

Unit 1 Introduction to Digital Marketing

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet.

Enter digital marketing — in other words, any form of marketing that exists online.

Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From the website itself to a business's online branding assets — digital advertising, email marketing, online brochures, and beyond — there's a spectrum of tactics that fall under the umbrella of "**digital marketing.**"

The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal.

A content marketer, for example, can create a series of blog posts that serve to generate leads from a new ebook the business recently created. The company's social media marketer might then help promote these blog posts through paid and organic posts on the business's social media accounts. Perhaps the email marketer creates an email campaign to send those who download the ebook more information on the company.

Scope and Importance

Digital Marketing industry is booming not just in India but all parts of the world. The year 2016 took the industry by surprise with over 1.5 lakh job opportunities in the Digital Marketing domain. Well, the following was a bigger surprise when only the first quarter of 2017 marked for 8 lakh job opportunities.

The surveys conducted by several forums have predicted this number to grow with Digitalisation in the nation. Our Prime Minister has been actively promoting the idea of Digital India. PM Modi's digital India campaign gained massive popularity. The initiative of Government of India is aimed at providing easy services to its natives.

Now imagine when a nation's government is promoting the digital interaction, what do you think will be the Digital Marketing scope in that nation.

1. As a tool for communication
 - A. Digital marketing gives fair opportunities to all kinds of businesses
 - B. Digital Spending Up
 - C. The power of smart phone as game changer
 - D. Consumer attention and online dominance
 - E. Data Explosion
 - F. Bright Future

2. As a career in marketing
 - A. Digital marketing manager
 - B. Content writers
 - C. Content marketing managers
 - D. Inbound marketing manager
 - E. Social media marketing expert
 - F. SEO executive
 - G. Conversion rate optimizer
 - H. Copywriter
 - I. E-mail marketer
 - J. Web analytics executive

Importance of Digital marketing

1. Provides equal opportunity for all kinds of businesses
2. More cost effective than traditional marketing
3. Delivers better conversion
4. Helps to generate better revenues
5. Facilitates interaction with targeted audiences
6. Caters the mobile consumers
7. Builds brand reputation
8. Influence customers to take favorable action via CTA

Types of Digital marketing

1. SEM(Search engine marketing)
2. SEO(Search engine optimization)
3. PPC(Pay Per click)
4. Content marketing
5. Email-marketing
6. Social media marketing
7. Affiliate marketing

Internet Vs. Traditional Marketing Communications

Basis of difference	Traditional Marketing	Digital /Internet Marketing
1.Direction of communication	Uni-directional communication(company communicates with its customers about its products or services in on direction way).	Bi-directional communication(business can communicate with customers and customers can ask queries or make suggestions to business as well.
2.Medium of Communication	TV ad , bill board , news paper etc.	Social media websites, chats , apps and e-mail etc.

<p>3. Campaign</p>	<p>Time consuming for preparation , designing and launching etc.</p>	<p>Rapid campaign and can be launched within no time</p>
<p>4.Reach</p>	<p>Best way to reach local audience</p>	<p>Effective way to reach local audience as well as international customers also.</p>

How We Use Both Digital & Traditional Marketing

Our traditional marketing methods support our digital marketing efforts. The two do not operate in exclusion from each other. But we only use hard copy marketing materials to further strengthen a relationship with a contact, referral partner or client. We don't invest in television or radio ads, for example, but we will give brochures to someone who is interested in our services. Rather than taking an all or nothing approach, it appears that a multi-channel approach that leverages the unique benefits of paper with the convenience and accessibility of digital will perform best.

Internet Microenvironment

The environment under which organization functions determines how it will conduct its business. Organizations have to constantly monitor and appraise the external business environment. Organizations have to make changes in its operations in accordance to the environment as to be profitable and effective. Therefore, understanding the business environment is important before developing any marketing strategy.

Specific forces such as a market place, customers, organization, etc. which directly affects organization are referred to as micro-environment.

The internet has made a direct impact on the micro-environment of the organization.

Market Place

The market place for an organization includes interaction between all the elements of the micro-environment. There are five forces which impact organization in the marketplace. The impact of internet on the five forces is as follows:

Bargaining Power of Customers: with the advent of the internet, customers have wider choices of products than before. The increase in competition has reduced the price level as customer demand more transparency in operations. Thus the bargaining power of customers has increased.

Bargaining Power of Suppliers: again with wider choice due to the internet. The bargaining power of the supplier has gone down

Threats of substitute: the internet has enabled quicker introduction of products and services. The organization must carefully observe the introduction of substitute in the market as to avoid losing market share.

Barriers to entry: the internet has substantially reduced establishment costs, especially in the services industry. Therefore, organization has to carefully observe the movement of the new entrants in the market.

Competition: the internet has started the trend of faster commoditization of products. Thus companies need to find new ways through which it can differentiate itself from competition.

Customers

An organization's success is dependent on strong customer base. Therefore, customer needs and requirements require a better understanding from the organization. A qualitative and quantitative analysis needs to be developed by the company to track consumer behavior and create more consumer insights. These consumer insights can be used by marketing groups to develop specific strategies.

Companies are using demand analysis to understand and determine the potential of the new business proposition among customers. Companies also deploy qualitative analysis to understand perception of a consumer towards new products and services.

After assessing demand and perception among consumer for the products and services, companies develop marketing communication to target specific potential

customers and convert them to actual customers. This conversion marketing technique helps companies improve their customer base.

Online sites track the way consumer navigates to reach particular destination or buying decision. This helps companies to design better websites. The internet search engines are the first stop for many consumers to begin searching for a particular product or service. Hence it is important to understand the phrases or sentence consumers are using to reach a particular product or service.

Companies divide consumer into a particular group or segment based upon their demographics and psychographics.

Online Buying Behavior

It is very important for an organization to understand how the internet works in a multiple channel scenario. Thus, companies develop different models to understand online buying behavior.

Companies have started creating personas which summarize the customer needs, requirements and environment based on their internet usage. Based on this persona, companies develop a customer scenario. This customer scenario is series of task or path taken to come at a desired buying decision.

This customer scenario is part of the overall buying experience and it involves multiple channel partners. Therefore multi-channel strategies have to be built in assessing overall customer online buying behavior.

Competitors

Online business is dynamic in nature. Therefore, it is important for organizations to monitor usage of the internet by the competition. The internet is the new medium through which companies undertake the task for customer retention and acquisition.

This dynamism has introduced new services and innovative marketing mix more frequently compared to traditional marketing techniques. Benchmarking also has become dynamic and cannot be considered one of, activity, but has to be continuous.

The strategies of traditional competitor are well known. However, with the internet and globalization, new entrants are always posing a constant competition to the organization.

Companies for benchmarking should analyze competitor's web site, identify the current trends and keep an eye on future trends.

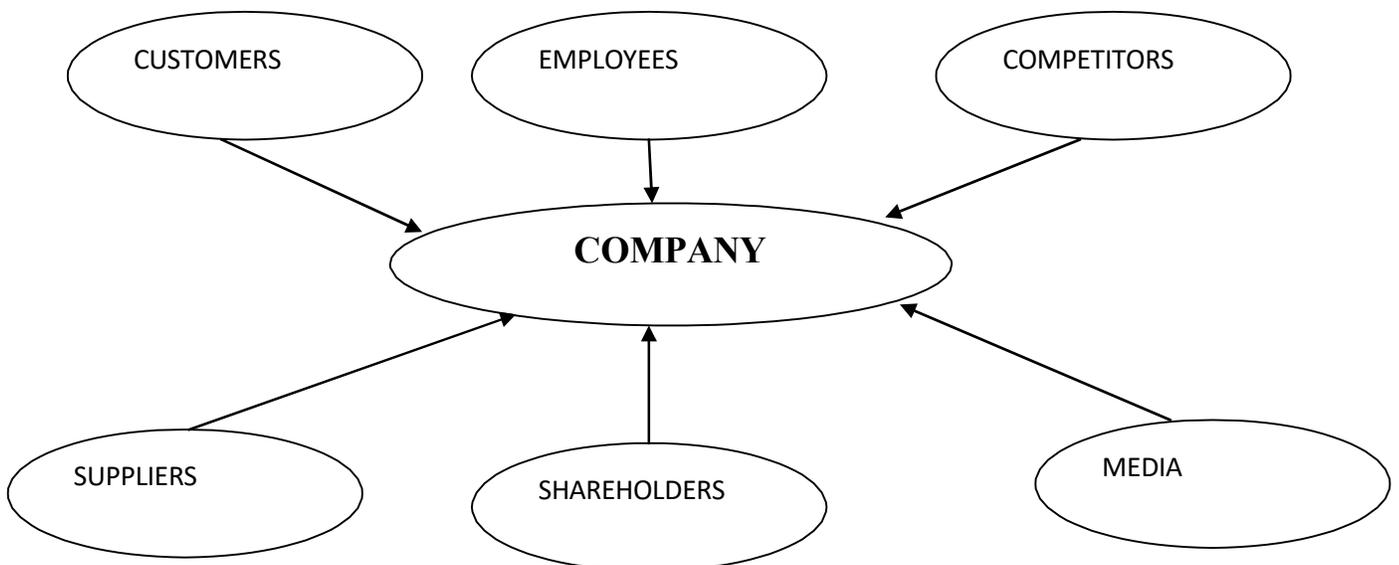
Suppliers

Total customer satisfaction is the key in developing long and fruitful relationship with consumers. Therefore, it becomes important for the organization to monitor supplier, as they do affect quality or experience for customers.

