and Facebook will target the people who are similar to your sample audience. Let us see how to create it.

What is Lookalike audience?

With a Lookalike Audience, you can reach new people who are likely to be interested in your business because they're similar to your existing customers. You choose a source audience, and Facebook identifies the common qualities of the people in it

To create it.

From ‘create audience’

Select look ‘alike audience’

Here first, we have to give the source of our audience. Source is nothing it is a sample audience. If you have previously created any custom audience, you can use it as a source audience.

Type any letter, select ‘Other sources’.

Here is the list of all my audiences that I previously created. Whether under the present account or any other business manager account.

Let me Select one audience here.

If you don't have an audience at this stage or you want to create a new audience then you can use this option to create a new audience or source. The same process that we discussed in the previous video to create a custom audience.

Let us proceed with our selected audience

Let the location of your audience. You can select the location either from regions or from countries.

I am selecting India

This is very important.

The audience size.

First, how many audiences you want to create, you can select that number from here, but let it be one audience only

Next, we have to select the percentage.

The percentage signifies the people most similar to your selected Custom Audience.

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% Lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

See here at 1 %, Estimated reach is More than 3 million.

At 3% it is 10 million

At 7 % It is 23 million

It simply means, if you can increase the percentage your audience size will increase but Facebook will not exactly match the Audience with your sample audience if the percentage is high,

You can increase the number of audiences also

Click on create the audience

But it seems that your sample audience size is too small. Actually, our sample audience size should be at least of Minimum of hundred people

In future keep this in mind.

Now we have to save the audience and lookalike audience will be created.

So, with this, we have completed this module. In this module, I try to explain various types of audiences that you can create for Facebook advertising campaigns. So, I will again reiterate here that selecting the right audience is the key to the success of Facebook advertising. So, make use of all these types of audiences depending upon your needs and the audience. Thank you so much.

I will meet you in the next module with something very interesting

Module 35: Designing Facebook Advertising Campaigns-I

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PART-1

Welcome to the third and last module of this week and the name of this module is ‘Designing Facebook Advertising Campaigns’. As the name suggests, in this Module, we are going to learn about the fundamentals of Facebook campaign designing’. I will also demonstrate how to design Facebook campaigns using ad manager of Facebook. In this module, you will specifically learn

- 1. What is Facebook Ads Manager?**
- 2. How to use and navigate the Ads Manager?**
- 3. How to set up a Facebook ad campaign in Ads Manager?**

I am very eager to show you how to use Facebook ad manager for designing various ad campaigns. We are going to design a dummy advertising campaign. So, let us start.

Log in to your business manager account by going to www.business.facebook.com. First of all, we have to select the business that was created by us in our previous module. As you know we created the “dmmooc” business, so I will select it.

This is my business ‘dmmooc’ and we will create our advertising campaign under this account. Go to Left top corner. Click on these three lines. Go to ‘Create and Manage’ and click Ad manager. This is the interface of ‘AD manager’ and we have to use it for ad campaigns. You can see Facebook has also ad account structure similar to the Google Ads with some variations.

Here first we have Account Level

Then we have Campaigns

Then Ad sets

and lastly the ads.

I hope you already know about, what is a campaign, ad sets and ads that we have discussed in Google Ads.

Here, at top of all, you can see there is one button ‘switch to the previous version’. Actually, Facebook has changed its Ad manager interface recently. If you want to use the older version then

you can use this switch option. But in the present course, I will teach you the latest version only so that you wouldn't face any problem in the future.

Let us create our first campaign

Click on the campaign,

Then click on create

You will see this type of window. This window is used for quick creation of the campaign. Once you will expert in campaign designing then you can quickly use this window to create the campaigns. Here we have to learn the campaign designing from scratch, so we will not use this option rather we will switch to Guided Creation. In this case, we will be guided at every step of campaign designing by Facebook with so many details and suggestions.

Click on 'Switch to guided Creation'

This is the campaign interface, where will complete our campaign designing. On the left-hand side, you can see the complete flowchart of our campaign designing process. And it will keep us reminding us of which stage of campaign designing process we are

Right now, we are at the campaign level and we have to set the objectives.

Similar to Google Ads, on Facebook, we have to set the objectives of our campaign first, before we proceed further.

Broadly, we have three types of objectives like

Awareness

Consideration

And lastly the conversions.

Each type of objective has further the subtypes to make our campaigns very specific. We will talk about most of the objectives during our campaign designing process

For the present campaign, I would like to select the brand awareness as an objective of our campaign. It simply means we want to promote our brand.

The moment I selected the objective, few more campaign settings appeared.

Let's see what these settings are

Firstly, we have to give the name of our campaign. I will keep it as my 'First Brand Awareness Campaign'

Next, we have the create a split test. This is the A/B testing. If you make it ‘ON’, you will be able to compare different ad formats, creative, placements for better strategy formulation. For the time being, let it be unchecked.

Next, we have the campaign budget Optimization. If you make it ON, your total budget will be optimized across all ad sets. For the time being, let it be unchecked.

Click Continue

PART-2

Now, we are at the second level of our campaign that is the Ad sets. Under each Ad set, we take the decision related to target audience, placements and budget and schedule settings.

First, let us have the audience settings.

We have already discussed that targeting the right audience is the key to the success of Facebook advertising.

First, give any name to the ad set. This is my first ad set so I am keeping it as ‘my first ad set’.

Next, we have two options for the audience, the first one is to create the audience from scratch and the second one is saved audience. Try to understand this step very carefully because this is a very important step in the overall campaign designing.

If in the past you haven't designed any audience then you have to create the audience from scratch. You can create the custom audience. We know what custom audience is and what options are available under Facebook to create the ‘custom audience’. These are the same options that we discussed in our previous module to create the custom audience.

The second option is to create a ‘lookalike audience’. I am sure you must know what ‘lookalike audience’ is. Select this option and see we have the same window that we used in our previous module

Or you can create a new audience by going through all these options. I have already explained all these options when we created the ‘saved audience’. But we are not going to use all these options as we have already created one audience in our previous module and we will use that audience here.

For this purpose, go to the saved audience. And see ‘my first audience’ that I created earlier is listed here.

Select it

My audience is added. Now Facebook will target this audience to show your ads. We have still scope to EDIT this audience. If you want to make the changes in this very audience, you can do that easily by clicking on the 'edit' button.

And see all the options are available again here. But let it be as it is.

Under the 'ad group', next, we have the placement settings. I have used the word 'placements' many times but let me explain what 'placement' exactly means

Actually, in Facebook advertising, there are so many places where you would like to show your ads, like in desktop feed, mobile phone feed, Instagrams, desktop right and sight feed and so on. We have two options; Either you can select the 'automatic placements' where Facebook will automatically decide the best place for your advertisement depending upon the content, dimensions of images, videos and properties used in the advertisement or You can select the edit button. The edit button will give you the complete freedom to select the place where you would like to show your ads.

Let us, explore this option further

First, we have the devices.

First, make a choice, would you like to show your ads on Mobile phone only or desktop only or both. It is good to select both, so let it be the default

Next, we have the platforms.

You can see there are four platforms listed here.

Facebook

Instagram

Audience Network

And Messenger

We have bit idea about these platforms.

'Audience network' seems to be a new one

Let me tell you what is 'audience network'

Facebook Audience Network is primarily used for mobile apps. It helps the advertisers to show their ads on mobile sites and apps other than Facebook. It helps in extending the reach of a business beyond the Facebook platforms. Hope you got it.

You can further see, by un-checking any of the platforms, it will affect your estimated daily results. These results are nothing but an estimate by Facebook, to how many people you will reach in a single day under the given settings.

Now, this is the place from where you can make the choice to select a particular placement or not. First, we have Newsfeed.

Newsfeed basically refers to the place where you get all the updates, posts, images shared by your friends or fans. See this is the news feed of Facebook. This is the right, Colum,

Just on the right-hand side, you can see the preview of your ad how it will look for the given option

Carefully, go through the recommendations as well. Like the dimensions of images and videos

This is how the ad will look in desktop feed

Then Instagram feed

Facebook marketplace

Facebook video feed

Facebook right column

And so on

Next, we have Stories placement

This is how your ad will look in

Facebook stories

Instagram stories

And messenger stories

Next, we have in-stream placements

In-stream placements are basically applicable to video ad and will be placed inside the video. I hope you must have noticed these types of ADS so many times. These are the dimensions and duration of your videos. In-stream Video ADs are limited to 15 seconds or less of duration

Then we have the messages

In this case, you will send the offer and messages to those who are connected with your business

Then we have ‘in article’

Again, it is simple, your ad will be placed in the Instant articles on Facebook

Next, we have app and sites.

These placements are applicable to the network audience. You can show the ads in the form of banners, Videos, or in-stream videos

Next setting is related to Mobile devices and operating systems

Select the best option that describes your ad campaign.

You have also the option to show your ad when the devices are connected to the Wi-Fi network.

If you want, you can select the option not to show your ads during the live Streams

Next, we have the ‘budget and schedule’ in settings.

Primarily, you will define how much amount you want to spend on advertising campaigns.

By default, your ads are optimized for ad recall lift.

Now, what is this?

Actually, this is a metric used by Facebook that measures how many people will recall your ad within 2 days.

Now the question is how Facebook calculate this ad recall lift.

Actually, Facebook does it through the product/service by asking have you seen this ad or not and then based on the algorithm it calculates the value for this metric.

The high ‘ad recall’ rate is the indication that ad quality is high and creative that is why people are remembering it. I have given the link in the description and read more about the add recall rate.

Next, we have the budget and schedule.

Here, you will specify your daily budget that means how much amount you want to spend days on ads.

Similar to Google ads, the actual amount spent daily may vary. However. You spend will not be the more than the total of week’s budget.

See here, my daily budget is Rs. 200. My weekly amount will not be more than Rs1400 per week

Let me change in the daily budget. My budget per week also changed.

You can set the start and end date. which is self-explanatory.

As far as budget setting are concerned, we have one more option to set the budget and that option is lifetime budget, In this case, you have to define the life of your campaign. For example, if you think your campaign will run for six months then you can define the budget by six months just by changing this option. This is the lifetime of the campaign.

But it is always advisable to set the daily budget amount if you are not very much sure about the tenure of your campaign.

Next, we have, how you will be charged. it says Impressions. that simply means you will be charged on the basis of Impressions of your ad on various platforms.

Next, we have the delivery type.

Let it be standard

We have completed the settings of our ad set.

Press 'continue'

The next phase is about designing the ads.

Give any name to your ad.

This is my ad 1.

Next, we have an identity. It simply means from which Facebook Page you are managing your ads. All your ads will be attributed to this page. and it will be shown in each ad like this

By default, it is Digital Services, the page that we designed under our business account.

If you want to change it you can change it from this dropdown.

Next, if you want to show these ads from a different Instagram page you can select that as well.

But first of all, you have to connect this page to the Instagram account. Just leave it as it is. In this case, your ads on Instagram will be attributed to this page

I will show you somewhere how to connect the Instagram account and your Facebook page.

Next, we have to select the ad format.

For this very objective that we set that is brand awareness

I have to decide whether you want to create a new ad or we want to use the existing page post.

PART-3

Let me show you how to create the ad from scratch.

Here we have two options: the first one is a carousel and the second one is a single image or video.

The difference in both is

In the case of the carousel, you may use multiple images and videos in a single ad with different headlines and descriptions. However, in case of a single image and video ads, it is simple: you can't use more than one image in a single ad.

Firstly, will see how to create a single image.

One image is already selected and this image is the cover photo of our page. We have multiple options to add the images to our ads. Let us clear first our default image.

Now from here, click on image to select the image. It shows many sources of images. These are our ad account images.

From this dropdown, you can select more sources of images like page images, Instagram images and others.

But I always prefer to use Stock photos. This is a free source of photos that you can use in your ads.

Select it.

And search for images with few keywords.

I am searching the images with word “digital”

We have so many images here we have to just select an appropriate image.

Let me select this one and continue

Yes, the image is there.

You can change this image If you want

Or you can add a few more images.

If You have your own images then you can use this upload button.

If you want to select multiple images you can do that as well. Just look at the process.

See our multiple images are added.

As we need one image only, so let me delete the rest of the images from our ad.

Before we enter any text, just note that on the right-hand side, we have the live preview of our ad.

Depending upon the nature of our ad, 18 previews are available. You can toggle between various previews.

‘Red Minus’ sign shows, your ad is not eligible to be shown for this type of placement.

First, we have to edit the primary text. Here is a message showing that give primary text will be shown in 3 lines.

And from here, you can edit your primary text. Let me edit it. Keep your primary text under 125 characters.

Depending upon the placement, this is a place where primary tax will appear in the advertisement.

Next, add the URL of your website. This is the actual URL of your website and a user will land on this page after clicking the ad.

Let me change the preview to the desktop news feed.

We have to more options but these options are optional. if you want to make use of these options to insert more content in your advertisement you can do that.

Give the headline first up to 40 characters

This is the place where Headline will appear. Just at the bottom of the image

Give the description of your ad and the description will appear here.

Now enter the final URL of your website here. You can see the final URL will appear on the ad at this place.

This is the display link. You can customize this link as per your requirements. Here you need not to give the actual URL of your website here. This is for the display purpose only.

Next, we have the call to action.

Your display URL will be shown here.

Next, we have the ‘Call to Action’ button.

Facebook has predefined multiple Call to actions Like ‘send message’, ‘Apply now’, ‘Book now’ and so on. We have to select our call to action out of the given options only. Let me select ‘Learn more’

See our call to action is added.

Next, we have the tracking options, leave these options as default.

Our campaign is almost final, let me just have the final preview of our ad. Click on these three dots.

And select expand

This is a final preview offer ad

You can see this ad is attributed to our Facebook page.

This has the primary text.

The image that we selected

The URL of a landing page

This error is because of more characters in the headline. Just cancel or reduce the number of characters in your headline.

Confirm it.

Enter your business details here.

I have entered my all details here.

Press ‘*continue*’.