Intermediaries

Marketing intermediaries are companies which help the organization sell, promote and distribute products and services in the market. For internet marketing, there are online intermediary websites. These intermediary websites work as a platform between consumers and business suppliers. The online social networks also act as an intermediary. They provide a platform which facilitates collaboration and exchange between various individuals.

The companies need to maintain constant watch on the internet environment. This will help organization respond to ever changing and evolving internet micro environment.



Use of B2C and B2B internet Marketing

While business-to-business and business-to-consumer Internet marketing strategies are two different animals, in that one model targets businesses and the other consumers, the benefits that B2B and B2C provide to marketers are about the same. In short, both models help businesses increase sales in an increasingly competitive marketplace. In 2012, in the United States the number of potential Internet buyers in this increasingly competitive marketplace reached a new peak: 245 million potential buyers online.

Increased Awareness

With over six billion Internet users across the world, it's obvious why B2B and B2C Internet marketing increases awareness of businesses and their products or services. More than that, with more B2B and B2C companies marketing themselves on the Internet, marketers are in a better position to pick up details about their competition. Additionally, with the advent of the social networking explosion, more business and consumer patrons are voicing their opinions about various products and services. This gives marketers even more empowering info about what the market is thinking – knowledge they wouldn't have if they themselves weren't using the Internet.

Better Interaction

The social network explosion, in addition to email and website marketing, also gives marketers the ability to interact more directly with their customers, whether businesses or consumers. An important part of this interaction is educating customers, either as a group or as individuals. Marketing strategists at the firm Customer Paradigm cite business authors Margaret Clark and Carol Pearson, who say that educated customers will buy more than confused ones. So whether it's marketing via email, podcasts, a website or social networks, marketers who are interactive on the Web increase their authority in the marketplace – another advantage from using the Internet.

Better Service

Better education relates to better service. In the days of mom-and-pop stores, customer service usually meant the interaction you got once you walked in the store, when what you ordered was delivered to your doorstep or when you called via telephone. Now that more B2B and B2C companies are using the Internet, though, they're providing marketing websites on which customers can make contact when they have questions or concerns, and they're sending informative

emails that don't merely advertise but also inform their customers with practical information. This means that customers, ideally, are getting much more robust service.

Refined Messaging

The Internet has also provided marketers with more specific information about their customers, such as when they're more receptive to receiving an advertising message. Armed with this knowledge, some B2B and B2C companies use a marketing method called "**right-time marketing**." According to business analyst firm Garner, Inc., the statistics are too compelling to ignore: strategically timing email marketing messages will help marketers see as much as a 600 percent rise in performance over more lax messaging methods, such as email blasts and cold calling.

Internet Marketing Strategy

The internet is considered as a channel partner. Hence online marketing is to be considered as a channel marketing strategy. An Organization needs to define specific objective from internet marketing and building communications as well as scheme around it.

Internet marketing is one form customer touch point where companies directly interact with existing as well as potential customers.

Integrated Strategy

The biggest challenge for the companies is to integrate internet marketing strategy with overall marketing strategy. The prime reason for this challenge is the thought process that has considered internet as an independent entity. Many organizations have not made an effort to make internet as any function of the organization.

The internet is a new channel partner for many organizations. Therefore, it is essential that companies create separate the internet marketing plan. As companies begin to understand the full potential of internet marketing, a separate internet marketing plan may not be required. The overall marketing plan now will be developed considering the strategic advantage of internet marketing.

Strategy Building

Every company needs to develop a logical framework for its operations as to meet its business objectives. The overall business objectives need to be broken to

milestones, the company has to achieve within a certain time frame. To achieve these milestones, companies need to develop strategies around the key activities.

One of the key activities in strategy development is marketing. The strategy developed to achieve business objectives through marketing is called as a marketing plan.

An internet marketing strategy building begins with understanding the current market scenario. After analyzing market scenario, companies develop marketing plan and specific internet related objectives. To achieve internet channel objectives, companies develop the internet marketing plan. After developing and defining internet marketing plan, the next step is to analyze the online presence of the company. The company can start working towards implementation of marketing strategy, if it already has an online presence.

A strategy would be considered incomplete, if there is no continuous monitoring of the same. A strategy modified and re-worked based on positive or negative feedback.

Strategy Review

An organization functions in a dynamic environment. It needs to ascertain whether the current marketing strategies are effective or they require some modification. This internal marketing audit looks to resolve following key activities:

- A complete review of the internal capabilities of the company, process and resources.
- A complete review of the present market and the competition, including the micro and the macro environment.
- A complete review of current internet contribution in the marketing plan.

Another aspect of the strategic review is to assess the current contribution of internet marketing plan with other marketing activities. This can be done by understanding the current internet marketing capability. The first step is to check whether company has its own website. The next step is to check whether the website is registered with any online business directory. The next step is to create the website with a basic company and product information. The next step is making the site interactive where a potential customer is able to place further enquires. The next step is to develop the website which is capable of e-commerce activities as well as customer service desk. The final step is to develop a full

functional website which can help the company in marketing as well as relationship building.

Goal Setting

Any marketing strategy or plan should be constructed to support the overall business objective of the company. Companies have a general tendency of developing the internet marketing plan away from the overall marketing plan. Companies have resorted to experimentation in internet marketing plan rather than a focused approach.

This lack of clarity in the internet marketing plan has led to many failures with companies suffering from financial loss.

Integration of the internet can be done through scenario based analysis. In the scenario based analysis various market simulations are created to explore different possibilities. The internet marketing role in all scenarios needs to be explored to take the full advantage.

The financial benefits of internet marketing would be through increased sales and better topline growth. The internet marketing would also help in customer service, by development easy self-help guides, thus reducing overhead cost.

The intangible benefits of internet marketing would be a better corporate image, enhanced visibility, customer relationships, better customer service etc.

Strategy Formulation

The internet is considered as a channel partner for the company and therefore it should be part channel marketing strategy. It is important for the internet marketing strategy considers the following:

- The strategy developed should outline objectives which generate leads and sales from this channel.
- The strategy should target the customers which are users of the internet.
- The strategy supports the customer in making the buying decision as well as delivering the product.
- The strategy should highlight differentiation from competition.
- The strategy should encourage consumers to use the internet along with channels.
- The strategy should help in customer acquisition as well as retention.

Implementation

The company needs to ascertain various pros and cons of internet marketing strategies before implementation of one particular strategy. With finite resources companies look for solutions which are implementable.

To implement an online marketing strategy, companies have various marketing applications. Companies need to maintain portfolio of these applications and make a careful selection depending upon risk and reward.

Post implementation it is important to maintain tracker of the strategy. These trackers are frequently centered on, visitor tracking, lead generation, online sales and finally customer retention.

Development of internet marketing strategy should follow the same path as that of any marketing strategy, without forgetting uniqueness that the internet brings to the company.

Types

- **Display Advertising:** The use of banner ads and other graphical advertisements to market products online.
- **Search Engine Marketing:** Using search engines to help connect users with the products and services they are most interested in. Companies can pay to receive preferential ranking in a list of search results.
- **Search Engine Optimization:** A free and organic way for companies to improve their visibility on search engines.
- **Social Media Marketing:** Using sites like Facebook and Twitter to connect with customers.
- **Email Marketing:** Communicating with customers through the use of carefully designed emails.
- **Referral Marketing:** Using internet channels to encourage consumers to recommend products to their friends and families.
- **Affiliate Marketing:** Working with other businesses to make it easier for consumers to shop for products online.
- **Inbound Marketing:** Boosting the value of a company's web presence by adding unique content like blogs, games, and tutorial videos.
- **Video Marketing:** Using web videos for promotional purposes.

Unit 2 Social Media Marketing

UNIT 4

Digital Promotion Tools

Social Media Marketing

Social media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content. As the name implies, social media involves the building of communities or networks and encouraging participation and engagement.

Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities.

How Are Search & Social Media Marketing Related?

Why would a search marketer — or a site about search engines — care about social media? The two are very closely related.

Social media often feeds into the discovery of new content such as news stories, and “**discovery**” is a search activity. Social media can also help build links that in turn support into SEO efforts. Many people also perform searches at social media sites to find social media content. Social connections may also impact the relevancy of some search results, either within a social media network or at a ‘mainstream’ search engine.

Social Media Marketing At Marketing Land

Marketing Land is the sister site to Search Engine Land that covers all facets of internet marketing, including these popular topics within social media marketing:

- Facebook
- Instagram
- Twitter
- Pinterest
- LinkedIn
- YouTube

Social media marketing can help with a number of goals, such as:

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

Designing Content for Social Media Marketing

Social media networks support multiple content formats and there has been rapid growth in the use of interactive formats, for example, carousel ads on Facebook. This flexibility of format (text, image, multi-image, video, carousel etc.) gives marketers the ability to experiment with different types of content to gauge how best to attract and engage social users.

If people are the heartbeat of social media, content is the blood. It's your content that people see and respond to, and that communicates your values and messages.

But what content works? How do you plan what to talk about, on which platforms and in what formats?

Producing and sharing content is no guarantee of success. Smart content marketers understand the need to align social with other channels to ensure there is a consistent style of communication with customers and the stories they are telling, and that is driven by a clear plan rather than scrabbling each week to find something to share.

Why is it important to get your content right for social media?

Social media is most often used for personal reasons to connect with friends and family, or to be part of conversations that align with your personal interests and passions.

If you serve content to people with this mindset that isn't appropriate, relevant or useful, it can have the effect of turning people off and driving them away. Similarly, if you blast people with a constant stream of content, it can be overwhelming and come across like a shouting match.

You need to take the time to learn what people want to read/watch and make it digestible via the formats and channels they find most useful.

For example, you may have a campaign launching a new detailed guide and social is used to seed snippets from the guide over X weeks with a hook to download the

full content. So the overarching plan guides what is being talked about and when, then the social media plan decides how to tell the story to a social audience based on content format, style and execution.

Before you start posting content, you need to answer the following questions:

1. What are we trying to achieve on social media and how does this align with core business goals/objectives/targets?
2. What stories do we want to tell and how can we make them relevant to our social audience?
3. What is our social customer profile and what types of content do they respond best to
4. What's the current state of the market – how do competitors and comparators perform socially and what content works for them?
5. Who needs to be involved in content production and marketing?
6. How will we measure the success of social content?
7. How will we optimise and improve what we're doing?

Competitor analysis for social content

Imitation is flattery.

By this, I don't mean copy what your competitors are doing, but if you are fighting for mindshare amongst a similar audience, it pays to know what content that audience currently consumes and responds to. You can then factor in popular topics and content formats into your social content plan.

By knowing what competitors are doing, you can also quickly identify content gaps:

1. What topics aren't they covering?
2. Which topics are they covering poorly, with low-quality content?
3. Which topics are they covering but not comprehensively, so there's an opportunity to establish a niche foothold?

Originality is inspiring.

We decided to create inspiring content through other people. We ran a series of inspirational events featuring speakers who had a success story to tell, to demonstrate that success is unique to each of us and what makes each person successful varies but people who achieve have some things in common *e.g. drive and ambition*.

This helped generate unique content that drove social engagement:

- Announcements of new free events at our London base (with Event brite registration)
- Announcements for new speakers and a profile (amplified by them sharing with their personal networks)
- Live tweeting to share quotes and insights from the speakers, via the hash tag shed events
- Post-event write-ups and photos for visual content
- Quotes from the speakers for short social posts
- Post event interviews with some of the speakers around topics related to inspiration.

Creating a social media content marketing calendar

Keep this simple. Work on a quarterly basis and build out the content plan month-by-month aligned with your overall content calendar.

You should have a set of stories that need to be told then break down for each month which story components are the focus and the content formats and social channels that will be used to distribute the messages.

Optimising content for a social audience

Businesses produce a lot of content; don't restrict your social channels to content the social team produces. Think laterally.

For example, customer service teams create a lot of helpful content for users, answering FAQs and enquiries. They often add to the business knowledge base, and this information can be really helpful to social customers e.g. care instructions for a product. However, the content may not always be in a format and style that's suitable for a social audience, so you can take the raw content and repurpose for your social channels.

Let's use the example of care instructions. You could turn this into 'Tip of the day' for Twitter, using short-form, take-away advice that can link to more detailed content on your website.

Creating regular hooks

Find a content format that can be used to create regular posts that encourage people to come back for more.

Increasing content reach

You want the biggest reach possible (amongst relevant audiences) so that you optimise your investment. This means finding ways to encourage other social users to share your content with their wider network. Below I look at 3 techniques to enable this:

Scarcity

You've got something but there isn't much left and people have to hurry to get it. Scarcity is often a marketing veil but if used well can drive social activity. A good example is popular events where tickets sell out quickly – publicising the ticket launch date well in advance drums up interest.

Uniqueness

If you offer something that people can't get anywhere else, and it's relevant to them, you stand a good chance of getting their attention and increasing engagement with your social content.

Amplification

Find influencers who have their own engaged audience (don't just think 'people with millions of followers', the followers need to actually listen to what they're saying). Come up with a value proposition for them that encourages them to listen to what you're posting and then share your content.

Test, measure and learn

How do you know what content works in social media?

Even without web analytics or social media analytics, you can very quickly look at engagement metrics for individual posts *e.g. likes on Facebook, RT on Twitter*.

However, to know how content contributes to your digital KPIs and ROI, then you need to ensure you're measuring a much wider set of metrics. A few tips:

- Add campaign tracking to all posted links (using a consistent tracking taxonomy)
- Use social reports in web analytics to monitor social sessions and conversions
- Use referral reports to compare social domains to other domains for referral traffic
- Use landing page reports and then apply social segments to gauge social impact for key content pages

You should also use social network specific analytics to explore the impact of your content. For example, on Twitter you can compare month-on-month for total engagement and drill down into tweets with the most impressions and engagement.

Make sure you define the KPIs you will measure success against and then ensure reports are set-up to provide the data for analysis. Don't go into the analytics tools with no idea what you want to measure – you'll waste a lot of time!

Useful tools

It helps to use a toolkit to coordinate and automate social content marketing. That doesn't mean remove the human element and personalization, it simply means use tools to help you get your messages out there efficiently, for example queuing Tweets to be sent at times that are most likely to get engagement from your followers.

There are lots of free and paid tools out there. Below is a small list of ones I find really useful:

Hootsuite/Tweetdeck

Social media aggregation platforms to help you coordinate your streams, schedule updates to multiple platforms and monitor keywords/hash tags to see what content other people are posting/responding to.

Buffer

A great queuing system that helps you plan bulk updates and set a publishing schedule for each social network, as well as providing URL shortening and tracking (though you can of course use your own).

Campaign Marketing

Marketing Campaigns promote a product through different media, including television, radio, print and online platforms. Campaigns don't have to rely solely on advertising and can also include demonstrations, word of mouth and other interactive techniques. Businesses operating in highly competitive markets may initiate frequent marketing campaigns and devote significant resources to generating brand awareness and sales.

Marketing campaigns can be designed with different goals in mind, including building a brand image, introducing a new product, increasing sales of a product already on the market, or even reducing the impact of negative news. Defining a

campaign's goal usually dictates how much marketing is needed and what media are most effective.

Marketing Campaign Activities and Negating **Negative** Publicity

Marketing is all about reaching customers, and there are many ways to do that, from a simple postcard to a coordinated social-media blitz. Small companies can email invitations to a special sale and offer a free product to every customer who brings in the invitation. Larger companies can use paid advertising and professional agencies to reach a wider audience.

Whatever the size of the company, it's important that someone is dedicated to handling the influx of traffic a marketing campaign generates. If you are prompting customers to sign up for your email list, you must make sure that the list is managed well and that new customers receive welcoming messages. If visits to your website increase, you must continually update your content to convert this traffic to profitable sales.

Companies that lose sales due to major negative press often use marketing campaigns to rehabilitate their images. One example is Chipotle Mexican Grill, which was investigated by the Centers for Disease Control and Prevention after dozens of customers became sick in 2015 from food safety issues related to E. coli and norovirus. Chipotle's sales dropped 30%, and to get customers back in the door, Chipotle offered coupons for free food via direct mail and texts. Chipotle also used online video to announce a \$10 million grant to support local farmers.

Examples of Successful Marketing Campaigns

The long-running Aflac duck campaign is one example of a campaign that significantly raised brand recognition. The company's brand-recognition rate was just 12% when it launched the campaign in 2000, and more than a decade of advertising boosted recognition to 90%.

Lay's launched its first "Do Us a Flavor" campaign in 2012, asking customers to suggest new potato-chip flavors through texts, Facebook and Twitter. The company's sales increased 12%, and its volume of Facebook followers tripled.

Tracking Social Media Marketing Performance

While it's true that every large company probably needs some **social media marketing** strategy, it isn't necessarily true for every business.

No matter your company, you should have at least a Facebook page that provides some information about your business and links to your website. The question you have to answer is—do I want to consistently commit resources to a social media marketing strategy?

Just about every business can benefit from social media marketing, but if you're a small growing business, you need to worry about resource allocation. That means conducting a cost/benefit analysis of social media marketing.