Enter your bank details, if you have not already entered the bank detail at the time of account setup.

Press Confirm and your ad will be submitted to the Facebook for review purpose and within a few hours, you will get the green signal to run your ad.

Module 36: Designing Facebook Advertising Campaigns-II

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PART-1

Now let me quickly show you how to make video ads in Facebook. Remember, I am working in a previous campaign only that we started in the previous module. This time, from add media, we will select add a video. From this interface, upload video. Make sure your video should be between 10-15 seconds. Select the video and upload it.

Our video is added. In total, this format of ad with the present video is eligible for 9 placements are. If you want to increase the number of placements then, you can select a different video with different dimensions. For example, vertical video is most suitable for Instagram stories.

You can further edit the video in the ad manager itself, click on edit video

First, we have the option to crop the video. You can use these predefined settings to crop the video.

Let me keep the original video

Next, if you want to trim the video, you can do it

You can also select the thumbnail of your video.

Thumbnail is nothing. This is an image that you can show before the video starts and after the video end. The good thumbnail has an impact on the open rate of videos.

Next, we have the option to add the captions. What is the purpose of this? If want to show the transcription of in text from the text and then you can upload the file here. In this case, a text will be shown along with your video.

Few creatives to the video are also available

Like you can add the poll to your video. This is a very simple process. Just add your poll question here.

Give your two choices. This is my first choice and this is my second choice.

You want when someone clicks on the option, he should be guided to a particular page, then you can give the URL of that page here.

Next, we have the text overlay. ‘

If you want to show any text on your video then you can use this option.

Where this text should appear, just select the time from here,

You want to change the position of the text, just change it from here

You can also change the font.

Next, we have the logo overlay.

if you want to add the logo of your brand or any other log to your video then you can use this option

You can upload the link logo or you can use any image from your business account.

Make the timings related changes from here. And definition accordingly Once you are satisfied, click apply

And save

Video added.

Give your primary text, Headline, Description, website URL, Display link, call to Action

And confirm.

PART-2

Now let me show you how to create the slideshow ads.

These types of ADS are in video formats and contains multiple images Instead of video footage.

Click on create 'slide show'

This is a video creation kit for the slideshow where we have two options.

First is, create slideshow and the second is, select from templates. You can also select a square or vertical template to create the slideshow.

Let us use the first option first

First, add photos from your desktop.

Click on continue

Our Images are added

Use this + sign to add more images.

This is a preview of our slideshow

If you want to change the format you can change it to vertical format

You can also set the image duration that simply means for how long an image should stay.

From this button, you can change the type of transition.

Look at the transition. It has been totally changed

If you want to add the music to your slideshow then add it from here

Things are finalized click on create slideshow

Your ad will be ready

but let me show you the second option

You can add various templates. Each template has a different number of images. You can add the logo, headline and call to action.

Let me select this one

In this case, you have to add your own images by replacing the template images

Select your first image.

Continue

Same way selects the rest of the images.

If you want to add the stickers, you can add the stickers as well

Select the position and sticker size which you think is the best one.

Just see it in the live preview of your slideshow.

Click Continue

Our videos are ready. To add these to the ad click use videos.

We have successfully added our videos. If you want, you can further add these videos

Give the primary text

Add headline and description.

I hope you all are aware of all these options

This is a preview of our ad in desktop feed

This is the preview in the mobile feed.

That's all about slide show ads

Now let us Design ads under carousel format. Actually, under this format, you can show up to 10 different images called cards. Look and write a different headline and description for each of the cards separately. This type of format is very popular amongst E-Commerce websites where these websites promote multiple products under a single ad.

The designing of such type of ADS is very simple. Let me show you

This is the place for ad creatives.

And we have the place to add up to 10 cards here. You can use this Plus sign to add images for cards.

Let me show you how to work on the first card.

Select the image. It is better to upload all your images first then start design cards. Let me quickly add a few images here.

Images are added no select one image to add it to the card and press continue.

Image is added to the card, if you want you can crop your image to make it of the proper size

Add headline though it is optional

Give the description of your card

Enter the primary text; this primary text will be common for all the cards. You can give different headline, description, and call to action for each of the cards separately.

Add Call to action.

Let us add a second card.

Give headline, description, and call to action for this very card, Add few more cards

Let us have a preview of our ad.

Use this expand preview.

Now, we have a better idea about how our ad will look under various placements. Click on any preview and you can view it. Let us see how it will look like in desktop news feed.

See here, you can swipe the 10 images with these arrows.

Now, what is this?

This is the end card and by default, it shows the profile image of your page and if someone will click on this card, he will automatically reach to your Facebook page.

If you don't want to show this card. then you can disable this option as well let me show you how.

Just uncheck this button.

See now and the card is not visible

This is all about carousel ads. Hope now you will be able to use this format of ad well. This was the basic interface of the ad manager. We have initiated the process of designing an advertising campaign. We will continue this process in the next part. Just join me there thanks.

Module 37: Working with Facebook Pixel

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PART-1

Hello everyone, welcome to the last module of Facebook marketing and the name of this module is “Working with Facebook Pixel”. In this module, I will discuss various aspects and working of the Facebook pixel. In this module, you will specifically learn

- 1. What is a Facebook pixel?**
- 2. How to set up Facebook pixel?**
- 3. How to create a custom audience using Facebook Pixel?**
- 4. How to create a lookalike audience using Facebook Pixel and lastly**
- 5. How to create custom conversions.**

Before I explain what is Facebook Pixel, look at this example.

I was interested to know more about NETFLIX. I opened the site of Netflix and explored the site bit more to know about 30 days of free offer. I spent some time on the site but did not subscribe to the Netflix services. After a few hours, I opened my Facebook account and I was surprised to see the ad of Netflix there.

Similarly, you must have noticed while browsing eCommerce sites like Amazon and Flipkart, most of the times we only look for information about products services and exit from the website without buying anything.

But to our surprise, ads of those products start appearing right in our Facebook newsfeed just to remind us about the recently browsed products.

In digital marketing terminology, it is called “remarketing” or “retargeting”.

In this case, marketers retarget the visitors on the basis of their interest shown on the website. The purpose of retargeting Ads is basically to remind the visitors that they had browsed few products or they had added few products to the cart. There are chances that a user may come back to the website to complete the buying process

But the question is, how a website knows, which product we have browsed or added to the cart but exit from the website without purchasing it.

The answer is a Facebook pixel.

Actually, these websites have added a Facebook pixel on their website to track the users' behaviour.

The Facebook Pixel is nothing, it is a piece of code placed on a website that allows the business to track the audience and then later on target the specific audience to show the product ads.

There are many ways of using the information collected through Facebook pixel-like to reach the right people by creating a 'Custom audience' and 'lookalike audience'

Measure the results of ads by tracking the information and whether our ads are successful in bringing the traffic to your website or not and so on.

After understanding the basics of the Facebook pixel, you must be thinking

Is it a very complex process to set up the Facebook pixel? Not at all. It is a very easy and simple process. I am going to demonstrate the Facebook pixel setup process. Just follow

Login to your ad manager account. I am using the same account that we have used in our previous module that is 'dmoooc'.

Click on these three lines.

Go to Measure and report

Then under event manager click on pixels

So, this is the place where we will set up our Facebook pixel

To create a first Facebook pixel just click on 'create pixel'

This is the place where you will give the name to your pixel.

You can give any name it is for your reference. Let it be dmoooc's pixel that has been automatically named. Giving the name of your website is optional just leave it as blank.

Click Continue

Now we have to embed the Facebook pixel in our website. There are three different ways to embed it.

The first one is to add the code using partner integration. If your website is developed using any of the CMS then you can use this method easily. For example, we have developed our website using WordPress. So, you can use this method for this purpose. In this case, you have to use one plugin.

The second method is a manual method which is one of the easiest methods to embed the pixel in our website. I will show you in a while how to do it because I prefer this method.

The third method is if you are not taking care of your website but you have a developer then you can email this code to the developer using this method. Your developer will take care of the Facebook Pixel.

As I said. I prefer manual methods. So, I will show you how to embed the code manually in our website. Select this option “Manually add pixel code to website”.

This is the code that we have to embed in our website. Don't worry at all just by looking at the code. We need not to understand what exactly is written here. We have to just copy this code and paste it in the header section of a website.

Click it, the code will be copied to your clipboard.

As we have to paste it in our website so

Go to the Dashboard of your website.

Actually, we have to embed this code in the header section of our website. With this method, our code will be embedded on every page of our website.

For this purpose, Go to appearance

Click on the theme editor

Here from the right-hand side

Click theme Header

Look for head tag

It is here

Just above it, paste the code that we have just copied

Our code is pasted here

Update the file and our file is edited successfully.

Come back to our Facebook pixel page

Click Continue Facebook pixel is embedded.

But how do I know whether my Facebook pixel has started working or not? There are two ways.

Visit your website two-three times. In a new tab of your browser.

After visiting your website, just refresh this page. If you see this type of graph that means that your Facebook pixel has started working and is reporting the data back to you.

The second way is to install a small Chrome extension called Facebook Pixel Helper.

For this purpose, go to Chrome Web Store

Search for Facebook pixel helper

This in extension that we have to install. Click add to chrome

Add extension

Facebook pixel helper has been added.

It is of grey colour that simply means, on this very page no Facebook pixel is activated.

Let me visit the page on which we have embedded are Facebook pixel

This extension is showing me 1 in green colour. That means on this very page the one Facebook pixel code is embedded and it is tracking the data.

Congratulations!!! we have successfully embedded our Facebook pixel to the website. Now it will start sending back the data to us and we can use this data to build the audience and custom conversions that we will see in the subsequent videos

PART-2

Welcome back to the next part of our module on the Facebook pixel. In the previous video, we learnt how to set up a Facebook pixel. I hope all of you must have set up the pixel in your own websites. In this video, we will see, how to create the custom audience and lookalike audience on the basis of data captures by Facebook Pixel. Let us start.

First, we have a custom audience. I hope you remember what the custom audience is in Facebook. Now, look at one scenario understand the entire process of creating a custom audience on the basis of the Facebook pixel. All of you know that SWAYAM platform offers, free courses on diverse subjects. If any learners visit the website of SWAYAM and spend some time on it and explore a few courses and exit from the website without enrolling for any course. Now as marketers, I want to target those visitors by showing relevant ads to them when they are on Facebook or Instagram. This type of audience is very important for me because they have shown interest in my courses and they are more likely to turn into final learners. So let us see how to do it.

In the previous video we, set up our Facebook pixel at the business account level. But for the purpose of creation of audience, we have to create the Facebook pixel for ad account first and then we have to embed those pixels in our website. The process of creating the pixel and embedding the pixel in the website is almost similar to the process that we discussed in our previous video But let me start from scratch how to create the pixel for ad accounts.

This time, I will show you how to use the plugin to manage the Facebook pixel on our website. Select the business. From these three lines, Select ad manager under create and manage tab. We are under digiad manager which is a part of our business Dmoooc .

Now we have to create the pixel for digiads account.

From AD manager, Go to measure and reports. Pixels.

Now see we are creating the pixel for Digi ads ad account.

Your page may be slightly different from this phone. If you find the option create pixel then select that option. Otherwise, click "View set up instructions". You will be on this page.

Again we have the three options to embed the pixel to our website. But I will prefer the second one that is setting the pixel manually.

Select it.

This is the code for base pixel. Here it is important to understand what is a base level pixel.

Actually, in Facebook, there are two types of pixel

The first one is a base pixel and the second one is a specific pixel or event pixel

The base pixel will be embedded on all the pages of your website and will track the information from all the pages.

Whereas the event pixel or a specific pixel will be installed on a specific page only and it will track the information related to that page only.

For example, I want to track the information on how many purchases have been completed on my website. In this case, I will create the “thank you page”

I hope you know what is “thank you Page”

I will embed this pixel on the “thank you page”. Once the code is embedded it will start tracking the information of thank you page only not of other pages.

In this demonstration, I am going to embed the base code only.

Go to the dashboard of your website. As I said, this time I will use form plug-in to embed the code

To install the plugins,

Go to Plug-ins

Add new

Search for Tracking code manager.

This is the plugin that we have to install

Install it and activate it.

on this screen „click here“

This is the place where we have to paste the tracking code“ Give any name for your reference.

For me, this is the pixels for digiads

Go back to Facebook,

Copy this code.

Our code is copied

Don't forget to make it on.

Automatic advanced matching is very useful to capture the more data about your visitors of the website like email, gender, city and others.

Paste the code here

It is the base code so we want to put it before the head tag

Show only on devices let it be on all

Where do you want to add this code?

As this is basic code and we want to embed this code on all the pages so select, Standard code tracking. In which page I want to insert the code

Select, In the whole website

If you want to exclude any specific posted page that you can also select. ,,

Click on save

Yes, our code is successfully added it is active now

You can also take the help of Facebook pixel helper extension to check it whether it has been added or not. Just open the website.

And see there are two Facebook pixels on this very page. One is for dmmooc business and another is for Digiads.

Come back to Facebook and click continue.

Our basic code is added. If you want to add an event code you can add from here. But I will show you it in a different video.

Click on cancel and you will be on this page.

After a few minutes just refresh this page.

And see it has started reporting back the data. We have two 'page views' that is a standard metric for Facebook pixel.

We have success embed the Facebook pixel for our Ad account. Now we are ready to create the custom audience using the data reported by Facebook pixel. How to create the custom and lookalike audience, will show you how in the next video.

PART-3

Presenter: Welcome back, after creating the and embedding the Facebook pixel, we are ready to create the audience. Let us begin the process.

We are on the same page where we left last time. Our pixel has already started collecting the data. Now the data captured here can be used to create a custom audience directly.

Click on create an audience

And custom audience

I hope you know what is the custom audience? Just this for a while

Exactly, the custom audience is designed to retarget the who have interacted with us in the past. maybe on our website, maybe on our page, maybe on our app or even in our offline store.

By creating such an audience, we want to retarget the audience.

I hope you are quite familiar with this window and here we have to create the audience.