There's no one right way to go about this, but broadly speaking, here are the benefits of that social media marketing can provide:

- Create a stronger bond with your existing customer base
- Increase your brand awareness
- Boost the performance of other marketing strategies, such as content marketing
- Gain an understanding of what your audience thinks about you
- Create another medium for which you can convert prospects into customers

Think of your social media goals as high level. There will likely be several different metrics that contribute to one goal. The following are some common goals:

- Increase conversions
- Build your email list/leads
- Increase your brand awareness
- Boost audience engagement

Tracking Tactics

Since goals are so high level, looking at how you perform relative to a goal isn't very helpful. Let's say you want to increase your conversion rate and at the end of the quarter you've fallen short.

Well, if all you're doing is tracking your conversion rate, you won't really gain any insights into what was working and what wasn't.

If you want to find out what works and what doesn't and, ultimately, reach and surpass goals in the future, you need to track the performance of your individual tactics.

The first step here is to make a list of all of your tactics. There are countless social media marketing tactics, but as an example, here are five:

- Content distribution
- Replying to all (appropriate) mentions
- Capitalize on trending topics
- Run contests
- Use Gifs in tweets

You need to understand why you are committing time and resources to each of your tactics, and then figure out how those tactics contribute to a specific goal. If a tactic isn't contributing to a goal, it's probably time to scrap it. If a tactic isn't sufficiently contributing to a specific goal, it might be time to scrap that one too.

So, let's continue with the example goal of trying to increase your conversion rate. We'll assume one of the tactics you're implementing is distributing more content. After a month of sharing more content on social media, you are seeing that the pieces you share on social are not only getting more views, but they're also converting at a higher rate.

With this information, you can confidently say that social content distribution is linked to higher conversion rates. Now that you're armed with this information, you can use it to inform your social strategy going forward.

Measure and Refine

So you've determined your goals, you know which tactics roll up into which goals, now all you have to do is measure and refine.

You're almost certainly going to need a tool to measure the metrics you want to. If you already have a social media management tool, it will have some measurement capabilities, but it's crucial that your tool has the *right* capabilities.

If your current social media management software doesn't have what you need from a performance management standpoint, go find the one that does and make the swap. Your tool shouldn't be defining what you measure, you should.

Once that's squared away create reports that provide all the info you need for all of your metrics. Remember that this is an ongoing process, not a set it and forget it situation.

You should be continuously evaluating your performance. If you are far-exceeding some of your goals, maybe aim higher and vice versa.

You'll find that when you get into a groove and are effectively measuring your social performance, you'll be able to be more calculated in your strategy, and ultimately get more return on your investment.

Web Analytics-Meaning, Key Metrics and Tools

Web analytics is reporting and analysis of data on website visitor activity. It is not only a tool to measure web traffic but also can be used as a tool for business and market research. Techniques used to access and improve the contribution of e-marketing to a business, such as referrals, clickstreams, online research data, customer satisfaction surveys, leads and sales. Thus, marketers use web analytics exploring data and reports to build their knowledge on customers' preference and behavior according to types of sites, which areas customers click more often when they online. It also helps marketer understand their customers better and improve their business performance. (Dykes, 2012)

These are three stages that they need to concern when setting up a web analytic tool. The analysis is the ticket for them move from Setupland to Actionland. It is the isolating of meaningful and actionable insights in data and reports that when acted upon by your organization can drive business value.

Alignment Stage:

At this early planning stage, it is necessary for marketer to gather their business objectives and capture stakeholders' online behavior by their online measurement strategy. Clearly understand measurement strategy and well analyze visitors is critical to success. Thus, marketers have to carefully handling relevant and meaningful data which will directly affect the business in the long-term.

Collection Stage:

At this point of stage, large companies may spend amount of time on technical implementation such as multiple web domains and online marketing initiatives. (Dykes, 2012)

Reporting Stage:

This is the last stage for companies move from Setupland to Actionland. This stage is important where you create report and distribute them to organization using a manual or preferably automated approach.

TOOLS AND METHODS USED TO HELP MARKETER

There are two types of web analytics, on-site and off-site web analytics.

ON-SITE ANALYTICS

On-site web analytics is used for marketers to measure a visitor's activity when he browses on your website. This includes its drivers and conversations, for example which ads on landing page encourage more people to purchase and which title of information visitors click most. This data is used to analysis visitors' online behavior and can be used to improve website or marketing campaign's audience response.

Simply, on-site web analytics tools are used to analysis and measure behaviors of visitors' journey and actual visitor traffic arriving on your website. For example, which landing page encourage visitors to make a purchase, what links visitors clicked on (from search engine to get to the site or came there directly) to the site, and time they spent and stayed on given page. Therefore, On-site web analytics measures of website in a commercial context.

For the business, website became more important than ever before, it handles more information. Companies also need to know if their marketing campaigns are working on internet-based, just like John Shumway, the global vice president of product management at Akamai says "marketing people are increasingly driving the need for we analytics". (Dave Chaffey, 2003)

Firms can conduct on-site web-analytics through the following ways:

Analytics Software Produced by Companies

Some companies such as WebTrends and Google Analytics produce web analytics software that converts data by using combination of tables and graphs. It automatically monitors your website's traffic and highlights any significant changes, thus, managers can easily understand and analysis the effectiveness of their campaigns. And, where visitors come from and which pages retain visitors the longest, and also, track visitors progress s they click though the site. It can be simply shows daily visit on your website, type on traffic and time on site by country.

Other technologies for data collection

Other technologies companies used for data collection are eye tracking system and mouse tracking analytics. It is a key method for testing visitors' behavior and areas they focus more often when they on a web page, and both eye tracking and e mouse tracking analytics studies offer businesses accurate and actionable results. Therefore, the result can be used to improve a web site or marketing campaign's audience response.

Eye tracking system is utilized by many top enterprises such as Google. This tracking system uses specialist software to track internet visitors where the eyes land on a webpage.

Similar to eye tracking system, Mouse tracking analytics follows the mouse movements of internet users to simulate eye movement on a webpage. From the research, it has shown when both methods of testing are conducted simultaneously, in the result, they find out exactly what the visitors look at on the page which contains 84%-88% accuracy. In addition, both method of tracking analytics deliver valuable information to managers about visitors' involvement and engagement with your website. This is vital to work out what changes you need to make in order to benefit your visitors' experience as well as improve the website. (ClickTale, 2010)

OFF-SITE ANALYTICS

Off-site analytics data can be obtained for any website-including your competitors and partners. Which means is analysis the internet as a whole for the websites. Thus, the key differences of off-site web analytics measures from your potential audience (opportunity), share of voice (visibility), and buzz (comments).

Unlike to on-site web analytics only captures what happens when visitors visit and engage with your website, by using various technologies to help monitor and analysis website to create meaningful actions and results. However, as social website becomes more popular and ascendant channel for internet users, and everything becomes more transparent on social web, organization information are shared, spread on it, thus, through this platform, marketers are able to measure the latest buzz about website or organization.it is important for marketers to monitor not only what happens on the website but also outside of your website. Improving from what other people are saying about the company and provide products and services match customers requires. Off-site Web Analytics solutions can help businesses stay on the leading edge of overall trends. (Monitoring Buzz With Off- Site Web Analytics, 2010)

Firms can conduct off-site web-analytics through the following available software:

Alexa and Compete

There are numbers of web analytics software provided service to measure your competitors how much and what type of traffic are garnering to their site. Alexa and Compete are two free services help marketers to find top-level information, including the top searches people used to find the site, as well as traffic comparisons versus other Websites. For more comparison capabilities and a deeper level of demographic information, marketer can just simply upgrades their account.

Similar to Alexa and Compete system offerings monitor and aggregate a wide swath of Web traffic, paid services from Quantcast and Nielsen NetRatings also provide analytics tools and research related to online audiences, as well as online ad buying and selling.

As by shown example of how Alexa provide services for marketers by monitoring and aggregating a wide swath of Web traffic from multiple sources to develop estimates for overall ranking and other factors.

On the table 1 below, shows top 5 sites on the web. According to off-site web analytics is measuring about your competitors and monitoring the internet as whole website, it is obvious for marketers to analysis the market, so that company can generate more sales, reduce marketing costs, enhance campaign performance, provide better user experience, and reach specific target segments. As well as on table, more specific shows competitor daily/monthly search traffic and top queries from search traffic and more other details. Thus, research on your competitors and understand their strategy, is the advantages for the company to take step forward than others in the market.

Co Tweet and HootSuite

There are other tools like CoTweet and HootSuite are relative newcomers to the market when they looking further out into the social web. Especially for small and medium-size business that use tools to monitoring and engaging with social web. It started as management tools Twitter, but they are now expanding their support for other social channels such as Facebook and LinkedIn. It simply for an organization tracks the effectiveness of multiple marketing efforts in multiple social channels, and also from platforms.