Now here we have to define the conditions for a website for the audience. We will go by the condition Include the people who fulfil any of the following criteria.

For simplicity, select only one condition. As we want any person whosoever visited our website should be included in our custom audience. Now see the green light that means our digiad pixel is ready for use that we have just created. Next is the condition syntax. By default, it is all website visitors. However, you can also include the people who have visited a specific page only or on the basis of the time spent by the visitor on your site website

Let it be all website visitors.

Time duration is 30 days. You can increase the number of days if you want to include those people who visited the website beyond the 30 days. let it be 180 days.

Give the name to your audience. For me, it is a demo audience and that is the name of my audience. Click on create an audience.

That's all

Your audience is created. In future whosoever will visit your website he will be automatically included in the audience list.

Click done

To see the audience, from event manager, select audience

See my demo audience FB pixel is there. In future, whenever I will design my any advertising campaign and I want to target only those visitors who have visited my website then I have to include this audience in the campaign designing process.

How to target the audience in campaign designing process, I have already explained it in the previous module.

In future, you can create the AUDIENCE DIRECTLY from here, Select custom audience. Select the website as your source and we are on the same window.

Next, we have a lookalike audience.

Now, this is very interesting. in case of custom audience, we target exactly that visitors who have visited our website. but there may be so many other visitors who have not visited our site but are similar to our custom audience. So, in this case, we would also like to target such type of visitors.

Here, the lookalike audience is very useful. In this case, we will provide the sample data to Facebook and Facebook will create the audience similar to that sample. For this purpose, we will provide the custom audience that we have created on the basis of the pixel has a sample data to Facebook. let me 'show you how to do it.'

From the 'audience manager' clicks on create audience then lookalike audience.

We have the same window that we used to create the lookalike audience in our one of the previous modules.

The first time, we have to provide the sample data of the audience to Facebook. Can you guess which data I will provide here? yes, we will provide the data of custom audience that we have just created on the basis of the Facebook pixel. Name of that audience was demo audience Facebook pixel

Select it.

Next, provide the audience location. it depends on your business on the website what is your service area. I am selecting India here

Next, how many audiences you want to create let it be one

Let's be the percentage for closely you want to match your audience with the sample data.

Lower the percentage means more closely matched audience with a sample audience.

Click on 'create audience'.

A lookalike audience is created and it will be automatically updated in the future. At the time of the campaign designing process, we have to just use this audience.

So, this was how to create a custom audience and lookalike audience by using the Facebook pixel data. I hope this was a very simple process and in future, if you want to retarget your visitors then you can make use of this process to create the target audience. in the next video, I will show you how to create the custom conversions.

PART-4

Welcome back. In this part of the module, I will discuss with you how to create custom conversions. Custom conversions are very useful to track the various activities on your website. For example, I want to see how many people are there who have added the product to the cart but exit without completing a transaction. Similar to this, there can be so many other custom conversions that I would like to track. So, let us see how to create the custom conversion using the Facebook pixel.

Go to Business Manager account. I am selecting dmomooc.

These three lines, Go to the ad manager

We are in digiad account

Again, go to these three lines

Click on pixels.

This is the Facebook pixel of the page of our ad account

To create custom conversion, click on custom conversions.

In this case, I would like to track how many purchases have been completed on my website.

This is our first conversation to you all will see this sort of page. Click custom conversion

This is the window where we have to define our custom conversion

Make sure your working in ad account pixel. The green light shows that this pixel is active.

We want to track the website event that is purchased.

Here we have to give the link of your 'thank you page'. This is the page where the user will land after completing the transaction.

Let me quickly create the 'thank you page' from our WordPress

From WordPress dashboard go to pages

and a new page.

Give the title of the page and some content

Click on publish again publish

Our page is created.

Copy this URL of the thank you page.

Paste it here.

Give any name to the conversion and giving it sales.

Select the category to which it represents

There are so many categories you have to select the best one. This is a purchase transaction

So, I will keep it as purchase

Value is optional this is the monetary value. you can leave it black but let me give it one

Click create.

Now it will start tracking the data for final purchases. The same way you can create the custom conversion for add to cart, registration, add to Wishlist and so on

Click done to complete the process

See here our custom conversion created.

Refresh the page after some times.

The states you can see it shows it is active now.

Congratulations !!! we have created our first conversion and this is the process to create rest of the conversions just try to create more conversions at your all and I will give you the more confidence to work on convergence and Facebook pixel.

Module38: Twitter Marketing: Basics

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PART-1

Welcome to the third module of this week and the name of this module is 'Twitter marketing: Basics'. As the name suggests in this video, we will talk about the basics of Twitter marketing. Twitter is a very popular social media platform and businesses are using heavily this platform to promote their brands, products or services.

Under this module, you will specifically learn

What is Twitter?

- 1. How to set up a business profile on the Twitter account?**
- 2. How to use the Twitter platform to market the product services?**
- 3. What are various types of campaign that you can run on Twitter?**

As I said, Twitter is a very popular social media platform specifically used for microblogging.

I'm pretty sure that you must have heard about Twitter. What is Twitter?

Twitter is a social networking site that was started in 2006. Undoubtedly in today's world, Twitter is one of the popular social media platforms. According to HubSpot, there are 100 million daily active users and 500 million tweets sent daily on this very platform. If you are a user of Twitter then you must be aware of what sort of information you can have from Twitter. But if you are going to use Twitter for the first time then let me explain what it is all about.

As I said Twitter is a social media networking site. The prime objective of Twitter is to connect people.

If you have something very important and you won't share it immediately with the world then there cannot be a better place than Twitter. Twitter helps you to broadcast your messages immediately with millions of people who are on Twitter. It also allows people to share their thoughts with the audience at large.

According to Hubspot, Twitter allows users to discover stories regarding today's biggest news and events, follow people or companies that post content they enjoy consuming, or simply communicate with friends.

Primarily, Twitter is being widely used by marketers to increase brand awareness and delight their audience.

The use of Twitter is free of cost you have to just create your profile on the Twitter that I am going to discuss the next video. Once you sign up for the Twitter you are in the world of Twitter.

If you like any personality, celebrity or any famous person and you want every update from their side, you have to just follow that personality. In future, whenever he or she will share anything on Twitter it will be visible in your timeline.

Similarly, many people can follow you on your brand on a Twitter that simply means if you are sharing anything on Twitter that will be visible in the timeline of your followers. Anything you share on Twitter is called *tweet* in the Twitter language.

Now the question is, can we use Twitter for marketing purposes?

Of course, Twitter has become a very popular platform amongst digital marketers to promote their brands, products, services and to connect with their followers. There are many ways to use Twitter for marketing. Let's discuss a few of the ways.

Creating a business profile:

There is no doubt that many people are using Twitter for their personal use however you can create the profile of your business on Twitter itself.

From the Twitter point of view, there is no distinction in the personal profile and business profile just you have to sign up for a new Twitter account with the name of your business and your profile for the business will be created. Once your business profile is created you can use it to engage with your followers.

While creating the profile for the business you have to pay the special attention to the

Handle that is the name of your business

Header: Background image

Profile picture

The bio: a brief description of your business

Website URL

The birthday that is the date of incorporation of your business

Make sure all these things properly reflect your business

Building Twitter follower base:

Growing Twitter followers base is the key to Twitter marketing. By keeping relevant and engaging content on Twitter, you can grow your followers' base. People who follow you on Twitter definitely they are going to be your customer in the long run. so you can target such people with very relevant content related to your brand.

Create a Twitter list

Twitter list in advertising has a very important place. Anyone on Twitter can create and view the list. It is an organized group of Twitter accounts you've selected and put together in specific categories say, top marketing experts, your competitors. Whenever you will open the Twitter list it will only show the tweets from those very groups. Twitter Lists are great if you want to follow only specific accounts.

Hosting a Twitter Chat

Hosting a Twitter chat is a very useful way to connect with your followers. You can schedule and host a Twitter chat to engage your followers, discuss a topic, create a sense of community, and ask your audience for their opinions or input on something you're working on. Posting a Twitter chat is a very easy process you have to just announce the topic, date and time for your Twitter chat. Twitter Chats promote interaction and engagement on your profile and get people talking about your brand. It also creates a more personal experience between your audience members and your business.

Advertisement on Twitter

Advertisement on Twitter is really a popular way to use Twitter for marketing purpose. If you are using this method your tweets can be easily discovered by thousands of people and will help you in increasing your influence and followers. Primarily there are two ways to advertise on Twitter. the first one is promoting the tweet and the second one is Twitter ads I will discuss both of the methods in the subsequent module.

Driving the traffic to your website:

Twitter is a good platform to drive the traffic for your website. you can give the URL of your website of pages at various places in Twitter, like, in your profile page, in your tweets, in retweets, by embedded tweets in the website, and so on.

Use of Twitter moments:

Twitter Moments are collections of tweets about a specific topic or event. You can create moments with a collection of tweets regarding your topic of choice and show it in your timeline.

So, this was the basic information about Twitter. I hope now you have the idea why Twitter is an important platform for social media marketing. In the next video, I will demonstrate to you how to set up a Twitter account for personal as well as for marketing account.

PART-2

Welcome back, we have understood why Twitter is an important platform for digital marketing. Now, this is time to start with setting up of Twitter profile. The Twitter profile is a must to work with Twitter advertising. Let see how to sign up for Twitter from scratch and understand the working of twitter.

For this purpose, Go to twitter.com

Click on Sign Up

Enter the name of your business

I am entering DMMooc here.

Here, we have both the options, either you can give your phone number or you give you mail ID. I am using my mail ID here.

Click next.

Confirm your account name and mail ID is correct.

And click the signup

You will receive the verification code on your mail id that you have given here.

Copy the code and paste it here.

Press next

Keep the strong password.

Press next

You can set the profile pics later on just skip it.

Describe yourself, we will write a description later on. Just skip it

Connect to your address book to find the new people you may know on Twitter. For the time being select 'Not Now'

Want to find the friends and see who they follow. Just select 'not now'

Select the language you speak or your customer speaks

I am selecting English, Hindi and Punjabi

Select Few of the topics in which you are interested or your business is interested

And press next

There are people suggested by twitter to whom you want to follow. In this case, if you follow someone you will see their tweets and other activities in your Twitter timeline

If you are interested in someone you can select him or her. I am not selecting anyone as it is our demo account

Click next

Next welcome message from Twitter. Click on get started. There are few settings related to font size, colour and background. If you want to customize the Twitter page little bit you can select the settings accordingly.

Click on change view.

You will be on this page.

This is the basic structure of Twitter timeline.

All tweeted shared by you or the people to whom you follow will be visible here.

The very first thing that we have to edit here is the profile of your business.

Click on profile

Click edit profile.

This is your Twitter handle. Twitter handle is the name of your business or brand. People will easily recognize you from by this name. Look at the URL it has you're the name of my business. People can simply reach to your Twitter profile by using this URL. If you want to rename it you can do it. But your Twitter handle should be unique.

I am leaving it as it is.

Next brief description of your business, you can add Vision and Mission of your business here but within 160 characters

Enter the location

Give the address of your website

Give the date of birth. In the case of a business profile, you may give the date of incorporation of your business. Rest of the settings, let be the default.

Now change the profile picture. Just put the logo of your business here. If you want to crop it, you can crop it a little bit. The profile picture is added. Next, we have to add the cover picture sometime called header picture. Select any picture. Adjust it. See our cover picture is added.

Save it

Date of birth. We have successfully edited our profile

Your cover picture is here.

This is your profile picture

This is my Twitter handle

Location and other details also there.

It shows me that as of now I am not following anyone. And no one is following me.

Here we have few suggestions to follow people on the internet; If we are interested then we can follow these celebrities or personalities on Twitter to have more updated from them

whenever they share anything. Let me follow a few of them. Now see, I am following three individuals and no one is following me yet. Actually, you have to promote your Twitter handle across your customers so that they follow you for more updates.

Here you can see the trending topics. If you want to know more about this topic then you can click on these hashtags.

Let us post our first tweet. A tweet is just like a post may consist of text, images, polls or GIFs. Write anything here within the limit of 280 characters only. If you want to add an image to your message you can add that from here.

You can also add any Gif image

You can start any Twitter poll

You can set the choices and the duration of your poll by using various settings.

You may also make use of smileys in your tweet.

Let me add one image to the tweet.

You can only add one multimedia content to your tweet at a point.

Use this Plus sign to add one more tweet.

Let it be the single to tweet only.

Click on the tweet to post your tweet.

The tweet has been posted and it will be visible to our followers if any

You can further see that in my timeline the tweets have started appearing of those people to whom I am following.

Let us explore a few more options of tweets.

If you want to reply any tweet you can reply from here. Write any message in the reply box.

This is a retweet. It is similar to the share of a post on Facebook. If you want to share the post you can retweet it.

From here you can like the tweet

Here, we have a few more options to share and embed the tweet

Let us look at few more options from the sidebar

First, we have the explore: By using this option you can have more information on different topics, news, celebrity, entertainment etc. What is happening in your timeline you will get a notification to all your activities. You can see all your notification from here.

If you want to privately chat with any of the members you can do it from messages. It is useful when customers directly want to interact with you

This option is very useful i.e list

A list is a group of Twitter accounts. You can create your own lists or subscribe to lists created by others. This is the way to quickly access those people to whom you are following.

We have a few more option, I will talk about these options in the Twitter advertisement.

So, this was the basic about Twitter account set up. I advise you to create your Twitter account; follow a few people on Twitter, share few tweets, and play around the rest of the option. The more you are familiar with the Twitter options you will be able to design twitter marketing campaigns more effectively.



[Home](#) — [Blog](#) — A Step-by-Step Guide to Using Twitter Ads for Lead Gen

A Step-by-Step Guide to Using Twitter Ads for Lead Gen



Author: Brett McHale

Last Updated: November 23, 2021 | Social Media

Many businesses aren't quite sure how to tackle marketing on Twitter from a paid perspective. It's certainly not a one-size-fits-all endeavor, and if you don't quite know what you're doing, you could wind up wasting a ton of money.



It may seem like common sense, but when you're outlining the strategy for your Twitter ads, you should always have your goals in mind. It's tempting to think that your Twitter presence has to be comparable to that of a needy teenager, desperately asking strangers to "Retweet this!" or "Follow us!" or "Please for the love of god give me attention so that this seems like a worthwhile investment!" You're probably just wondering, "Where's the ROI?"

In this post I'll show you how to see a direct return on your Twitter ads investment.

Leads vs. Engagement

Using Twitter ads for lead generation is all about strategy. Those "needy teenager" ads you see are based on the metric of high engagement. They're asking for attention because the more attention they get, the more successful they are considered. These ads could drive tons of user interaction and be a great tool for solidifying brand awareness.

The only problem is they don't directly connect you with the people who may be interested in what you have to offer as a business. These tweets don't immediately add names to your database, and they don't give you a "direct" return on investment. If you want to skip the strategy for increasing traffic and brand engagement and go straight for the throat, I'll show you how to use Twitter for direct response purposes. (By the way, just because it's for lead gen doesn't mean it won't drive engagement and brand awareness, because it absolutely will.)



How Twitter Ads Work

In order to better explain the strategies I'm going to recommend, I'll briefly cover how Twitter's ad platform works.

If you're just getting started, you'll want to select "Create new campaign." Twitter will then give you a variety of campaign types to choose from:

Keeping the focus on strategy, I won't go into detail about all the various types of campaigns – only the ones that you can use for lead generation.

I recommend Promoted Tweets and Video views (unless you have an app, in which case you'll want to select that option). Promoted Tweets are like the Coca-Cola Classic of Twitter ads; they allow you to promote tweets that will be judged (and priced) based on user engagement, including:

- Follows
- Favorites
- Clicks
- Retweets
- Replies

The video ads are different in that they allow you to promote a video and will only be charged via video “plays.” I’ll further discuss this advantage a little later on.

Twitter Ads for Lead Gen: Targeting and Pricing

In order to implement a successful lead gen campaign on Twitter, the two key elements you will want to put a great deal of focus on are the targeting and subsequent pricing.

Twitter ads are great when it comes to targeting and really drilling down into your desired segment of users. Once location and language options have been confirmed, you have a choice to add keywords, handles, and interests.

If you're involved in an industry that has a lot of "buzz" on social media, where your target customer will be discussing certain topics related to your products or services, use **keyword targeting**. Say there's an upcoming event or convention for your industry, and people who could potentially be your customers are talking about it on Twitter. This is when keyword targeting would be ideal. The rest of the time, I'd highly recommend **targeting handles**. Handles are the "@username" identification for users on Twitter. With this targeting option, you select specific Twitter handles and your promoted tweets will be shown to the followers of those handles.

How Engagement Relates to Cost

If you are new to this process, you might be thinking, "Why don't I just select as many handles related to my audience as possible?" Here's why: That's a very easy way to burn through your budget really quickly and have very few conversions.

Twitter's ad format for promoted tweets works by taking the audience you have selected to target, gauging the size and the make-up of that

audience, before generating data on what it believes other advertisers are bidding on to reach the same individuals.

This is where a little bit of complexity comes into the mix. **There's a direct correlation to the amount of engagement your ads are receiving and the cost per engagement you're paying for.** If your tweet reaches a high enough level of engagement, you could substantially lower your bid *and* pay significantly less than your competition. That being said, you want to target the people you are MOST CERTAIN will engage with your offer.

Keep in mind that engagement rate (engagements/impressions) dictates how well your tweet performs. This is why you see those “needy teenager” ads. If your engagement rate is fairly low (anything under around 0.60%), your ad will eventually stop receiving impressions. Twitter will see it as not being relevant to its audience and will pull the plug on it – think of engagement rate as the Quality Score of Twitter.

Also keep in mind that when you’re managing your ads, your tweets should be refreshed every 2-3 days. This ensures that Twitter continues to show your ads, because after a certain period of time they will stop showing them regardless of engagement.

Twitter Ads for Lead Gen: Choosing the Right Format

You have a few creative options when it comes to generating leads on Twitter. These include:

- Website Cards

- Lead Gen Cards
- Promoted Video ads
- Promoted Tweets with a link and image

Two of the most frequently asked questions about Twitter cards are, “What is the difference between website cards and lead gen cards?” and “What the hell are they?”

They’re called “Cards” because they offer a visual element that will make them stand out in a targeted user’s Twitter feed. The visuals makes these ads somewhat of a hybrid between a text ad and a banner ad.

There are a few key differences between Twitter Lead Generation Cards and Website Cards that you should be aware of. The first difference is the image dimension requirements. With Lead Gen Cards, you have an image that is 800 X 200 pixels, whereas Website Card images measure 800 X 320:



WordStream

@WordStream

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013

FREE Copywriting Toolkit



Share your name and email address with WordStream



Twitter User

@twitter_handle

tw****@ex****.com

[View advertiser privacy policy](#)

An example of a Twitter Lead Generation Card

An example of a Twitter Website Card

Another difference comes from the call to action. Lead Gen Cards have a customizable [call to action](#) that allows you to draw in potential prospects with a custom message.

Unfortunately, Website Cards don't offer you the same creative freedom. The Website Card only allows you to choose from a predefined selection of CTAs:

Appearances aside, the biggest difference between the two formats has to do with functionality and how individuals interact with the ad.

Lead Gen Cards allow you to describe your offer and, once the CTA is clicked, Twitter will ask the user if it's okay to give you their handle, name, and email address. Once the individual agrees, the data is stored and they are sent to a subsequent landing page of your choice.

With Website Cards, the user only has to click on the CTA and they are immediately brought to a landing page. Although Website Cards don't record any information from the action, that certainly doesn't mean it's a less effective option.

If your goal is to gather names and email addresses only, like an [opt-in newsletter](#) for example, then the Lead Gen Card route would most likely be the better option. If you want to know more about the prospect, I recommend using the Website Card.

Are Twitter Lead Generation Cards More Effective Than Website Cards?

I've experienced moderate success using both Website Cards and Twitter Lead Generation Cards, but actually found other options to be a lot more efficient *and* cost-effective.

Using a simple 440 x 227 image for creative and a quick, actionable message followed by a link to the landing page, **I was able to create ads that generated consistently high engagement and more conversions.**

Here are the new (and far more successful) ads:

Using this type of Promoted Tweet has worked wonders for us in the past month. Engagement rates have never dipped below 1.00%, and they offer significantly lower costs. I'm sure the adorable children dressed like adults play a factor, but it just goes to show how important the creative aspect is. I'm not telling you to use puppies in your ads.... I'm telling you to use puppies dressed as people in your ads.

(I'd click on it)

In all seriousness, the only downside to simply using images and links is that they take up a lot of the 140-character limit for tweets, forcing you to be even more brief with your message.

Promoted Video Campaigns for Twitter Advertising

Another tactic I highly recommend is the use of Promoted Video campaigns.

This relatively new option allows you to use a video to promote just about anything you like. From the perspective of **lead gen**, this format is a phenomenal way to quickly engage with your customers and encourage them to take further actions.

Twitter allows you to include a CTA with an embedded URL of your choice. The Achilles heel of this ad format is that, like Website Cards, the CTA is not customizable. You're left with two options:

Pretty lame I know, but it's better than nothing so take advantage of it. You should also include an additional link in the tweet copy or description. Remember, these are free clicks!

I touched on how Twitter ads are priced earlier, but let's go into a little more depth. Promoted tweets, and Lead Gen and Website cards are charged *per engagement*. This means you pay regardless of what the engagement is (i.e. a follow, click, retweet, favorite, or reply).

However, Video campaigns are only charged for video “plays.” This offers a ton of free engagement. I used a Promoted Video for WordStream and saw consistently high engagement rates. The campaign generated favorites, follows, clicks, replies, and retweets, all without depleting any of my daily budget for the ad. Users were watching my video (charging me a cost-per-view) and either retweeting it, favoriting it, or following us *for no additional charge*. This free engagement also includes the CTA and additional URLs that I suggest you include. Take advantage of the freedom!

It's a best practice to keep the video between 35-45 seconds in duration. However, I've promoted a minute-long video that really couldn't be edited down. It was informative and engaging, and because of that, it was successful anyway, even though it was a little longer. With a great video, you'll get free engagement and that means free brand awareness, not to mention the ability to capture leads. These ads have the potential to deliver great results for your business.

Tracking Twitter Ads for Lead Gen

Before you get all excited and start firing off tweets and campaigns like Russell Wilson on the one-yard line, you should probably ensure your conversions are being tracked.

If you've opted to use Lead Gen cards, this isn't as important. Twitter will store data on all of the users who engaged with the card and notify you within the campaign that it's active in.

To get the leads that were collected from your Lead Gen card, you'll want to go into the "Creatives" section of your Twitter Ads dashboard and select "Cards":

Here you can see how many leads your cards have collected and download the list of names:

For the other options, you'll need to insert a Twitter tracking pixel on your destination landing page – NOT the landing page you're originally directing them to, the one that they are directed to *once they take the desired action*.

To get the tracking pixel, go the top of Twitter ads and under “Tools,” select “Conversion tracking”:

Then, select “Create new website tag”:

Name your website tag based on the promotion or offer, then select the type of conversion that would accurately describe the action:

Also, it's very important to make sure that "Create a tailored audience" is checked:

This will create a custom audience that, if large enough, can be used as a segment you can exclude from future targeting because they've already converted. Now save and generate the code:

Once it's generated, copy and paste the code:

Insert this code in the HTML of your destination landing page, just before the closing </body> tag.

There are some clever things you can do with this code to track anyone from Twitter who lands on a page with one of these tracking pixels on it. If you have a larger budget and have campaigns that are driving traffic to certain parts of your website, generate a code specific to the topic of that page. Label it as a “site visit”:

Place it on the page you're driving traffic to. If it's hundreds of visitors from your engagement or blog-related campaigns, BOOM! A custom audience is built for you that you can use to [remarket](#) your direct response ads – a list of people who are already kind of interested in you.

A Little Bird Told Me...

Promoting anything on Twitter is a balancing act. You have the bid, the engagement, the copy, the creative – there are a lot of factors at play. I've made the recommendations above based on what has worked for WordStream's direct response campaigns. Feel free to adapt your ads to the audience and the offer that you are presenting them. There's a lot you can accomplish in 140 characters or less!

Need more inspiration? Check out these [30 examples of Twitter ads](#)



Meet The Author

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Brett McHale is the founder of Empiric Marketing, a digital marketing agency dedicated to scaling startups through paid search and social.

160
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Strategy

The Complete Guide to LinkedIn Ads in 2024

Want to reach an engaged professional audience? You can use LinkedIn ads to promote your brand, increase traffic, find new leads and more.

Leah Golob, Sam Lauron

November 8, 2023



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Without careful planning, advertising on social media can sometimes feel like shouting into the void (or throwing money directly into a shredder). With a bit of foresight, though, using LinkedIn ads can guarantee your brand's voice makes its way to the right audience—an audience of influential decision-makers, at that.

Among LinkedIn's [875 million+ members](#), your ads have the potential to [reach an audience of 808 million](#). Even more impactful, [four out of five members](#) have the power to influence business decisions. These movers and shakers also have [2x the buying power](#) of typical online audiences.

Follow along with our guide to LinkedIn ads to discover the types of ads available and the kinds of goals they can help you achieve. We'll also walk you through creating an ad on LinkedIn and share some of our best tips and tricks to boost your conversion rates.

Bonus: Get the LinkedIn advertising cheat sheet for 2022. The free resource includes key audience insights, recommended ad types, and tips for success.

Types of LinkedIn ads

Advertising is one of the best ways to use [LinkedIn for business](#). Choosing the right type of ad for your goal is an important first step.

Here are the types of LinkedIn ads you can choose from when setting up your paid content.

Sponsored Content

Sponsored Content, also known as native ads, shows up in your audiences' LinkedIn feed, regardless of whether they're scrolling on mobile or their desktop. LinkedIn labels these ads as "promoted" to distinguish them from regular content.

When advertising with Sponsored Content, you have the following ad format options:

- Single image ads
- Video ads
- Carousel ads
- Event ads
- Document ads
- Thought leader ads

Here's an example of a single-image sponsored content ad as it appears in the desktop feed:

 MailerLite

Promoted

• • •

Learn why users worldwide trust MailerLite! Recognized as "Best in email deliverability" by Email Tool Tester. Backed by stellar customer supp ...see more



“

We switched from MailChimp to MailerLite and never looked back. Thanks to the improved deliverability, our open rates increased by at least 50%, and our click-through rates by 800%.

Charmaine Lee, Chief Digital Marketing Officer Sky Digital Agency

mailerlite.com

The world has spoken and they love MailerLite!



12

1 comment



Like



Comment



Repost



Send

Source

Sponsored Messaging

Sponsored Messaging (previously known as Sponsored InMail) lets you directly advertise to LinkedIn members in their inboxes.

While 89% of consumers prefer that businesses stay in touch via messaging, only 48% of companies currently interact with customers and prospects this way. If you want to take advantage of this untapped opportunity, take note of the recent changes to Sponsored Messaging.

For starters, members now have a two-tabbed inbox. One tab is for “Focused” conversations, while the second tab is called “Other.”

Secondly, LinkedIn is slowly converting all message ads into conversation ads. This means the older version of Message ads will no longer be available in your Campaign Manager. With conversation ads, you can increase your engagement by adding multiple CTA buttons to your message.

Here's how a sponsored conversation ad would appear in a member's inbox (note the CTA buttons at the end of the message):

Sponsored

Aug 17

**USC MS in Digital Media Management** · 10:41 AM

Hi Samantha,

Your profile caught our eye, and we think our program could be a good opportunity for you.

USC Annenberg's online Master of Science in Digital Media Management program prepares professionals to lead and transform the evolving media landscape, to make data-driven and ethical decisions, and to lead diverse teams. Our graduates have the skills and confidence to lead a variety of digital media functions, including analytics, branding, marketing, and content development and distribution.