Because social web such as Twitter and Facebook, it creates more effective buzz to a company. Therefore, this platform is critical important for for small and medium-size business to enhance awareness. CoTweet is a web-based social media management and analytics tool. With CoTweet you can not only manage clicks on content you publish within the application, but also integrate any web analytics platforms with campaign codes and shortened URLs. Just like Bobowski believes “it provides closed-loop reporting and allows marketers to associate revenue and other success metrics to social media activity”. (Peters, 2011)

As shown table below, CoTweet also provides updates and follow-up messages to be assigned to specific social media managers. Different knowledge of social media managers can responses immediately to appropriate questions and comments from followers, which shows to followers that there are person behind responding the questions. Also, from the questions and buzz marketers will know who he is talking with if question arise for as specific tweet. It helps marketers collected more accurate data and responded visitor’s needs.

CONCLUSION

This report has shown that Web continues to have growing importance in marketing efforts, therefore on-site and off-site Web Analytics solutions will likely become more crucial tools that lead to greater business success. This is supported by the number of toolset made available to businesses of all sizes to monitor and analyze web traffic on their sites in order to determine what is happening not only throughout the rest of the Web ecosystem but also in social media.

Unit 3(Acquiring & Engaging Users through Digital Channels)

Email Marketing

Email has become one of the most popular forms of communication. In 2010, there were an estimated 90 trillion emails sent out worldwide. That breaks down to 2.8 million emails sent every second. These numbers are gigantic, but not surprising when you consider how important the mail in all forms has been throughout history.

But as the cost of postage and printing has risen, the effectiveness of marketing through the mail has declined. Businesses now have to pay more while seeing smaller returns. This is exacerbated by the fact that new communication tools provide many of the same services that standard mail does. Although direct mail marketing has not disappeared by any means, it has been on the decline for years.

As advertisers have shifted more and more of their efforts online, they have tried to find ways to use the strategies developed in print advertising in new online environments. Most of the traffic once handled by the postal service now happens over email, creating a new method of direct marketing. Today, the average marketer sends 64 emails to their customers every year.

Email marketing is, quite simply, using the tools of email to deliver advertising messages. The vast majority of Internet users have email accounts which allow them to receive an almost unlimited number of messages instantly. According to a survey conducted by Pew Internet, 82% of U.S. adults use the Internet, and email is one of the fastest, cheapest and easiest ways for marketers to connect with customers.

Email is a remarkably flexible tool that can accommodate a wide range of messages. Ads can be quite simple, or they can be flashy, multimedia packages. The aesthetic of the ad will depend on the company and the product for sale. Some ads are only text while others include images, video, and long lists of links.

Email can accommodate almost any message a marketer wants to send. For instance, UrbanDaddy.com, a nightlife website, ran a highly successful email marketing campaign by including large, eye catching images in the header of the email. The images were geared toward a young male demographic and gave the

email context. They encouraged the reader to scroll down and engage with the sales messages contained in the body of the email.

The email marketing industry has exploded over the last 15 years. In 2011, companies spent \$1.51 billion on email marketing efforts. In order to tap into this growth, a number of companies have started to provide email marketing services to businesses large and small. Below are some of the most popular providers.

- iContact
- Benchmark Email
- Constant Contact
- Pinpointe
- GetResponse
- Mailgen

Email Newsletters: These are regular emails that are sent to a list of subscribers who have chosen to receive updates from a company. Newsletters usually don't have explicit sales messages, but try instead to build a relationship between a customer and a brand. They often have a conversational tone and contain news and information that will be of interest to the customer. The goal is to keep a customer connected to a company even when they are not buying anything.

Transactional Emails: These are emails that are sent out after certain actions trigger them. When a customer buys a product or makes a reservation, emails are sent out confirming that transaction. They legitimize online commerce by giving customers a way to prove they have bought something. Transactional emails often also contain new sales messages. Studies have shown that transactional emails are opened 51.3% of the time, while newsletters are only opened 36.6% of the time. Knowing that they have a captive audience, marketers will often try to insert new sales pitches into emails that are not explicitly for selling. For example, airline reservation emails often ask if you would like to upgrade your seat for a fee.

Direct Emails: These are used to inform customers about new products, sales and special offers. They provide customers with direct information about products and usually provide a link or another easy way for customers to access the product. They are similar to the coupons, catalogs, and sales fliers that used to be sent through the post office.

Email marketing is used most often by organizations with strong online presences. Competition amongst e-commerce sites is fierce, and email marketing is a proven way to engage with customers and differentiate your company. Online businesses

prefer to use email marketing because it makes it easy for customers to link directly from an email to a product page.

However, email marketing isn't used only for selling products online. Nonprofit organizations and political campaigns make use of email to connect with supporters and donors. They have as much to benefit from email marketing as anyone else. It is now standard to ask for an email address when collecting information from interested parties.

The low cost and relative ease of carrying out an email marketing campaign means that it is a tool that is accessible to almost any business. A small mechanic's shop can put together an email list and then send out coupons for oil changes or brake jobs. The scope and sophistication of these campaigns may not be as great as larger businesses, but that doesn't mean they won't be effective.

Email marketing is an inexpensive and easy way to connect with customers, but campaigns must be carried out systematically. A poorly planned email campaign can quickly lead to annoyed customers and disappointing sales.

The first step is to collect a comprehensive list of email addresses. The only significant disadvantage of email marketing is that many countries have laws against sending spam. Companies that send out unsolicited emails can face significant fines. It is crucial to only send emails to customers who want to receive them. It is important to make the process easy for customers to sign up for email updates. They can also offer incentives like one time coupons to encourage higher subscription rates.

Analyzing the emails of competing businesses can be a great way for companies to plan their own. This can be done easily by just signing up for their email lists. Competitor's emails reveal what kinds of images, messages and specials they are using to appeal to their customers. Businesses can then tailor their email campaigns to match or beat the offers of their competitors.

Designing the look and feel of the email is an important but tricky process. The choice of images and text must reflect the demographic that is being marketed to. The email needs to grab the reader's attention and draw them into the details of the sales pitch as quickly and succinctly as possible. If the email is confusing or boring, readers are likely to delete it before reading too far into it. All of that effort is then wasted.

Deciding which customers receive which emails is a way to give marketing messages relevance. Larger companies will use email to push multiple different products, updates and offers. Matching the message to the customer leads to higher sales and greater levels of customer satisfaction. Email marketing software makes it easy for companies to segment their email delivery based on criteria that they establish.

After an email campaign is sent out, it will be important to track and evaluate the success of that campaign. Pre-established metrics should be used to determine success or failure. If a campaign is not performing well, marketers can change the design of the ads, the products being emphasized, or the deals being offered. The flexibility of email makes it easy to implement changes quickly and inexpensively.

Opt-in-email Marketing

Opt-in email is a term used when someone is given the option to receive email. Typically, this is some sort of mailing list, newsletter, or advertising. Without obtaining permission before sending email, the email is unsolicited bulk email, better known as spam.

There are several common forms of opt-in email:

Unconfirmed opt-in / Single opt-in

Someone first gives an email address to the list software (for instance, on a Web page), but no steps are taken to make sure that this address belongs to the person submitting it. This can cause email from the mailing list to be considered spam because simple typos of the email address can cause the email to be sent to someone else. Malicious subscriptions are also possible, as are subscriptions that are due to spammers forging email addresses that are sent to the email address used to subscribe to the mailing list.

Confirmed opt-in (COI) / Double opt-in (DOI)

A new subscriber asks to be subscribed to the mailing list, but unlike unconfirmed or single opt-in, a confirmation email is sent to verify it was really them. Generally, unless the explicit step is taken to verify the end-subscriber's e-mail address, such as clicking a special web link or sending back a reply email, it is difficult to establish that the e-mail address in question indeed belongs to the person who submitted the request to receive the e-mail. Using a confirmed opt-in

(COI) (also known as a Double opt-in) procedure helps to ensure that a third party is not able to subscribe someone else accidentally, or out of malice, since if no action is taken on the part of the e-mail recipient, they will simply no longer receive any messages from the list operator. Mail system administrators and non-spam mailing list operators refer to this as confirmed subscription or closed-loop opt-in. Some marketers call closed-loop opt-in “double opt-in”. This term was coined by marketers in the late 90s to differentiate it from what they call “single opt-in”, where a new subscriber to an email list gets a confirmation email telling them they will begin to receive emails if they take no action. Some marketers contend that “double opt-in” is like asking for permission twice and that it constitutes unnecessary interference with someone who has already said they want to hear from the marketer. However, it does drastically reduce the likelihood of someone being signed up to an email list by another person.

The US CANSPAM Act of 2003 does not require an opt-in approach, only an easy opt-out system. But opt-in is required by law in many European countries and elsewhere. It turns out that confirmed opt-in is the only way that you can prove that a person actually opted in, if challenged legally.

Opt-out

Instead of giving people the option to be put in the list, they are automatically put in and then have the option to request to be taken out. This approach is illegal in the European Union and many other jurisdictions.

Address Authentication

Email address authentication is a technique for validating that a person claiming to possess a particular email address actually does so. This is normally done by sending an email containing a token to the address, and requiring that the party being authenticated supply that token before the authentication proceeds. The email containing the token is usually worded so as to explain the situation to the recipient and discourage them from supplying the token (often via visiting a URL) unless they in fact were attempting to authenticate.