Our program encompasses the creative, technological, and business practices of digital content production, distribution, and innovation. Are you ready to advance your career?

[Discover the program](#)[Tell me more](#)Source

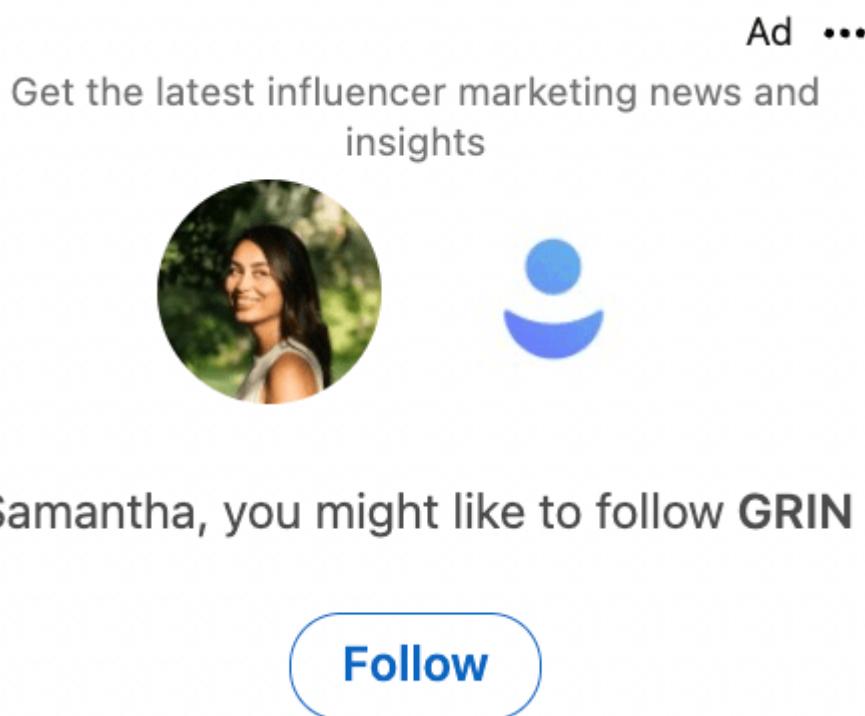
Another thing to note: LinkedIn has a cap on how many members will receive a Sponsored Message ad per month. For instance, a member of your target audience won't receive one of your ads more than twice within a short timeframe.

Dynamic Ads

Dynamic Ads run on the right rail of LinkedIn and are personalized to speak to audiences directly. When a Dynamic Ad pops up in a member's feed, personal details, such as their photo, employer's name and job title, are reflected to them.

(Sound a little startling? Don't worry: if members find these ads too personal, they can change their settings to hide these details.)

Follower Ads, Spotlight Ads, and Sponsored Ads are a few types of dynamic ads. Below is an example of a Spotlight Ad as it appears on the right side of the feed.



[Source](#)

Text Ads

Text ads are a form of PPC (pay-per-click) advertising on LinkedIn. Text ads appear along the top and right-hand side of LinkedIn's desktop feed. They're a

good option if you're looking to build strong leads with a professional demographic.

Considering that [58% of marketers](#) say that improving lead generation is one of their top digital marketing goals, LinkedIn Text Ads can be a way to cast a wide net on a budget.

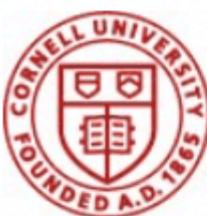
Promoted

...



Speed up content creation

Mailchimp lets you use GPT AI to generate quick ideas for your email copy.



Cornell MBA in Two-Years

Prepare for a future of business leadership with classes in NYC and Ithaca.



Creative Writing MFA

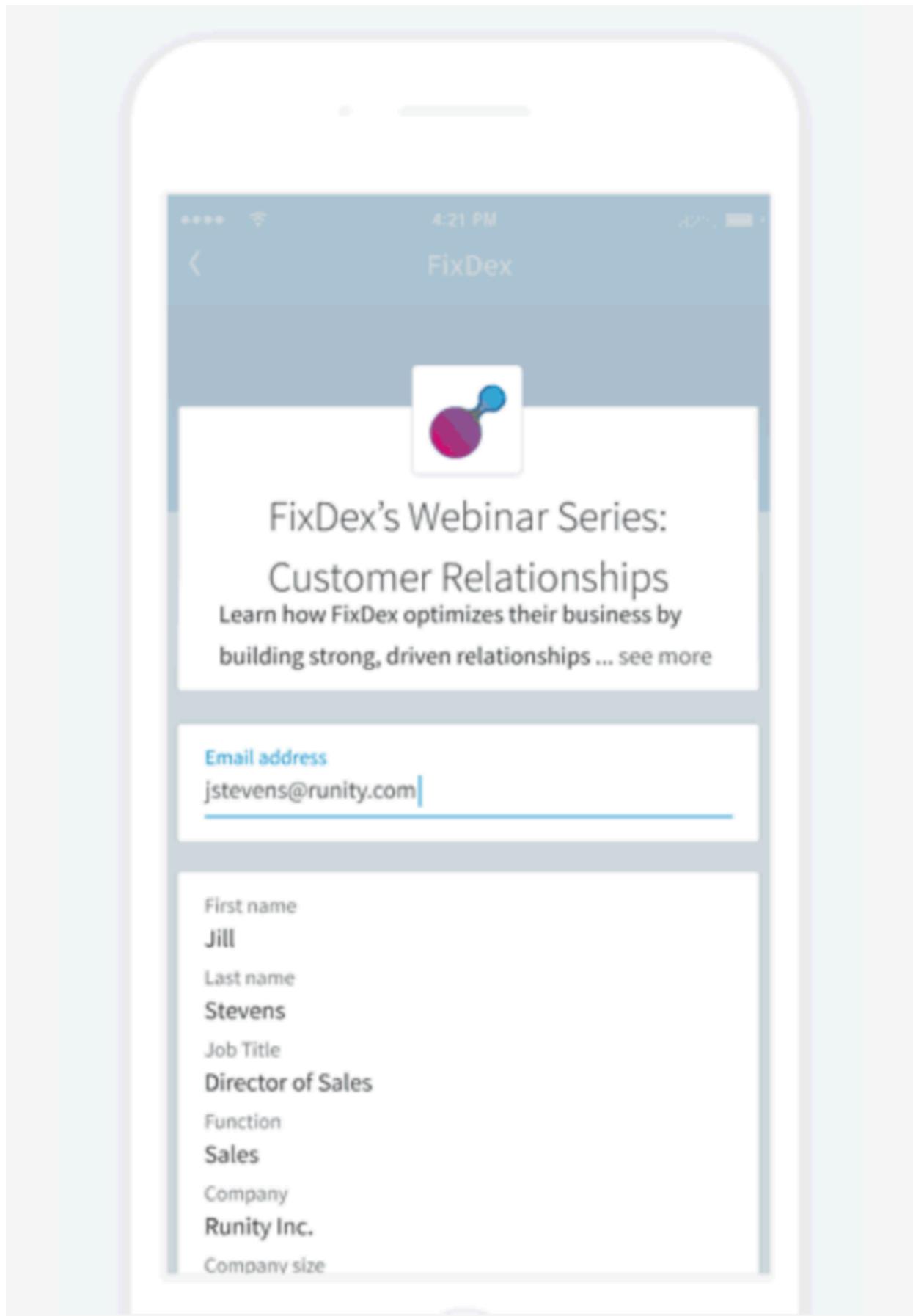
Learn from award-winning writers such as Sadeqa Johnson at Drexel.



Lead Gen Forms

Lead gen forms are another type of advertising on LinkedIn that businesses can use to collect information from potential leads.

LinkedIn's lead gen forms option allows you to gather information from members using pre-filled forms. You can add these forms to sponsored messaging or sponsored content campaigns.



Source

LinkedIn ad objectives

LinkedIn uses **objective-based advertising**, which helps advertisers build ad campaigns around specific business goals.

Businesses can place ads for all three stages of a sales funnel, from awareness to conversion.

Let's break down the three main types of objectives below.

Awareness

Want to get your name out there without necessarily making a direct sale? Start with an awareness ad to get your brand on the tip of people's tongues. These top-of-funnel campaigns help get audiences talking about your products, services and brand.

You can also use these impression-based campaigns to gain more followers, increase views, and spark greater engagement.

Most of LinkedIn's available ad formats can successfully generate awareness, but the types that are best to use if you want to achieve this objective are:

- Single image ads
- Carousel ads
- Follower ads
- Event ads
- Spotlight ads

Consideration

If your audience is already somewhat familiar with your brand, opt for a consideration ad.

Consideration ads are optimized to help advertisers meet the following goals:

- **Website visits:** Get more eyeballs on your website and landing pages.
- **Engagement:** Encourage likes, comments and shares, as well as visits to other social media platforms and websites.
- **Video views:** Share your business story, your latest product, or a day-in-the-life via video.

To nurture these mid-funnel leads, consider using the following LinkedIn ad formats:

- Video ads
- Carousel ads
- Conversation ads
- Text ads

Conversion

If your audience is already familiar with your brand and ready to make a decision, it's time to pull out the big guns. When you want to generate leads, drive home a sale, or reach job applicants, consider a conversion ad.

They can help meet these three objectives:

- **Lead generation:** Gain leads on LinkedIn by using forms pre-filled with LinkedIn profile data.
- **Website conversions:** Inspire more website visitors to download an ebook, sign up for a newsletter, or purchase a product.
- **Job applicants:** Spread the word about your company's latest job opening with a job post.

The best ad formats to use if you want to achieve these objectives are:

- Conversation ads
- Lead gen forms
- Carousel ads
- Job ads

- Text ads

11 LinkedIn ad formats

LinkedIn has 11 different ad formats to help you meet your ad objectives.

This section will break down each ad format and explain which goals each ad can help you achieve. We'll also share ad examples and specs so you can nail your LinkedIn advertising planning.

[Single image ads](#)

[Carousel ads](#)

[Conversation ads](#)

[Document ads](#)

[Video ads](#)

[Event ads](#)

[Follower ads](#)

[Lead generation forms](#)

[Spotlight ads](#)

[Single job ads](#)

[Thought leader ads](#)

Single image ads

Single image ads appear on LinkedIn's home page and *mostly* look like regular content on the platform. However, these paid ads are marked as "promoted" to distinguish them from other unpaid content.

(Perhaps unsurprisingly, single image ads only include one image.)



Western Governors University

393,619 followers

Promoted

• • •

A respected degree is a key that unlocks your potential and propels you towards a successful and fulfilling career.



ACCREDITED DEGREES THAT EMPLOYERS RESPECT



Source

Goals: Brand awareness, website visits, engagement, website conversions, lead generation and job applicants

LinkedIn single image ad specs:

Name of ad (optional): Up to 255 characters

Introductory text: Up to 150 characters to avoid shortening (this includes spaces, punctuation, and emojis. If you really need the space, you can use up to 600 characters)

Destination URL: Up to 2,000 characters

Ad image: A JPG, GIF or PNG file 5MB or smaller; the maximum image size is 7680 x 4320 pixels. (Note: If you use an animated GIF, images must be shorter than 300 frames)

Headline: Up to 70 characters to avoid shortening (but can use up to 200 characters)

Description: Up to 100 characters to avoid shortening (but can use up to 300 characters)

Find more details about LinkedIn single image ad specs [here](#).

Carousel ads

LinkedIn [carousel](#) ads use a swipeable row of cards to tell your brand's story, showcase products, or share insights. Carousels are great for increasing engagement, but the key is to use strong visuals to keep your readers swiping.



The Cigna Group

21,964 followers

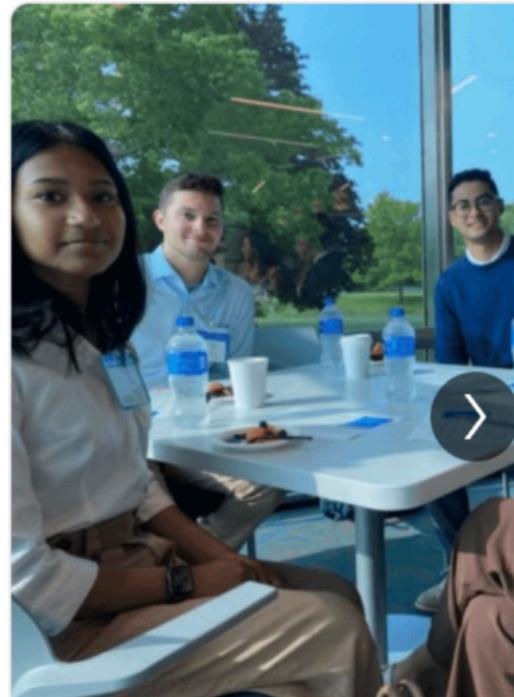
Promoted

+ Follow ...

Unlock your potential and discover a world of possibilities where your ideas take flight. The Cigna Group offers students and graduates opportunities that are designed to give you the tools, guidance, and support you need to grow your career. Learn more.



Unlock Your Potential



Let Your Ideas Take Flight

Source

Goals: Brand awareness, website visits, engagement, website conversions, and lead generation.

LinkedIn carousel ad specs:

Name of ad: Up to 255 characters

Introductory text: Up to 150 characters to avoid shortening on some devices (255 total character limit)

Cards: At least two and up to 10 cards.

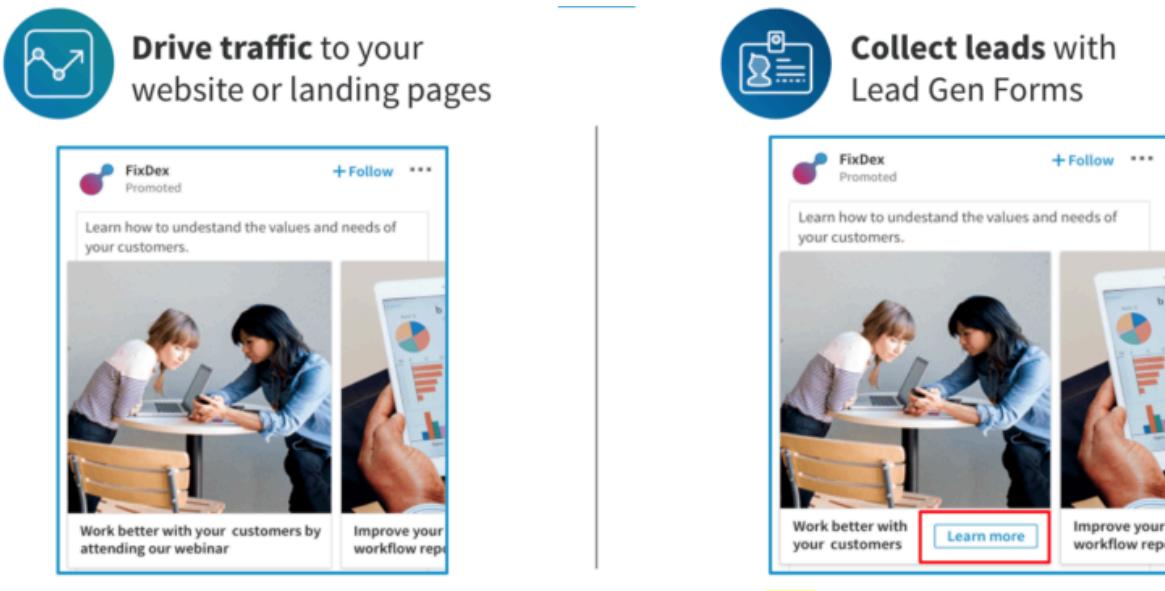
Max file size per card: 10 MB

Max image dimension per card: 4320 x 4320 pixels

Rich media formats: JPG, PNG, GIF (non-animated only)

Headline text per card: No more than two lines

Character limits: 45-character limit on ads leading to a destination URL; 30-character limit on ads with a Lead Gen Form CTA



[Source](#)

Find more details about LinkedIn carousel ad specs [here](#).

Conversation ads

Conversation ads on LinkedIn work kind of like flowcharts. They offer a choose-your-own-path experience for audiences (think of those choose-your-own-adventure books but for advertising).

You can set up multiple CTAs within a conversation ad. Once you start a conversation, your audience can select a response that speaks most to them. This type of ad lets you showcase products and services while also encouraging event or webinar sign-ups.



Esther Wong (She/Her) • 6:58 PM

Hi Samantha, my name is Esther, and I'm a Marketing Manager at LinkedIn. Do you want to see even better results for your Demand Gen campaigns? LinkedIn offers unique tools that help attract and retain quality leads for the best results. Interested?

Yes, show me!

Can I have more details?

Source

Goals: Brand awareness, website visits, engagement, website conversions, and lead generation.

LinkedIn conversation ad specs:

Name of ad: Up to 255 characters

Banner creative (optional and for desktop only): Up to 300 x 250 pixels. JPEG or PNG.

Custom footer and terms and conditions (only): Up to 20,000 characters

Introductory message: Up to 8,000 characters

Image (optional): 250 x 250 pixels using either JPEG or PNG

CTA text: Up to 25 characters

CTA buttons per message: Up to five buttons

Message text: Up to 8,000 characters

Find more details about LinkedIn conversation ad specs [here](#).

Document ads

Similar to how you can use content for lead generation on your website, LinkedIn Document Ads allow you to do the same thing on the platform.

With document ads, you can share PDFs, slideshares, presentations, and other long-form documents to collect member information and generate leads.

Types of documents you can share include whitepapers, reports, how-to guides, and more.



Constant Contact

33,219 followers

Promoted

Ever feel so inundated with features for a marketing platform that you don't know what to choose? We get it, and it's why we created a free PDF that gives you the research and data you need to figure it out for yourself.

- 🌟 The top factors that demonstrate a successful marketing tech stack
- ❤️ The main considerations of marketing execs when evaluating new marketing tech
- 😊 The most valuable features of a marketing platform
- ✅ And so much more

Download it for free now.



NEW RESEARCH

How Top Executives Choose the Right Marketing Platform

Constant Contact

Research created in partnership with Ascend2

[Unlock Full Document](#)

Source

Goals: Brand awareness, website visits, engagement, website conversions, and lead generation.

LinkedIn document ad specs:

Name of ad: Up to 255 characters

Headline: Up to 70 characters

Introductory message: Up to 150 characters

File type: PDF, DOC, DOCX, PPT, PPTX

File size: 100 MB

Number of pages: Under 10 pages (300 pages maximum or 1 MM words)

Find more details about LinkedIn document ad specs [here](#).

Video ads

LinkedIn video ads can help you promote thought leadership, highlight your customer experience, reveal new products, offer an insider look at company culture, and anything else you can dream up.

Use video ads on LinkedIn as an opportunity to show, not tell, your brand's story.



Hulu

442,394 followers

Promoted

• • •

Buzzfeed calls ABC's Abbott Elementary "witty and hilarious." Now nominated for 8 Emmy® Awards including Outstanding Comedy Series. Stream on Hulu.

FOR YOUR EMMY® CONSIDERATION

Abbott Elementary

STREAM ON hulu

0:14 / 0:15

Abbott Elementary | For Your Emmy® Consideration

[Learn more](#)

Source

Goals: Video views

LinkedIn video ad specs:

Name of ad (optional): Up to 225 characters

Video headline: Up to 70 characters to avoid shortening (200 max characters)

Introductory text (optional): Up to 600 characters

Video length: 3 seconds to 30 minutes (high-performing LinkedIn video ads tend to be 15 seconds or less)

File size: 75KB to 200MB

Frame rate: Less than 30 frames per second

Aspect ratio:

- Horizontal/landscape: 16:9 (1.77)
- Square: 1:1
- Vertical: 4:5 (.80)
- Vertical: 9:16 (0.56)

Find more details about LinkedIn video ad specs [here](#).

Event ads

To make an event ad on LinkedIn, you must first create a LinkedIn event on your page.

This type of ad campaign can help you increase your event's reach and highlight important details.



U.S.-Japan Council

9,389 followers

Promoted

+ Follow ...

Join us in Washington, DC in November for our 2023 Annual Conference! The Public Symposium will take place November 8-9, and our Members ...see more



Wed, Nov 8, 6:30 AM - Fri, Nov 10, 4:00 PM CST

[View event](#)

2023 USJC Annual Conference

📍 Washington, US

20 attendees

Source

Goals: Brand awareness, website or landing page visits, engagement, and event sign-ups.

LinkedIn event ad specs:

Name of ad (optional): Up to 225 characters

Introductory text: Up to 150 characters to avoid shortening (max of 600 characters on desktop).

Image: The image thumbnail you used in your LinkedIn Event will automatically be used for your ad.

Find more details about LinkedIn event ad specs [here](#).

Follower ads

Follower ads are a type of dynamic ad personalized to your audience. These ads promote your LinkedIn Page to others to encourage them to hit that follow button.

Ad ...

Start improving your content with Content
Optimizer today



Get better results with more engaging
emails

Sign Up

[Source](#)

Goals: Brand awareness, website visits, and engagement.

LinkedIn follower ad specs:

Ad description: Up to 70 characters

Ad headline: Choose a pre-set option or write up to 50 characters

Company name: Up to 25 characters

Ad image: Company logo; 100 x 100px for JPG or PNG

Find more details about LinkedIn follower ad specs [here](#).

Lead generation forms

Lead gen forms, short for lead generation forms, are available for message ads and sponsored content. These ads can help you discover more qualified leads.



Adobe Creative Cloud

700,046 followers

Promoted

Join our Adobe experts and learn how to push your illustrations to new levels of creativity with immersive 3D scenes.

Webinar

Add more realism to your vectors with 3D design.



58 submissions

Transform Vectors into 3D Scenes with Illustrator + Substance 3D

[Sign Up](#)

[Source](#)

For instance, if you're hosting a webinar, you can connect a lead gen form to your CTA, which will automatically input your target audiences' profile data.

After, you can download your leads from LinkedIn's ads manager or integrate LinkedIn to work with your own CRM.

Goals: Lead generation

LinkedIn lead gen form specs:

Form name: Up to 256 characters

Headline: Up to 60 characters

Details: Up to 160 characters total

Privacy policy text (optional): Up to 2,000 characters

Call-to-Action: 20 characters

Confirmation message: 300 characters

You can learn more about lead gen forms [here](#).

Spotlight ads

Spotlight ads highlight your products, services, content and more. When members click a spotlight ad, they're immediately directed to your landing page or website.

Ad ...

Start improving your content with Content
Optimizer today



Get better results with more engaging
emails

[Sign Up](#)

Source

Like follower ads, these dynamic ads use personalization to connect with audiences.

Goals: Brand awareness, website visits, engagement, lead generation, and job applicants.

LinkedIn spotlight ad specs:

Ad description: Up to 70 characters

Ad headline: Up to 50 characters

Company name: Up to 25 characters

Image: Preferred size is 100 x 100px for JPG or PNG

CTA: Up to 18 characters

Custom background (optional): Must be exactly 300 x 250px and 2MB or less

Find more details about LinkedIn spotlight ad specs [here](#).

Single job ads

Single job ads promote opportunities directly in your audience's newsfeeds. If you've been struggling to find that perfect candidate or always seem to be in hiring mode, these ads are the way to go.

The screenshot shows a LinkedIn job listing for a "Web Editor/Copywriter" position at "Whole Foods Market" in "Austin, TX". The listing indicates that the company is "Actively recruiting". A red box highlights the word "Promoted" in a button below the job title.

Source

It also doesn't hurt that LinkedIn internal data shows that [these ads provide a 25% increase in the average click-to-apply rate](#).

Goals: Job applications

LinkedIn job ad specs:

Name of ad: Up to 255 characters

Introductory text: Up to 150 characters to avoid shortening of text (desktop max of 600 characters); any legally required language must go [here](#)

Find more details about LinkedIn single job ad specs [here](#).

Thought leader ads

Thought leader ads are one of the newest ad formats LinkedIn has introduced. These ads are used to promote content from a thought leader, like an executive, within an organization.

When the promoted content shows up in members' feeds, it will have a label that shows which company is promoting it.



Diana Abeleven · 3rd+
Senior Manager, Global
Partnerships | News & Media

+ Follow

...

Promoted by Canva

Next week I'm heading to Philadelphia (home to the 🦅, 🎗️ and 🧀📌) to attend this year's [Online News](#) ...see more

I'll be speaking at & attending **ONA23**

Diana

Get in touch via diana.abeleven@canva.com

180

9 comments • 1 repost

Like

Comment

Repost

Send

Source

Creating a thought leader ad on LinkedIn is similar to boosting an ad on Instagram. The content must have already been created by the thought leader for the company to promote it.

Unlike other ads, you can't add headlines, explanatory text, or CTAs to thought leader ads.

Goals: Brand awareness and engagement

LinkedIn thought leader ad specs:

Ad format: A thought leader ad must be a single image ad or video ad

Headline: You cannot add a headline (the ad is based on the original post)

Introductory text: You cannot add text (the ad is based on the original post)

CTA: There are no call-to-action buttons on a thought leader ad

Find more details about LinkedIn thought leader ad specs [here](#).

How to get started with advertising on LinkedIn

To create your own LinkedIn ad, either for the first time or to ramp up your existing advertising strategy, follow the steps below:

Step 1: Create a LinkedIn Page (if you don't have one already)

You need a LinkedIn company page in order to create Sponsored Content and ads. If you need help setting one up, read our guide on [LinkedIn for business](#).

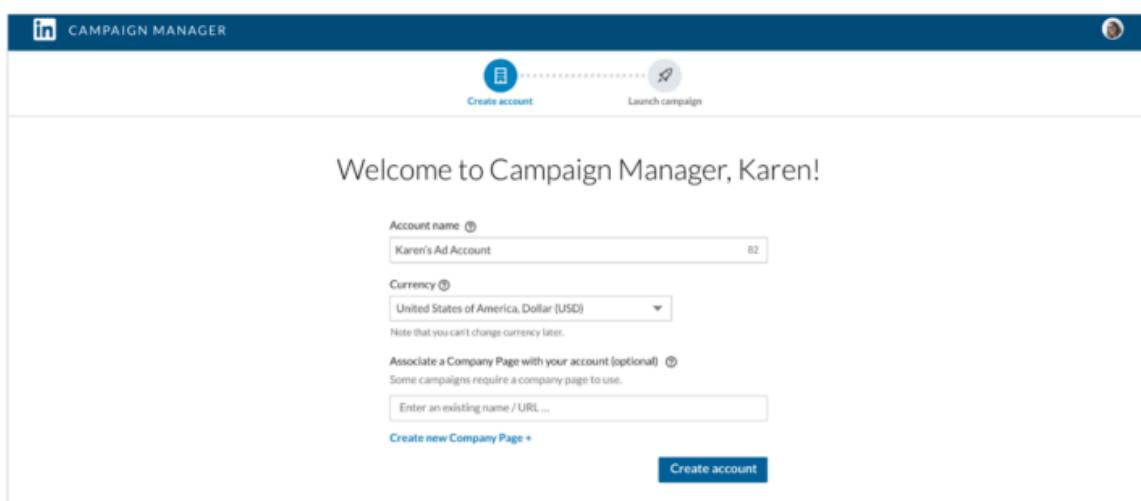
Oh, and if you're a visual learner, check out the short video below:

How to create a LinkedIn Company Page (2022 UPDATE)



Step 2: Log in to Campaign Manager or create an account.

The Campaign Manager platform, also known as LinkedIn's ad manager, will be home to all your advertising activities, such as running campaigns and managing your budget.



[Source](#)

Step 3: Select your ad objective

Think about what type of action you want to inspire among your audience. Your options, as we described above, are awareness, consideration, or conversions.