For example, suppose that one party, Alice, operates a website on which visitors can make accounts to participate or gain access to content. Another party, Bob, comes to that website and creates an account. Bob supplies an email address at which he can be contacted, but Alice does not yet know that Bob is being truthful (consciously or not) about the address. Alice sends a token to Bob’s email address for an authentication request, asking Bob to click on a particular URL if and only if

the recipient of the mail was making an account on Alice's website. Bob receives the mail and clicks the URL, demonstrating to Alice that he controls the email address he claimed to have. If instead a hostile party, Chuck, were to visit Alice's website attempting to masquerade as Bob, he would be unable to complete the account registration process because the confirmation would be sent to Bob's email address, to which Chuck does not have access. Wikipedia uses this mechanism too.

Online PR

Public relation in an online world means the way the things are promoted through internet throughout the world. Public relation is a kind of a bridge between the organization and customer and when it is connected to online world it means that the public relation person is telling the policies of company or organization online using internet on some particular website and promoting the products throughout the worldwide. Thus PR is an integral part of company's marketing strategy.

Public relation practitioner is the person or department which promotes the positive image of their respective company or organization. Public relation department deals with the people in such a way that they have to build the positive image of their product that it's the best one and they will not be able to find the better product in society.

Social media has revolutionized everything and has evolved new thinking patterns and awareness among the general public and because of this new trends to market products and to sale them have emerged. In terms of public relations social media has heralded a new and golden age of communication management. Also the act of public communication has also become easier and now they can communicate about a brand more easily also the concept of ratings of a brand and public views on their sites can be posted enabling direct feedback and if the feedback is positive then only more people will buy products of that certain company.

The two way nature of online communication has spawned a reality in which brands negotiate their public image with daily consumers. Nowadays public relation departments have come to the online world as people are getting more concerned about the things that are on internet. Online world requires the interactive communication so that the customer are satisfied and persuaded by the image set by of Public relation department.

The use of Internet is getting common and the social networking sites are getting more popular. So the organizations or companies and even brands have created

their websites and made pages on social networking sites like Facebook and twitter so that they remain in the race of getting popular in online world or social media.

Public relation person or department makes the company's websites interactive and promote their products in such a way that the audience finds all the benefits and advantages of the product or organization and think that this is the best organization or brand to grab the product or do work. The examples of public relation in online world can be clearly of the facebook pages that how the brands and organizations are promoting their name and once the people like their page they get the updates of the respective company or product on their newsfeed on daily basis that helps the brand or organization in increasing their business. The role of Public relation department in such type of online world can be judged when any person comment or ask something about their product or organization the public relation person has to answer that in such a convincing way that the other person gets satisfied.

All the advantages of the organization, company or the product are on their websites and nowadays people have started rating companies and if a company does not have an active website or the Facebook page of that company has less 'likes' then people are less likely to buy products of that company. Further advantages of online PR are:

Immediacy: The response in social media is measured in minutes so a PR person has to be actively engaged to the online profile of his company before other companies grab the narrative.

Direct engagement: Social media demands an online engagement where the PR person has to be answerable to the public in an honest and open manner.

Transparency: This means that everything is open on social media so the PR person has to be very careful in building a positive image of the company in the online world as there is no room for falsification.

Reach: This is the greatest benefit of the online world as it allows promoting and managing the brand on a global scale with minimum expenditure. Secondly through this the company can easily target the most discrete audience.

Another example can be of online shopping. The concept of online shopping is increasing nowadays and in the promotion of that the public relation department is putting up the great role as it is difficult to satisfy the customer especially when he is exposed to the pictures of the products offered by that company and details

about it. Online shopping websites require the strong public relation department so that they are able to persuade the customer to buy the product online and make them believe that the product they will be buying will be up to the mark and will stand on their expectations. This is also done by giving a yearly warranty or exchange offer of that product so that it satisfies the customer.

The public relation person gives the general and controlled opinion to build the positive image of that specific firm in front of the public and among the people in that organization. Public relation department only tells the advantages and benefits of the products but they should also keep in mind that the things should not be exaggerated that much because it will portray a negative image of that organization.

Online PR has created a number of opportunities by grouping like-minded people. But it has also given the option to its large audience to criticize a specific media company on its own media platform. Now the content on the site of a company lasts longer so creative and compelling content should be written on the site. The content quality should be high that it buys a credible audience. Online presence in terms of social media is challenging so the online PR manager should keep an eye to negative feedback. As online PR activities are mostly geared to influencing media and audiences these include forums, search engines, blogs and other communication tools.

SEO/PR is an innovative approach used in online PR as it combines public relations with search engine optimization generating more publicity through crafting online press releases. Through this there will be an increase in the online rating of a company's site and this will eventually lead to increased sales.

Principles of PR in an online world

The following are some principles of public relations in an online world

Face up to crisis

The companies who indulge in crisis should accept their faults , write a sorry note for customers in their online profile and should also promise their customers that that mistake would never be repeated by the company in future.

Think creatively:

Thinking creatively is very crucial for online PR. The online site of a company should consist of videos, pictures, games, discount offers to make it more engaging and intriguing so that more people are likely to buy products of that company.

A tactful PR strategy:

In order to create a positive online image of a company a very planned and systematic PR strategy should be used which includes pacing up with the internet, sensitively answering the questions of clients and creative interactions with the customers.

Identify customers

In an online world the PR person has to identify real clients of the company and influence them.

Monitoring

While managing PR of a company in a virtual world the PR department has to monitor online conversations, glean insights etc.

Build a web strategy

Tools should be utilized to make an effective online strategy.

Track results

Some of essential online PR tools are

1. Social media platforms
2. Search marketing
3. Social media release
4. Online surveys
5. Email

As online PR is associated with improving results from digital marketing communication techniques in particular social media so it is a very cost ineffective technique for making people aware but it requires a lot of hard work.

Tactics for online PR are:

Influencer		marketing
Online	PR	analytics
Online	PR	outreach
Online	PR	strategy
Real	time	marketing
Reputation management		

Some ways of reviewing online PR options is through 4 types of strategy.

1. Attracting visitors through search
2. Engagement and dialogue
3. Building campaign buzz
4. Defensive crisis

Importance of online PR:

Internet has a great influence on the public opinion, especially when they are not certain. For instance a boy gets acne on his face and he doesn't know which cream to use . He will take into consideration a lot of factors e.g price, other people's opinion and most of all his decision will be greatly influenced by the information of the product available on the internet.

Challenges of online PR:

Internet has dramatically changed the process of communication. Internet has opened up a number of opportunities and challenged, specifically for the PR sector which masters communication through traditional means. While PR specialists virtually had no competition in the era of the traditional media, the democracy of the Internet has forced them to compete with the entire world.

Interactive Advertising

Interactive advertising refers to promotional techniques that include an element of feedback from those to whom the advertisements are directed. This feedback gives the advertiser analytical data that can be used to improve the advertising methods being employed. Interactive advertising is usually used to refer to online advertising, but can also be applied to offline advertising methods such as consumer surveys.

Although interactive advertising in now generally considered common sence, it was a groundbreaking idea when Internet analytics first started being used with any rigor. By tweaking ad approaches, colors and content, and soliciting feedback from

the target segments, advertisers have given potential customers the opportunity to interact with companies and their advertising, rather than simply being pitched to. Of course, this overt feedback is usually given less weight than the analytical data that tracks how changes in an ad affect its performance.

Interactive advertising goes beyond simple banners and clickthroughs, using social media, branded polls and games, and many other approaches to engage the target audience.

Online Partnerships

If you build a Web site and no one visits, does it still exist?

Much like trees falling in the forest, unvisited Web sites may or may not be making noise — but it doesn't much matter, because no one's there to hear them.

Once you recognize this, you'll see that online marketing is just as important to the success of a Web site as the site's design, technical features, and server speed.

It's not enough to bring your store online and then just wait for the customers to come rolling in. You've got to take an active — and ongoing — role in acquiring those potential customers, by making sure they know about your site and by encouraging them to visit. One of the best ways to do that is to build partnerships with other, related sites on the Web.

Content Partnerships

Content-sharing partnerships can increase your visibility and get your content in front of more people. And, you may be able to augment the content on your own site, providing a richer experience for your own visitors and customers.

For example, if you're selling bicycles online, why not form a partnership with an online retailer of bike clothing? You could sell their bike shorts along with your mountain bikes, or vice versa. An online travel agent specializing in bike tours would be another good choice for a content/product partnership, as would a site offering books and magazines on biking. If you want to add interesting, current content on biking to your own site, find an online biking magazine and partner with them: Their content can augment your site, and you can sell bikes through their site, sharing a percentage of the revenue with them.

One advantage of a content partnership, in addition to increased exposure, is that your site will look bigger to visitors. Providing a rich online experience is an

important part of Internet retailing, and if you can't immediately fill up your store with thousands of items and thousands of pages of content, one way to provide that experience is by "borrowing" products and content from your partners.

Done properly, partnerships like this will increase traffic on both sites. It's sort of like buying banner ads, except that costs are minimal, and content partnerships are generally bi-directional: each site points to the other. Also, you get to share space in the desirable "content" portion of your partner's site, rather than the oft-ignored banner ad spaces at the tops and bottoms of their pages.

Link exchanges and search engines

Of course, you don't have to go as far as sharing content and catalog listings with your partner sites. Simple link exchanges and "webring" have long been used among related sites to mutually boost their Web traffic. Link exchanges between related sites help attract customers who are simply browsing, following one interesting link after another. They also help snag those who are searching for something in particular. A potential customer may find one of your partner sites through a search engine, then follow a link to your own site.

A webring is simply a more organized form of link exchange, where a group of related sites band together and organize the links among themselves so that visitors can click from one to the next, eventually (if they're patient enough) following an unbroken chain of links that encompasses the whole set of sites.

Of course, registering your site with the big search engines is an essential component of an online marketing strategy. Most savvy Internet users first turn to search engines when they're looking for something. It's important that your site show up near the top of the list when someone enters a relevant query.

A more sophisticated kind of partnership is possible with search engines, as well. For instance, if you enter a search for a book or author on Yahoo, you'll see — in addition to the usual list of search results — a small box promising a list of related books at Amazon.com. Similarly, if you enter a search for a musical group, a box appears offering to sell you albums at CDNow.

Excite has partnerships with various retailers, who get top billing in Excite's Shopping channel. If you're a big enough site, similar partnerships are possible with Yahoo, Excite, and other search engines — and it may be well worth your while to pursue these kinds of relationships, given how critical search engines are to Web surfers.

Online marketing opportunities abound, and it's essential that you take advantage of them with a strategic marketing plan. Otherwise, no matter how beautiful or technically advanced it is, your site will be playing to an empty house.

Viral Marketing

Viral Marketing is any marketing technique that induces websites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. A popular example of successful viral marketing is Hotmail, a company now owned by Microsoft, that promoted its services and its own advertisers' messages in every user's email notes.

Types of viral marketing techniques

There are three criteria for basic viral marketing; the messenger, the message and the environment. All three must be effectively executed in order for a viral message to be successful.

Some techniques for effective marketing include targeting the appropriate audience and channels, creating videos, offering a valuable service or product for free, creating an emotional appeal, social outreach and enabling easy sharing and downloading.

Who uses it

Viral marketing can be effective as a stand-alone tool or as part of a larger marketing campaign. It can be used by both large and small companies, but can be especially attractive to smaller business, as it can be more cost-effective than traditional marketing efforts.

Viral marketing has been used by energy drink companies, movies and even political campaigns to generate marketing buzz.

Viral marketing is the goal of many companies looking to leverage the social media space to promote their products. Defined as piece of content generated by a person or business that inspires consumers to eagerly share it with their expanded social circle, viral marketing can help build brand recognition instantly — but is easier said than done.

Instant Awareness

Viral marketing can be important in launching a new product by getting your brand in front of a large potential market quickly. A YouTube video costs a fraction as much as a TV commercial, but if it inspires people to share your message it can have a major impact on brand recognition. Kraft, for example, used viral marketing to successfully launch its MiO brand of liquid water enhancer. Twitter and Facebook are among the other social media tools that allow users to share content, and are useful in attracting attention.

Make It Easy

A viral campaign isn't the place to tell your audience every single detail of your product or service, even if it's their first exposure to what you're selling. Instead, it should generate a reaction quickly and easily, such as laughter, surprise or shock. If you already have a strong online presence, seed it with your biggest fans first to get them to spread the word for you. It's not an ideal marketing strategy to just post your product's viral marketing video on YouTube and hope for the best. Consider placing ads linking to the video on search engines, with the ads appearing when users search terms relating to your product, such as "stain removal" for a dry- cleaning service.

Get Their Attention

Companies can be tempted to make the new product's attributes the centerpiece of a viral marketing effort, but if that's the star of the show it usually falls flat. Before you design your campaign, assess what causes you to click on a video or forward a link, and ask those in your company or social circle with experience in social media for their thoughts. Would you click on a video because it promised to be the best tongue cleaner on the market? Probably not. But Orabrush found success with viral marketing by making the star of the show a giant human tongue that did things like compete against little league football players on YouTube.

Measuring Effectiveness

It's important to build in metrics to let you know if your campaign is going viral, and if it's having the desired effect on brand awareness. Views, likes, re-tweets and other basic measures are a start, but find ways to expand that to something more meaningful to your campaign goals. Perhaps offer a free sample of your product as

part of the campaign, and measure how many fill out the form to request the free sample. Or have the clicks take users to a landing page on your own site and measure how many engage there as well.

Control Factor

The biggest risk isn't the possibility that a campaign will fall flat, but the loss of control that a viral marketing campaign necessitates. When customers pass along your viral marketing efforts, they do so on their terms, not yours. You might turn off customers as well as win them — but you also may find your users see selling points that you never thought of.

Blogs Promotion Tool

Blog marketing is the process of reaching your home business' target market through the use of a blog. Initially, business owners had a blog separate from their websites, but today, you can easily integrate the two to make it easier for you to manage, as well as easier for visitors to access. Many business owners use a blogging platform, such as WordPress, for both their site and blog. Further, as blogging has grown in ease and popularity, many people have created businesses from blogging all on its own (as opposed to having a business first and then blogging).

The Pros of Blog Marketing

The very nature of blogging makes them ideal for marketing since they provide new content to draw people back, and offer a way for consumers and businesses to interact. Here are a few other benefits:

1. **Inexpensive to Start and Run.** While there are free blogging platforms, such as Blogger and WordPress.com, to maintain a professional appearance that allows for your unique brand to shine through, use a self-hosted option, such as WordPress.org. For the cost of a domain and web hosting, you can have a customized blog marketing for you.
2. **Easy to Use.** Most blogging platforms are simple to use. If you can copy, paste, type, drag & drop and upload, you can have a professional looking blog.
3. **An Effective Way to have Bi-directional Traffic Come to Your Site.** Offering tips, updates, and other new contents give people a reason to come and/or return to your business website, which gives them the opportunity to buy.

4. Improves Search Engine Ranking. Google, in particular, likes to find and rank new content, and many entrepreneurs use blogging specifically for search engine optimization (SEO)
5. Allows You to Show Your Expertise to Gain Trust and Credibility with Your Market. People like to know who they're doing business with. With a blog, you can prove you're an expert, provide helpful tips and other valuable information, all of which help consumers feel good about spending money on your product or service.
6. Connect with Your Market. While most businesses now use Twitter and other social platforms more than blogs for engagement, blogs can allow you to have a conversation with your market. This gives you the opportunity to build trust and rapport, as well as get feedback and provide customer service.
7. It Can Make Money Beyond Your Product or Service. You can accept advertising, promote affiliate products and get sponsors, adding additional sources of revenue to your business.

The Cons of Blog Marketing

Like just everything else in life, there is a downside to blogging, including:

1. Time-Consuming. Creating new content and updating your blog can take a significant amount of time. Hiring freelance writers and a virtual assistant, or using private label right content can help.
2. Needs a Constant Stream of Ideas. Along with time, having something new blog about is one of the biggest challenges bloggers face.
3. It Can Take Time to See Results. The Internet is overloaded with information, so getting people to your blog takes time.
4. It Needs to Be Marketed Too. You're using the blog to market your business, but for it to work, people need to know about it, which means you have to find your target market and entice them to your blog.

How to Do Blog Marketing

Starting a blog and using it to promote your business can be set up within minutes. It's the ongoing management and marketing that will take time.

1. Make a Blog Marketing Plan. What are you going to share on your blog? News, tips, resources, etc? Further, how often will you update your blog? Daily, weekly, etc?
2. Create Your Blog. Decide on your blogging platform, and set it up, including customization that fits your business. Be sure to use the same logo on your blog as

on your website (if you have a separate website) to retain consistency. If you use a free blog platform (not recommended for business blogging), have a domain name pointing to the blog to make it easier for consumers to get to your site.

3. Fill Your Blog with Several Posts ASAP. Readers don't like to visit a blog with only one or two posts. Add ten or more posts quickly, and then go to your regular post schedule.
4. Market Your Blog. It's very easy to integrate social media into your blogs so that your blog posts go out to your followers. Include your blog on your marketing materials as well.
5. Reply to Comments. Remember, blogs are social, so people will ask questions, provide feedback, or share their opinion. Delete spam posts.
6. Use Your Blog to Encourage Email Signups. Signups is another great way to keep people who are interested in your business coming back to your blog, which again, gives them more opportunity to spend money with you.

Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is the process of gaining market online by purchasing Ads on search engines, say Google, Yahoo, or Bing. SEM involves the promotion of websites by increasing their visibility in Search Engine Result Page (SERP).

Search Engines

The search engines use algorithms to provide the most relevant results to every user. For producing best suggestions to the users' queries, they consider not only the search keywords entered by users but also users' location, type of device and operating system they are working on, users' preferences, and their identities.