The screenshot shows the LinkedIn Audience Objectives interface. At the top, it says "Objective" with a help icon. Below that, a message reads "Let's get started! Select the objective that best fits your goals below." There are three main categories: Awareness, Consideration, and Conversions, each with a horizontal bar indicating the selected option. Under Awareness, there is one item: "Brand awareness". Under Consideration, there are three items: "Website visits", "Engagement", and "Video views". Under Conversions, there are four items: "Lead generation", "Talent leads" (with a help icon), "Website conversions", and "Job applicants".

Source

Step 4: Choose your target audience

First, you must choose a location, and then you have the option of adding a job title, company name, industry type and personal or professional interests.

The screenshot shows the LinkedIn Audience creation interface. At the top, it says "Audience" and "Saved Audiences" with a dropdown arrow. Below that is a button for "Audiences". A "Create a new audience" button is also present. The main section starts with "Where is your target audience?". It shows "Locations (Recent or Permanent)" set to "United States". There is an "Exclude" option for people in other locations. Below that, it says "Your audience has their Profile Language set to English" with a dropdown arrow and a help icon. A note states: "Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region." The next section is "Who is your target audience?". It includes a note: "This is a previously used audience, which you can modify below. [Reset and start over](#)". Below this, it says "Include people who have ANY of the following attributes:". Under "Member Groups", it lists "LinkedIn Company Group". There is an "AND also have ANY of the following attributes:" section with a "Search" input field and a "Learn more about matched audiences" link. At the bottom, there is an "Audiences" section with a note: "Use your data to retarget website visitors or reach known contacts and accounts" and links for "List upload" and "Lookalike".

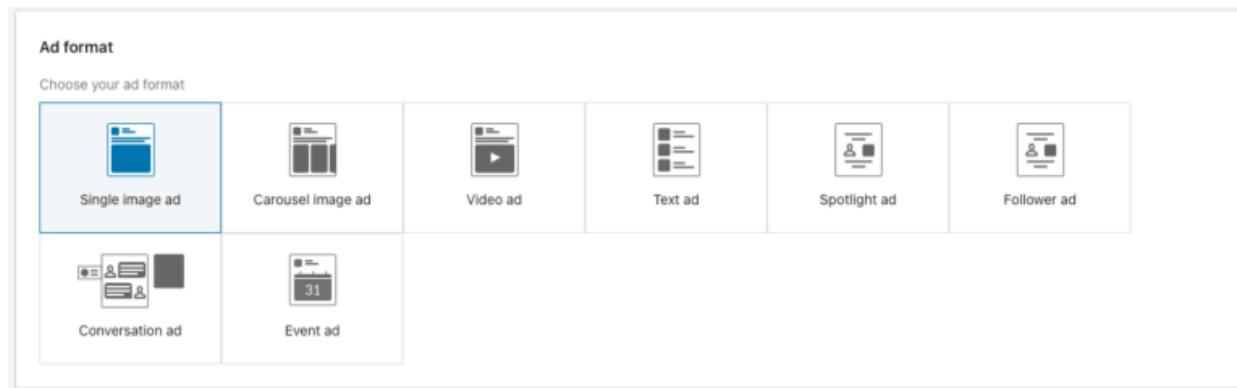
Source

You can also choose to connect with people you already know through Matched Audiences. You can do this by retargeting people who've visited your website or uploading a list of email contacts.

Psstt: Need help creating a Matched Audience? LinkedIn's got a [handy video tutorial](#) on just that.

Step 5: Select an ad format

Depending on your chosen objective, you can pick from Sponsored Content options (single-image, carousel or video ads), Event Ads, Text Ads, or Conversation Ads.



[Source](#)

Step 6: Create your budget and schedule

Campaign Manager will provide a budget range based on other competing bids for your ideal audience.

The initial 2-4 weeks are typically considered a learning experience to determine what works (or doesn't). For testing, LinkedIn recommends a daily budget of at least \$100 or a monthly budget of \$5,000. For new advertisers, LinkedIn recommends \$25 for the minimum spend.

Budget & Schedule

① Your Campaign Group total budget is \$100.00
 ② Your Campaign Group is scheduled to run from 7/26/2022 to 8/31/2022

Budget

Set a daily budget ▾

Daily Budget

\$100.00 Actual amount spent daily may vary ⓘ

Schedule

Run campaign continuously

Start date
8/9/2022

Your campaign will run continuously starting from August 9, 2022. Your campaign will spend no more than \$600.00 this week. From next week, your campaign will spend no more than \$700.00 in a week.

Set a start and end date

Bidding

Optimization goal ⓘ

Reach [Change](#)

Bidding strategy ⓘ

Maximum delivery - Get the most results possible with your full budget

[Source](#)

Step 7: Start building your ad

If you opt for Sponsored Content or Text Ads, the Campaign Manager will share previews so you can get a sense of the final look of your ad. In the case of Message Ads, you'll be able to send yourself a test message.

Ads in this campaign ⓘ

Create new ad Browse existing content



To add ads to this campaign, browse your existing content or create a new ad.

Previous Save and exit Next

[Source](#)

Step 8: Provide payment information

Before you can debut your ad to the world, you must provide payment information. Once that's done, you're ready to launch!

The screenshot shows the LinkedIn Campaign Manager interface. At the top, it says "Brand awareness - Aug 9, 2022". Below that, it shows the campaign group "Test Campaign Group" with an ID of 1010101010101010. The budget is \$100.00, and the start date is 3/31/2021, with an end date of 12/31/2022. The allowed campaign types are Sponsored Content.

The main area is titled "Review & Launch" and contains the following sections:

- OBJECTIVE:** Brand awareness. Description: I want more people to learn about my business.
- CAMPAIN GROUP:** Test Campaign Group
- BUDGET:** \$100.00
- SCHEDULE:** 3/31/2021 - 12/31/2022
- AUDIENCE:** Audience Expansion is enabled.
- INCLUDE:** People with English as their profile language inc.
- LOCATIONS (RECENT OR PERMANENT):** United States
- AD FORMAT:** Single image ad
- PLACEMENT:**

On the right side, there is a "Payment method: None" section with a note about agreeing to the LinkedIn Ads Agreement and Advertising Guidelines. Below that is a "Launch Campaign" button.

At the bottom right, there is a "Forecasted Results" section with the following data:

| Target audience size | 190,000,000+ |
|--------------------------|---------------------------------|
| 30-day spend | \$1,800.00 - \$3,000.00 |
| 30-day reach | Key Result
110,000 - 480,000 |
| 30-day average frequency | 1.6 - 2.5 |

There is also a note: "Forecasted results are directional estimates and do not guarantee performance. Learn more".

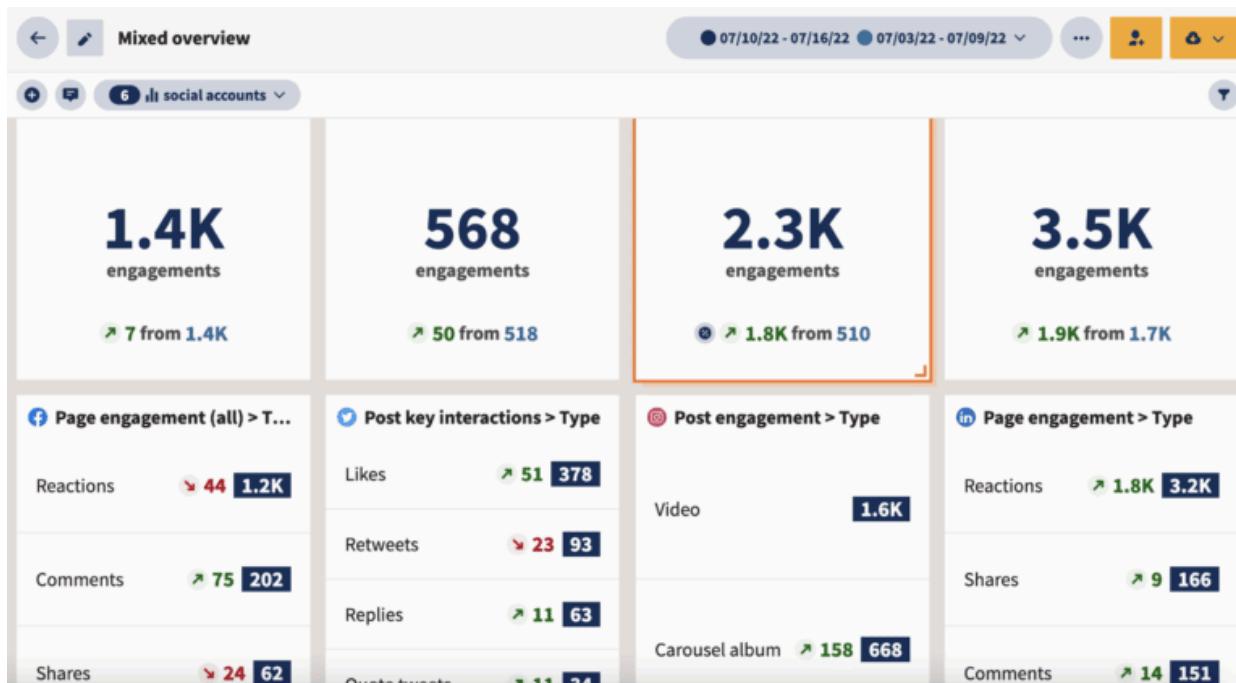
[Source](#)

Step 9: Measure performance

When you sign in to Campaign Manager, the first thing you'll see is the reporting dashboard for your LinkedIn ads. From here, you can review performance metrics, access charts and demographics, or export a CSV report. This is also where you'd go for conversion tracking.

If you're only running ads on LinkedIn, the platform's native tool might be enough.

But if you want to **create, publish, and monitor ad performance across multiple platforms**, an all-in-one tool like Hootsuite is your best option.



[Book a free Hootsuite demo today](#)

LinkedIn ads best practices

Last but certainly not least, here are the criteria LinkedIn itself says are vital to crafting a successful ad campaign on the platform.

Figure out your target audience

On LinkedIn, defining where in the world you want your ads to be seen is mandatory. Your desired location is actually the only field that's mandatory when setting up your ad campaign. You can go broad by only designating the country, state or province, or you can go granular and target audiences by city or metropolitan area.

You can further refine your target audience with company details (e.g., industry or company size), demographics, education, job experience and interests.

One word of caution: Like other advertising platforms, LinkedIn advises against getting over-specific with ad targeting. If you're new to LinkedIn ads, you might want to try casting a wider net initially and sticking to three targeting facets.

You can also A/B test campaigns with different targeting criteria, such as skills versus job titles, to learn which audiences connect better with your brand.

Craft your ad copy around a clear call to action

LinkedIn ads should have a concise headline, descriptive copy, and end with a clear CTA, often in the form of a text button.

Your readers are busy. They need someone to spell out exactly what they should do next. Otherwise, they might miss out on signing up for that career-boosting webinar or purchasing a new product that could simplify their life. Just make sure that your CTA matches the objective you initially selected.

Some effective CTAs include “Register Now” or “Sign Up Today!”

Read Hootsuite’s blog to learn more tips about [creating captivating CTAs](#).

Choose the right content

LinkedIn can boost your content so it finds the right audience, but that won’t keep people glued to the screen. If you really want to connect, your ad needs to stand out.

Try the techniques below to keep audiences hanging onto every word you say.

Sponsored Content:

- Repurpose content from your blog, website and social media channels.
- Include 4-5 ads in each campaign
- Use video, audio or other rich media elements.

- Develop an **emotional connection** by sharing human interest stories.
- Do more than just share trending news. Add your **insights** into the mix to show off your brand's thought leadership.

Sponsored Messaging:

- If encouraging **brand consideration**, share blog posts, webinars, or industry trends and analysis.
- When developing leads and trying to convert customers, promote product demos, tutorials and success stories or advertise an upcoming webinar or event.

Text Ads:

- Despite the name of these ads, **don't skip the visuals**. Images may be optional but they land better results.
- Instead of including an object or logo, opt for a **profile image** when possible.

Video Ads:

- According to LinkedIn, **videos under 30 seconds saw a 200% lift in view completion rates**, so keep them short and sweet.
- Design videos for sound-off viewing and **add subtitles**.
- A **good hook** is critical — viewers drop off fast after the first 10 seconds.

Carousel Ads:

- Use **3-5 cards** to start, and test adding more cards later.
- Create a carousel of content that speaks to a **similar theme** or break down a **large piece of content** into carousel cards.
- Use **visual storytelling** to pique your audience's interest.
- Each carousel card description should include a **CTA** and clear, direct messaging.

Dynamic Ads:

- Be as **descriptive** as possible in the main ad headline and text.

- Test image layouts in advance of posting.
- Include one clear message and CTA in each ad.

Promote organic posts as sponsored content

When time is of the essence, hop on Hootsuite to [promote organic posts as sponsored content](#). You can target audiences based on location, interests, or professional information.

After you've published your ads, make sure you analyze their performance.

Watch the video below to learn more about LinkedIn analytics:

LinkedIn Analytics DEEP DIVE (tutorial for beginners!)



Frequently asked questions about LinkedIn ads

How much does it cost to put an ad on LinkedIn?

The cost to put an ad on LinkedIn varies. LinkedIn uses an online auction system that allows you to place competitive bids for your ads to win

placement.

Are ads worth it on LinkedIn?

Running ads on LinkedIn is worth it if you want to reach an engaged audience of business professionals. LinkedIn ads are a smart way to promote a job listing, company page, online event like a webinar, or a lead generation document like a whitepaper.

What are the ad options for LinkedIn?

The different ad options for LinkedIn include the following formats:

- Single image ads
- Carousel ads
- Conversation ads
- Document ads
- Video ads
- Event ads
- Follower ads
- Lead gen forms
- Spotlight ads
- Single job ads

What is the minimum spend on LinkedIn ads?

LinkedIn recommends \$25 for the minimum spend for new advertisers and anywhere from \$50-\$100 for existing advertisers.

Easily manage your LinkedIn Page alongside your other social channels using Hootsuite. From a single platform you can schedule and share content

—including video—engage your network, and boost top-performing content.