The better the search algorithm is, the happier the user is with its results.

Search Marketing Approaches

Search marketing works with two approaches –

- Earning traffic through unpaid or free search listings (SEO Methods)
- Buying traffic through paid search listings (PPC Ads)

In the first type of search marketing where advertisers earn traffic through unpaid listings, there are two popular methods – organic and non-organic search.

Organic SEO	Non-organic SEO
It takes more time to create as more concentrated towards content creation, building hyperlinks, meta-tag optimization, keyword enhancement, etc.	It is speedy.
It yields late effect.	It brings immediate effect.
It focuses on long term results.	It focuses on short term results.
It is inexpensive.	It is very expensive.
They cannot be affected financially. Once the design of the website and its content is good, it requires less management.	They can get affected financially. It required high degree of management.
Organic SEO is called White Hat search tactic.	Inorganic search is Black Hat search tactic.

How to Get Organic Results

Organic results can be achieved by Search Engine Optimization. You need to invest time and expertise in creating an appealing yet efficient website that can work to build long lasting trust in your business.

You need to build your business website according to SEO techniques which use White Hat Tactics for rank improvement. The SEO techniques are described in chapter SEO Friendly Website.

How to Get Inorganic Results

They can be improved in two ways:

- Improving your quality score
- your bids for keywords and Ads

Inorganic results are instantly reflected. Here is a checklist for inorganic search optimization:

- Mine keywords properly. Group them into relevant themes.
- Use correct match types. Estimate bid on all match types. Choose the benefiting one.
- Keep testing your Ad copies and landing pages.
- Strive constantly to improve CTR.
- Aim for higher quality score.
- Target relevant locations. Only look for the places that seem to give you business.
- Run search query report. Filter prominent keywords. Bid higher on most searched keyword.
- Bid your keywords accordingly. Calculate and strategize methods to achieve ROI.

Organic versus Inorganic Search – Which is Better?

It is better and safer to start with Organic SEO in case of small business because it requires low-cost investment. In addition, it builds your internet presence gradually and creates a solid foundation for your business. It is found that the organic search results are very much likely to get attention of the viewers.

Inorganic SEO is good for customer targeting. For example, PPC advertising. While opting for this, you need to make sure you are investing in the appropriate advertise. You need huge funds to hire a management or your own dedicated expertise, which can take care of your paid searches.

Though organic and inorganic results are independent of each other's performance, yet you need to perform well in both to boost up your business. Paid Ads boost your business and website ranking. Organic results marks trust on your business.

Steps Involved in Search Engine Marketing

These are the general steps involved in search engine marketing –

Step 1 – Define Effective Strategy

- Define your target audience.
- Identify their needs and motivations.
- Highlight how your product is best to serve their needs.
- Review your business position in the marketplace.
- Identify your competitors.
- Identify your specific goals and benchmarks, such as search ranking, sales, website traffic, and other ROI metrics.

Step 2 – Choose Right Keywords

- Select most important phrases relevant to your business.
- Also select the phrases that are frequently searched by your target customers.
- Conduct brainstorm sessions for potential terms your customers use when thinking about your products and capabilities.
- Interact with your sales and customer service teams, and best customers to know the frequently used phrases.
- Employ a keyword research tools to compile a list of highly searched terms.

Step 3 – Optimize Your Website Content

- Focus on your website structure. Keep it simple.
- The search engines looks for the underlying code of your website when they visit your website.
- Create crisp, clear, and correct content that can retain users' attention.
- Use your keyword phrases relevantly in pages title tags, heading tags, directory names, file names, alt tags and meta tags.
- Pay attention to meta description. It is shown in the search results below your link, providing a great opportunity for you to bring visitors to your Website.

Step 4 – Submit Your Website for Indexing

To be visible online to the customers, ensure that all the pages of your website are completely indexed by the search engines such as Google, Yahoo, and Bing.

For speedy process of getting indexed by the other engines, submit your website to the DMOZ.org, an Open Directory Project. Once DMOZ accepts your website, Yahoo and other search engines have no problem indexing your website.

Step 5 – Add Quality Links to Your Website

- Build links to your website from valued links of other websites that are frequented by your targeted visitors.
- The more quality inbound links you have, the more popular your website is with Google and other engines.
- Make your website content is link-worthy. Create interesting and informative content on your website such as a library of best practices articles, blog trends in your industry, etc.
- You can also garner links from vendors, customers, business partners, and trade associations.
- Distribute press releases and articles online.

Step 6 – Manage Paid Search Advertise

- Bid on the most relevant keywords. Do not pick them based on only popularity.
- Make sure your product offer is interesting to the potential customer.
- Tie the bidding strategy to business results. In many cases a lower Ad position will produce a higher ROI.
- Finally, include a compelling ‘call to action’ in the Ad and send traffic to a relevant landing page tied to the Ad.

Step 7 – Measure Success of Advertise

- Check how well you performed in the past.
 - Measure CPC, CPR, Clicks, Bounce rate, Impressions, ROI, etc.
 - Employ Web Analytics to monitor progress and problems.
 - Monitor your position regularly in the search results.
 - Identify problems and plan strategies to improve your results in the future.
-
- Search Engine Optimization (SEO)
 - SEO is short for search engine optimization. Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) — including Google, Bing, Yahoo and other search engines.
 - *Optimizing Visibility in Search Engines*
 - It is common practice for Internet search users to not click through pages and pages of search results, so where a site ranks in a search results page is

essential for directing more traffic toward the site. The higher a website naturally ranks in organic results of a search, the greater the chance that that site will be visited by a user.

- SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be found by the search engine. SEO is typically a set of “white hat” best practices that webmasters and Web content producers follow to help them achieve a better ranking in search engine results.
- *Optimizing Organic Search CTR*
- SEO is also about making your search engine result relevant to the user’s search query so more people click the result when it is shown in search. In this process, snippets of text and meta data are optimized to ensure your snippet of information is appealing in the context of the search query to obtain a high CTR (click through rate) from search results.
- *SEO may also be called search engine optimizer when using automated tools to assist with the optimization process.*

Website Optimization

Also called search engine optimization (SEO), website optimization is a phrase that describes the procedures used to optimize – or to design from scratch – a website to rank well in search engines. Website optimization includes processes such as adding relevant keyword and phrases on the website, editing meta tags, image tags, and optimizing other components of your website to ensure that it is accessible to a search engine and improve the overall chances that the website will be indexed by search engines.

A phrase used to describe the procedures to optimize the speed at which your website loads in a Web browser. This type of optimization generally involves editing your website to optimize scripts, HTML or CSS code for faster loading. It’s also reduces the number of components such as images, scripts, or video components that are needed to render the webpage.

Content Marketing

Advertising uses the content to describe the business, brand, and business reputation. The content can be in various forms such as news, webpages, videos, white papers, infographics, podcasts, blogs, case studies, and photographs.

Content is what is sold or accessed on the Internet. Content developers create the content to provide the information to the viewers. It can be in the form of text, graphics, and animation.

Content marketing refers to the approach of creating and sharing of informative, relevant, valuable, and consistent content to convert a group of audience into customers and retain them. Content marketing is non-interruptive way of marketing.

Good content helps customers become more knowledgeable about the product or service and make better buying judgment.

Goals of Content Marketing

The goals of content marketing are as follows:

- Brand Awareness: It marks the presence of your brand.
- Sale: It boosts lead generation at quicker pace.
- Customer-Vendor Relationship Building: It helps in creating engagement between buyer and the company.
- Customer Retention: Pleasing content attracts customers and helps one in retaining him.

Types Of Content

Let us see what each type of content gives –

News

They contain news about new product release, updates on products, etc. For example, news of releasing new mobile handset on website of NDTV gadgets.

Webpages

SEO webpages can hold the content in the best possible way and sell the content.

Videos

They say, video is the second best thing to pursue a viewer in person. Creating crisp and compact videos can bring good market at doorstep. Promote your business videos across multiple channels, and ensure that your videos are optimized for mobile viewing, as an increasing number of users view them from their mobile devices.

Infographics

These are long, vertical graphics or columns that include graphs, charts, statistics, and other information. Infographics makes use of the fact that 90% information transmitted to human brain is visual, which makes people perceive it faster than text.

Podcasts

They are digital files available in the form of episodes, which can be downloaded on the PC. They can come in various formats such as audio, video, e-Pub, and pdf. It allows people to subscribe and it can prove as a powerful medium to communicate a range of ideas, products, and information to audience. The businesses engaged in podcasting are – IBM, Oracle, Yarn Craft, etc.

Blogs

Business blogs deliver excellent content marketing. Blogs are required for a business to survive in the race of content marketing.

Case Studies

Case studies are detailed studies pertaining to a particular problem, action, individual, organization, event, or action, existing at a specific place at a given time. They encourage content marketing to build trust in the product and in turn business.

Photographs

A picture speaks a thousand words. Pleasant and relevant pictures can stand as a good content for content marketing and boosts the business.