[Get Started](#)

Social media advertising



Become a better social marketer.

Get expert social media advice delivered straight to your inbox.

Email address

[Sign up](#)

By Leah Golob

Leah Golob is a Toronto-based freelance journalist, content marketing writer and editor. Learn more about her work at LeahGolob.com.



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By Sam Lauron

Sam Lauron is a freelance writer who works with B2B and SaaS companies in marketing, ecommerce, business, and related tech. With a background in editorial writing and content marketing, she uses her communications and research skills to produce helpful content that inspires and informs readers.

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Related Articles



Strategy

51 LinkedIn Statistics You Need to Know in 2024

There's no better place to connect with business professionals than on LinkedIn. Here are the most up-to-date LinkedIn statistics to help you shape your strategy.

February 15, 2024

LinkedIn Ads: A Complete Guide For Beginners

When it comes to B2B marketing, there's nothing quite like LinkedIn Ads. Here's everything you need to know to get started with them.



VIP CONTRIBUTOR

Ashley Segura (Ward)

February 22, 2023 · 9 min read

812
SHARES

23K
READS

Designed to facilitate professional connections, LinkedIn Ads can be one of the best platforms in your marketing arsenal – if you know how to use it.

Why should you advertise on LinkedIn? The platform boasts 850+ million members, with 40% of visitors engaging with a page every week. [Check out](#) this article for more data from LinkedIn, including paid engagement stats.

Ready to get learn how to advertise on LinkedIn? Let's go.

LinkedIn Advertising Options: An Overview

LinkedIn used to be extremely limited with its advertising options, which didn't give marketers many options for achieving their goals.

But that has changed. LinkedIn appears committed to providing advertisers with the freedom they need to create ads based on their specific objectives, namely one of the following:

- Brand awareness.
- Website visits.
- Engagement.

- Video views.
- Lead generation.
- Website conversions.
- Job applicants.

The most commonly used objectives with LinkedIn advertising are lead generation, job applications, video views, and website visits, but you can successfully use the platform for any of these.

Why Advertise On LinkedIn?

Billing itself as “the world’s largest professional network,” LinkedIn has more than 875 million members in more than 200 countries and territories.

And, as the only social platform focused solely on business-to-business connections, it’s the ideal place for B2B marketing.

No matter what industry you’re targeting, you’re going to find the majority of the major players on LinkedIn.

Even more importantly, LinkedIn is a platform where you’re most likely to find the actual decision-makers you’re looking for. Need to identify the C-suite executives of a manufacturing firm? LinkedIn is the place to look.

Trying to go after mortgage brokers at small- to mid-sized firms? LinkedIn lets you do that.

Hiring for a new sales role and want only candidates with 5+ years of experience? You guessed it, LinkedIn is the place to search.

According to the platform’s own research, 80% of LinkedIn members influence their organization’s buying decisions, they have twice the buying power of an

average web audience, and they are a whopping SIX times more likely to convert.

So again, if you're not using them already, you need to get on the LinkedIn Ads train right away.

How Do LinkedIn Ads Work?

Using LinkedIn Ads is a fairly easy process, particularly if you have experience in pay-per-click (PPC) advertising already.

To get started, sign up for LinkedIn Business Manager. This gives you a single place from which you can manage all your ad accounts and pages.

In this step, you can invite team members and partners, set permissions, and add assets.

From there, you just need to choose an objective (awareness, consideration, or conversions), choose your targeting options (location, attributes, etc.), pick your ad's format, and set your budget.

Types Of LinkedIn Ads

Based on the objective you choose, you'll be given four different ad types you can use:

Sponsored Content

Think of this as a promoted post. You're promoting an article or post from your company page that appears in the LinkedIn feed.



Fisher Investments

187,130 followers

Promoted

Download The Definitive Guide to Retirement Income to learn ways to grow your wealth and generate income from your portfolio. <https://lnkd>. ...see more

FISHER INVESTMENTS®

7 RETIREMENT INCOME STRATEGIES

Once Your Portfolio Reaches \$500,000



7 Retirement Income Strategies [Free Guide]

fisherinvestments.com

[Download](#)

Screenshot from LinkedIn, January 2023

These ads do have the highest CPC on average, so proceed with caution and make sure the content you're promoting is well thought out.

Text Ads

These are the tiny little ads you may or may not notice on the right side rail of a LinkedIn feed. Think Facebook Ads circa 2010.

Ads You May Be Interested In

Propel Your Job Search – Fast!
On the job hunt? Get your work in front of the right people and let top tier companies compete for you.

Simple Prototyping
Create realistic animations and bring your designs to life as interactive prototypes. No code required.

Deeper Customer Relationships
Take connections with customers to the next level with FixDex. Call today for a free trial!

Screenshot from LinkedIn, January 2023

Aside from the right column, these ads may appear underneath the “People You May Know” section. This is where text content can really make or break your ad conversions.

Test a few different strategies but really get to the point with these ads.

Sponsored InMail

This is a super fun way to spam someone’s LinkedIn inbox. But, when done properly, it can actually convert higher than any of the other LinkedIn ad options.

Because these ads need to come from a personal profile versus a branded business page, people feel less like they are being sold and more as they can actually communicate with a representative of the business.

Messaging

Emporia State University

Search messages

Sponsored Dec 27, 2022

DEC 27, 2022

Emporia State University • 7:53 AM

Hi Brian, you probably realize you need an MBA to qualify for senior business roles. Keep working as you earn an online MBA quickly and affordably. ESU is top-rated for quality, value, and low student debt. Our AACSB-accredited MBA is career-relevant and designed with your busy schedule in mind.

Tuition is under \$12K. Choose from a general MBA or concentrations in accounting, information systems, or marketing.

Are you interested in earning an MBA in as few as 12 months?

Yes. Tell me more.

What topics will I study?

Carolin Jauss Dec 30, 2022
You: Hey Brian, Yes, I freelance quite a bit. I...

Vipin Taval Dec 27, 2022
You: Hi Brian, I don't have anything at the moment i...

Vipin Taval Dec 27, 2022
Brian: Hi Brian, I hope you are doing well! And would...

Emporia State... Dec 27, 2022
Sponsored Hi Brian, you probably realize you need...

Michael R... Dec 20, 2022

Screenshot from LinkedIn, January 2023

Just *please* don't copy and paste templates to any of your demographics. Make sure and make each InMail personal.

Video Ads

A bit self-explanatory here, but LinkedIn's video ads help promote your videos to your ideal target market. You should be creating a ton of video content.

The image shows a LinkedIn post from the AT&T Business page. The post features a promotional image for Jones Bones Barkery, a dog-themed bakery. The image shows a man in a grey polo shirt and blue jeans standing behind a counter, smiling and holding a box. In the background, there's a woman working at a counter with various baked goods. The bakery's name, "Jones Bones BARKERY", is prominently displayed in large, colorful letters on the wall. On the left side of the image, there's a grid of small dog portraits. The LinkedIn interface includes a blue header with the AT&T logo and the text "AT&T Business", "194,422 followers", and "Promoted". Below the image, the text "Choose the premier unlimited experience" is overlaid. At the bottom, there are standard LinkedIn interaction buttons: "Like" (8), "Comment", "Repost", and "Send". A "Learn more" button is also visible.

AT&T Business

194,422 followers

Promoted

Offer your employees the features they need when you pick the premier unlimited experience for your business.

Choose the premier unlimited experience

AT&T Business Mobility

Learn more

8 1 comment

Like Comment Repost Send

Screenshot from LinkedIn, January 2023

Test various videos to see which type of video (topic, length, real life/animation) gives you the most conversions.

Need help with the ad dimensions and specs? Here's all of the info you'll need for each ad type and objective as you begin creating ads for LinkedIn:

- Advertising Guidelines.
- Advertising Specifications for Dynamic Ads.
- Advertising Specifications for Sponsored Content.
- Advertising Specifications for Sponsored InMail.
- Advertising Specifications for Dynamic Job Ads for Talent Media.

- Advertising Specifications for Text Ads.
- Advertising Specifications for LinkedIn Display Ads.

How To Track LinkedIn Ad Conversions

Site-Wide Insight Tag

This tag gives you the 411 on what actions are happening on your website, thanks to your LinkedIn ad.

Like the Facebook pixel, you can install this tag once and watch the data come in.

It won't mess up the speed of your site either, but it will allow you to track what's happening on your website as a result of your LinkedIn ad.

BONUS: You can also set up LinkedIn retargeting ads once you have the Insight tag installed and a steady amount of site visitors.

Event-Specific Pixel

This type of tracking pixel is created more for the lead-gen type of objective.

Say you have a form you want someone to fill out from your LinkedIn ad, but you don't have a thank you page set up or connected.

You can install this code and still have a "conversion event" tracked each time the form is completed.

You can also add conversion tracking to existing campaigns – so fear not those who haven't set up conversion tracking.

LinkedIn Ads Best Practices

Now that you know how you can use LinkedIn Ads, let's dive into the nuts and bolts of how you should be using LinkedIn and discuss some best practices to help you get the best results.

Pinpoint Your Target Audience

To help you identify and go after the targets who are most likely to act, you need to ask some questions like:

- Who is your demographic, more than just male/female, age/location?
- Have they worked in the same industry their whole lives?
- Are they generally lower management or upper management?
- Do they hold onto their job for two to four years for each position?
- Do they follow Richard Branson on LinkedIn?

You should already know the answers to all these questions, and if, for some terrible reason, you don't, find out the answers.

LinkedIn gives B2B marketers amazing targeting options, but it can only help your ads convert if you truly know the professional side of your demographic.

Knowing how they take their coffee is great for Facebook, but on LinkedIn today, you need to know what they studied in college, if they even went to college, and select those relevant factors as targeting options.

INCLUDE Argentina

+ Add Locations

EXCLUDE Bahamas

+ Add Locations

INCLUDE people who meet one or more of these criteria[Remove all Member Gender](#)**Member Gender** Female

+ Add Member Gender

By checking the box to enable this field, I certify that I will not use LinkedIn to discriminate based on gender or other protected characteristics in ads relating to employment, housing, education or credit. [Learn more](#)

AND people who meet one or more of these criteria**Fields of Study** Social Work Social Sciences Social Psychology Clinical/Medical Social Work Social and Philosophical Foundations of Education Business and Social Skills

+ Add Fields of Study

AND people who meet one or more of these criteria**Job Seniorities** VP Director

+ Add Job Seniorities

AND people who meet one or more of these criteria**Member Interests** Arts and Entertainment Finance and Economy Global Economy

+ Add Member Interests

Note: You can attract a whole lot more than just CEOs with advertising on LinkedIn. Many businesses assume LinkedIn ad targeting is only great for targeting the big player, but it isn't.

Those looking for jobs or in lower-level positions with less experience, even those who just graduated from high school or college, are perfect targeting options for LinkedIn ads.

Use LinkedIn's Content Suggestions

LinkedIn offers Content Suggestions for business pages to help guide them on what they should write about.

Think outside of the box on this one and use trending topic ideas for ad headlines and descriptions.

The Content Suggestions are super easy to use, and you can even target those directors and CEOs you've been eyeballing.

Simply choose the industry, location, and seniority you're targeting, and LinkedIn will generate the latest trending topics for those designated filters.

Welcome to Content Suggestions!

X



Discover topics and articles that your audience is engaging with on LinkedIn

Add one or more filters to get started

Industry

Add an industry

Marketing and Advertising

Internet

Information Technology & Services

Staffing & Recruiting

Location

Add a location

United States

Greater San Diego Area

India

United Kingdom

Seniority

CXO

Director

Entry

Manager

Owner

Audience size 50,000+

View content suggestions

Results in:

The screenshot shows the LinkedIn Ads search interface. On the left, there are filters for Audience size (50,000+), Filter by (All LinkedIn members selected), Industry (Marketing and Advertising selected), and Location. On the right, the results for 'Trending content for last 15 days' are displayed under 'Marketing and Advertising'. The first result is an article titled 'Layoffs suck. Be less of a jerk.' by TheRodinhoods, with a 23% engagement rate. The second result is an article titled 'Mark Ritson, maybe you're wrong, wrong, wrong?' by Mumbrella.

If we even take just the first article that populated in this test search, “Layoffs suck. Be less of a jerk,” we can easily snag a few different ad headline ideas:

- Sick of dealing with layoffs? So Were We Until We Tried This.
- Done Being the Jerk? Over Laying People Off? Click Here.
- What We Found From Layoffs – Click Here

If an article is trending, it’s because people have liked it and engaged with it.

Don’t you want those same people to like and engage with your ad, too? Of course, you do.

Create Lead Gen Forms

One of the best reasons to use LinkedIn Ads is that it allows you to generate high-quality leads with proven return on investment (ROI).

And the best way to do that is by using the platform’s built-in Lead Gen Forms.

Available for both message ads and sponsored content, they’re easy to set up and can be directed to just by adding a call to action (CTA) to your ad. Once a user clicks on the ad, they’ll see a pre-filled form that already includes their name and relevant info.

Submitting the form, LinkedIn members can be directed to specific “Thank You!” pages that connect to your website, ebook download site, or any other destination.

And because marketers love numbers, Lead Gen Forms make it really simple to measure the impact of campaigns.

Via either your Campaign Manager or the third-party platform of your choice, you can generate reports on important metrics like cost per lead, form fill rate, and audience information.

If You’re In B2B, You Should Be Using LinkedIn Ads

For professional or business-to-business marketing, there really is nothing quite like LinkedIn.

By offering the flexibility you want in social media advertising, combined with a good ROI, it can help you reach decision-makers like never before.

But, like most things marketing-related, you can’t expect miracles to happen overnight. It will likely take some experimentation and fine-tuning before you settle on the best approach for your organization’s needs.

Just have some patience and a clear strategy, and you’ll have this powerful social platform reaping the rewards for you before you know it.

Featured Image: ZacoDot/Shutterstock

15 Ways to Boost Your Personal Brand on LinkedIn

12 Strategies to Boost Growth on Pinterest

